

## ADVERTISING – PRINT & RADIO

Advertising forms an important part of most marketing programs or campaigns – however there is a word of caution. The old saying goes that 50% of all advertising is a waste of money; the problem is you can never work out which 50%. If your advertising is not working a lot of money can get wasted. In most cases with the exception of participating in regional advertorial campaigns or local tourist guides, advertising is not going to deliver noticeable results unless you have a big budget.

A key to successful advertising is ad size, placement, regularity and reinforcement. If you can't afford a decent space, negotiate good position, run the ad (or campaign) consistently over an extended period of time and back it up with other forms of marketing, you might be well advised to divert your advertising money to other activities.

Like all of your marketing activities, you must have a clear understanding of the objective of your advertising, what role it is to play within your overall marketing mix and how well it is going to support your brand. Of course there are many forms of advertising which range across newspapers, radio and television at local and national level. Within each of these there are a number of ways to create a presence.

### Print Advertising

**Daily newspaper advertising** can be very expensive. However, newspaper ads are very good for immediate response messages such as a product offer or an event. Make sure you book your ad or series of ads as far in advance as possible. The special sections of newspapers, such as Food and Wine, are natural choices.

**Multiple insertions** – that is, running your ad more than once – is the way to go. Regular exposure of the ad builds recognition and credibility. If some of your target audience see but don't respond to your first insertion, they may well respond to your second or third. If you want to promote a product or service to a specific geographical area, regional or local press are a good choice. They can also complement a radio or direct mail campaign.

**Magazines** give you a more tightly targeted audience. The more closely you match the media to your best customers, the better your advertising will work. Magazines and journals usually require a couple of months lead time before your ad appears, so plan well in advance and stick with your plan. Industry newspapers and newsletters have a much shorter lead-time and reach an even tighter targeted group of potential consumers. Don't hide your website in tiny print on the ad. Many people who are online will eagerly check out your website - whereas they might not call or request information by mail.

An advantage of magazines, especially monthlies, is that they have a longer shelf life; they're often browsed through for months after publication, so your ad might have an audience for up to six months after its initial insertion. Moreover, readers spend more time per sitting with a magazine than a newspaper, so there's more chance they'll run across your ad. Highly targeted magazines such as gourmet and wine publications are an effective complement to a direct marketing campaign.

### Making a Decision

Become an avid observer of advertising – what stands out for you, which publications are most likely being read by your target market, how well the publication treats its advertisers, what sort of copy inspires – and importantly, take notice of what doesn't work too.

When advertising in any print medium, contact the publication first and ask for an ad kit. This contains rate information for various sizes of ads, as well as demographic information about the publication's readership-age, income and other details to help you decide if this is where your buyers are. The kit also indicates specifications for the format in which you will have to deliver your ad to the publication.

## Producing Print Ads

You must make your ad stand out. It sounds obvious, but very few manage to do it well. One of the simplest ways is “white space”. Most ads are so crammed with logos, ad copy and images that the reader’s eye goes all over the place looking for a place to rest. “White space” works. Make sure your ad has one, simple proposition such as ‘on sale now’, ‘special event at Alfred’s Winery’, etc. After the clear placement of your logo, do almost nothing more – other than the sales message and call to action – the when, where and how. And always plug your website.

Aim for the shortest possible sentences – no more than 17 words. The sales message can include a few 5-10 word sentences as well. This makes reading a breeze. Moreover, ad copy shouldn’t call attention to itself. You’re not selling the copy, but rather the product or service it describes.

### Some Do’s and Don’ts:

#### DO

- Use professional photos – include people in your images to create personality
- Include images that are relevant to your product or event and reflect the experience the reader can expect
- Apply colour if you can – but use it well
- Create clear, simple ads – no clutter
- Use unpretentious language
- Allow for lots of “white space” – open space in the ad which attracts the eye
- Sell the benefits not the product
- Include the ‘call to action’ what do you want customers to do now
- Make your brand message strong
- Include your contact details and website

#### DON’T

- Self-glorify or get carried away
- Use all capital letters – except in a very short headline
- Use Times New Roman or fonts with tops and tails
- Be tempted to clipart or pre-packaged borders
- Promise what you cannot deliver
- Ramble on
- Expect you will get a response from the first ad

## Radio Advertising

Carlisle Enterprises Pty. Ltd.

### The Benefits

In the hands of an expert radio commercial writer, the product image comes alive and helps to “create the taste ahead of the visit.” The well-written commercial places the listener at the steps of the cellar door, awaiting the pleasures within. What radio is less good at is the immediate response. You may have to wait for some build-up while your ad runs the course of your radio media buy.

Utilising quality voice talent reinforces the message, adding layers of anticipated pleasure with a carefully crafted, gilt-edged delivery. In the wine tourism industry, using a plug from the chef or owner of a successful restaurant (in the area you are targeting) that features your wines can yield good results.

Radio advertising encourages the buying instinct in the listener, whether it is heard while driving the car, walking or jogging, listening at home, etc. For most people, listening to the radio is a regular and intensely personal experience. In contrast to watching TV, listeners to radio rarely flick through the dial and are likely to stay with a particular station, whether it is in a metropolitan or rural area.

The cost factor is perhaps one of the most attractive aspects of radio advertising as compared to television rates, with a wide range of timeslots from which to choose. Radio advertising is also more likely to catch the regular listener than other media options and its portability makes it accessible to almost 100% of the community in their daily routine.

Radio has the flexibility to promote specific products by means of listener competitions, phone-ins and live reads. Audience response to such promotions is both immediate and significant among the vast number of listeners who participate.

Placing radio spots is only successful and worth the expense if you are reaching the market you want to communicate with. Do some research about the stations and radio shows that your target market listens to. Plan a campaign of radio spots – repetition is important. When you buy slots in a planned co-ordinated way you get better rates and better results. You may want to find an advertising partner – someone who can help you pay for the rates and has a similar product, service or event to promote.

Television advertising is historically much more expensive than radio advertising. For example, a 30-second ad on television could cost up to several thousand dollars, depending on the location. In Adelaide for instance, you could buy a 30-second ad in a breakfast slot on radio for as little as \$135 or as low as \$50 on regional radio programs.

### Planning your Ad

Your radio ads have to be about something – it is not possible to be generic in this medium. Radio ads must contain one simple customer proposition like an event, or they could announce a new line of products or services available at your winery. It's best to saturate the airwaves in a short burst, such as leading up to an event, and then try and track the response you get. Don't forget to plug your website – it can fill in what the ad lacks the time to do.

- Use straightforward language – write the way people speak
- Write to the pace people talk, not to the pace at which they read
- Include pauses - people need time to think, and the announcer needs time to breathe
- Keep it simple with a single theme in each ad
- Make an offer that calls for action
- Say your name three times
- Generate leads by making no-risk offers
- Limit a 30-second ad to 60 or 70 words
- Cut extra verbiage. You wouldn't say *indeed, thus, moreover, or therefore* if you were explaining something exciting to a friend, so don't do it in your radio script, either.
- Tell listeners what to do next – like ring your number
- Use radio as a complement to other advertising
- Production of your ad should be left to the professionals. It is unlikely you have a sound studio set up in your winery.

- ❑ Radio stations handle production for a reasonable fee – sometimes even free.
- ❑ Keep your ad copy simple – apply the “who, what, when, where and why” principle. If the voice talent has to rush to fit it in, what chance does the listener have in retaining it?
- ❑ Background music and/or sound effects can be used to create ambiance and texture which increase the attention to the ad.

### Free Radio Publicity

Radio has a lot of time to fill and is geared to exploring issues. Keep in touch with trends in your region and in the wider industry. If your winery provides a good illustration of these trends, you may be able to take advantage of other promotional opportunities on radio. There are lifestyle programs, live interviews and live crosses to relevant locations to bring the winery into the living room, office, kitchen, motor vehicle or jogging in the park.

### Get Professional Advice & Training

Information for this section has been generously supplied by Carlisle Enterprises (see Contributors Section for contact details).