

## There are 4 kinds of people in the world...

- 1 Your current customers.
- 2 Those who have no need for your product.
- 3 Those who don't yet realize your product can be useful to them.
- 4 Those who are in the habit of buying from your competitors.

### All your new customers will come from Groups 3 and 4

These are the people you must persuade to walk through your door for the first time (once they're in, it's up to *you* to make them regular customers).

And one of the most powerful ways to bring them in for that first time is with radio advertising. Here's how.

## Show non-customers what they're missing

It's not enough to recite your inventory, your "casual, elegant atmosphere," your location, your 10% sale. To yank someone out of a habit, you'll have to do better. So let's create a radio ad to dramatize the advantages you offer.

What brings your existing customers back again and again?  
Think of your strongest points, ones on which you beat your competitors.  
Or think of an entirely new way someone can use (or give) your product.

### *The mission...*

*Motivate people  
to try you.*

### **Example: an ad aimed at Group 3**

A working mom phones in a pizza order so that it's delivered to her (delighted) son... in his school cafeteria!

The ad suggests a new way the product can be used: as a gift.

Your radio ad — unlike a print ad — can make listeners *visualize themselves* enjoying these benefits. And your offer should be irresistible — so that potential customers have no reason not to try you!

## Schedule your radio ads effectively

Okay, now you've got a great message. The next goal: *make sure it gets heard*. So before you schedule all your ads "horizontally" (that is, every weekday at 9:15am), remember that we're all creatures of habit.

We tend to eat, sleep, commute and listen to the radio at the same time each day. Anyone whose radio is off at 9:15am on Monday will probably miss your ad all week.

A better way is to schedule "vertically". *You'll reach more potential customers with four ads in one day than with one ad at the same time each weekday.*

And if you can budget two or three "radio days" each week, you'll do better still.

The last hurdle is to *create a platform* for your ad. If it's jammed in with six other ads in a "commercial set", listeners might be dial-hopping when your carefully crafted message is on!

## Let Time Capsule<sup>®</sup> bring attention to your ad

One thing we know for a fact — Time Capsule becomes a daily habit for listeners.

On 400+ stations. For 20 years.  
In all 50 states.

Whenever it's scheduled, people make a point of listening.  
And the choicest platform of all is reserved for your message.

### *Think about it...*

The clues have aired. All over town, listeners have played along.  
Now they're waiting to see if their answers are correct.

But before they find out — while their ears are trained on the radio — on comes your message.

Can we guarantee that your ad will get attention? Take it to the bank.

It's amazing the impact that the Time Capsule has had.  
And the demographics of the players are astounding.

We have grade-school kids who run to look up the answers in their encyclopedias, and a grocery store that puts it up on the PA so both staff and customers can play.

Winners range from great-grandmothers to bank presidents, sanitation workers and truck drivers to farmers and housewives.

The greatest compliment came from the president of a nationally-known baking firm headquartered here, who complained the phone was always busy when he tried to win.

The show has been a hit with listeners and sponsors.  
Keep up the good work!

Mike Schillhahn, President  
WZZY/Winchester, IN

## Your “Radio Day” — 4 ads and a promo tag

The radio station may schedule only one or two Time Capsule quizzes that day. But your message would be aired at other times during the day, too. So you’ll get the necessary four-ads-per-day exposure.

And don’t forget the 15 breathtaking *Soundtrack of Your Life*™ promos.

These 40-second attention-getters can be sprinkled in throughout the week, followed by 20-second “tags” that mention your business.

Tags are marvelous things. You can update them easily — almost instantly — to promote your current specials. They can even feature your own voice!

## How to guarantee new customers

As soon as a show starts, the phone starts ringing. The prize doesn't have to be that big either -- a \$10 or \$15 prize. But the prize creates traffic at the store.

We have one client that cleans cars inside and out, and also does service work on vehicles.

So contest winners (who maybe wouldn't go there for service) come into their shop for the free cleaning... and very often become regular service customers.

**John Winter, FSR Radio  
Ogdensburg, NY**

Finally, the Time Capsule quiz can fulfill the entire mission of your advertising — to escort new people to your door!

If you and your local radio station decide to use Time Capsule as a call-in contest, consider awarding your merchandise as the prize.

So when a lucky listener solves a quiz, wins a gift certificate and shows up at your business, *it's a golden opportunity for you to create a customer.*

**“If everyone’s calling in to play Time Capsule, won’t they be distracted from my ad?”**

Good question.

The radio station avoids this pothole — by skillfully arranging the contest format.

Here’s the key: the callers (and their guesses) always air before your ad.  
And your ad doesn’t air until immediately before the Time Capsule answer.

For example:

DJ: You’re Caller #9! What’s your guess?

Caller: February 1984!!

DJ: Final answer?

Caller: Yes, final answer.

DJ: Fair enough. In a few seconds, we’ll find out  
if you won dinner at Ralph’s!

On comes the ad for Ralph’s Restaurant (the Time Capsule sponsor that day).  
The ad ends... and is immediately followed by the “answer” segment of the quiz:

TC: Van Halen and “Jump”, the top song of February 1984.  
This is Bill Stephens, back soon with another Time Capsule.

DJ: Congratulations, Jamie Kaplan of Hankin Heights —  
another Dinner Winner from Ralph’s and Mix 93!  
Be ready when we open up the next Time Capsule,  
this afternoon at 4:15.

See? No reason for anyone to still be dialing away when your ad comes on!  
Because the contestant has already been selected. And aired.  
Which means the entire Time Capsule audience can focus on... your message.