

# Peterborough Radio

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80's...90's...&  
**WHATEVER!**



# Radio Misconceptions

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- Radio is SUPER Expensive
- Radio can NOT be Measured
- Nobody Listens to the Radio Anymore

# Peterborough's Radio Consumption

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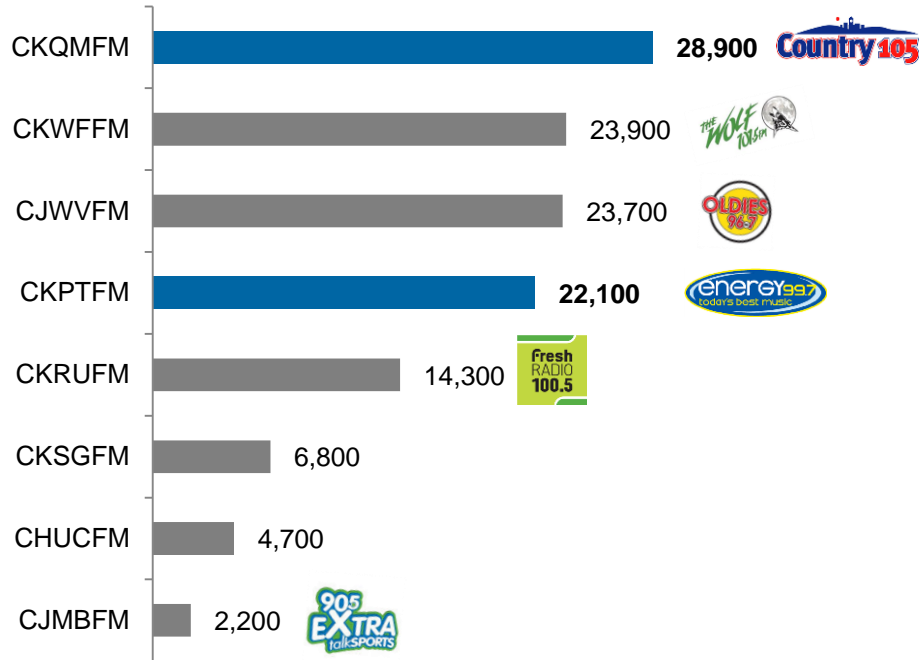
- **78%** of adults over 18 in Peterborough listen to radio on a daily basis.
- Adults over 18 in Peterborough listen to radio for an average of **10 hours per week**.



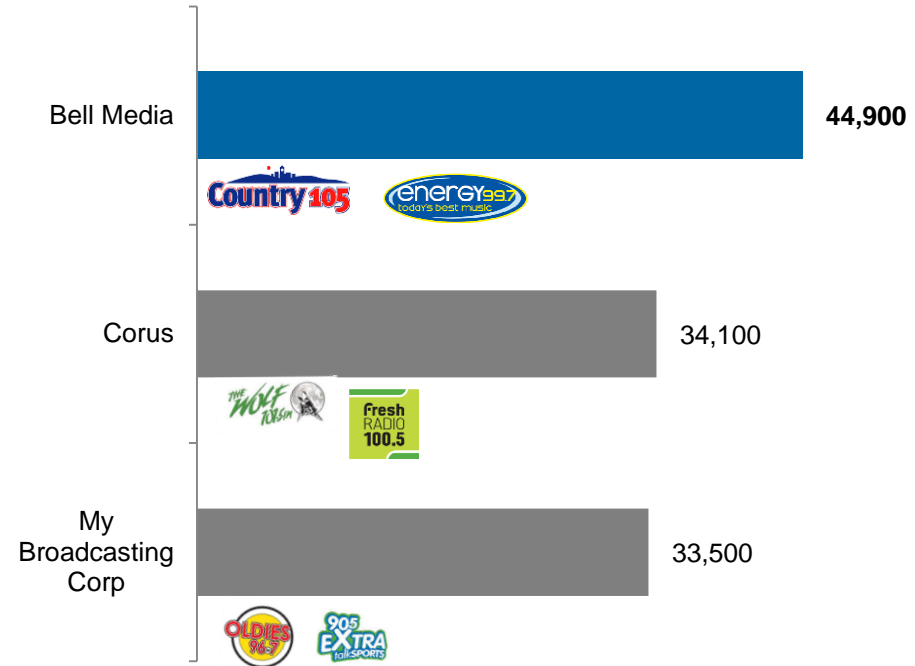
# Peterborough Radio's Reach

- Per week, Bell Media Radio properties in Peterborough reach an average of **44,900 adults over 18** with the **#1** and **#4** stations in the market.

Adults 18+ by Station  
Average Weekly Reach



Adults 18+ by Owner  
Average Weekly Reach



# The Process

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- Needs Analysis
- Budget
- Campaign Strategy
- Creative Brief
- Creative approval
- Production

# Campaign Strategies

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- Branding Campaign
- Flights
- Seasonal
- Sale

# What Makes a Great Radio Ad

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- ONE Idea
- Don't Use Predictable Lingo
- Catch the Listeners Attention
- Do NOT Make the Ad About YOU
- Emotion
- Benefits
- Own the Island
- Consistency

# Examples

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- Lovesick Lake Park and RV Services
- Peterborough Bath Renovators
- Bigley Shoes and Clothing
- Lindsay Twin Drive In
- Kawartha TV and Stereo



# Measures

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- Web/Digital Analytics
- Call to action
- Increased Foot Traffic
- Increased Revenue
- Word of Mouth

# Our Difference

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- Bell Media Online Auction
- Digital Services
- Award Winning Creative Team
- Strategic Insights
- Access to Bell Media Assets

**When People Think  
of Your  
Product or Service...**

**Do They Think  
of You  
First?**