



Integrating DRTV & Radio

Reach a broader audience in a changing media world

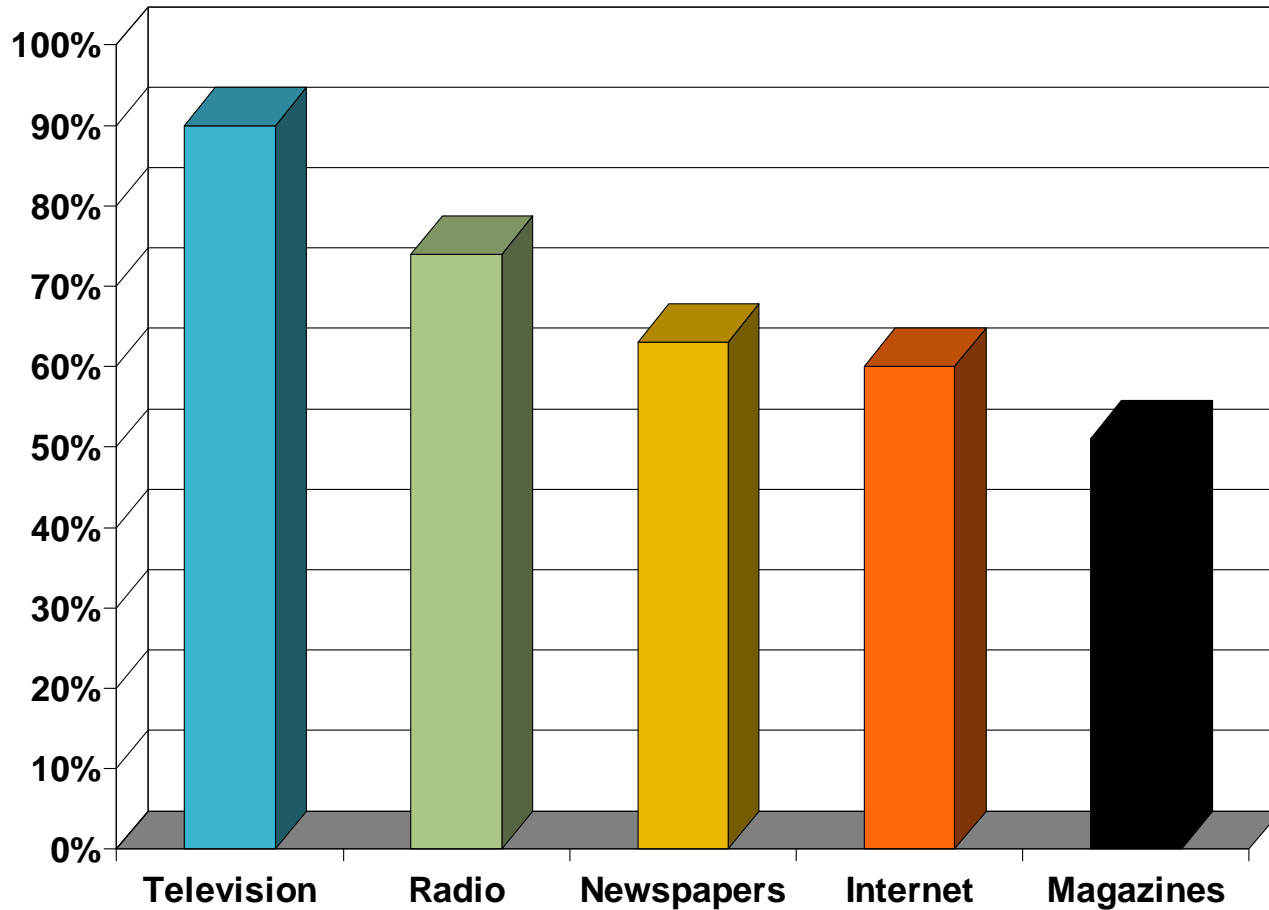
January 21, 2009



The landscape of media is changing

- Audience fragmentation
- Multitude of options
- User-focused and user-driven content

Percent of adults reached by media



Source: TVB, Nielsen Media Research Custom Survey 2006

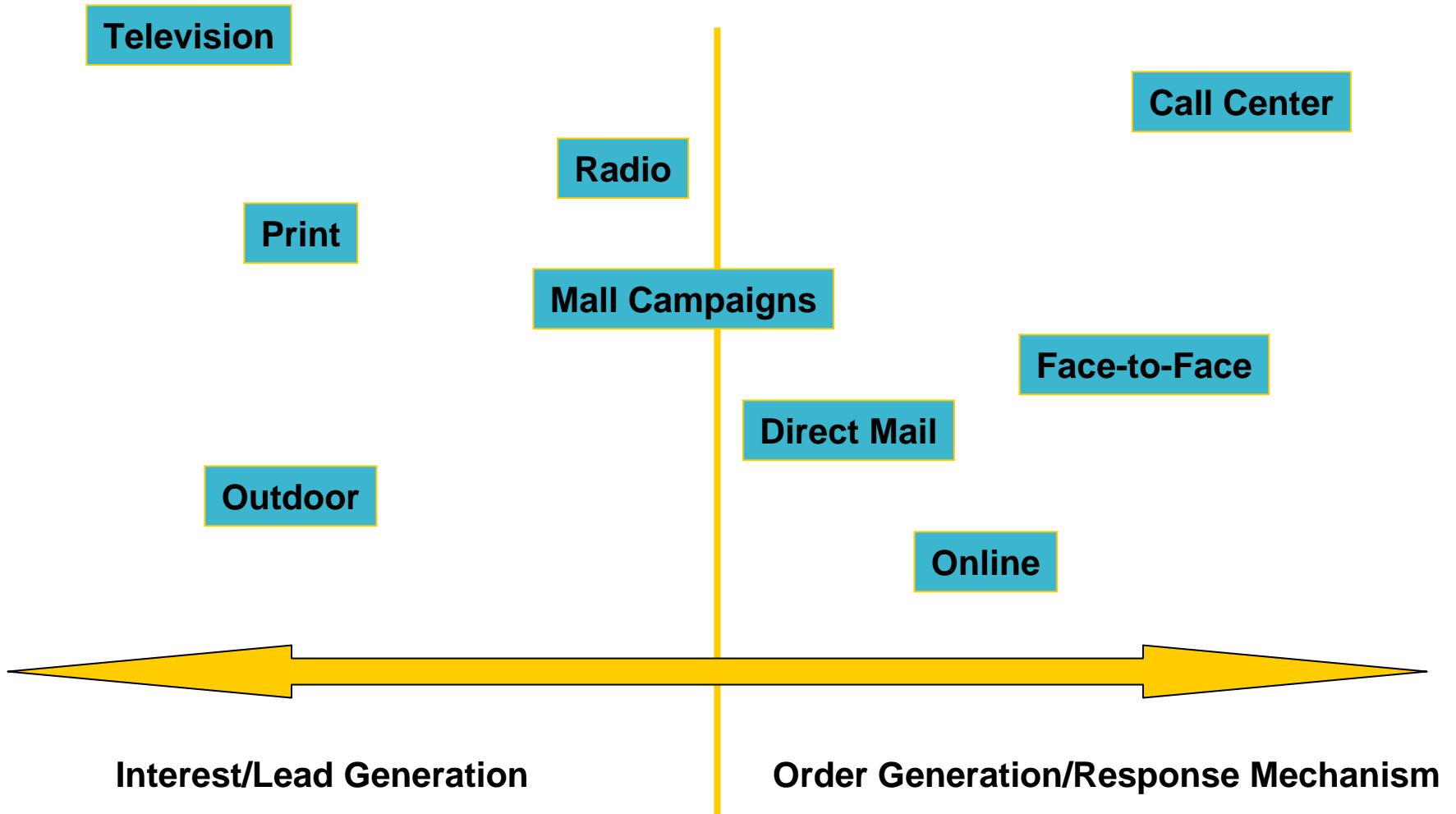
What are our primary goals for integrating media?

- Implement layered media concept across pre-existing efforts
- Create new layered media strategies for local or national efforts
- Test how different media combinations interact and affect results
- De-silo results to manage to the bottom line, lifting results across all media vs. channel-by-channel
- Identify new media opportunities for layering on an ongoing basis
- Incorporating new media into the layered efforts
- Intentionally layering media all the time

How do media work together?

- Different media have audiences that complement each other
- It's like putting the pieces of a puzzle together to form a bigger picture – better reaching a relevant audience
- Some media are more effective for awareness and lead generation, while others better serve as response mechanisms
- The key to effective integrated media campaigns is balancing different types of media

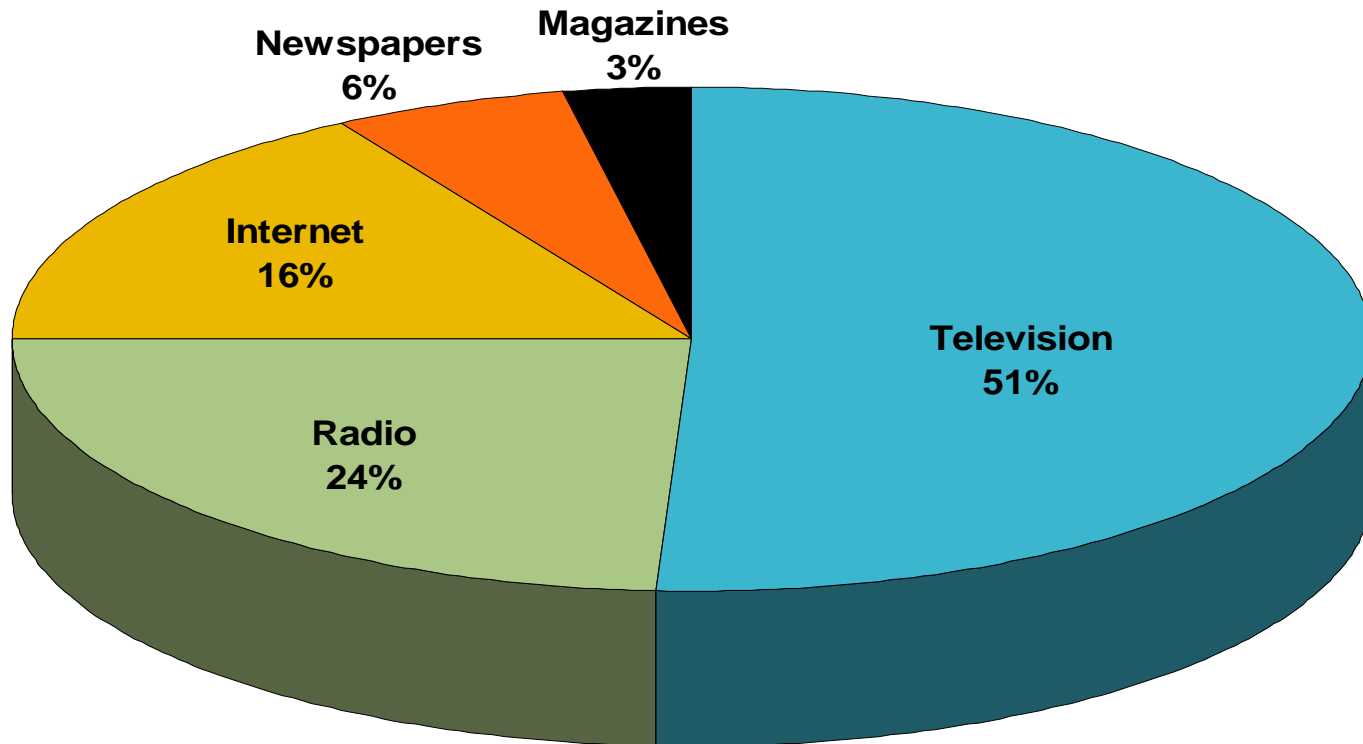
Which medium does what?



What can I expect from integration?

- Basic media math says that multiple media sending the same message multiplies the impact of each individual medium
- It may sound cliché, but the whole is truly greater (and more valuable) than the sum of its parts
- Fully integrated market campaigns have generated an average lift of 40% for each medium (vs. standing alone)
 - TV response rates increase by 50%
 - Radio response doubled (100%)
 - Face-to-face mall campaigns increased by 40%
 - Zip Code Saturation mail become a viable option

Why integrate TV & Radio?



- Touching consumers with TV & Radio means being in front of them 75% of their media time

Source: TVB, Nielsen Media Research Custom Survey 2006

Create a media duo

- Layer combinations of DRTV and Radio to achieve heightened awareness, increased reach, and maximize response
- Test the interaction of these two media to multiply the impact of each individually
- Vary combinations of timeframes, geography, and messaging to determine the most effective mix
- Leverage these media into mini-campaigns, saturating a market and aggregating results, measuring the bottom line to quantify success

The TV / Radio Combination

- Radio dramatically increases the reach of TV alone
- Its younger demographics complement TV's female-skewing, somewhat older audience
- Allows greater targetability than TV typically offers
- Dual media allows multiple touch-points for consumers, creating mini-campaigns
- Higher frequency of messaging means increased likelihood to donate

The TV / Radio Combination

- Layer Long & Short Form TV efforts with National or Local Radio to maximize visibility with potential sponsors
- Leverage Radio stations' knowledge of their listeners to maximize impact, particularly through promotional opportunities
- Use traffic sponsorships as a relatively inexpensive way to maximize reach and provide high frequency in a market
- Measure results in aggregate, taking into consideration the total lift each medium provides to the other

Results from TV & Radio Integration

- Client previously aired only on Television
- 20-25% of the TV budget was segmented out for Radio, keeping the total budget constant
- The combination of Radio & TV generated a 20% lift over airing on Television alone
- A similar trend was repeated for multiple campaigns over the next two years
- One key component was a short campaign window (4-5 weeks), with each campaign having its own goals, beginning, and end

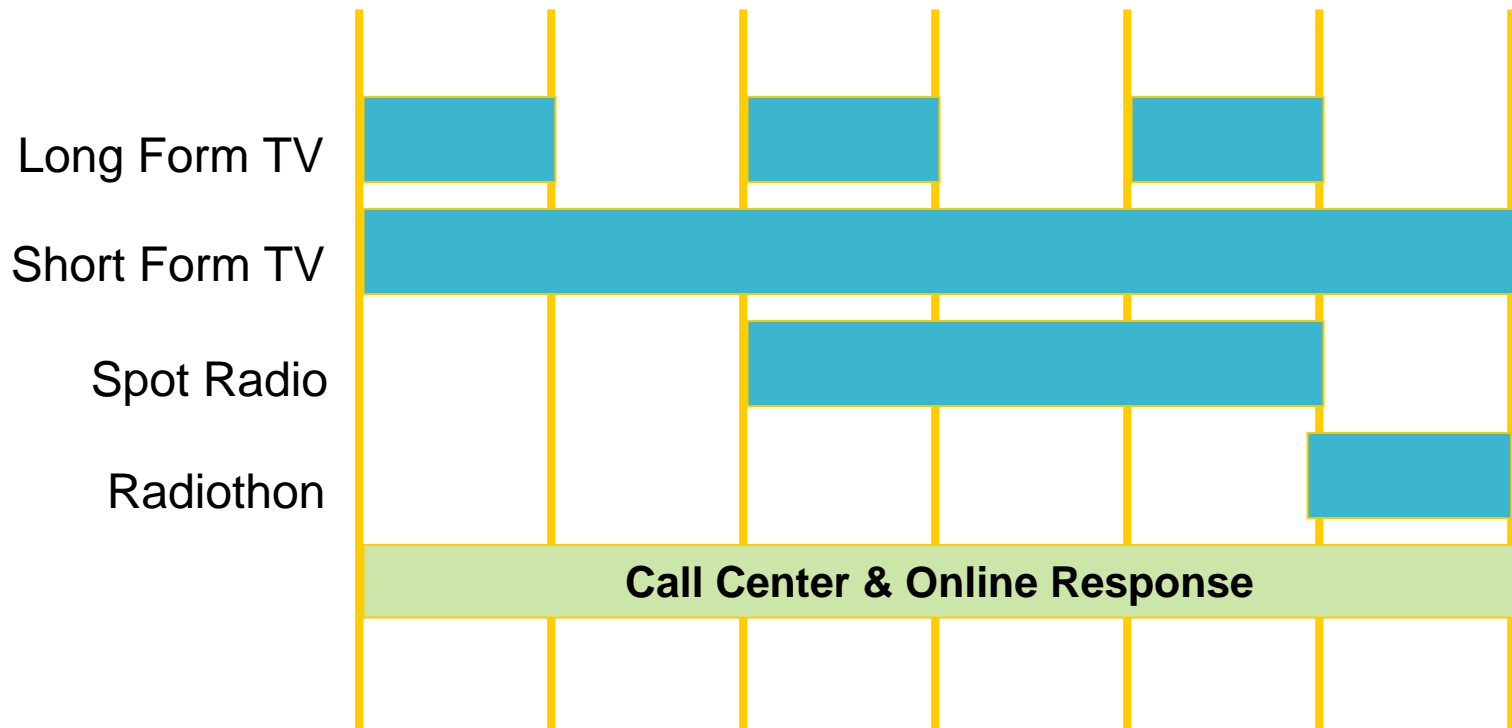
How do we leverage TV & Radio together?

- TV is inherently a National medium that can be purchased Locally
- Radio is a Local medium that can sometimes be purchased Nationally
- The best combination of these two media will be in local market settings with campaigns customized to each market
- Local TV stations selected for relevant viewers
- Local Radio stations selected for relevant listeners
- Also leverage any other media or activity to generate donors

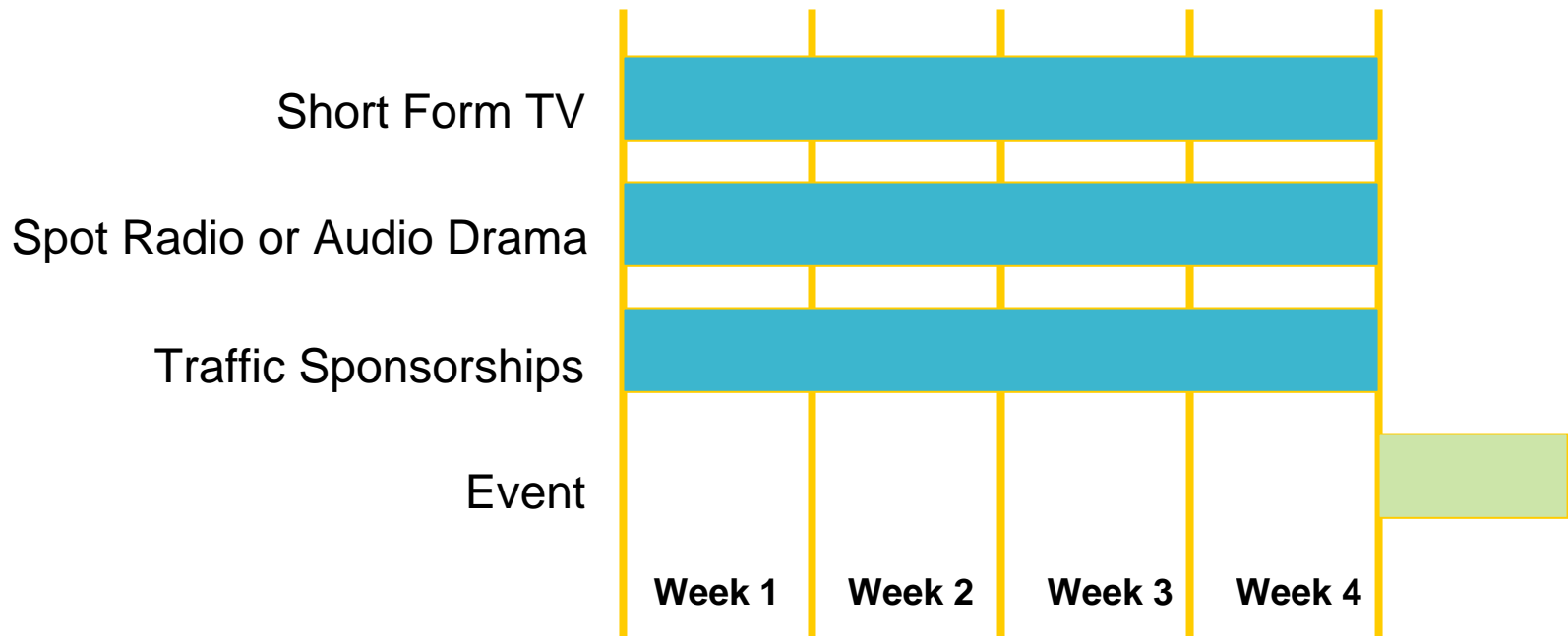
Develop a layered media text matrix

- Make certain to baseline results before integration to determine overall lift
- Identify what we truly hope to learn
- Identify the roles of each medium (awareness, lead generation, order generation)
- Specify the timing of each channel
- Track differences in campaign strategies for results

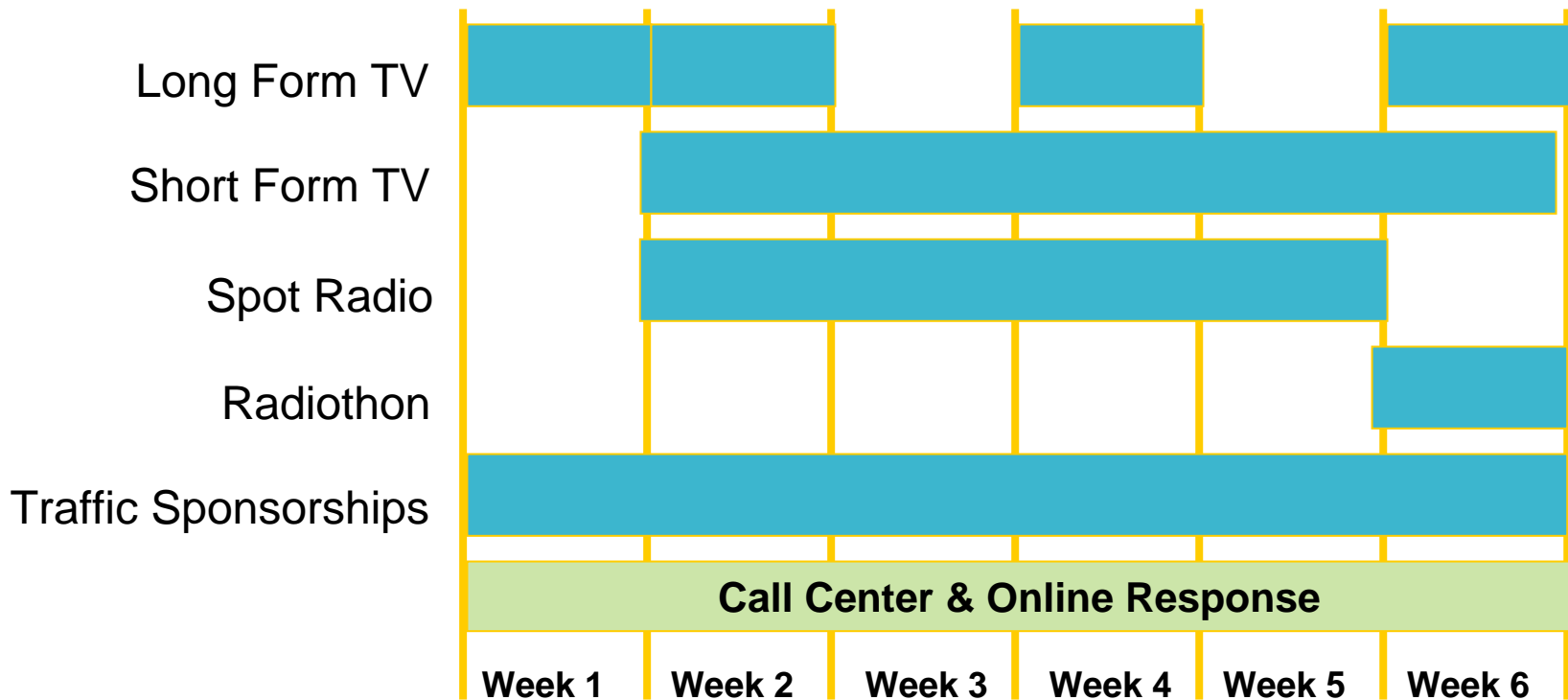
Ongoing Fundraising Support



Local Market Event Support



Local Market Full TV & Radio Campaign



How do we measure results?

- Unlike stand-alone DRTV or Radio efforts, integrated campaigns may not require each channel to meet individual performance metrics
- The key to layered media is measuring to the bottom line, rather than channel-by-channel
- This allows awareness/lead generation media to lift other outlets without being “penalized”
- Otherwise, media helping lift other results may be canceled, negatively impacting the other outlets

Summary

- Integrating TV & Radio multiplies the impact of each
- Leverage their different audiences to maximize effectiveness
- Use different combinations of TV & Radio for different purposes
- Measure results to the bottom line, rather than channel-by-channel

Q & A

Kevin White

Vice President, Media

626-463-9387

kwhite@russreid.com

Gene Gee

Vice President, Radio
Division

626-463-9599

ggee@russreid.com

**In 24 hours, the recorded presentation will be available for viewing at
<http://www.russreid.com/66/section.aspx/WebinarList>.**

Thank You

