



How To Develop An Effective Radio Media Plan by Richard Procter, Vizeum South Africa

Richard Procter, Joint Managing Director of Cape-based advertising agency, Vizeum South Africa, provides invaluable insight on **'How To Develop An Effective Radio Media Plan.'**

What would you say are the key ingredients to developing an effective radio media plan?

- Firstly, you must understand the role radio has to play in the overall channel mix.
- To understand this, get back to the objectives of the brief and ensure that radio is really the best channel to use. i.e. will it play a primary or support role to the other media selected?
- Radio can solve various media challenges, but you first need to identify which one/(s)? Is it response, branding, visual and interactivity, endorsement or all of the above?
- Then decide if and/or how it links into the other channels you are using.

Media synergy implies that 1+1 = 3. Radio can drive listeners/consumers to online, mobile or an event. It can also build a database or tap into a call centre.

What are some of the key considerations in terms of station selection?

- Know your target market inside out. This cannot be done by relying on data only; you need to get out and experience them (focus groups, questionnaires, global and local trends) to understand how the brand advertised fits into their life, and marry this to their media consumption.
- These insights should then be backed up by data such as AMPS & RAMS. When looking at data to select a station, don't just look at size, look at affinity (index) too. It's not always about the size of the audience but also the quality. Also consider the day of week, time of day and know the DJ and the style of that DJ or the genre of the programming.

Reach and Frequency are dependent on the client's objectives (i.e. do you want to reach more people less frequently or fewer people more often?). Please give some insight into these different strategies and the acceptable levels of reach and frequency in each case.

High Reach/Low Frequency strategy:

- This is ideal for a very well known brand with a very good but limited special offer deal in a period of just a few days.
- High Reach would be needed to inform the brand's mass market of the special deal. Low Frequency is required as it's a well known brand, with a great special offer (i.e. simple message). It can be assumed that low repetition would be required to establish understanding in such a case.
- The solution would be to reach more people less often; therefore many stations would be required to increase reach and a vertical buying strategy across all time channels during the day, on every day of the promotion.

Low Reach/High Frequency strategy:

- This is ideal for a brand with many products and many niche audiences against the various products; a relatively new product with a niche audience; the message is information heavy and it's a low interest category.
- Reach would be low since it's a niche audience and funds would be better spent on frequency to establish understanding of a complicated message of a new low-interest category product.
- The solution would be to reach fewer people very well, therefore few stations would be selected, but since we are trying to build a relationship with them, we would buy as many weeks of the year as necessary. A horizontal buying strategy would work, i.e. using the same time channels each day has a greater chance of reaching the same person more often. Sponsorships work well for this.

Other than radio being an optimal reach medium, with the ability to build frequency cost-effectively, what other unique aspects of radio make it a valuable medium from a media planning perspective?

There are many inherent reasons to use radio besides its reach and frequency abilities, but these two stand out for me right now:

- Interactivity - It's a medium that is live 24/7 and inherently relies on being able to be interactive. Tap into this connection between listener and DJ via sponsorships, promotions, eventing or give-aways.
- Digital - Most stations are utilising digital platforms such as mobile and online. Embrace this trend and get your radio plan in-sync with it.

Other comments/key insights that could assist media planners and advertisers when planning their next radio campaign?

If you really want to get the most out of your radio campaign and the stations that you have selected, meet with the station, not only the sales representative. Include the marketing manager and find out what the station/s main initiatives are in terms of big station promos, CRM initiatives, CSI initiatives and how they are attracting listeners themselves. This way you will end up using radio as a 360-degree solution that will not only provide a better connection with your consumer but also better Return On Investment.

What services do Vizeum South Africa offer and how can advertisers reach you?

Vizeum is a global media strategy, planning and buying agency. It's a part of the Aegis Media group which is one of the world's largest independent media agency networks. Our USP is that we want to understand consumer behaviour and match this to sound strategically driven media solutions. We call this "motivation to media", a philosophy that is underpinned by over 20 proprietary tools. We believe this is the solution to better consumer connections and ROI.

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