



"YOU LOVE IT WE PLAY IT"

Across The Isle Of Man

91.2 93.4 98.4 102.4 105.2 FM

7 Reasons To Advertise on Radio

- **1) Radio talks to people at the right time and place**
- Radio works in “real time” so ads can be run at just the time when people are most ready to be influenced by the message. For example; a car dealership can target the ‘drive time’ to reach people in car; a local retail outlet can advertise on Friday and Saturday morning to promote weekend offers. Research shows that ads are far more effective when people are thinking about a related subject.
- **2) Radio can talk to people who are one click away**
- Recent research into surfing behaviour revealed that 20% of internet users are listening to radio at any time. This is great news for businesses which use the web to bring customers in, as it means many of the listeners can go and check the website immediately.
- **3) Radio reaches out to everyone – including new customers**
- While it’s easy to skip the ads on TV and in newspapers, radio ads are harder to avoid. Research shows that people just don’t avoid the ads like they do in other media. This means that radio is ideal for reaching out to new customers (the lifeblood of most businesses) – they will hear the ads regardless of whether they think they are in the market or not.
- **4) Radio reaches the right local audiences**
- Naturally the listeners to a local radio station are locals. But more importantly they are also the right kind of locals. Compared to the typical local newspaper readers, commercial radio listeners tend to be significantly younger. This means they are more likely to have families and to spend more on shopping.

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- **5) Radio is a 'local friend' for listeners**
- Listeners typically describe their favourite local radio station as a friend, and that friendship can be used by advertisers to change the way local people perceive them – to keep ahead of the competition.
- This is especially true for branded content (sponsorships and promotions). If a radio presenter says that prizes are “thanks to our friends at ABC Motors”, listeners will begin to feel a warmer relationship with that company.
- **6) Radio is the most flexible medium**
- Business conditions can change fast, and radio is well set to meet those changes. Production of commercials is quick and relatively low-cost, and this allows local advertisers to put out just the right message at the right time. This flexibility works particularly well for advertisers who's business changes fast with late deals, extended sales, reaction to news/ weather.
- **7) Radio builds long-term brand dominance**
- As the growth of Carphone Warehouse proved, small businesses can become much bigger businesses by using radio as their primary medium. Because radio messages are repeated more often and have lower levels of avoidance, by the time a listener is ready to make a purchase, the retailer's brand name and values are strongly established in their mind. This is particularly true for brands which invest in sonic identities or jingles.

Credit Crunch?

- **Marketing lessons from past recessions.** During the last recession, many of the businesses that went backwards or went broke, decided to invest as little as possible in anything. They chose to hunker-down and wait for the recession to finish. As a result, they cut back on things like service contracts for their cars, office equipment etc. They also stopped most or all of their marketing.
- **Even in a good economy, a business with creaking infrastructure and no marketing is really going to struggle** . In a recession, that approach is going
- You will need YOUR message to stand out and then convince people, **more powerfully than your competitors**, that YOURS is the best value for their money!
- The months ahead will be a time of great change and **those with the vision and courage** to adapt to these changes, will get the rewards.
- Believe it or not, there are people out there right now, suggesting that because there is an economic downturn, credit crunch or recession, businesses should avoid investing in marketing! This could not be further from the truth. **In fact, during tough economic times, it's far MORE important to market effectively, at Energy FM we can look at your needs and help you market cost effectively!**

Our Clients

- Blackhorse Finance
- OSA Recruitment
- Manx Electricity Authority
- Paragon Recruitment
- Manx Telecom
- Sure Mobile
- Conister Trust
- Isle of Man Business School
- Shoprite Group
- Nationwide International

Energy FM is here to help!

- At Energy FM we have a new and fresh way to appeal to new and existing customers, our listeners are extremely interactive with us via Text and Email. According to Manx-Telecom we have the most text number on the Island. We target 16 -34 with an overspill into 25 – 45.
- Radio's biggest strength is that it is a mobile medium and can always be heard; whether in the car, via a mobile phone, on the way to work or while washing up. This means we can get your message to potential customers at all times of the day in a variety of different ways.
- Sponsoring a show Energy FM means that you can target specific audiences as opposed to mass listenership. We can help you target your demographic meaning that you are more likely to entice new customers to your business.
- Here at Radio Energy FM we are a dedicated team who will strive to give you an honest and professional opinion on the best direction forward for your business. You as the customer and your business needs are of precedence here at Energy FM. We are flexible in our approach so that you as the customer get exactly what you want. Please contact Jim on jim.kershaw@energyfm.net Mobile **07624 433 704** or Sam on Sam.Lewis@energyfm.net Mobile **07624 482 143** who can put a **FREE** promotion package together highlighting the best options available to your business.

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