



Seducing PPM

The 7 Habits of Highly Successful Ratings

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Forensic Deep-Dive



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What Works? What Doesn't?

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PPM or Diary



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Special Thanks to...



Preliminary



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Recall DOES Matter

Habit #1

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Tactical vs. Strategic



Tactical Marketing



Strategic Marketing



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Tactical: How to Raise Ratings Right Now?

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Tactical Marketing

- Directs listeners to do:
 - A specific thing
 - At a specific time or on a specific day
 - For a specific reason
 - With a specific benefit
- e.g., Direct Mail, Internet, some TV, Telemarketing

Tactical Marketing

- The results may be temporary...
- But the results will be measurable...
- And the investment will be accountable

Strategic:
How to Build a Brand and
Sustain Strong Ratings
over the long haul

Strategic Marketing

- Reinforces Recall - Reminds listeners that we're there
- Reinforces the Brand Benefit
- Tells Listeners “what we are and what we do”
- Rarely a “Call-to-Action”
- “If we don't do it we might lose listeners”
- e.g., most Outdoor, TV

Strategic Marketing

- The results may be ongoing...
- But the results will be tough to measure...
- Thus the investment may not be accountable in the short run

Strategic and Tactical: Why you need both

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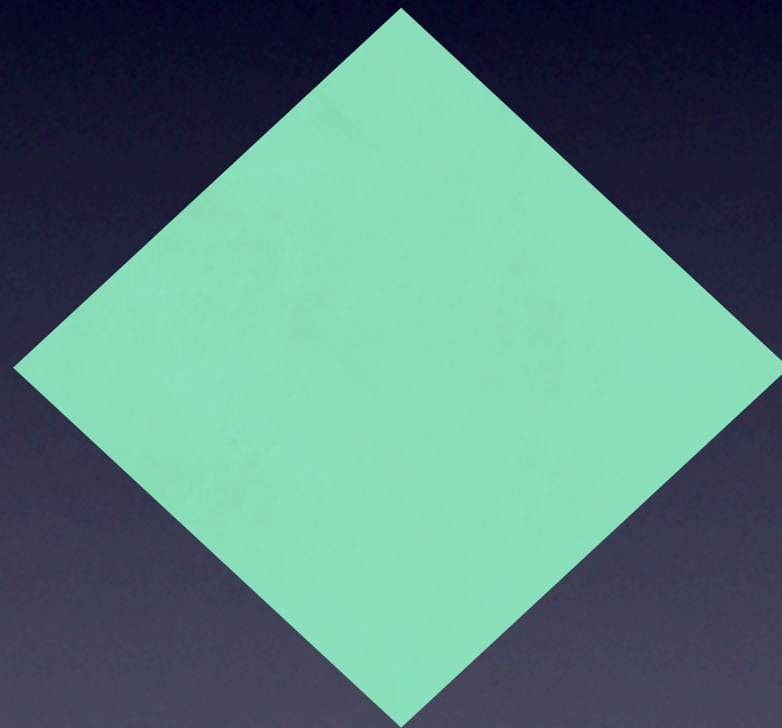


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4 Things Listeners Can Do...

Tune **TO** a Stn

Turn Radio **ON**



Turn Radio **OFF**

Tune **AWAY** from Stn

Tune Away



Tune To



Station A

- Because of what it's doing right now



Station B

- ~~Because of what it's doing right now~~
- Because of what it stands for
(Strategic Marketing)
- Tactical Marketing
- Chance
- Habit

Station A: Keeping Listeners



Station A

- Retention
(what your station is
doing right now)

Retention: “Leaky Bucket”



Listening vs. Hearing

L I S T E N I N G	H E A R I N G
Active	Passive
Emotional	Passionless
Getting “Deep”	Glossy Exterior
Listeners Seek Out Programming	Programming Seeks Out Listeners
Listen For Something	Switch to Avoid Something
Marketing is brand-building	Marketing is tactical
“I care about the station”	“I care about me”
Listen for favorite songs and personalities	Listen for basic expectation - simplicity
For Fans	For Aisle-Browsers
About Passion	About Comfort
Target Music Fans	Target Music Hearers

Station B: Gaining Listeners

- Strategic Marketing
(what your station stands for)
- Tactical Marketing
(inducing trial right now)
- ~~Chance~~
- ~~Habit~~



Station B

Recall DOES Matter

Habit #1

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Ride the High Tide

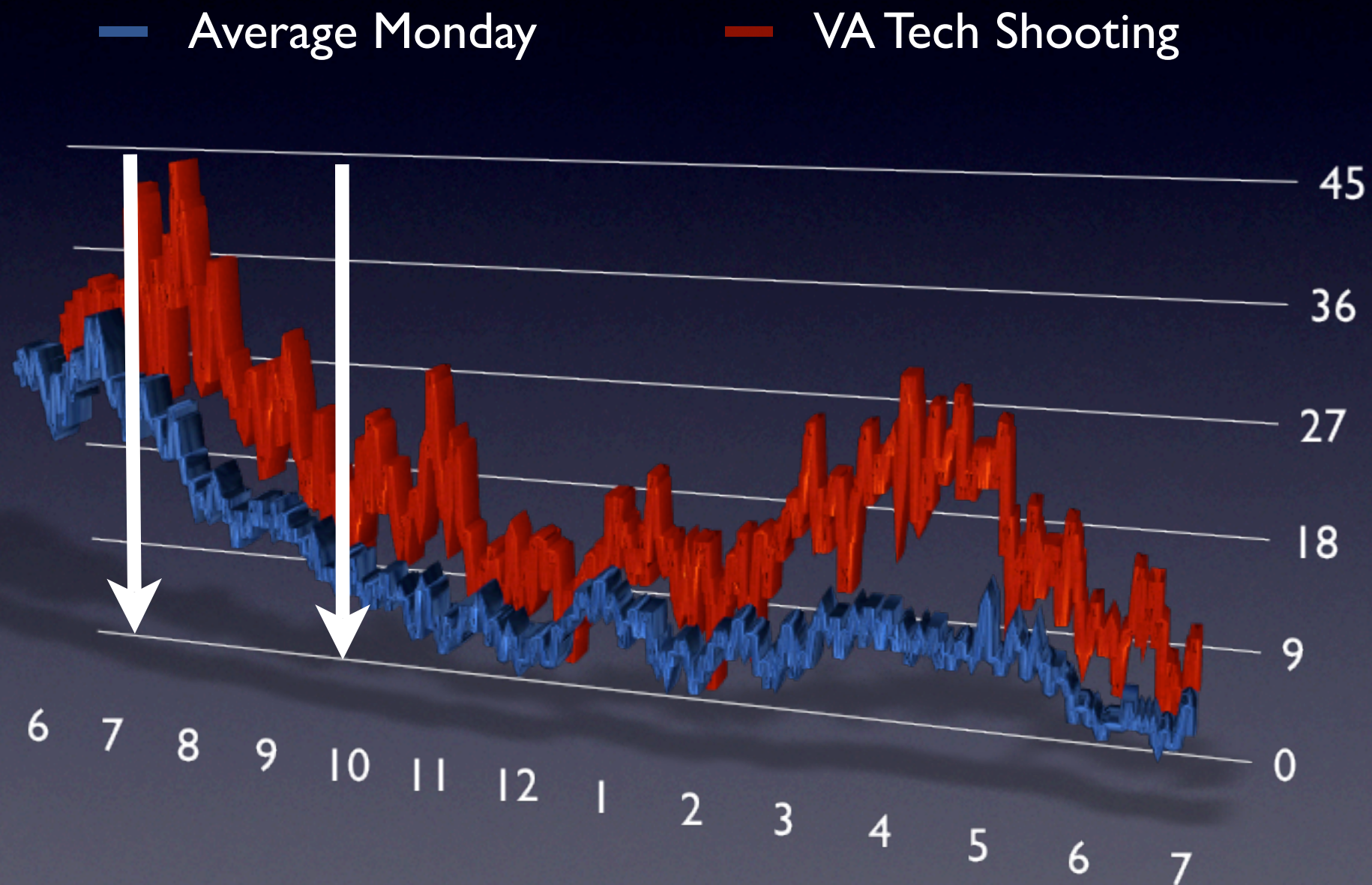
Habit # 2

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Case Study: KYW - Impact of a Tragedy



Ride the High Tide

- Direct listeners to the strong dayparts, not the weak ones
- That's the “high tide”
- The “high tide” floats all boats
- The higher the “high tide” the higher the ratings ocean

Ride the High Tide

Habit # 2

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The “One” Rule

Habit # 3

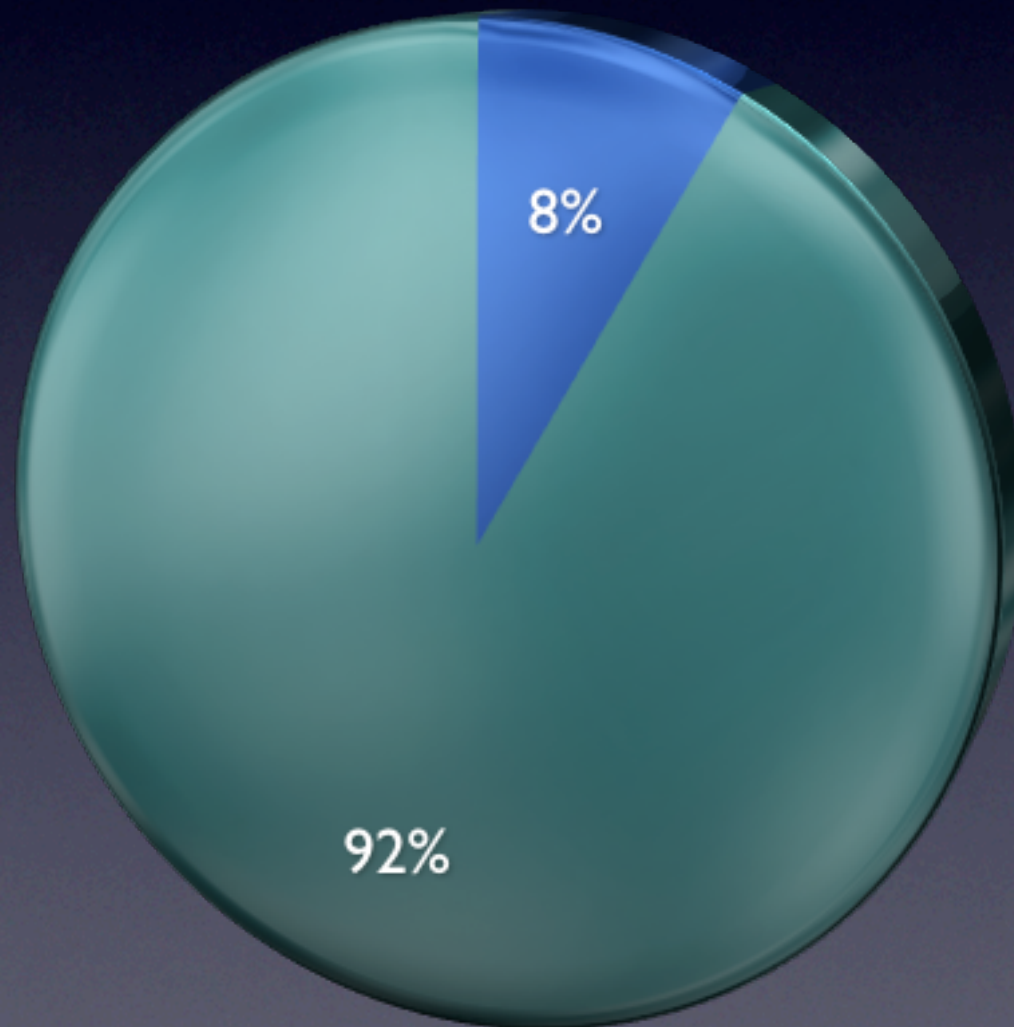
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How many diarykeepers can you impact this week?

● This Week ● Other Weeks



How many PPM Panelists can you impact this week?

● This Week



Move as many people
as possible to *one* place
at *one* time on *one* day
for *one* reason

The “One” Rule

Habit # 3

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When your Direct Mail drops, the Game is On

Habit # 4

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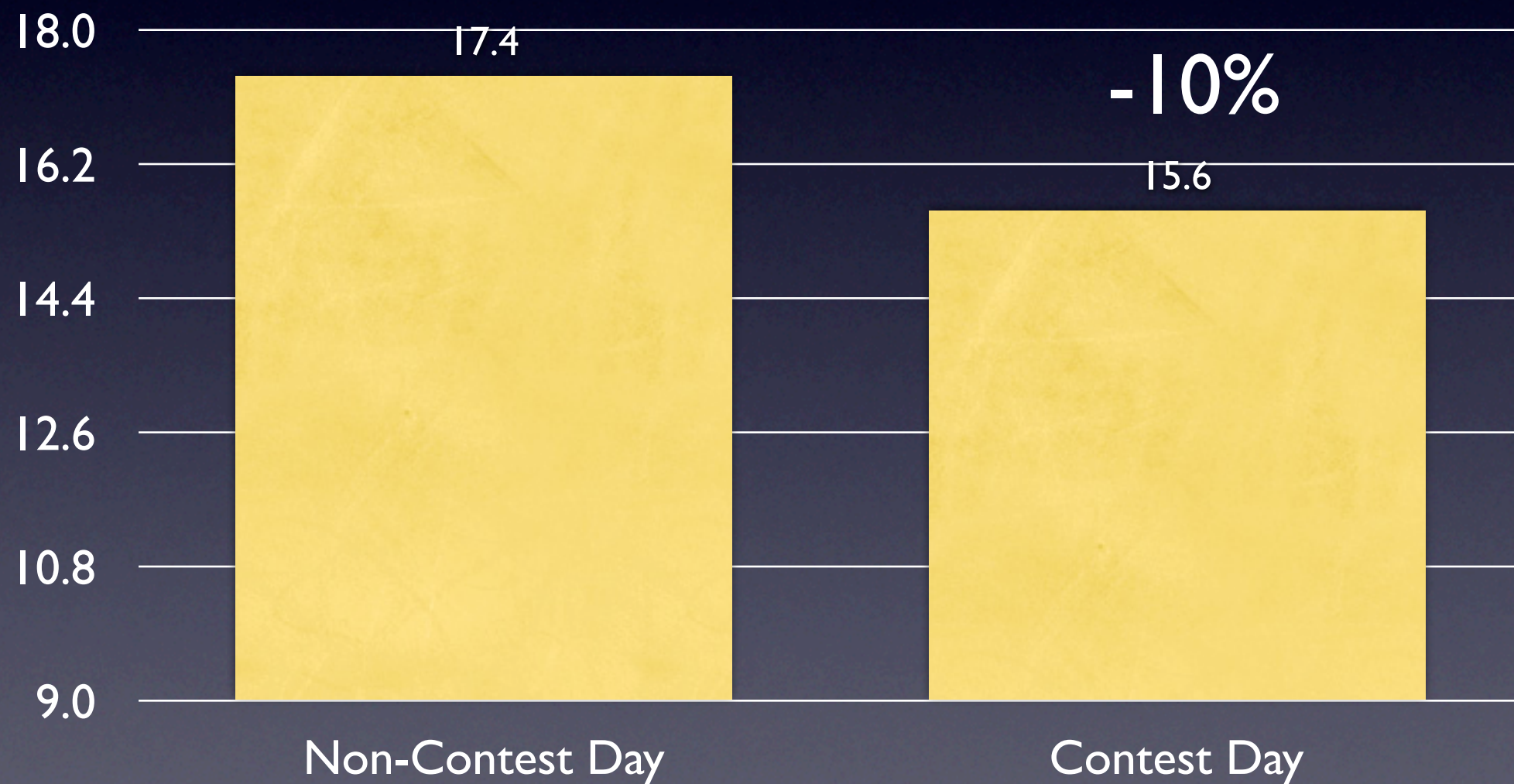
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Case Study: WBEB Direct Mail Campaign

- Three mailings - one per month
- Virtually the same piece every mailing
- To the station's large database
- Direct listeners to tune in the following Thursday for \$5,000

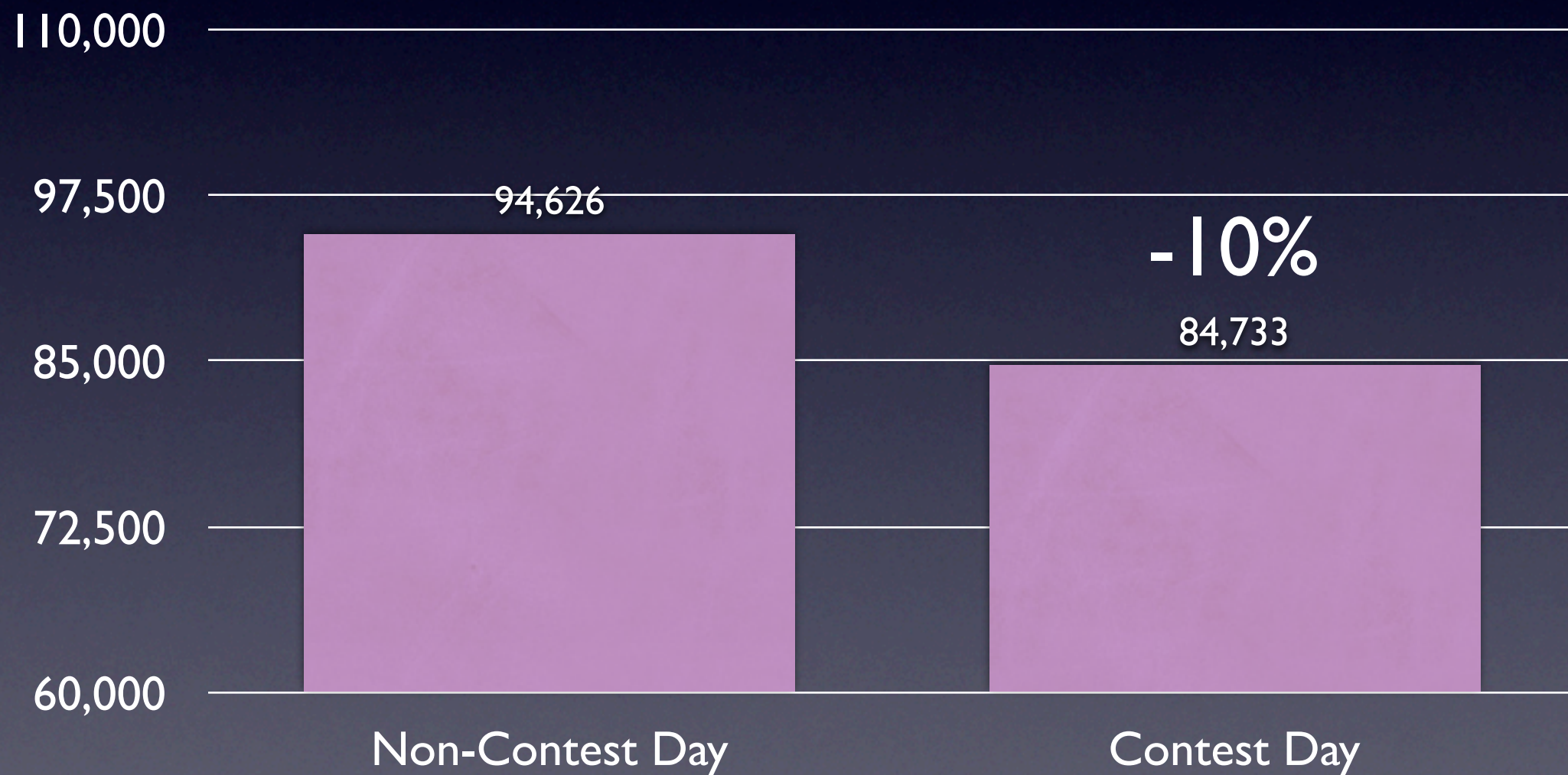
Share: What Happens on Contest Day?

■ Tgt Demo Share



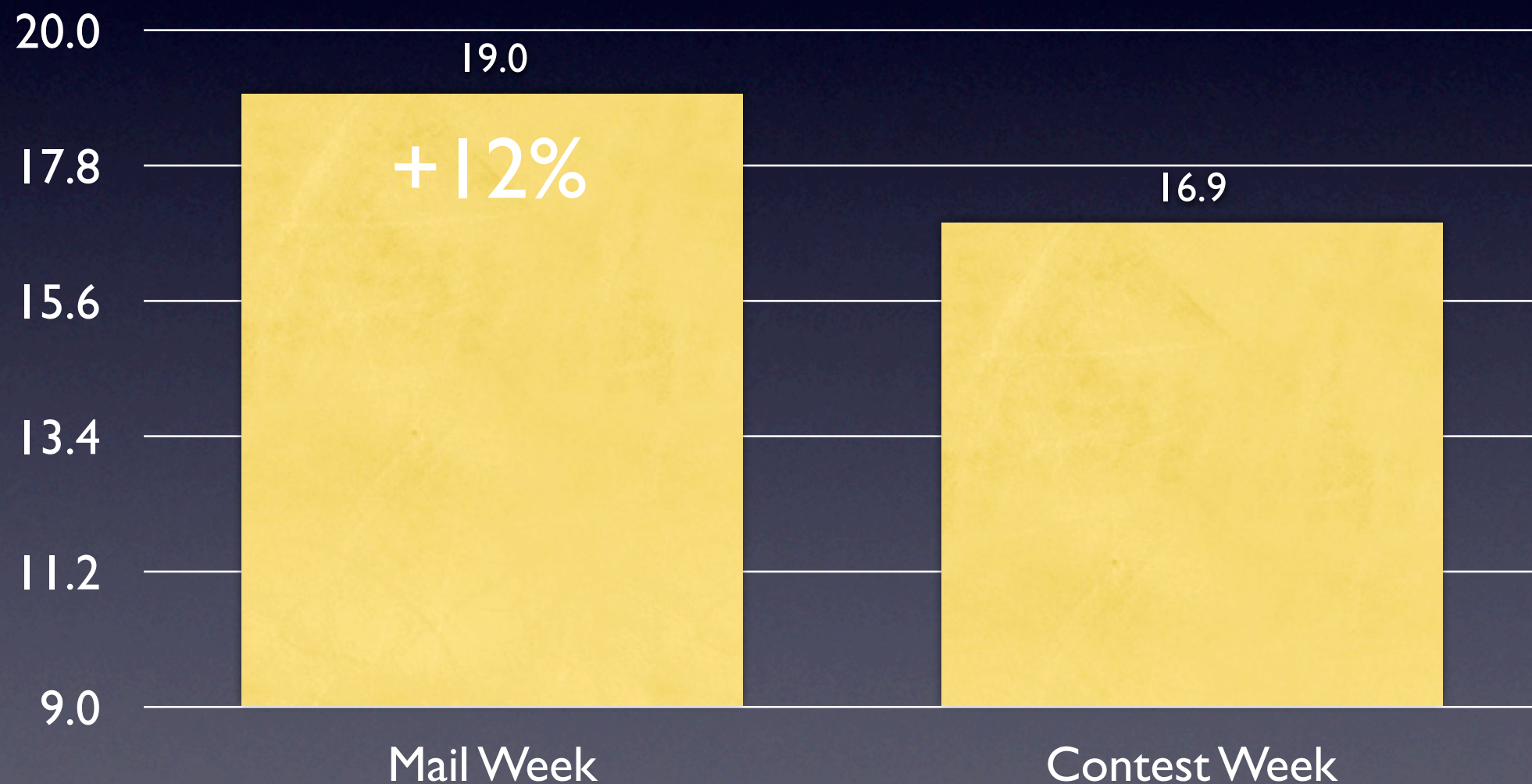
Cume: What Happens on Contest Day?

■ Avg Daily Cume



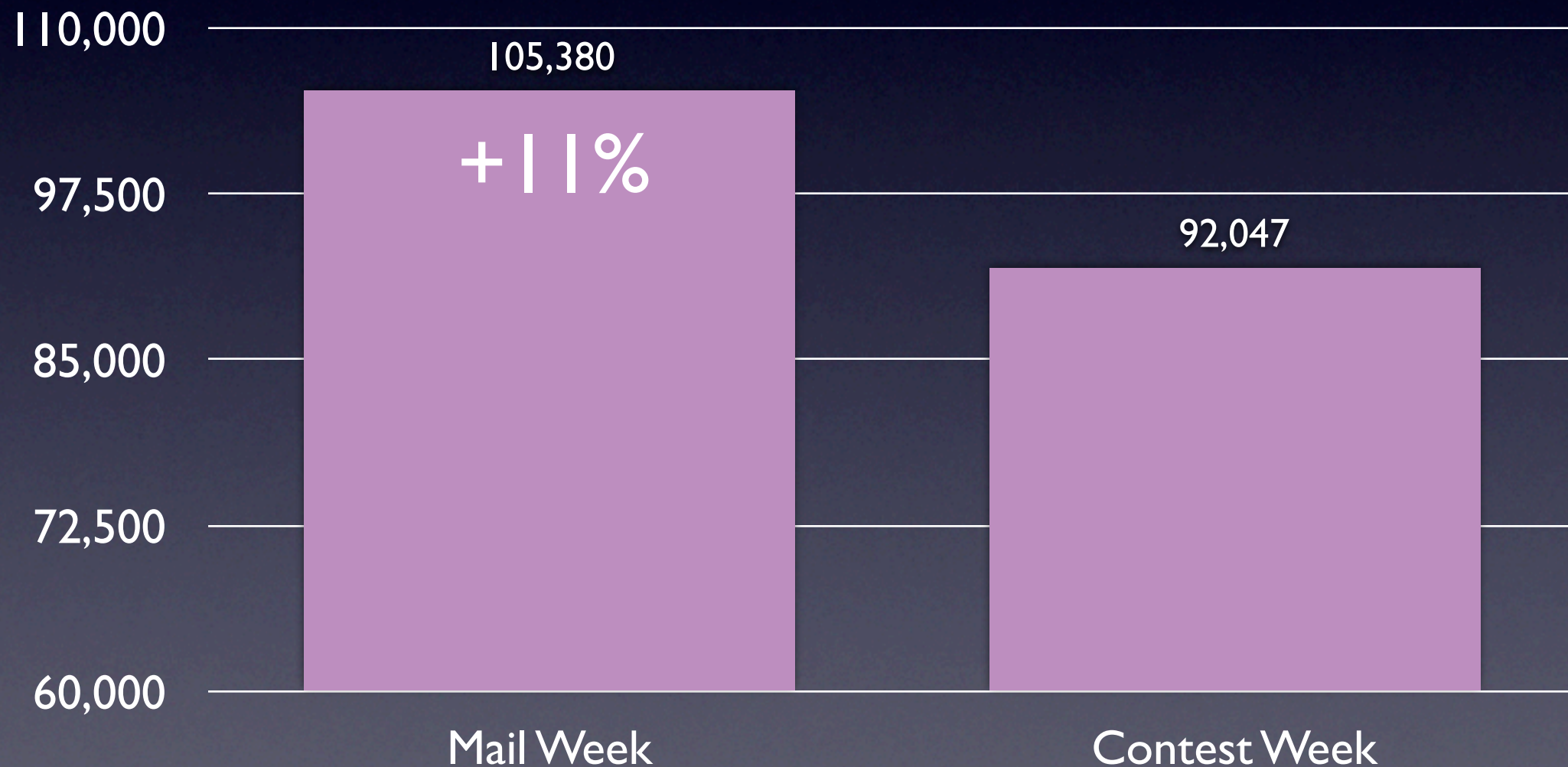
Share: Mail Week vs. Contest Week

■ Tgt Demo Share



Cume: Mail Week vs. Contest Week

■ Avg Daily Cume

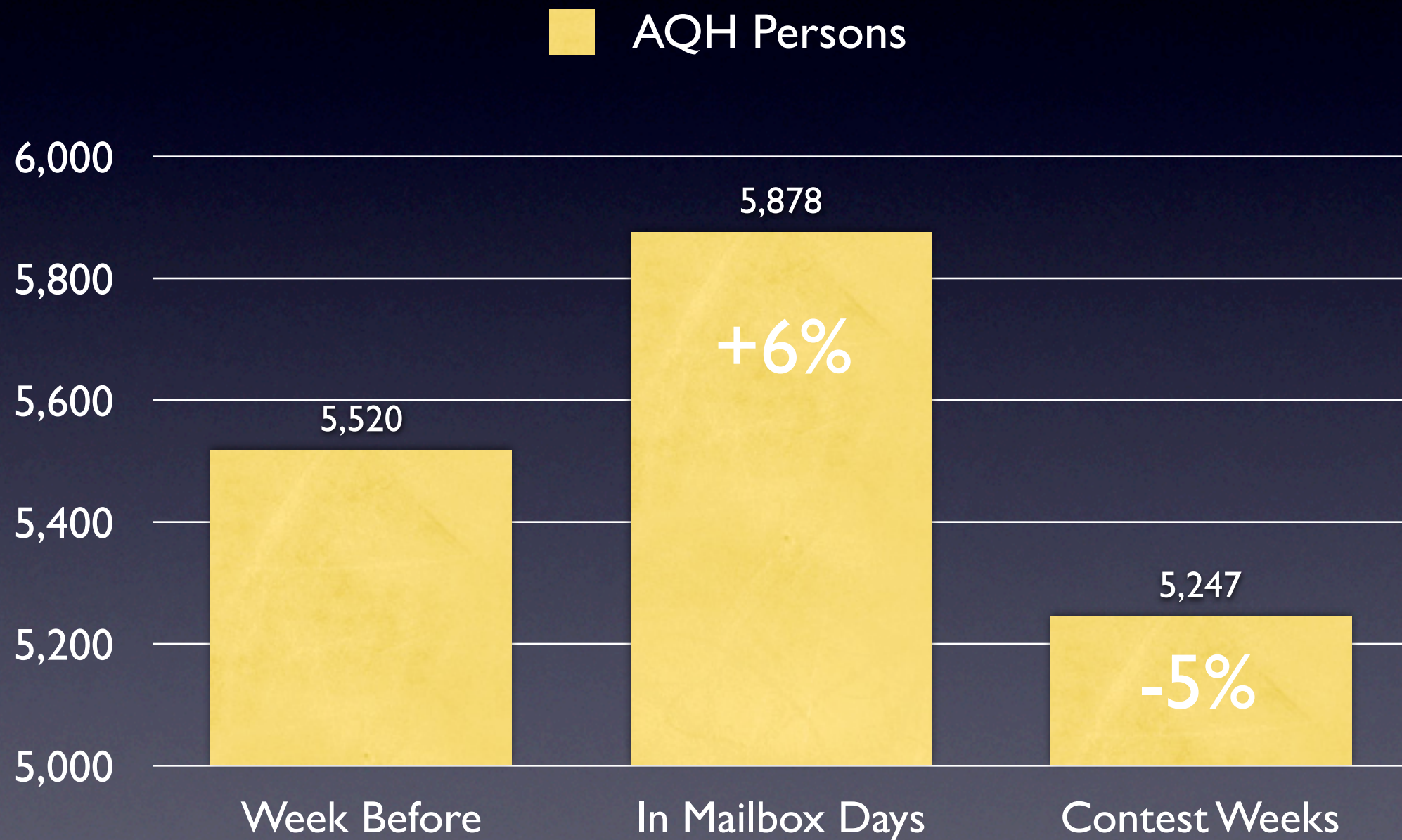


Case Study: KRBE

Direct Mail Campaign

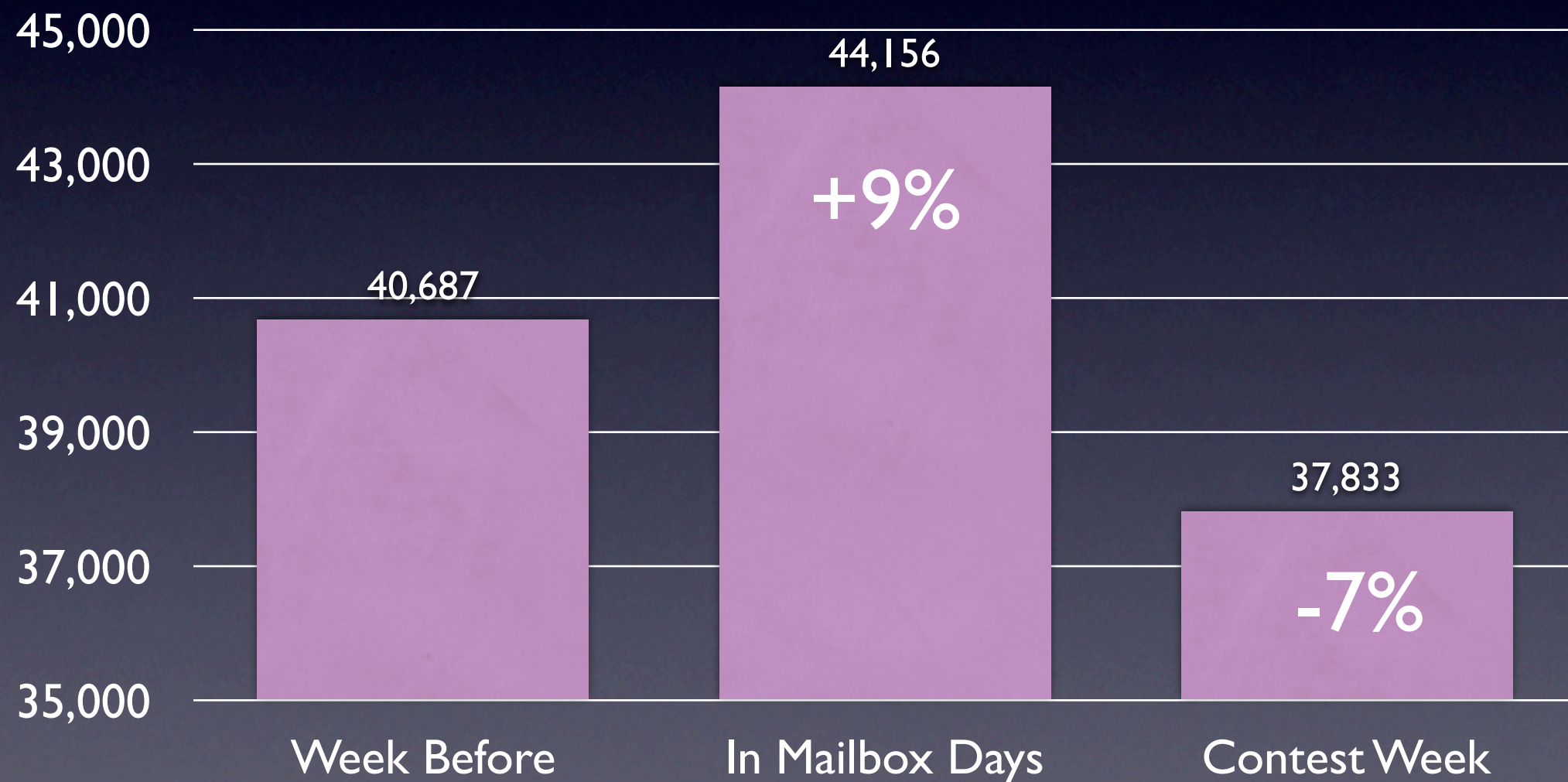
- Three mailings - one per month
- Same or different piece?
- How large was the mailing?
- Contest directed listeners to tune in during a two-week period following receipt of the mail piece
- Evaluate by Target Demo

AQH Persons: What Happens?



Cume: What Happens?

■ Avg Daily Cume



So...

- Direct Mail makes a **bigger ratings impact during the week the listener gets the mail** than on the day or during the week we ask them to listen
- That is, **the IMPACT and RECENCY of the mailing trump the message**

To do...

- Send Mail that “Pops”
- “The Game is On” as soon as the listener opens the mail - not days later
- Instructions may be perceived as blah-blah-blah
- You want them to listen - and listen now - and here’s why....
- Out of sight, out of mind
- The impact is ephemeral - temporary

When your Direct Mail drops, the Game is On

Habit # 4

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“Tactical” is the New Black

Habit # 5

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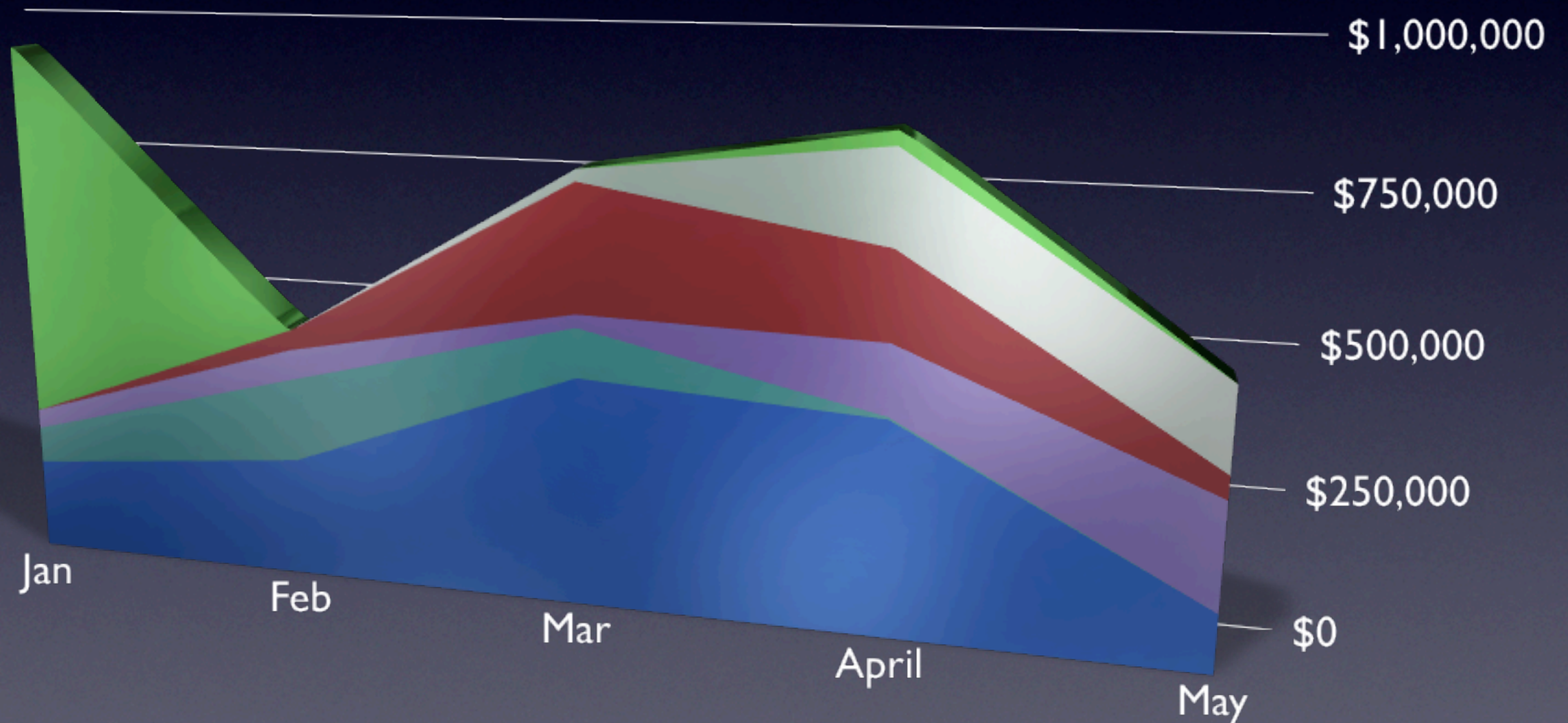


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Case Study: Strategic TV - \$3.5 Million

Total amount of TV purchased by Philadelphia
Radio Stations in the first five months of 2007

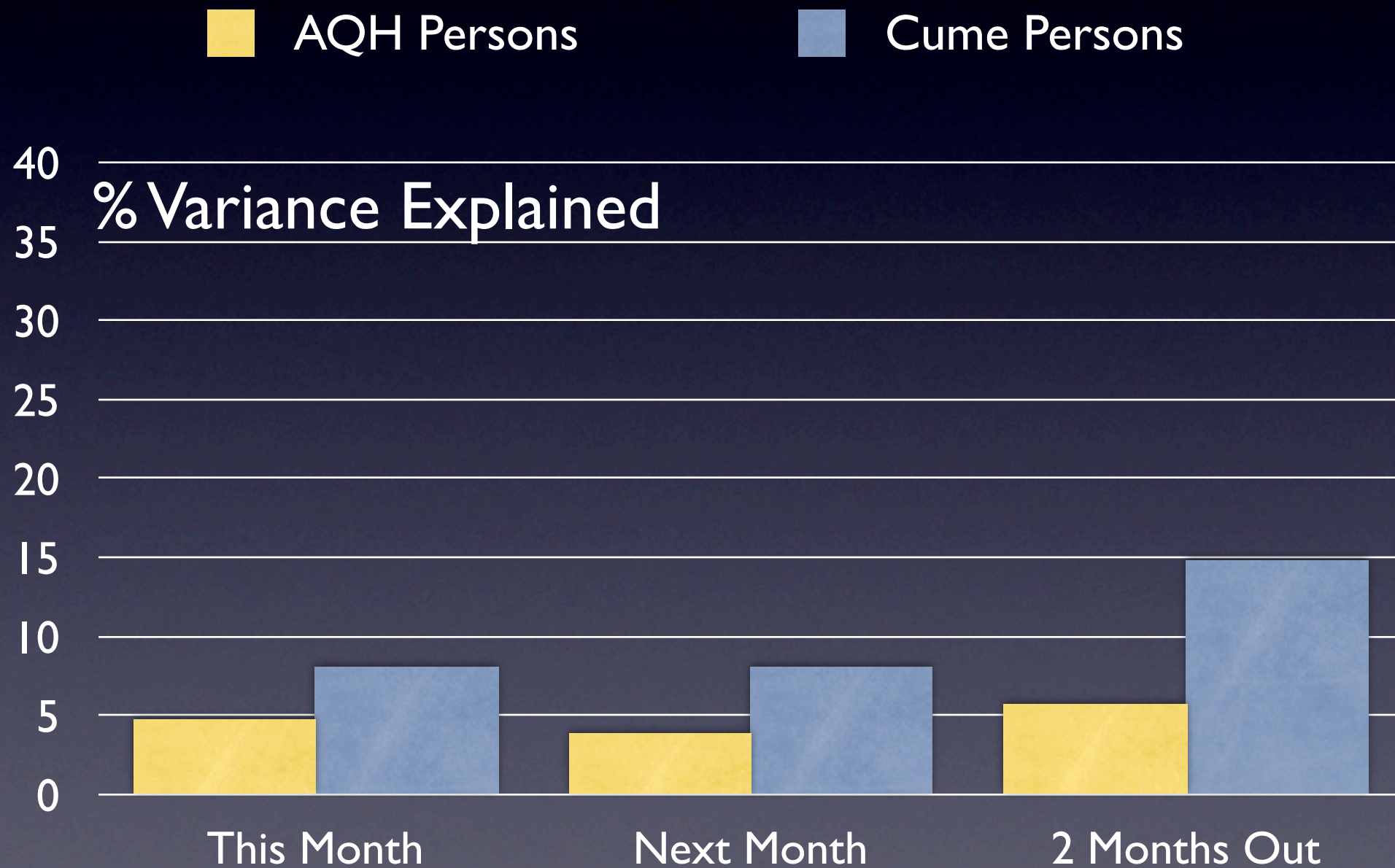
Philadelphia TV Spending



Does TV spending correlate to ratings...

- During the month of spending?
- One month later?
- Two months later?

How much of the ratings change can be explained by the TV spend?



No correlation
between TV spending and
PPM ratings *this* month,
next month, or the *month*
after that

Why didn't it “work”?

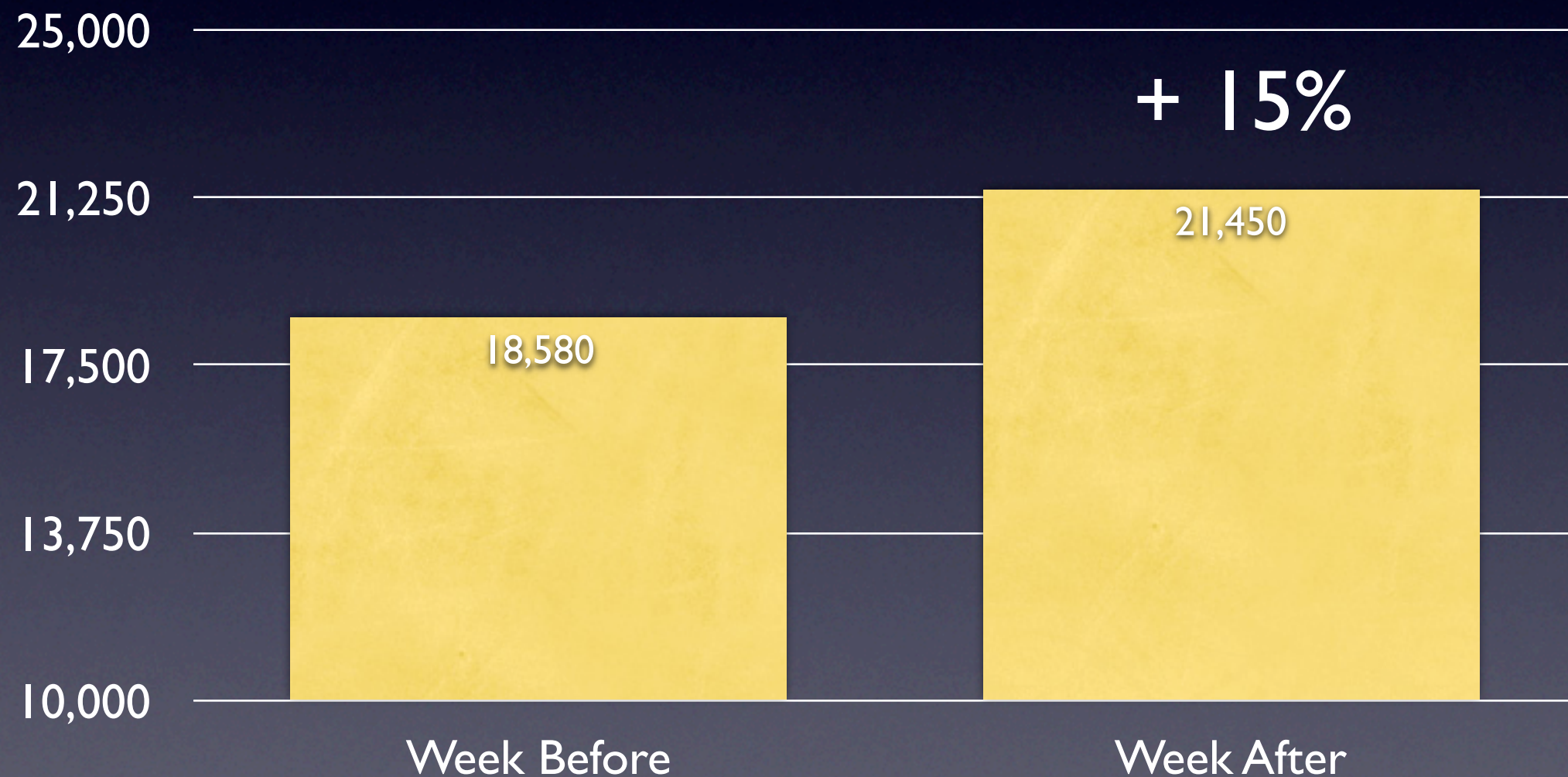
- Maybe you expected long-term results too fast
- Maybe the message was wrong
- Maybe the buy was wrong
- Maybe the spend was too low
- Maybe the creative was wrong
- Maybe it *did* work because your ratings didn't fall

Case Study: Tactical TV WBEB

- Two Wednesday Nights
- Direct Listeners to Thursday, \$5,000 giveaway
- Strong buy
- For one Thursday in January and a second in February

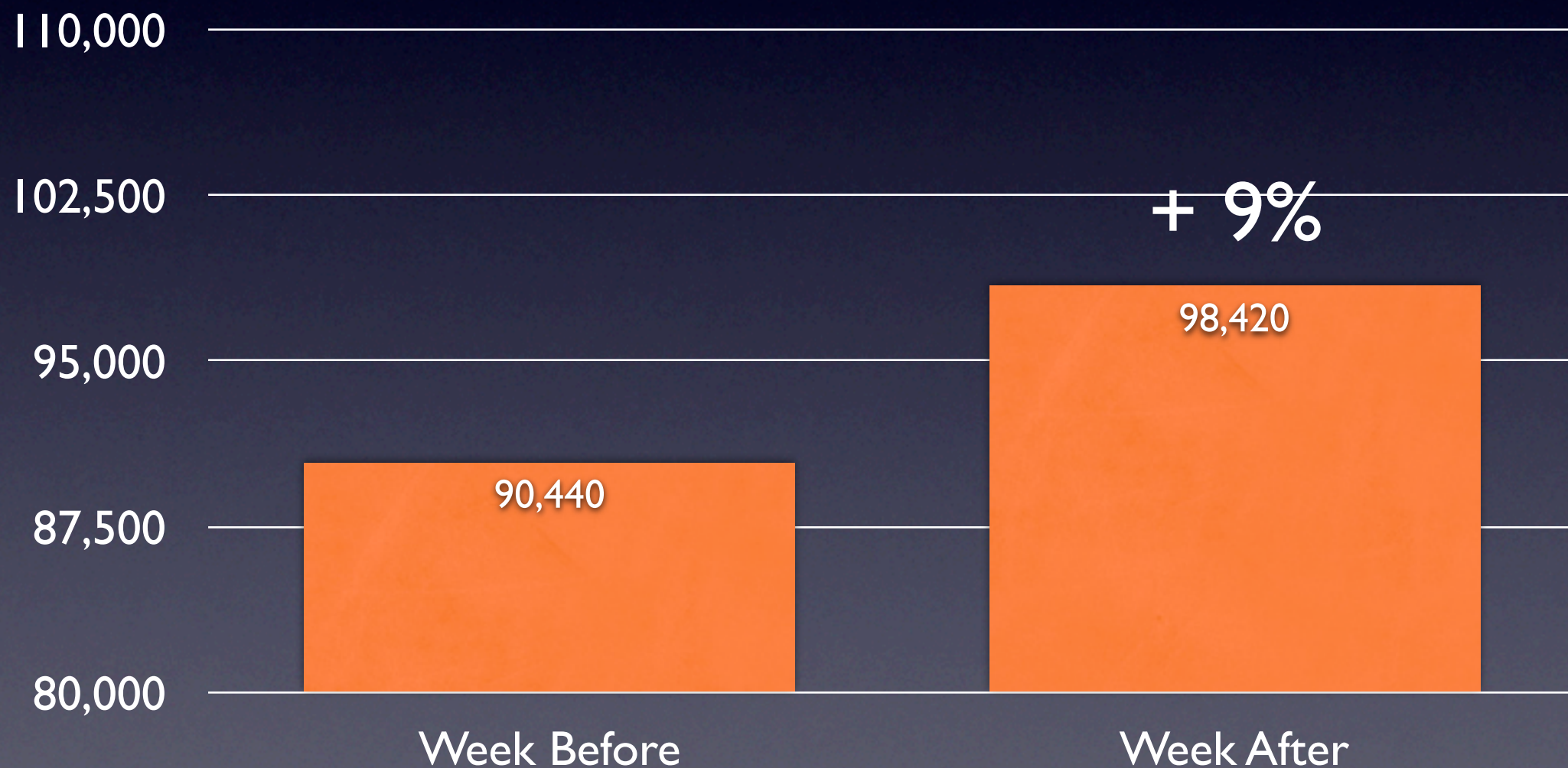
Week Before TV vs. Week After

■ Avg Persons



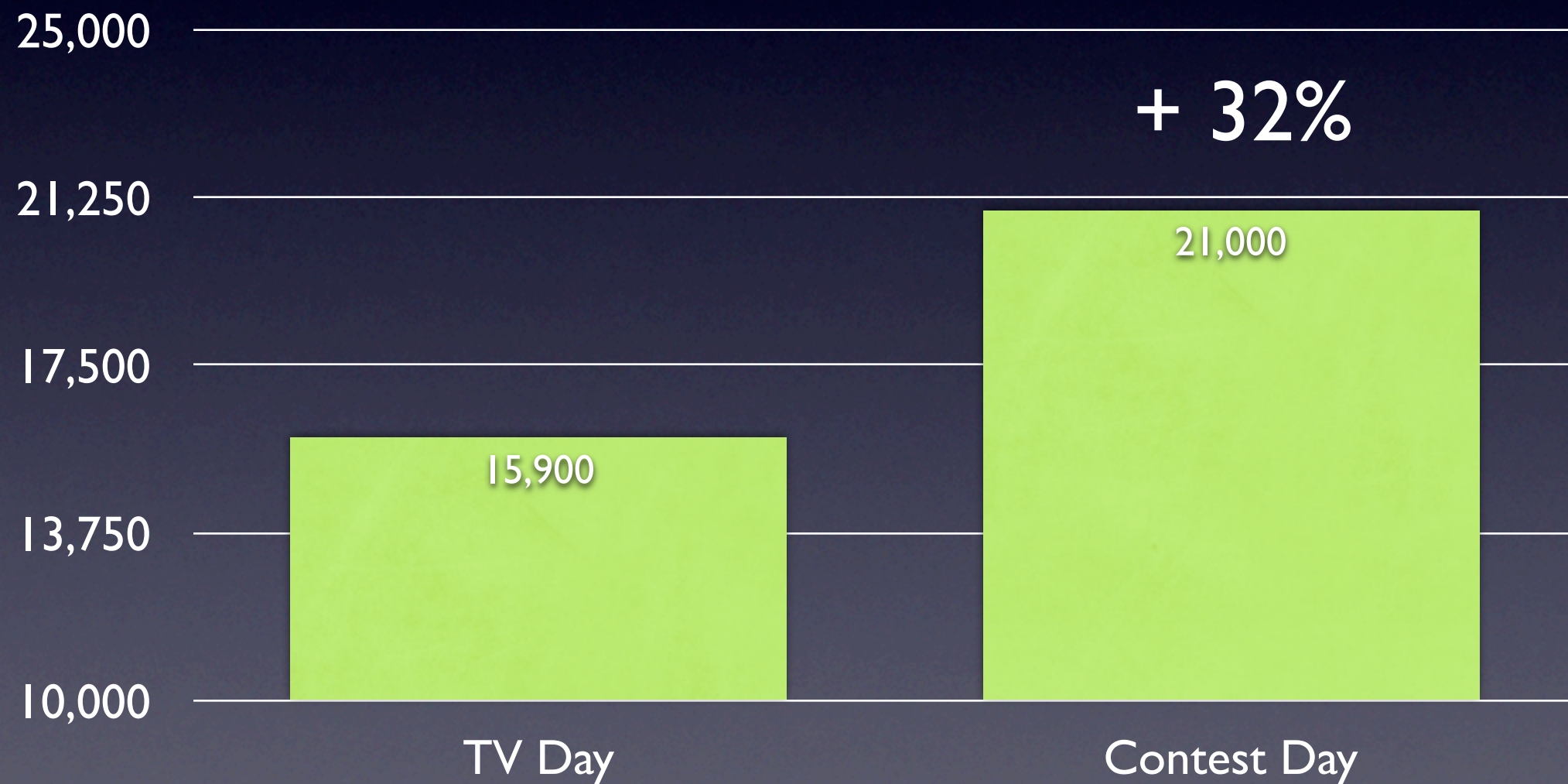
Week Before TV vs. Week After

■ AVG Daily Cume



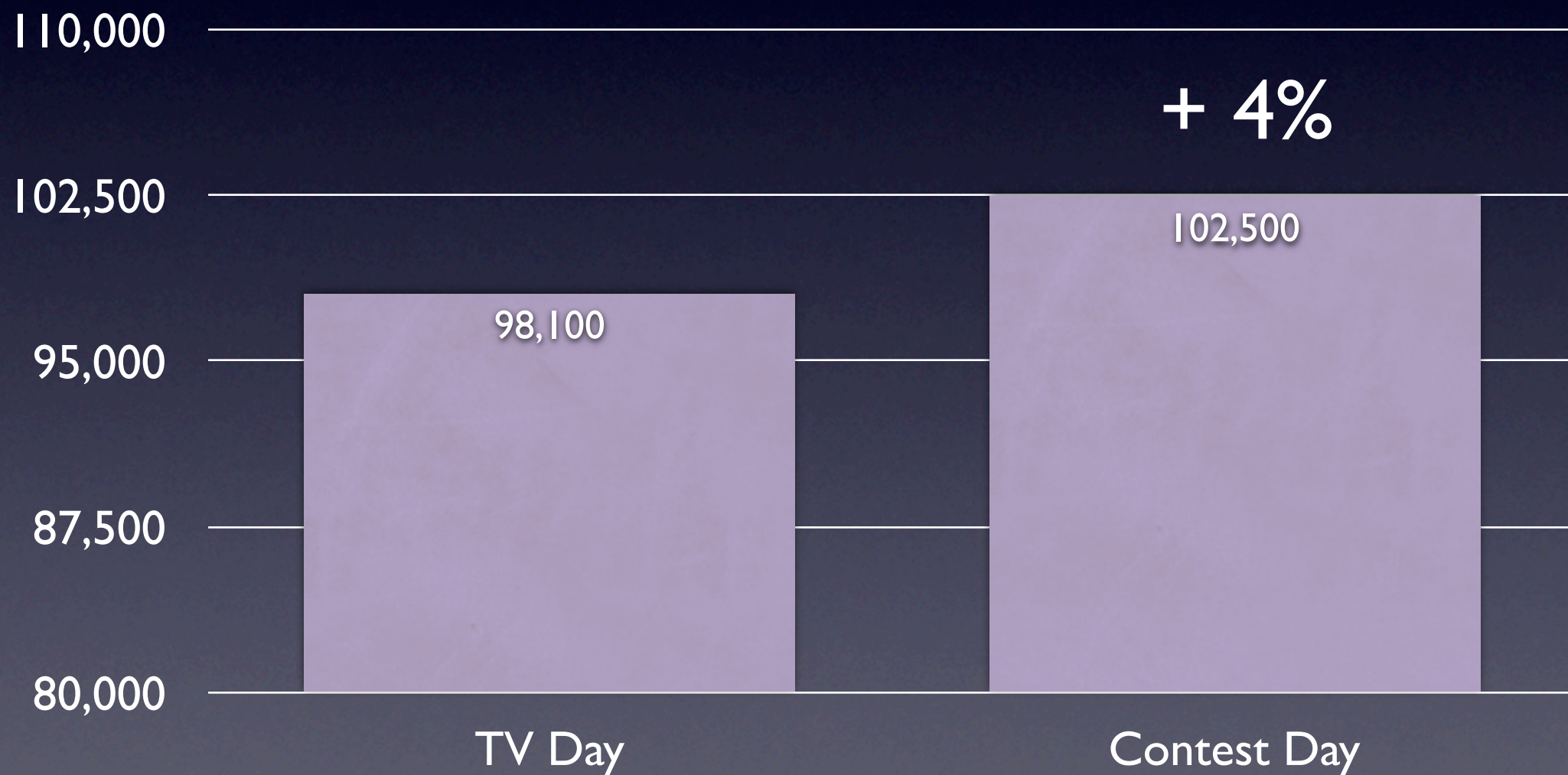
Impact of Tactical TV Next Day

■ Avg Persons



Impact of Tactical TV Next Day

■ AVG Daily Cume



Marketing will be more Accountable



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“Tactical” is the New Black

Habit # 5

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Events Drive Ratings (Up or Down)

Habit # 6

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Events vs. Anti-Events

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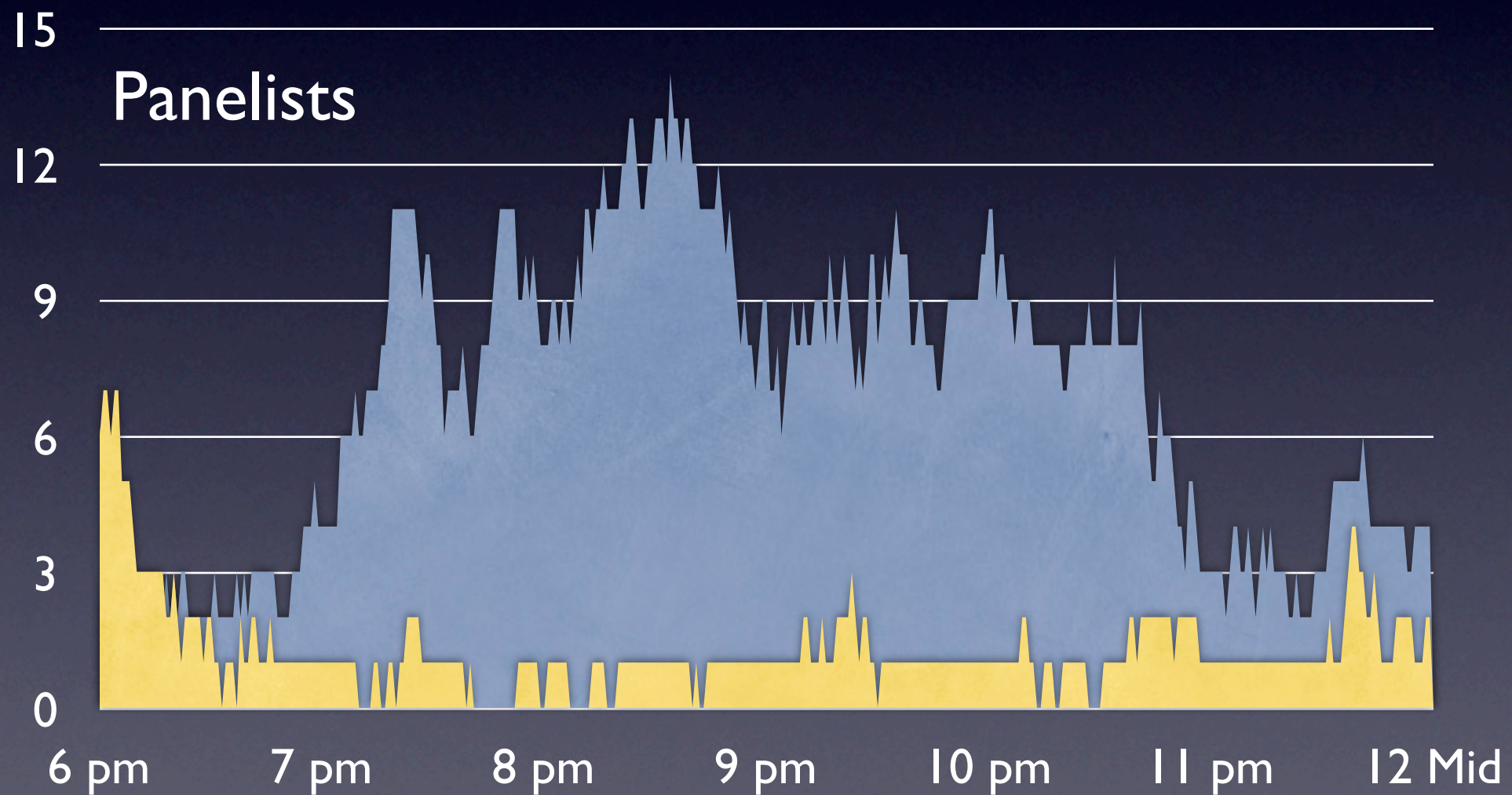
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Case Study: WPHT-AM

- Compare listening during Phillies games...
- ...to listening when there's no game on
- Result...

WPHT: Batter Up!

■ Feb Fridays - No Game ■ May Fridays - Game

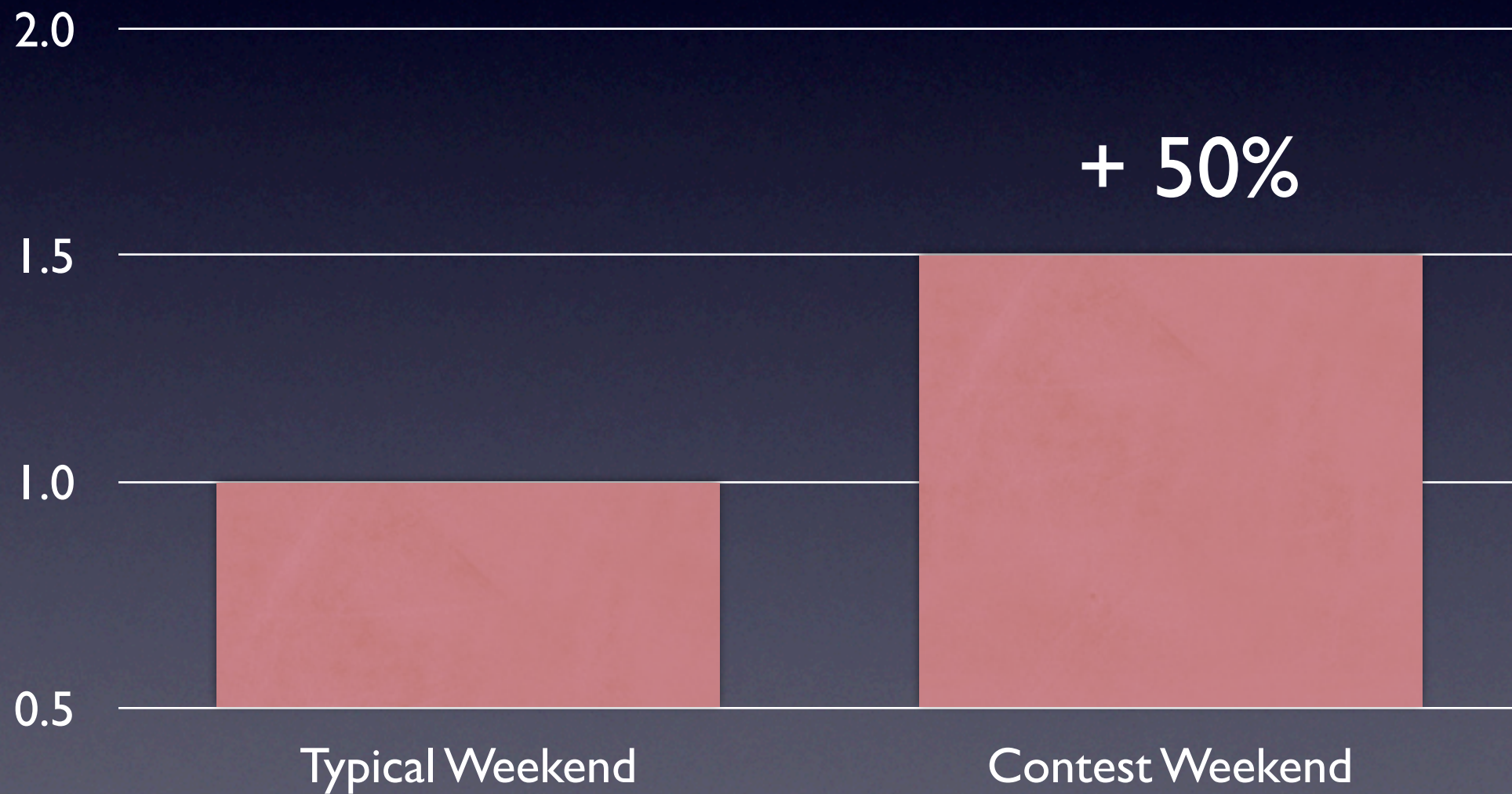


Case Study: KRBE-FM

- Weekend Tix giveaway for Gwen Stefani/BlackEyed Peas show
- Mid-Summer
- Promoted all week
- Result...

KRBE-FM

■ W18-34 AQH Rtg



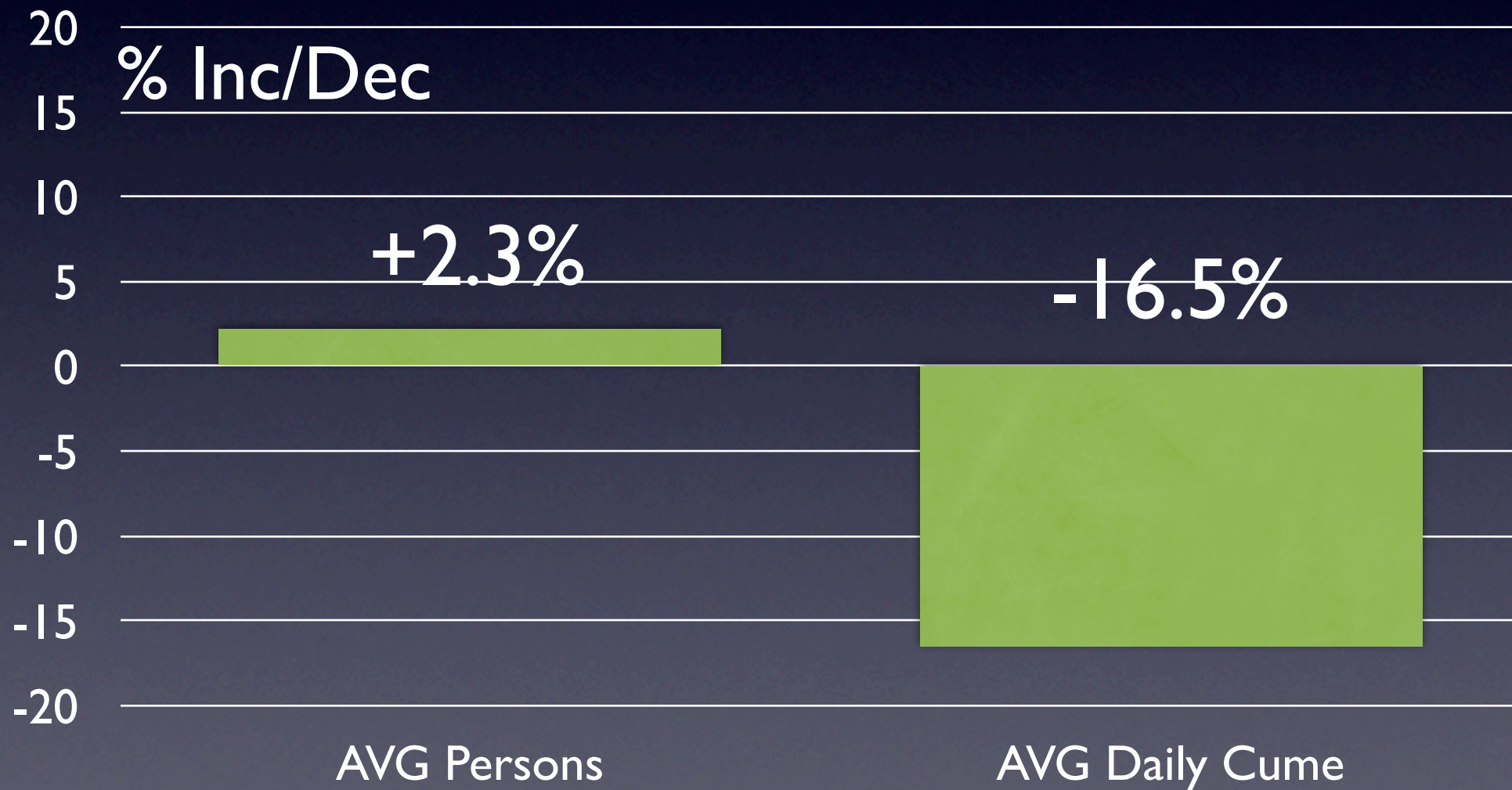
Case Study: WMMR-FM

- Smashing Pumpkins Ticket Giveaway
- July 13 2007 - 10a - 7pm, every hour
- Promoted all week
- Result...

WMMR-FM

Smashing Pumpkins Tix Giveaway

■ P25-54 Ratings Impact



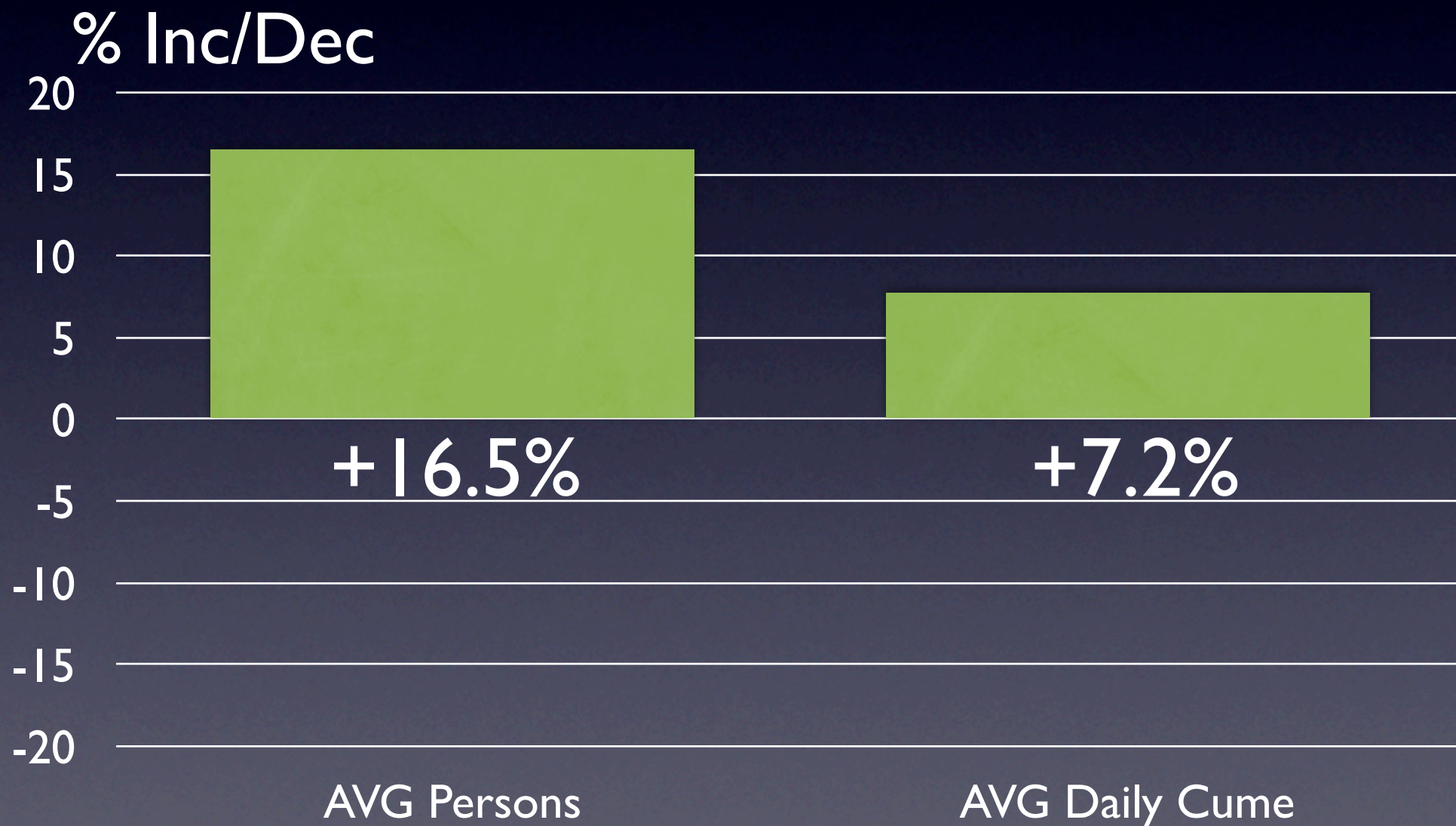
Case Study: WMMR-FM

- The Police Reunion Ticket Giveaway
- Wed, July 18 2007 - 10a - 10pm, every hour
- Promoted all week
- Result...

WMMR-FM

The Police Tix Giveaway

■ P25-54 Ratings Impact

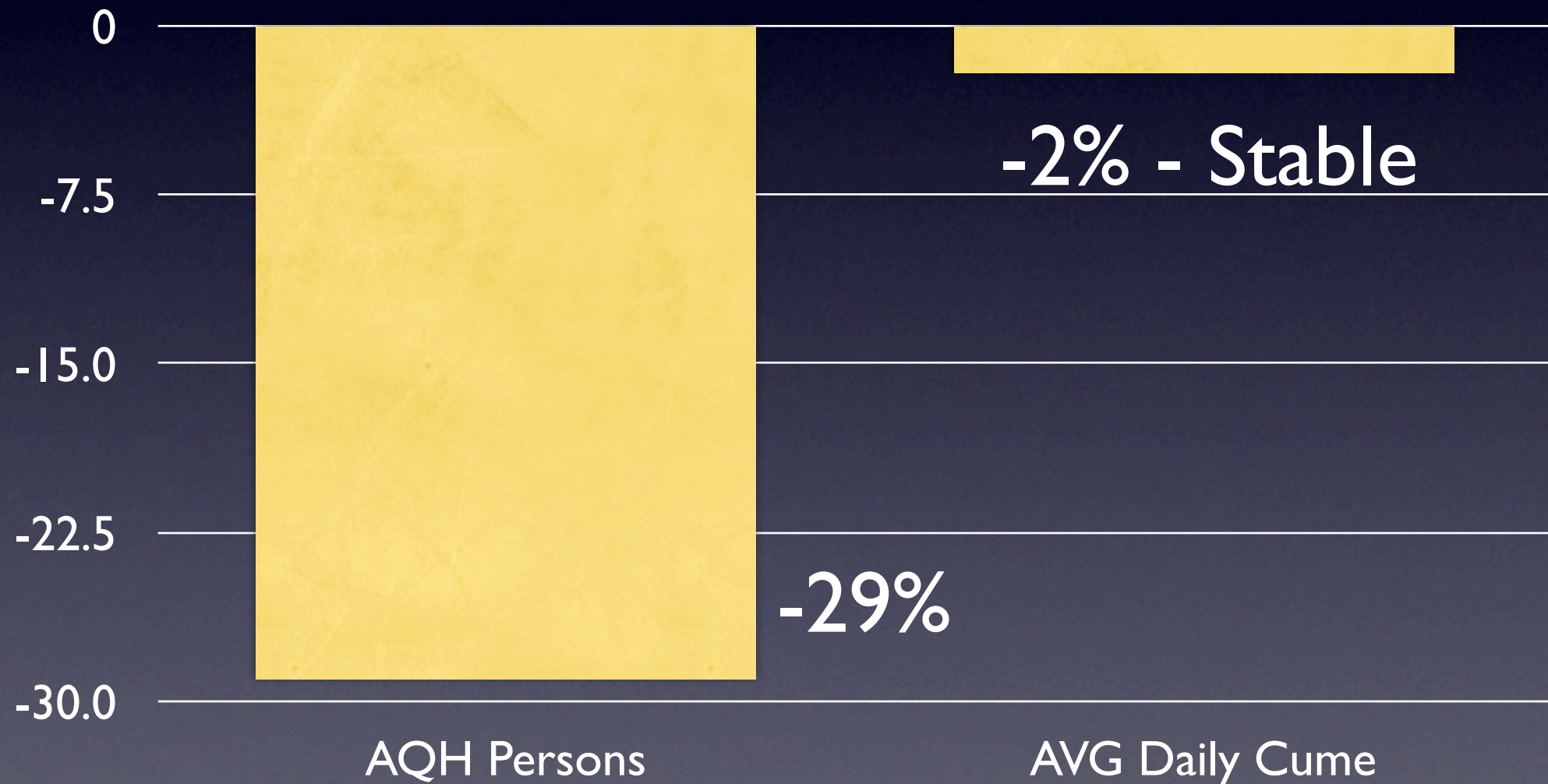


Case Study: KSBJ Houston

- Non-Commercial Contemporary Christian station
- Morning Show at Gospel Music Association
 - Music plus conversation with the biggest artists in Christian music

KSBJ - Morning Show at GMA (Non-GMA days vs. GMA days)

■ % Change - Normal vs. GMA Days



Events Drive Ratings (Up or Down)

Habit # 6

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Fulfill Expectations

Habit # 7

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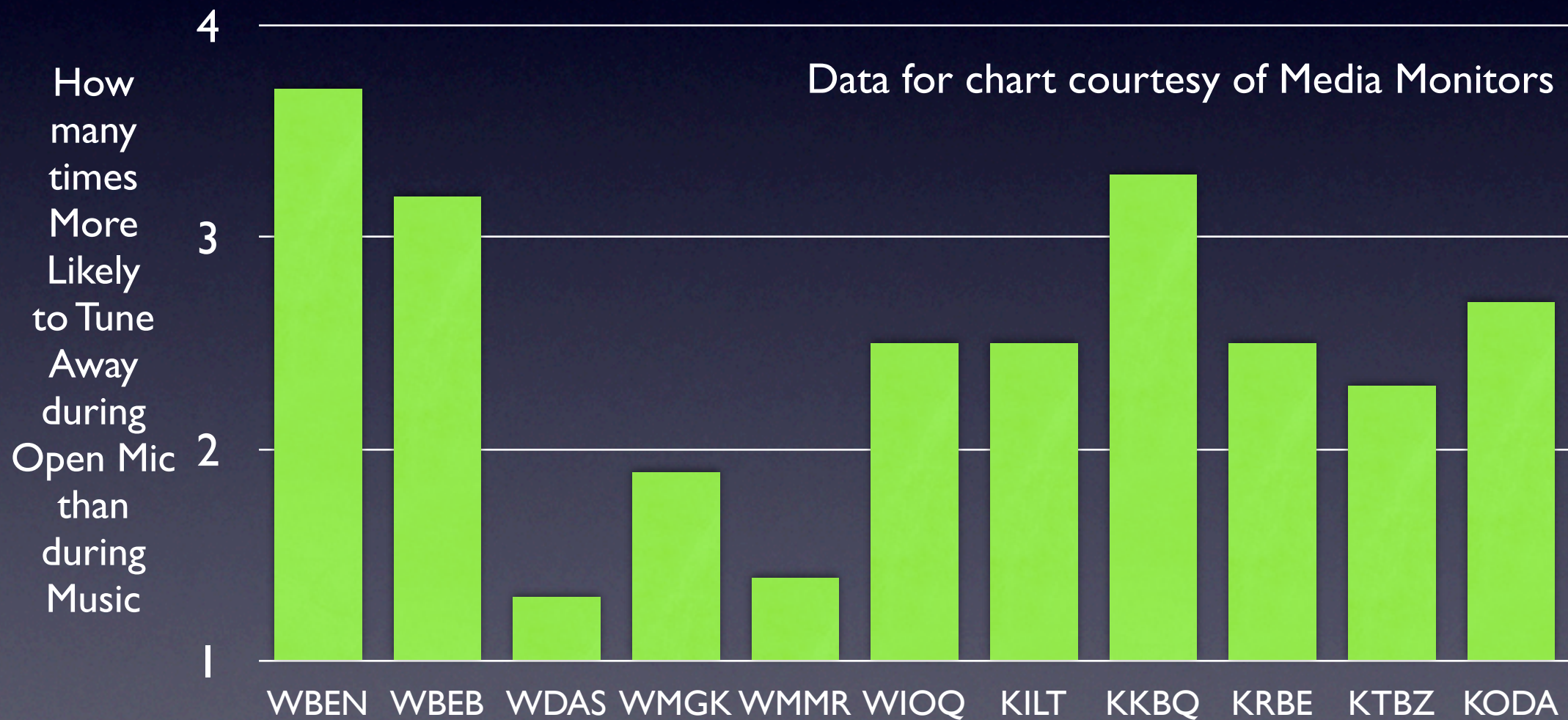
When you're known
for music...
what happens when
you're not playing any?

When you're known for music...

- Look at music minutes in PPM
- Look at non-music minutes in PPM
(i.e., when the mic is open, not in spots)

“Mic Flight”

How many times more likely are listeners to tune away during an open mic than during music?



Listeners are almost 4x more
likely to tune away from
WBEN during an open mic
than during a song

“Mic Flight”



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Actions...

- An open mic is a privilege, not a right
- Get to the point
- Use that time wisely
- Keep it tight
- Plan, don't Spam

and play the hits”?



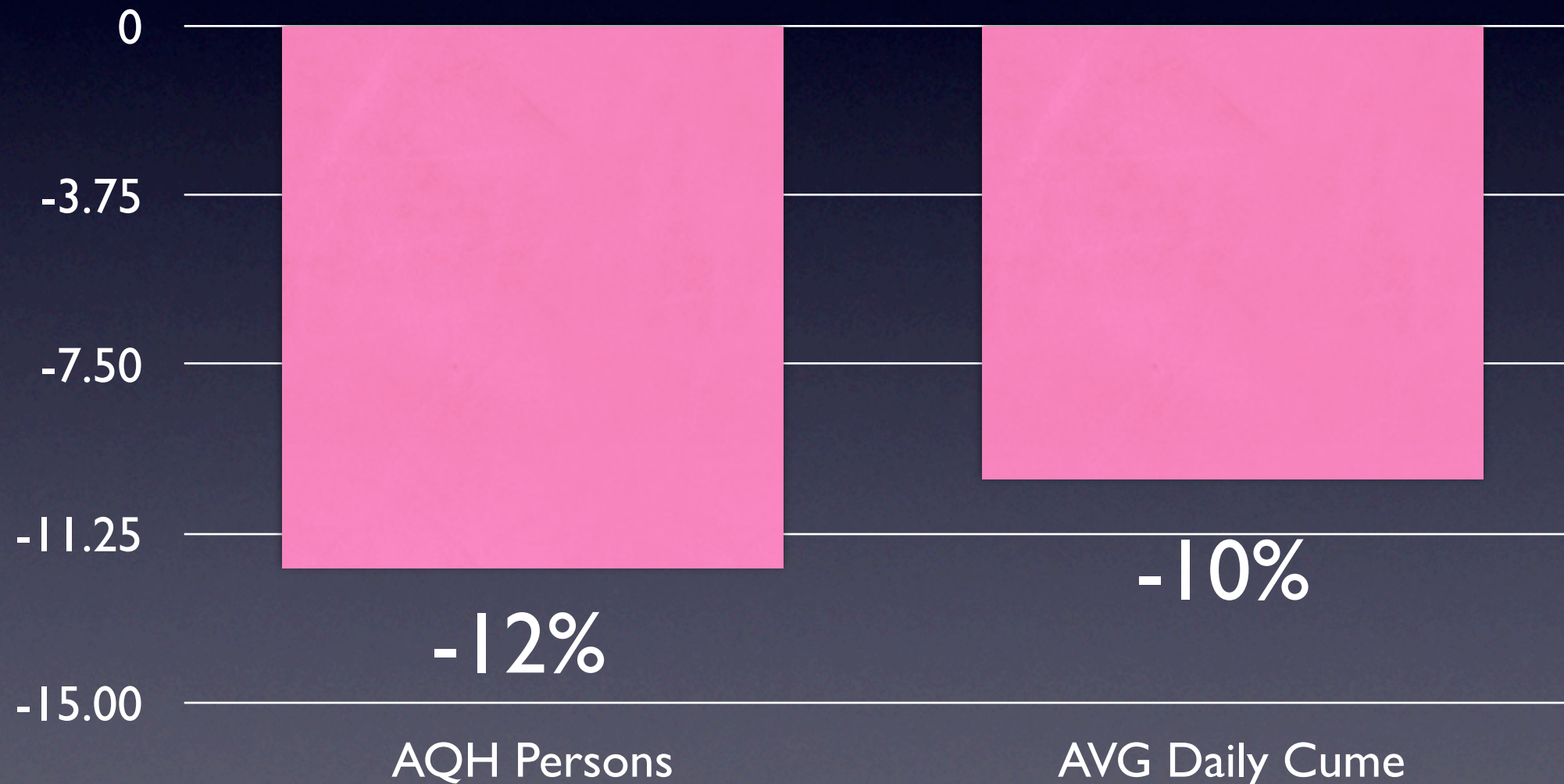
Case Study: KSBJ Houston

- Christian Non-Commercial
- Primarily Music-oriented
- “Sharathon” - pledge drive -
3 consecutive days

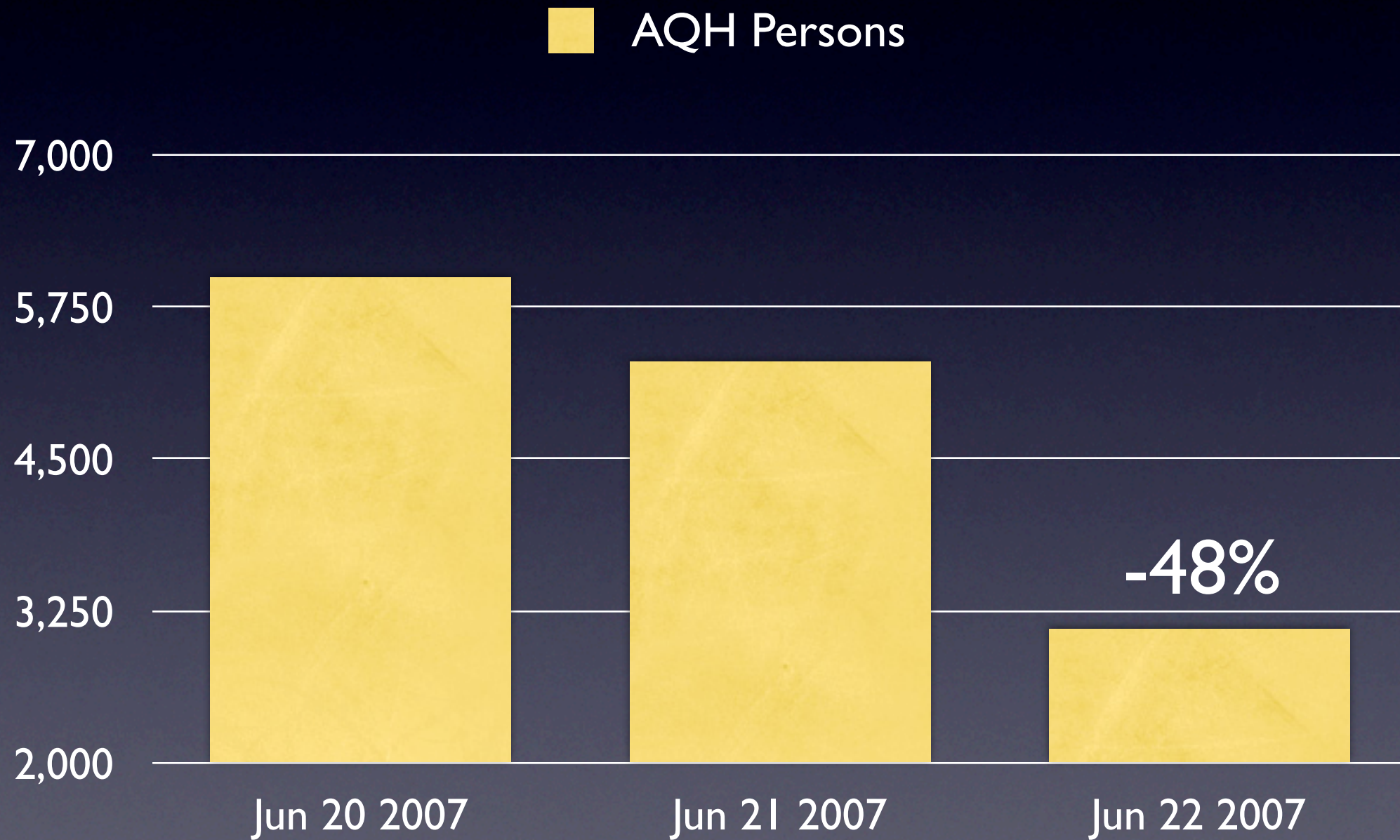
KSBJ - Sharathon

(Non-Sharathon days vs. Sharathon days)

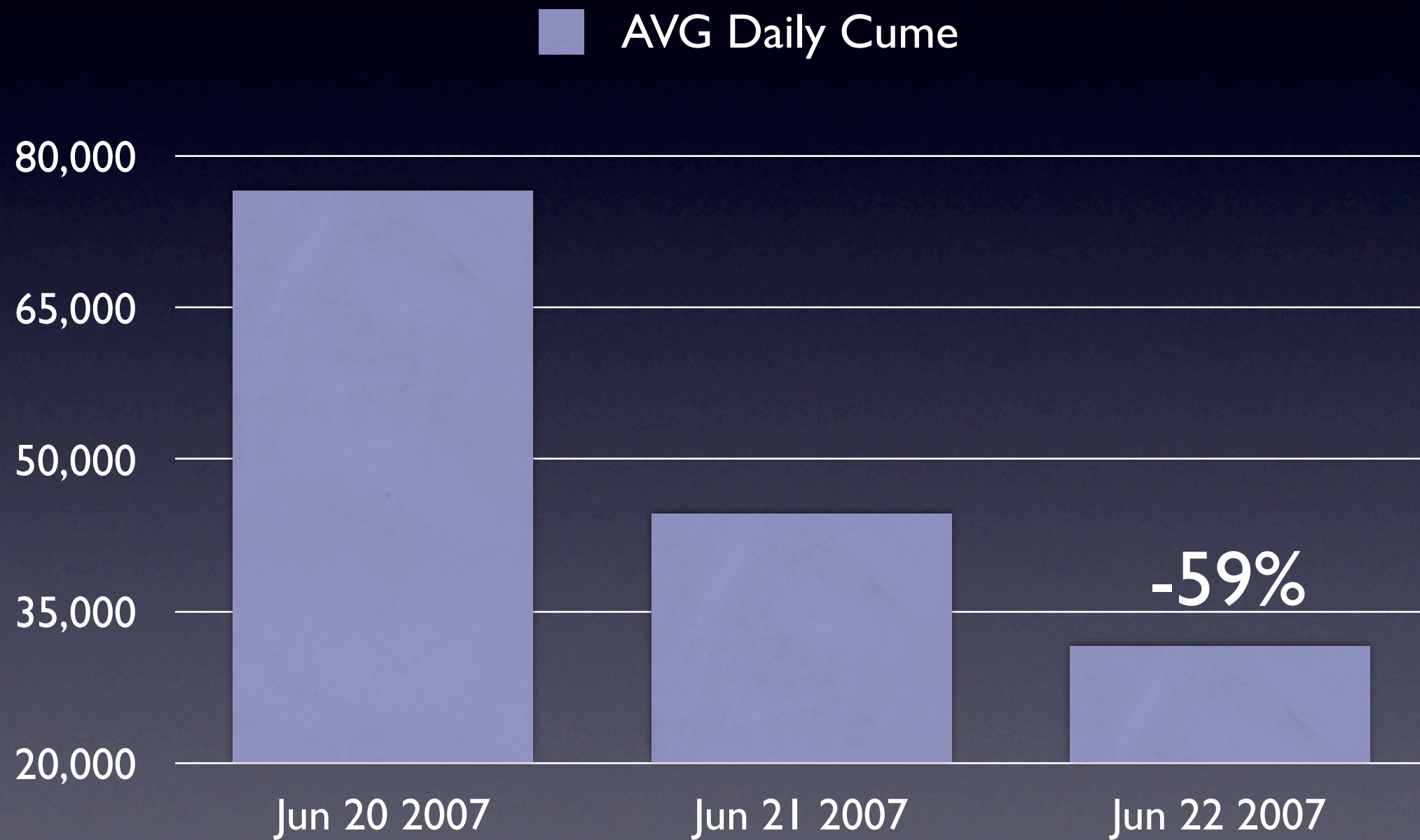
■ % Change - Normal vs. Sharathon Days



KSBJ - "Sharathon" by Day



KSBJ - "Sharathon" by Day



Fulfill Expectations

Habit # 7

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Monday is the New Thursday

Bonus Habit

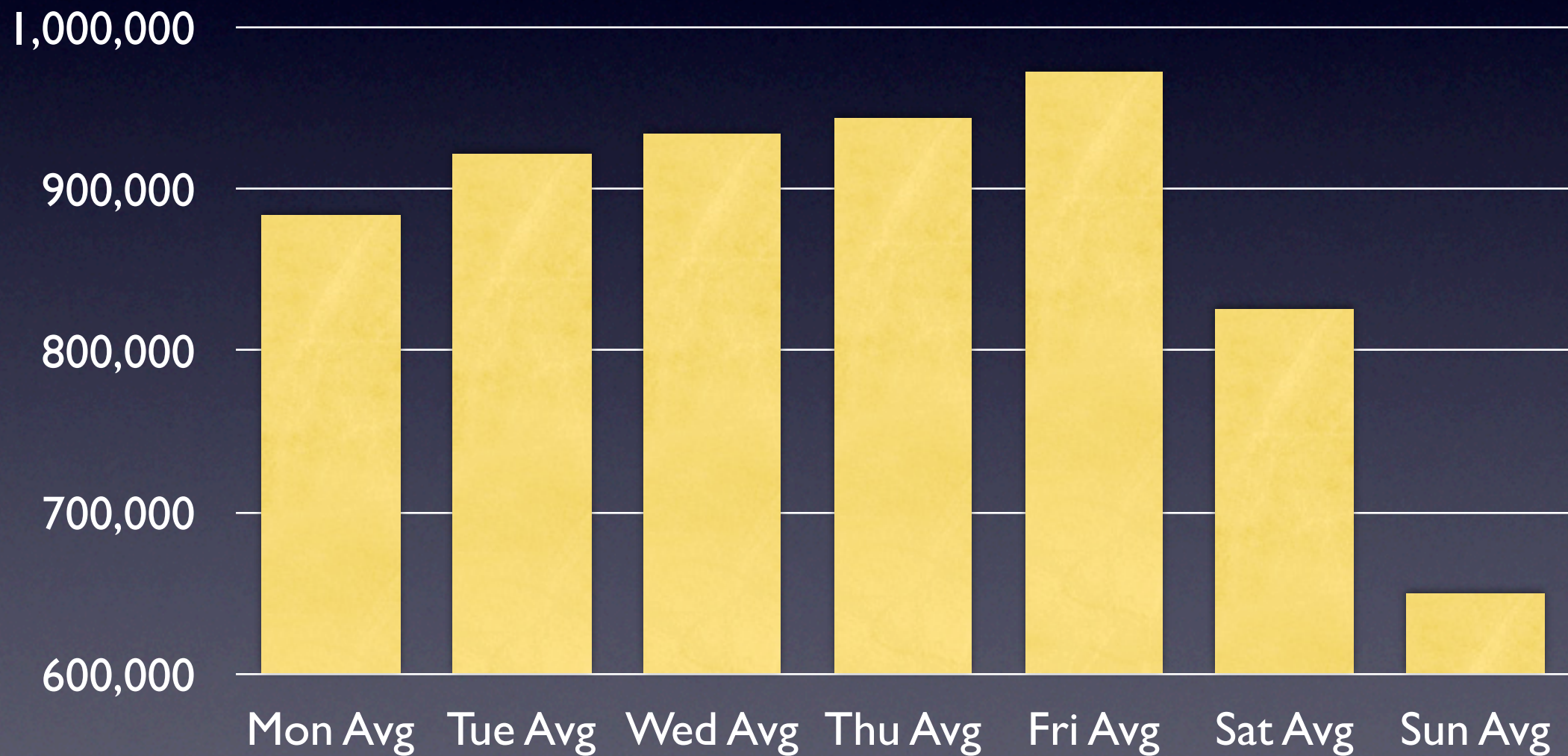
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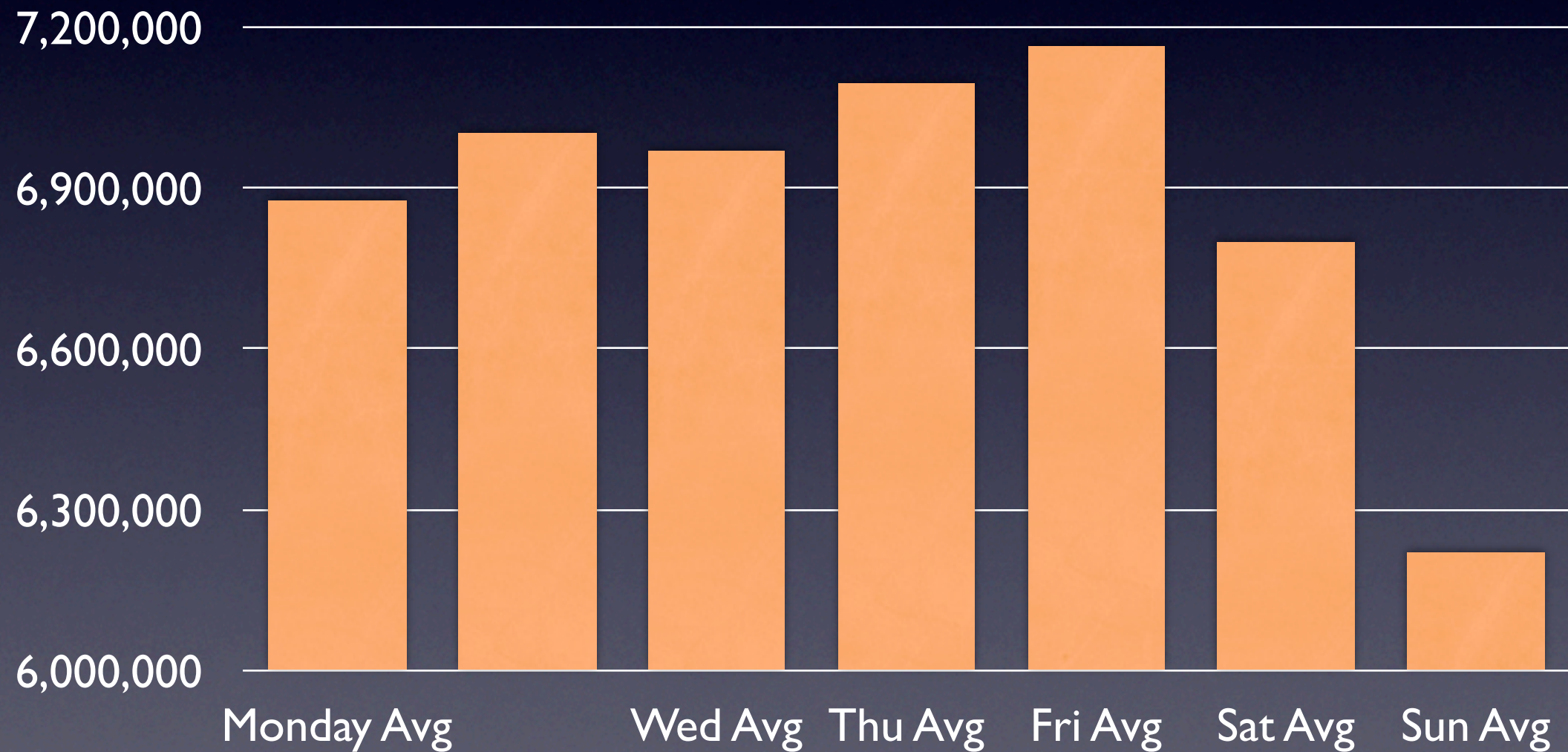
AQH Persons by Day

 AQH Persons



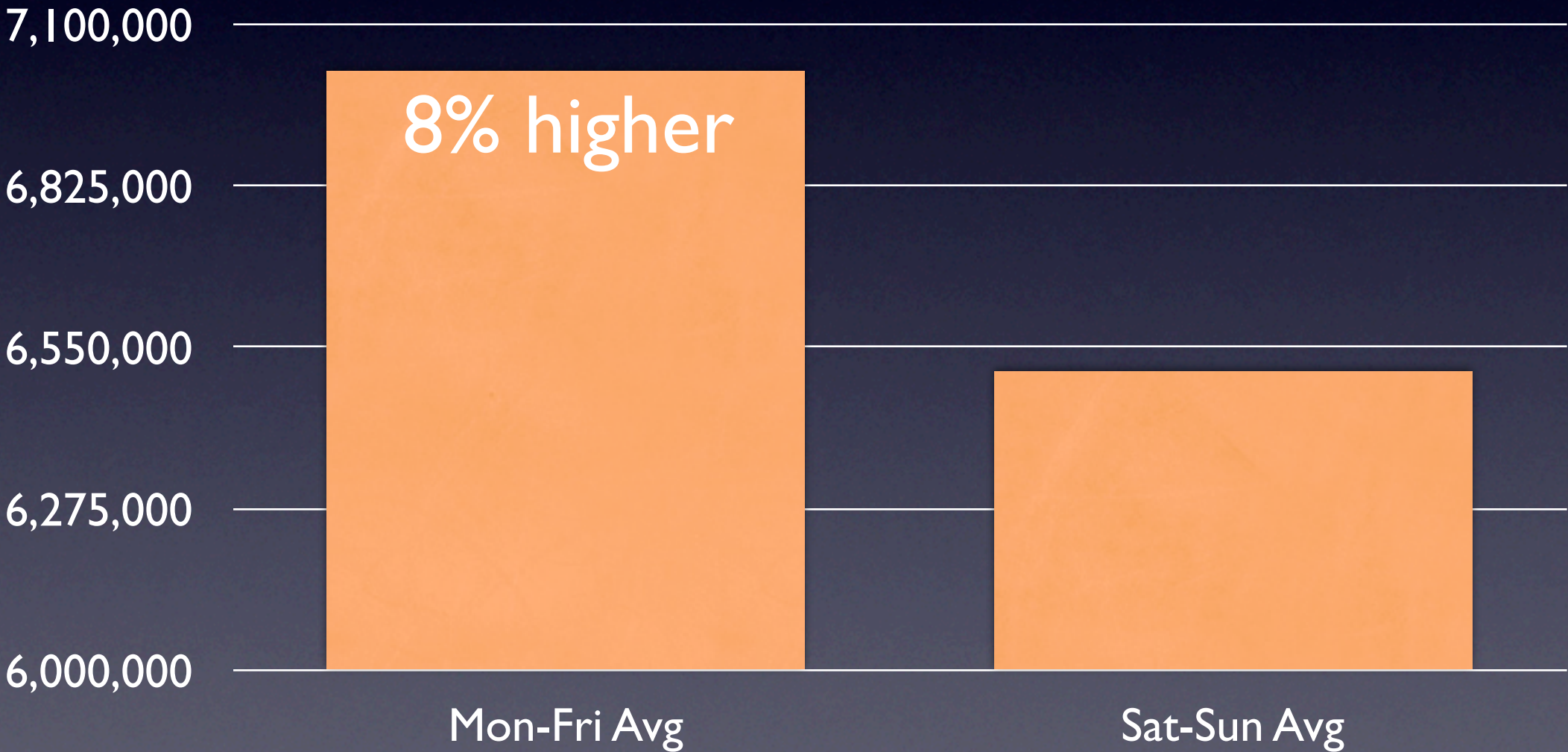
Avg. Daily Cume

■ AVG Daily Cume



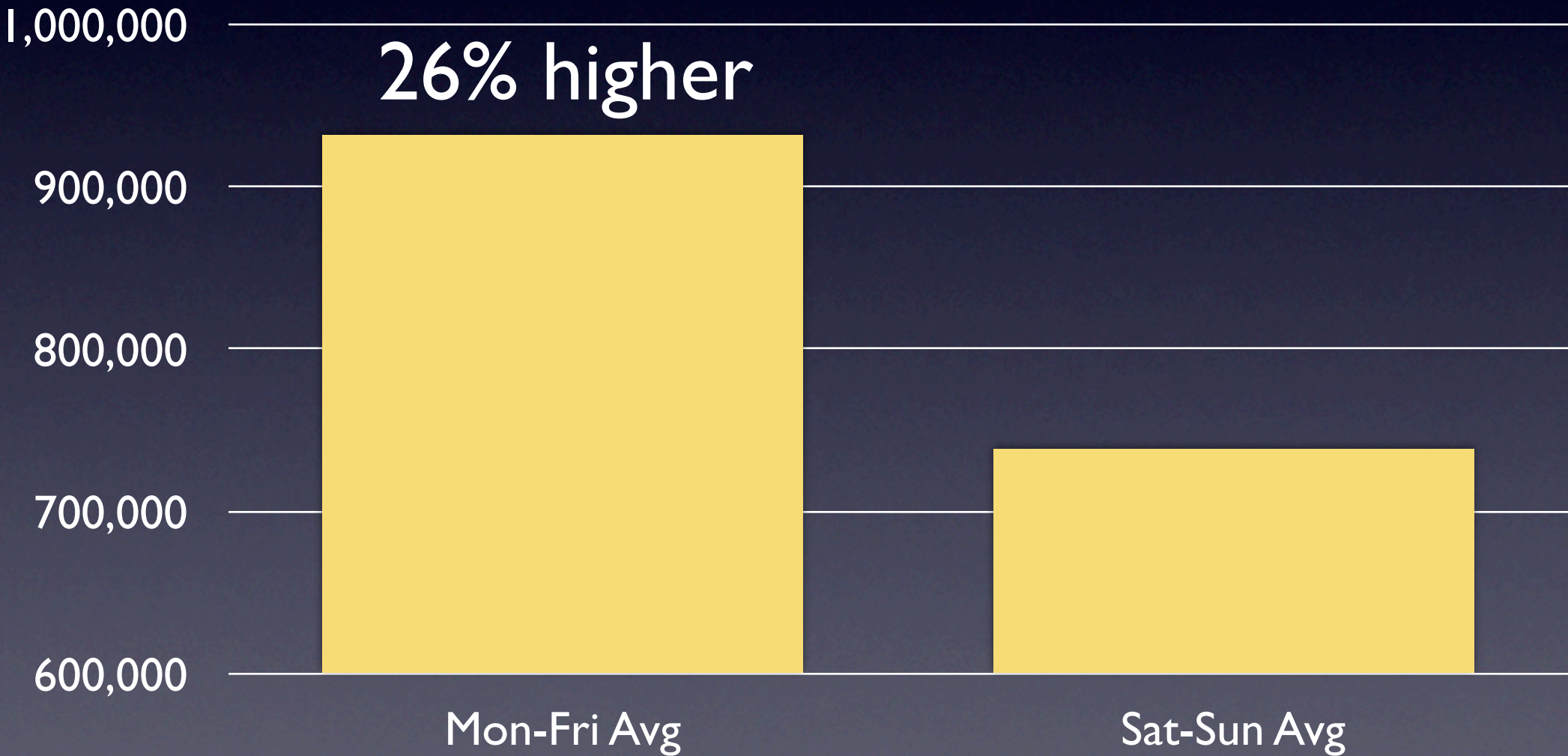
M-F vs. Sat/Sun

■ Avg Daily Cume



M-F vs. Sat/Sun

■ AQH Persons



Monday is the New Thursday

Bonus Habit

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What if...

1. Tactical TV - on Sunday night
2. Across numerous Sundays throughout the ratings period
3. Directing listeners to Monday...
4. ...Middays (the “high tide”)
5. Then on Monday, implement on-air strategies to attract listeners back on Tue, Wed, etc.

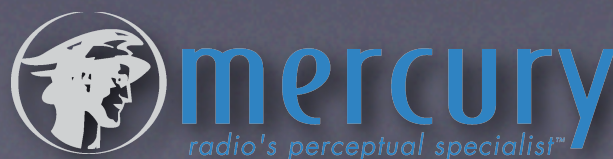


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