

## Friendly persuasion

**RAB devises 'red hot' campaign for radio, now is drumming up support for it from stations**

The Radio Advertising Bureau is mounting an intensive effort to persuade stations to support the \$1-million-plus advertising campaign it plans to launch this fall to position radio as a primary advertising medium ("Closed Circuit," July 16).

Miles David, president of RAB, said as of last week approximately \$150,000 in cash and pledges already had been received from about 500 radio stations, the radio networks and some station representatives. And the bureau has received \$175,000 in pledges of trade-out space in national magazines, including *Time*, *Newsweek* and *Fortune*.

The advertising campaign was conceived and is being prepared by Trout & Ries Advertising, known as the "positioning agency." It will seek to deploy radio as a primary medium by creating visibility of radio through paid advertisements in business and financial publications and contributed radio spots to create and buttress the impression that "radio is red hot."

Trout & Ries said it conducted a direct-mail research program among key advertiser and agency executives to obtain their perceptions of radio advertising. It showed that radio's advantages were its selectivity, its cost and its flexibility, but its weaknesses were the impact factor and use as a primary medium.

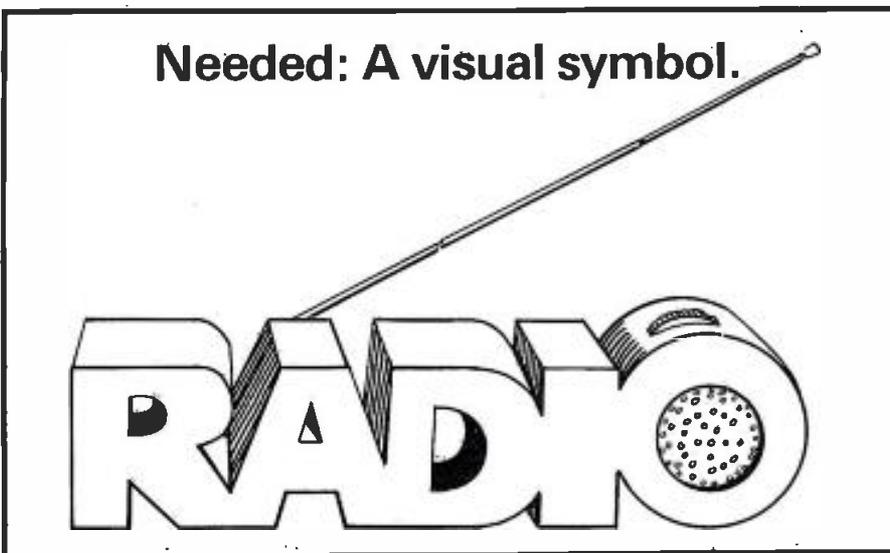
The strategy devised by Trout & Ries to change the attitudes of decision-makers regarding radio's potential use as a primary medium is two-fold: (1) to increase the visibility of the medium and (2) to create a "bandwagon" effect for the medium.

The agency reasoned that since radio is the only invisible medium (its commercials cannot be seen as those on TV or in the printed media), the solution is to use frequency in the business press and frequency via radio spots to heighten its visibility.

"By frequency, we mean continuing exposure year-round in a mix of the most significant business press," the ad agency advises. "To get back into sight, you should be there telling the industry why radio is red hot."

Some themes suggested by Trout & Ries to run in business and industry publications are: "Radio delivers a lot more selectivity than magazines." "Why radio is being discovered by retailers." "Working women spend more time with radio than TV." "Radio's audience is up the most. Radio's costs are up the least." "Radio gives us the impact of television at a frac-

**Needed: A visual symbol.**



tion of the cost." The suggested signature on the ads is: "Radio: It's red hot."

The agency is working with Dick & Bert Productions to develop radio commercials using the "red hot" motif. These would be made available to stations in 60- or 30-second versions.

Trout & Ries proposes a variety of local tie-in efforts. It suggests giving away small radios to advertisers and prospects; giving away small radios at local events; using billboards to hammer home the "red hot" concept; giving away tee shirts, stickers and buttons proclaiming the theme.

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