

Strategic Communication Plan

H1 Industries Product Launch



Prepared by Marinda Bean

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Executive Summary: H1 Industries intends to launch a 'shock and awe' style strategic communication plan to coincide with the launch of their revolutionary new product. They will deploy a wide media mix, including advertising, public relations, viral marketing, tradeshow and more, with the most emphasis on advertising (60% of budget). The rest of the budget will be spread evenly over PR efforts, a viral video marketing campaign, tradeshow, and word of mouth/promotional products.

Analysis of the Communication Situation: A new company, H1 Industries, has a new auto-related technology/product and wishes to enter the market strong and build brand recognition to ensure strong initial sales and establish dominance in the market to beat out competition that may arise in the future. Essentially, H1 Industries will come out of nowhere and dominate the market before anyone knows what hit them. There will be no perceived room for competition as H1 will already hold complete market share and no time for would-be competitors to catch up like there would be with a slow, organic-growth approach.

Definition of Objectives: Our communication goal is to introduce a new company and product to the market and preempt any attempts at competition. Our objectives to achieve this goal include the following, in this order:

- Launch new product through wide media mix to drive strong initial and on-going sales
- Preempt attempts at competition; dominate the market
- Build brand recognition; product name will be synonymous with new technology
- Align product with 'green' community and products
- Inform public of new technology and associated political issues
- Expand brand and sales internationally
- Ensure safety of shareholders

Identify and profile audience(s)/public(s)/user(s)/consumer(s):

We have several target audiences and they are, in order of priority:

- Initial target audiences:
 - United States: Males ages 25-54:

- More likely to quickly understand the technology, its benefit to them, and not be intimidated to try.
 - United States: All commuters:
 - Get the most benefit from product that increases gas mileage and engine performance.
- Secondary target audiences:
 - United States: Fleet vehicles:
 - Public and Private Sector fleet vehicles including police departments, garbage, utilities, school buses, etc. and any others with excessive driving
 - United States: Eco-conscious groups:
 - Proponents of the underlying premise of this product: reduce fuel use/emissions
 - United States: General public:
 - Benefit from product that increases gas mileage and engine performance.
- Tertiary Target Audiences:
 - European and Asian markets' commuters, specifically:
 - Germany, France, England/UK, Japan, China

Describe Type of Campaign(s) Needed: This strategic communication plan requires an initial flood of information to the public followed by a constant flow to maintain brand awareness and address secondary and tertiary audiences. So, a wide media mix is essential, including:

- Advertising: radio, magazine, newspaper, billboards
- PR: news media, radio DJ endorsements, eco-focused blogs, websites and magazines
- Viral: Video competition, Affiliate Sales Program
- Word of mouth/promotion: include key chains, bumper stickers and other promotional items to spark conversation and build brand awareness.
- Tradeshows: male-oriented, auto-oriented, eco/conservation-oriented, etc.

Specific Communication Channels: Our audience will be reached through many communication channels and as frequently as possible through the following media mix:

- Advertising:
 - Radio: Air 60-second spots promoting product's mileage and performance enhancing capabilities. Target 'drive time' commuters specifically.

- Air several ads per hour during peak drive times for first month after product launch. Want to reach commuters at least one time each way, every day for a total of at least 60 times in the first month of sales.
 - Magazine: Advertise in men's, car, eco-related magazines. Work with editorial staff to promote press releases.
 - On-going ads in monthly magazines for first year to continually build brand awareness and drive sales. Want readers to see ads every time they pick up a magazine to keep product and concept on the forefront of potential customers' minds.
 - Newspaper: Advertise in the car classifieds section for people shopping for new cars. Emphasize the ability to modify any car to be more fuel-efficient.
 - On-going ads in Sunday newspaper classifieds in major metropolitan areas for first year to continually build brand awareness and push customers to website. Want anyone shopping for a car to see products in ads as a necessity of their car purchase.
 - Billboards: Advertise fuel efficiency and increased car performance aimed at commuters and other heavy drivers.
 - On-going rotary billboard ads along major freeways in metropolitan areas for first year. Want all commuters to see it during daily commutes.
- PR: Issue press releases with test products to the following:
 - TV News media: contact local news first, then national. Video diary their experience for their results and endorsement.
 - Radio DJ endorsements: Audio/video testimonials to share their results and endorse product.
 - Eco-focused blogs, websites and magazines: Audio/video testimonials to share their results and endorse product.
 - Want as much media attention as possible.
- Viral:
 - Video Competition:
 - Hold monthly video competition to post on YouTube demonstrating the install or endorsement of product. Most votes/hits wins a cash prize. Entices them to promote to friends and family, potentially go viral. Want as many views by as many people as possible.
 - Affiliate Sales Program:
 - Pay percentage of referrals' purchases. Make use of word-of-mouth credibility and spreads message virally.
- Word of mouth/promotion:
 - Include key chains, bumper stickers and other promotional items to spark conversation and build brand awareness.
 - Affiliate Sales Program: encourages word of mouth and referrals

- Tradeshow:
 - The Man Expo and other male-specific events, boat, auto and RV shows, camping/hunting, 4-wheeling shows
 - Would like everyone who attends each show to spend time at the booth, learning about the technology and either purchasing the product at the booth or taking materials to learn more and buy later.

Rationale: We chose this media mix in order to saturate major metropolitan markets quickly to prevent competition, reduce safety threats to shareholders and reach maximum number of target audiences to drive strong initial sales and perpetuate further marketing efforts. This will require a large up-front investment in paid media as well as aggressive PR efforts, social media, viral marketing strategies, tradeshow, word-of-mouth and affiliate referrals.

Our initial audience is United States males ages 25-54 and all commuters. We are focused on males first because they are more likely to quickly understand the new technology, its benefit to them, and not be intimidated to try it on their cars. We are focused on commuters because this technology is focused most on maximizing fuel efficiency and they are the audience who will get the most benefit from this product that increases gas mileage and engine performance. These are our early adopters.

Our secondary audiences will be the general United States public, fleet vehicle decision-makers and environmentally-conscious groups and individuals. All three of these groups will benefit significantly from lower emissions and better gas mileage and by that time there will be more testimonials to demonstrate the results and more widespread knowledge of the technology.

Once our United States audience is well-informed and we have more capital to invest in additional marketing, we will expand our marketing efforts to major European and Asian metropolitan areas and follow the same steps as with our first two audiences. The frequency of our messages will depend on the budget but our goal is as frequently as possible. Our priorities and percentages of spending will be as follows:

- Advertising: radio (20%), billboards (20%), magazine (10%), newspaper (10%)
 - 60% of budget

- PR: news media, radio DJ endorsements, eco-focused blogs, websites and magazines
 - 10% of budget
- Viral: Video competition, Affiliate Sales Program
 - 10% of budget
- Word of mouth/promotion: include key chains, bumper stickers and other promotional items to spark conversation and build brand awareness.
 - 10% of budget
- Tradeshows: male-oriented, auto-oriented, eco/conservation-oriented, etc.
 - 10% of budget

Messages Per Channel: TV reaches a very wide audience with broad demographics. It is effective at influencing attitudes and emotions. Endorsements by TV news personalities the audience already has a relationship with are very powerful so we would like to capitalize on that to build trust in this product and desire to make use of it. So, we will use TV to perpetuate our PR goals by having TV personalities test the product on their own and provide testimonials through a video journal series of their experiences on the news. We will provide them with press releases, white papers on the technology and the product to test for themselves. Ideally, they will video document their experience installing it to demonstrate the ease and accessibility of the product, track their gas mileage and report their results. Our goal is to demonstrate that anyone can install this product in a matter of minutes and benefit from its use on any vehicle.

Radio also has a wide audience but each station has a fairly loyal following, so they are more niche-oriented. Radio messages affect emotions and attitudes and reinforce existing attitudes. Our goal is to target radio stations with heavy male audiences first as our target early-adopter audience. We also want to target commuters of all varieties, as they are most impacted by good or bad gas mileage, and appeal to their emotions to catch their attention and illustrate why this product will improve their lives by decreasing their gas expense.

Magazine audiences range from very broad to very specific, depending on the magazine's content. Magazines have a good reach and affect the knowledge of their readers. Our goal is to target the niche magazines that focus on cars, men or the environment to inform them of the benefits of our product to their particular interests. For example, car and men's magazine ads will be focused on the improved car performance

and gas mileage and provide information on how the technology works, ease of installation and other information to pique their interests. The environmental magazine and blog messages will inform readers of the benefits of this product to the environment, namely less reliance on fossil fuel and fewer harmful emissions.

Newspaper has a wide audience although it's more narrow than TV's. Newspapers reach many, affect knowledge and influence behavior. Newspaper ads will be displayed in the car shopping classified section only to inform prospective new/used car buyers of this gas mileage improvement product to go along with any car they choose and influence them to make it part of their next car purchase. We want to put our message in front of the people most likely to be looking for fuel economy cars and entice them to buy.

Internet ranges from a very broad to very niche audience and has the power to not only reach many people, but affect their knowledge, behavior and reinforce attitudes. Internet ads and effective websites will be used extensively to drive traffic from Facebook pay-per-click and other website ads to landing pages where they will learn more about or buy the product. The internet will also be used to support email marketing campaigns aimed at informing readers and enticing them to buy or learn more. Traffic from those campaigns will be tracked to a specific landing page with Google Analytics measuring the results. The internet will also be utilized to power viral marketing efforts using YouTube video contests where the highest number of votes determines the winner. This encourages competing individuals to spread the message virally and utilizes the word-of-mouth function that is very beneficial. We may consider setting up our own YouTube channel to better control and measure traffic.

Implementation Plans: **Launch-3 Months:** Three months prior to the public product launch, we will begin PR work finding the appropriate media contacts in major U.S. metropolitan areas. This will also include making initial contact with regional media sales reps for newspapers, billboard and radio ads. We will also be developing appropriate website landing pages at this time for each media/campaign to send audiences to buy or learn more.

Launch-2 Months: Two months prior to the public product launch, we will contact TV news and Radio personalities from major metropolitan areas and provide them with a comprehensive package to complete their

experience with this new product including the product itself with install instructions, white papers with more information on the technology, high quality product shots and company logos, and press releases from several angles. They will have to measure their gas mileage prior to install, then install the product and report the results, video documenting each step. At the end, they will air their findings and their testimonial of the product. Each media source will be under embargo and sign non-compete/non-disclosure agreements until product launch date.

Launch -1 Month: One month prior to product launch, we will follow up on PR efforts and their experiences with our product. We will complete creative work for all ads and finalize contracts so they are ready to go live on product launch day.

Launch Day: All ads should go live, press releases will go out over the wire service to media throughout the country and website landing pages will be ready with Google Analytics embedded in their code to track traffic and their sources so we can see exactly which ads are driving what traffic.

Launch + 1 Month: Continue PR efforts contacting media throughout the country in each major metropolitan area. Continue to run billboard, radio and newspaper ads in major metropolitan areas.

Launch + 2 Months and on-going: Have video contest and continue spreading product and brand awareness virally. Continue to run billboard, radio and newspaper ads in major metropolitan areas but decrease volume to half for budget preservation. Begin advertising in additional smaller cities at less expensive rates. Continue PR efforts and concentrate on niche magazine and blogs to continue to spread messages organically.

Mid-Course Evaluation Plan:

Each individual ad will be linked to the desired landing page where the audience is directed to go buy or learn more. Our initial goal will be 10% of the audience going to the landing page and 10% of those actually buying. So, for example, we will advertise in Salt Lake City on KBULL, one of their largest radio stations. Its reach is 331,300. So, our goal is for 33,130 of those listeners to be enticed enough by the ads to visit the website to learn more. Once they arrive on the page, we should expect a 10% conversion rate, meaning that they convert

from interest in the idea to buying the product. That would mean of those original 331,300 listeners who hear our ad, 33,130 visit a website that is specific to that ad campaign only, and 3,313 of them buy the product. So, using Google Analytics, we will track the traffic to the site and can correlate that to when the ads run. We can also see if the right number of people come to the site but if fewer than 10% buy, then we will know there is a problem with the content of the site that is not enticing them to buy and we can adjust that messaging.

Each ad in each city will have a correlated website to track ad efficacy in this way so that we can closely monitor results and change messaging as needed. For billboards, for example, we know that one I-15 bulletin in Salt Lake will reach an average of 118,000 adults every day, which is 14% of Salt Lake's adult 18+ population. So, we will monitor that site and look for approximately 11,800 visitors and 1,180 people to buy. If the numbers are significantly lower than that, then we will know to adjust our messages.

Post-Campaign Effectiveness Evaluation Plan:

Our initial goal will be 10% of each particular medium's audience going to the landing page with a 10% conversion rate once there. If we see less than that for any given medium, we will adjust our messaging until that market share is reached or exceeded. If we see more than that, the campaign will be considered a great success and we will set new benchmarks to measure future success against.

** See Appendix for specific media assessments (Radio, Billboards, Facebook PPC Ads and Email Marketing)*

APPENDIX

Billboard Ads Assessment

<p>What medium is it?</p>	<p>Billboards; specifically the Reagan Outdoor Advertising company (one of the biggest in Utah)</p>
<p>Who does it reach?</p>	<p>Billboards is a one-way medium that reaches people from all demographics, psychographics, etc, but focuses most on daily commuters.</p> <p>One I-15 bulletin in Salt Lake will on average reach 118,000 adults every day, which is 14% of Salt Lake’s adult 18+ population.</p> <p>Over 6 (4 week) periods a Salt Lake I-15 Bulletin will, on average, reach 781,000 adults 25 times.</p> <p>Reagan is a rotary plant which means your ad will rotate to new bulletin locations along I-15 every 2 to 3 months. This allows you to reach new customers, refresh the message and get blanket coverage of the market.</p>
<p>What kinds of messages are most effective for it?</p>	<p>Brief, Informative, memorable messages. You only have a few seconds to reach your audience and have them remember your message. You have strength in higher frequency though, as the same commuters may see your ad every day for one month.</p> <p>Some memorable ads I’ve seen of late include little riddles that make you think and keep your interest longer. Their cleverness gets viewers more involved and helps foster more two-way interaction and bears consideration in future campaign messaging.</p>
<p>How are its audiences segmented?</p>	<ul style="list-style-type: none"> • Heavy Commuters: <ul style="list-style-type: none"> • Are approximately 30% of the population • 60% have a household income of \$50,000+ • 55% have children in the home • 77% own their home • 64% have some college or more • They are more likely to have graduated college • 75% are aged 25-54
<p>How are its audiences measured?</p>	<p>Reagan billboards is audited by a 3rd party: The Traffic Audit Bureau. They take the traffic count at every billboard location Reagan owns. The numbers are then calculated based on an 18+ population.</p>
<p>How much does it cost to buy time or space to place campaign messages?</p>	<p>Bulletins along I-15 in Utah range between \$3k to \$10k per period (28 days).</p> <p>Bulletins are generally purchased in multi-period contracts; one period is 4 consecutive weeks (28 days). You generally rotate ads every 60-90 days so your ad will reach the most potential viewers.</p> <p>The cost to reach 1,000 people (Cost Per Thousand) = \$2.98</p>

<p>How do media people purchase the time or space?</p>	<p>I contacted a sales rep for Reagan Outdoor Advertising. She gave me information on their demographics, their rotary schedule and costs per bulletin.</p> <p>The next step would be to meet with her to sign a contract and make payment arrangements, outline a rotary schedule (where my ads would be placed for 28-day-cycles to reach as wide an audience as possible), design a bulletin campaign specific to my business, make a reservation date, and complete artwork.</p>
<p>How is the effectiveness of this medium evaluated?</p>	<p>To evaluate the efficacy of our bulletin, we will have easy-to-remember websites that are specific to each campaign. For example, www.greatgas.com/Utah. Then we can measure traffic to each particular page using Google Analytics to know how many people arrived there to know if our bulletin was effective in getting drivers' attention and enticing them to visit our website. We might try different art/ads/landing page per bulletin to evaluate which message is most effective for this medium.</p>
<p>How would you apply the diffusion of innovation to this medium?</p>	<p>Billboards have come a long way in a short time from rustic wooden signs with hand-painted messages to high-tech metal monoliths with enormous vinyl messages and beautiful art, lights, cut-outs, props and more. Even with the advances in technology benefitting billboards, it's still been surpassed by other technologies so it's become less expensive and more accessible to more advertisers than in the past.</p>
<p>Can you apply Baudrillard's theory of simulations?</p>	<p>Billboards represent many different ideas and products very admirably, making good simulations under Baudrillard's Theory of Simulation. There is an incredible billboard near my house that illustrates this idea perfectly. It is cut-out out the back end of a car and has a real flashing left turn signal light that blinks just that car is turning. The message reads something like: 'Up two exits on the left.' It is brilliant in its simplicity, realism and attention-grabbing.</p>
<p>* Regan Outdoor Advertising information gathered from Jessica Grako, Marketing Consultant, O: (801) 526-1446, C: (801) 824-0618, jessica@reaganusa.com.</p> <p>**For more details regarding this advertising medium, please see my wiki post, All Points BULLETIN.</p>	

Email Marketing Assessment

What medium is it?	Email Marketing
Who does it reach?	Email Marketing's reach depends on the list you buy, build, borrow or rent. Email is a widely accepted communication medium now that almost every audience uses on a regular basis, from several times a week to several times a day. It can be accessed on home or work computers, iPads and other tablets, and the smartphones that nearly everyone has now.
What kinds of messages are most effective for it?	<ul style="list-style-type: none"> • Informative • Event promotion • Action-oriented • Brand awareness & loyalty building • Viral/'Buzz builder'
How are its audiences segmented?	<ul style="list-style-type: none"> • Those with email they use for personal or professional use. *Better to market to personal email accounts. • Typically best to have recipients 'opt-in' to receive promotional emails but not as necessary as texting since it's considered much less invasive to send an unsolicited email than a text which feels like an invasion of our personal space. Either way, your audience may be segmented based on 'opted-in' or 'opted-out' status. • Audiences can be polled for all other demographics as well, including age, socio-economic, gender, race, employment status, etc. so that you can reach the most targeted audience for your message(s) and product(s). You can also segment your audience based upon previous buying activities to get a more targeted list. • I would want to segment my audience into men between the ages of 25-54 and those who are employed, preferably in the \$50,000+ range of income and most preferably target commuters as well.
How are its audiences measured?	Audiences are measured and lists are created by third-party 'aggregators' and you can buy, borrow or rent those lists to market to. The best approach, however, is to build your own list so that it's most targeted to your product/service.
How much does it cost to buy time or space to place campaign messages?	<ul style="list-style-type: none"> • Pricing is based upon the number of recipients you intend to send to. For example, it costs \$15 per month to send an unlimited number of messages to 1-500 recipients. On the higher end of the spectrum, 10,001-25,000 recipients is \$150 per month for unlimited number of messages. • They also have pre-paid pricing discounts if you know you'll be utilizing email marketing long-term. • Caveat: I have used Constant Contact for bulk emailing in the past and, while their pricing is based on sending to an unlimited number of messages, they monitor and restrict messaging if they believe it is abusive. <p>Source: http://www.constantcontact.com/pricing/email-marketing.jsp</p>
How do media people purchase the time or space?	You can set up a free trial account that is good for 60 days to try out the service, then set up a discount plan if you are satisfied with the service, plan to continue using it and know how many people you'll

	be emailing. When you are ready to purchase, a credit card is all that's required to link to your account for on-going billing.
How is the effectiveness of this medium evaluated?	<p>The best way to evaluate the efficacy of this medium is to direct readers to a website and track the traffic to that site from the email using Google Analytics. http://www.google.com/analytics/</p> <p>Good motivators to visit the website landing page include:</p> <ul style="list-style-type: none"> • Coupons (print-at-home or codes to use in online checkout) • Special events or hours for those who register via the email • Free online newsletters or ezines with info they like • Free classes, promotional items, etc.
How would you apply the diffusion of innovation to this medium?	Email started out slow, cumbersome, un-engaging with simple plain text and was used minimally for personal or professional use. Now, as computer and internet technology has evolved to support more advanced functions and become less expensive, it is available and utilized by the masses. It is now a daily part of most people's lives and a preferred method of communication.
Can you apply Baudrillard's theory of simulations?	Email communication has become a perfect simulation for mail and now represents all types of communication you might have previously sent 'snail mail' such as invitations, family letters, school pictures and even promotional marketing materials.
<p>* Pricing Information gathered from www.constantcontact.com</p> <p>**For more information on using Google Analytics, see my Wiki Post 'Google Analytics is a Great Measure'</p>	

Facebook Ads Assessment

What medium is it?	Facebook Targeted Pay-Per-Click Ads
Who does it reach?	<ul style="list-style-type: none"> • more than 500 million worldwide users • Up to 135,982,600 U.S. adults (over 18 years old) • 455,780 Utah male residents, ages 25-55 • 13,520 Utah male residents, ages 25-55, interested in Autos • 13,520 Utah male residents, ages 25-55, college grads, interested in Autos
What kinds of messages are most effective for it?	Informative and action-oriented. You can use pay-per-click to entice buying or awareness campaigns.
How are its audiences segmented?	<ul style="list-style-type: none"> • Location: by state, region or city • Age • Gender • Interests/hobbies • Relationship status and interests • Language • Time of day
How are its audiences measured?	Reporting tools provided by Facebook. http://www.facebook.com/adsmarketing/index.php?sk=reporting
How much does it cost to buy time or space to place campaign messages?	<ul style="list-style-type: none"> • Facebook recommends a \$2 per click bid for the 455,780 Utah male residents, ages 25-55 demographic I would want to target for my initial market test. • You set the max daily, monthly or campaign maximum based on your budget.
How do media people purchase the time or space?	<ul style="list-style-type: none"> • It's very easy. You can build your own ad in a matter of minutes and have it live and referring customers to your site in no time. • http://www.facebook.com/ads/create/
How is the effectiveness of this medium evaluated?	<ul style="list-style-type: none"> • Ad performances metrics; Click-through Graph measures efficacy of ads • Reporting tools on Facebook, plus monitor click-throughs to your buy site with Google Analytics • Social metrics: metrics that show when your ad is viewed by someone who is friends with a fan of your Page
How would you apply the diffusion of innovation to this medium?	Initially, the internet in general was difficult for most to understand and only the most innovative people got on board and capitalized on it. Nowadays, the internet is so widely accepted, all age groups and demographics have adopted it as a daily norm. The same could be said of Facebook. I personally resisted getting an account for the longest time, thinking it was a silly waste of time but now have realized the enormous potential in my personal and professional pursuits. I'm sure that others have had the same experience and still others will. I think people are still equally unsure of using Facebook ads because it seems out of reach. One responder to my wiki post said exactly that, in fact. I think as more people become eCommerce savvy they will better understand this advertising medium and be less intimidated by it.
Can you apply Baudrillard's theory of simulations?	Online ads such as Facebook's are representations of a product, service or idea, and exist only in cyber space, making it the ultimate simulacrum. In the past, an idea or product might have been

	represented in a brochure or billboard which is already a simulation, but an Internet ad is yet a simulation of that print ad simulation!
* All information gathered from Facebook's website: http://www.facebook.com/advertising/ **For more details regarding this advertising medium, please see my 'Facebook Ads ROCK!' wiki post.	

Radio Assessment

What medium is it?	Radio; specifically the KBULL station (one of the biggest in Utah)
Who does it reach?	<ul style="list-style-type: none"> • Radio is a One-way medium that reaches people from all demographics, psychographics, etc, depending on station • KBULL in particular has the following demographics from a recent Arbitron Instant Qualitative Profile: <ul style="list-style-type: none"> 331,300 surveyed 54.75% female 45.25% male 28.9% age 18-24 26.65% age 25-34 22.33% age 35-44 13.37% age 45-54 7.4% ages 55-64 <p>KBULL's Cume Persons (Total audience per week): 200,000 people ("Cume persons" means people who tune in <u>at all</u> during a week, even if just in passing)</p>
What kinds of messages are most effective for it?	<ul style="list-style-type: none"> • Appeal to Emotions, Informative, short, memorable messages. • DJ endorsements carry more weight <p>"Studies show that radio ads create emotional reactions in listeners. In turn, consumers perceive the ads as more relevant to them personally, which can lead to increased market awareness and sales for businesses running ad schedules. Twenty-five percent of listeners say they're more interested in a product or business when they hear about it on their preferred station. Local DJs create a personal relationship with their listening audience, and that audience is more likely to trust what they say and respond to their message. Live endorsements are growing in popularity, as advertisers seek new means to reach consumers and cut through the surrounding clutter. Studies show that live reads have recall and response rates higher than the typical recorded spot. Perhaps because of the relationship listeners develop with their favorite station, twenty-six percent of listeners are more interested in a product or business when a DJ endorses it." Reference Link</p> <p>Our plan is to air messages promoting a gas additive that increases mileage during prime drivetime (6-9am and 4-7pm) to get our target audience of commuters interested. I have purchased easy-to-remember websites to refer people to as the call-to-action.</p>
How are its audiences segmented?	<p>22% of listeners have household income of \$50-75k 54.4% of listeners have household income of \$50-100+k 64% Own their Homes 30% Rent their Homes</p> <p><u>Employment:</u></p>

	<p>42.2% are employed full-time 28.8% are employed part-time 29% are unemployed Of those unemployed listeners, 47% are Homemakers 18.6% are Students 8.2% are Retired 8.9% are Disabled</p> <p>49% classified as 'White Collar' 22% classified as 'Blue Collar'</p> <p>Education: 5.9% have less than a 12th-Grade education 33% are High School or GED Graduates 42% have some College education 19% have a College Degree or more education</p>
<p>How are its audiences measured?</p>	<p>Audiences are measured using the Arbitron ratings system to determine which radio stations people listen to, how frequently and for what lengths of time.</p> <p>“Arbitron's syndicated radio ratings service collects data by selecting a random sample of a population throughout the U.S., primarily in 294 metropolitan areas, using a paper diary service two to four times a year and Portable People Meter (PPM) electronic audience measurement service 365 days a year.” Reference Link</p> <p>The use of the Portable People Meters has helped make their data much more accurate and led to discoveries such as the fact that people don't listen for nearly as long as they reported on the diary method. This led to a lower expected frequency rate and gives advertisers a more accurate estimate of how many times a listener might hear their ad.</p>
<p>How much does it cost to buy time or space to place campaign messages?</p>	<ul style="list-style-type: none"> • \$140 per 60-second spot x 30 spots over the course of one week (6am-7pm) = \$4,200 per week, \$16,800 per month • \$112 per 30-second spot x 30 spots over the course of one week (6am-7pm) = \$3,360 per week, \$13,440 per month
<p>How do media people purchase the time or space?</p>	<p>I contacted a sales rep for the radio station who consulted with me on my business and budget needs, which station might be best for my product and more. To proceed with an ad campaign and purchase air time, we would lay out the terms in a contract, sign and pay for the ads at that time.</p>
<p>How is the effectiveness of this medium evaluated?</p>	<p>We will start out knowing how many times the ad runs on the station and how many listeners they have, so we will have an idea of how many people we can expect to have heard the message at the onset of the campaign.</p> <p>To evaluate the efficacy of our ad, we will have easy-to-remember websites that are specific to each campaign. For example, www.greatgas.com/Utah. Then we can measure traffic to each particular page using Google Analytics to know how many people</p>

	arrived there to know if our ad was effective in getting listeners' attention and driving them to the site.
How would you apply the diffusion of innovation to this medium?	Radio has been around for a long time but it was expensive and took awhile to catch on in the beginning. Now even the laggards have become accustomed to it and the cycle is starting over as it's evolving further into streaming radio online. Not everyone has adopted that format yet, but many have and before long I suspect everyone else will too.
Can you apply Baudrillard's theory of simulations?	Radio has an infamous and perfect example of Baudrillard's theory of Simulations to its credit: the War of the Worlds episode that brought thousands of people screaming from their homes as their perception of reality changed due to a fictional story on the radio.
<p>* All information gathered from Mike McBride, advertising rep for Citadel Broadcasting; 801-631-4345, mike.mcbride@citcomm.com.</p> <p>**For more details regarding this advertising medium, please see my wiki post, <u>'In the Know' with Radio.</u></p> <p>Radio Efficacy Information resource link: http://en.wikipedia.org/wiki/Radio_advertisement#Efficacy Abritron Research Link: http://en.wikipedia.org/wiki/Arbitron</p>	