

A smiling woman with dark curly hair and round glasses, wearing a dark leather jacket over a white shirt, is looking down at her smartphone. The background is a vibrant, colorful dot-matrix pattern in shades of orange, red, and pink. The overall scene is dimly lit, with the woman's face and the phone screen being the primary light sources.

# **Creating Future Demand with Radio and OOH**

**mediaworks**



Sales activation and performance marketing is designed to capture the existing demand that is currently in the market - and is excellent at doing this.

However, as this demand is exhausted, sales activation and performance marketing tactics become less effective, less efficient and more expensive.

**'Future demand'** is created when consumers who aren't in market right now become aware of a brand and add it to their consideration set. Brand building marketing tactics create future demand.

## CURRENT DEMAND

People who are 'in the market' today and ready to buy.

Need product and price information.

A small group. About 5% of B2B buyers are in the market at a point in time.

**Marketing tactics:** sale activation & performance

## FUTURE DEMAND

People who are not ready to buy or switch now, but will be in the market at some point in the future.

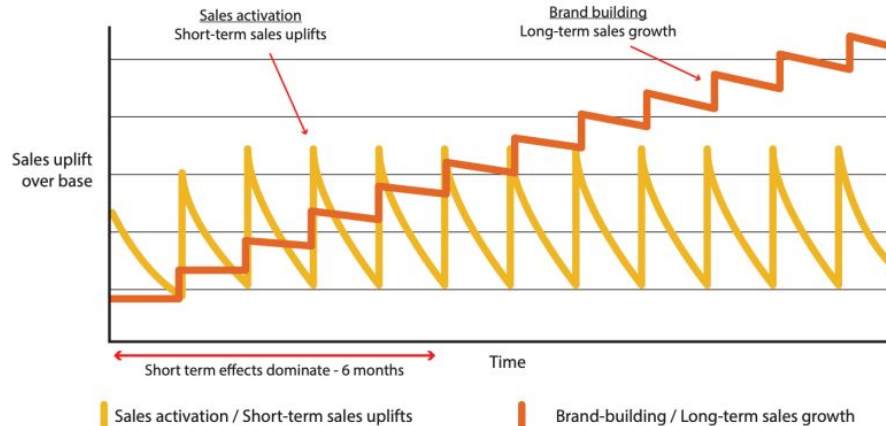
Need to be familiar with the brand and feel positive towards it.

A much larger group. The other 95% of B2B buyers will buy from the category in the future, but aren't ready to do so now.

**Marketing tactics:** brand building & awareness

# Great marketing needs both short term sales conversion and long term brand building to maximize returns

## BRAND-BUILDING AND SALES ACTIVATION WORK OVER DIFFERENT TIMESCALES



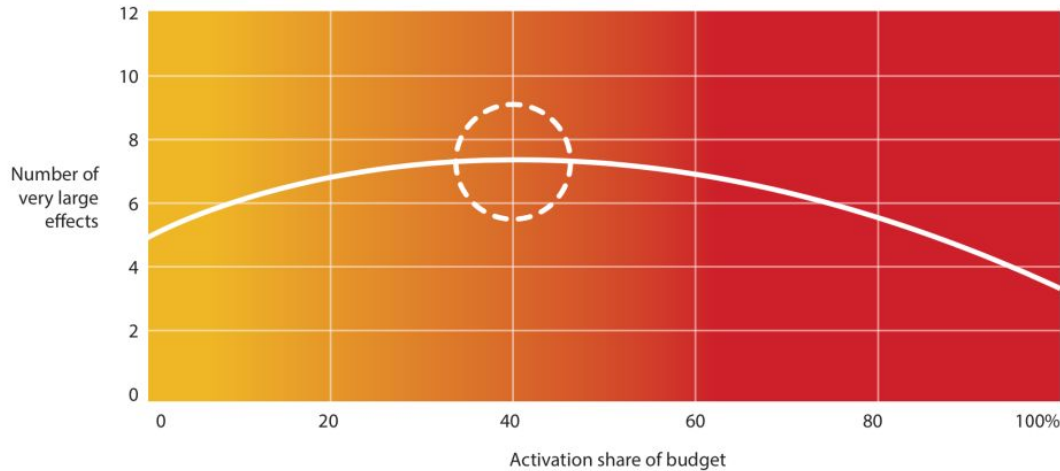
Sales activation is any kind of marketing activity that is intended to evoke an immediate response from the consumer. This activity drives short-term sales, within six months.

Brand building is any kind of marketing activity that is intended to produce long term changes in human behaviour and long term memories. This activity builds over time and leads to long term growth beyond what sales activation can achieve.

Source: Les Binet and Peter Field, Media in Focus: Marketing Effectiveness in the Digital Era, IPA

# Optimum effectiveness tends to be achieved when 60% of budget is for brand building & 40% for sales activation

## The 60:40 split delivers maximum effectiveness



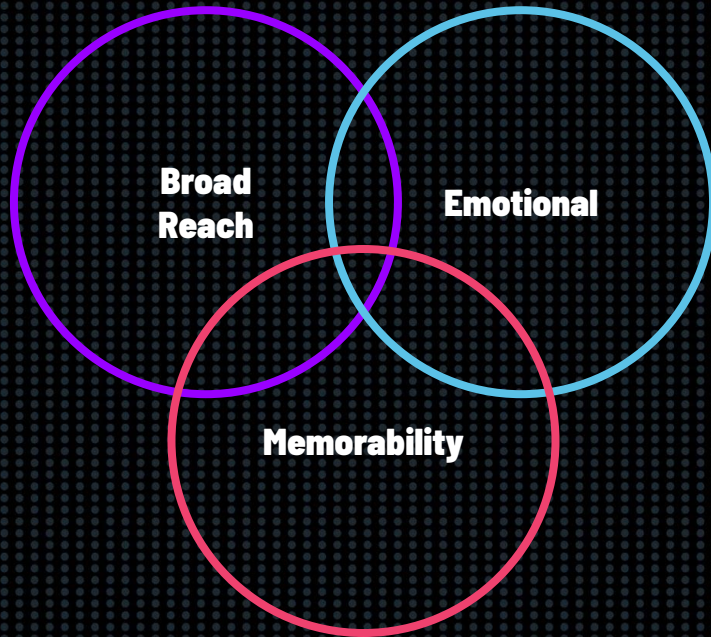
Source: Les Binet and Peter Field, *The Long and the Short of It*, IPA, (Figure 38)

You need short term sales activation and long term brand building. You need them working together and to be balanced.

The optimal split can change slightly depending on the advertisers category and context.

Innovation and developments in digital media are making sales activation more efficient. This means that activation requires less budget to get the same result, and therefore the optimum split is moving more towards brand building over time and will continue to become increasingly more important.

# The ingredients of brand building (creating future demand)

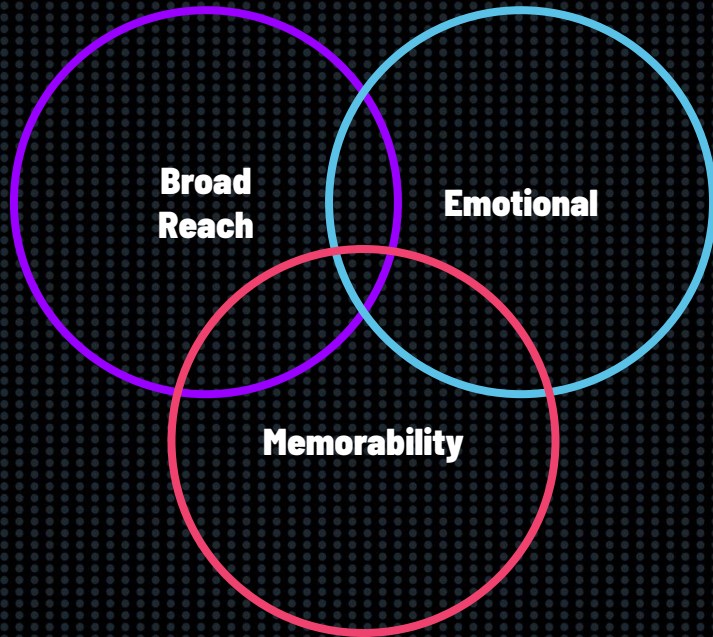


Brand building is any kind of marketing activity that is intended to produce long term changes in human behaviour and long term memories.

Brand building is much more long term than sales activation. The effects of brand building decay more slowly and accumulate over time. As a result brand building drives long term growth and profit.

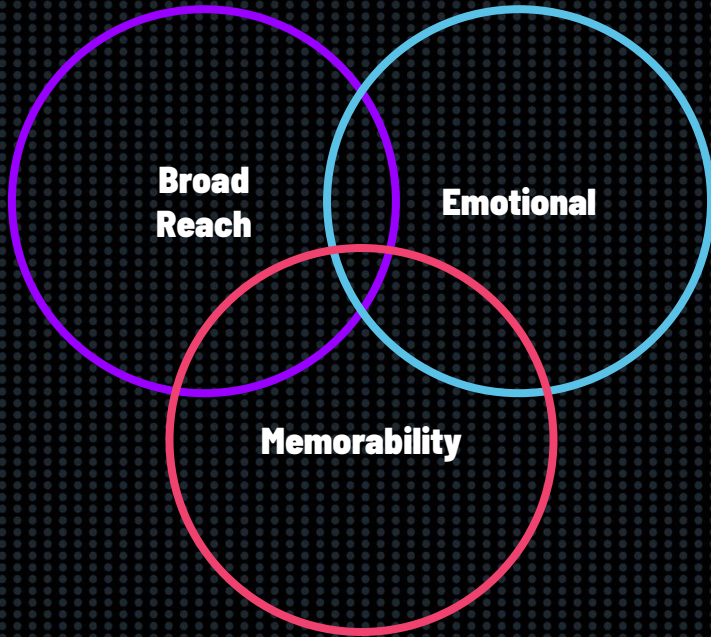
- **Broad Reach:** You need to talk to both people who are in the market now and those who will enter the market over the next few years.
- **Emotional:** You need to engage with people on a human and emotional level to create a connection.
- **Memorability:** The point of brand building is to create memories that influence sales in the long term, so your communications need to be memorable.

# Radio is an excellent brand building (future demand) channel



- **Broad Reach:** Radio reaches 83% of Kiwis every week.
- **Emotional:** Kiwi's feel a strong trusting connection to their favorite radio stations and hosts, with 34% say that the hosts are as important as the music and a quarter say they have a strong personal connection with the hosts. As a result, the right creative amplified with radio will have an emotional connection with the listeners.
- **Memorability:** Radio is often considered frequency driving channel, as people are exposed to an ad multiple times it becomes more memorable. Long term radio campaigns like Novus' "Show Us Your Crack" highlight how memorable radio activity can be with the right creative.

# OOH is an excellent brand building (future demand) channel



- **Broad Reach:** Outdoor advertising is unavoidable as people go about their daily lives. It reaches 68% of Kiwis every week, and this rises to 73% amongst those living in cities.
- **Emotional:** This can be achieved through the right creative. A creative asset that links to the wider campaign and hits the right tone will elicit an emotional connection with the audience.
- **Memorability:** People tend to drive the same routes often: going to work, grocery shopping, routined activities like sport, music, visiting family, etc. As people drive on these repeated journeys, they are exposed to the same outdoor ad formats which leads to more memorability.



# MediaWorks can help you brand drive awareness, build familiarity and drive call to action



## **RADIO** AWARENESS

Build reach and resonance with target audience

Use our stations' unique audience to tailor the message relevant to their needs

Frequency of exposure to drive brand awareness and increase product knowledge



## **OUTDOOR** RESONANCE & FAMILIARITY

Time-based tactical exposure - reach them when they are out and about

Visual impact will increase resonance - People tend to drive the same routes often, this frequency increases familiarity



## **DIGITAL** CALL TO ACTION

Drive call to action - get people to your site.

Encourage them to learn more about your range, and drive them to point of purchase

# When utilised effectively, our media portfolio Can supercharge your ad performance

With MediaWorks, you can use our Audio, Digital and Outdoor products to boost your reach and engagement throughout the day.

Audio provides the brand voice to the brand image displayed on outdoor, and digital closes the loop! And when done in harmony, campaigns that use these channels can drive up to **70% stronger engagement**, up to **40% stronger ad memorability**, and can drive **19% greater ROI on average**.



## REACH

**+80%**  
awareness



## RESONANCE

Tailor messaging across radio, digital and OOH at key moments through the day.

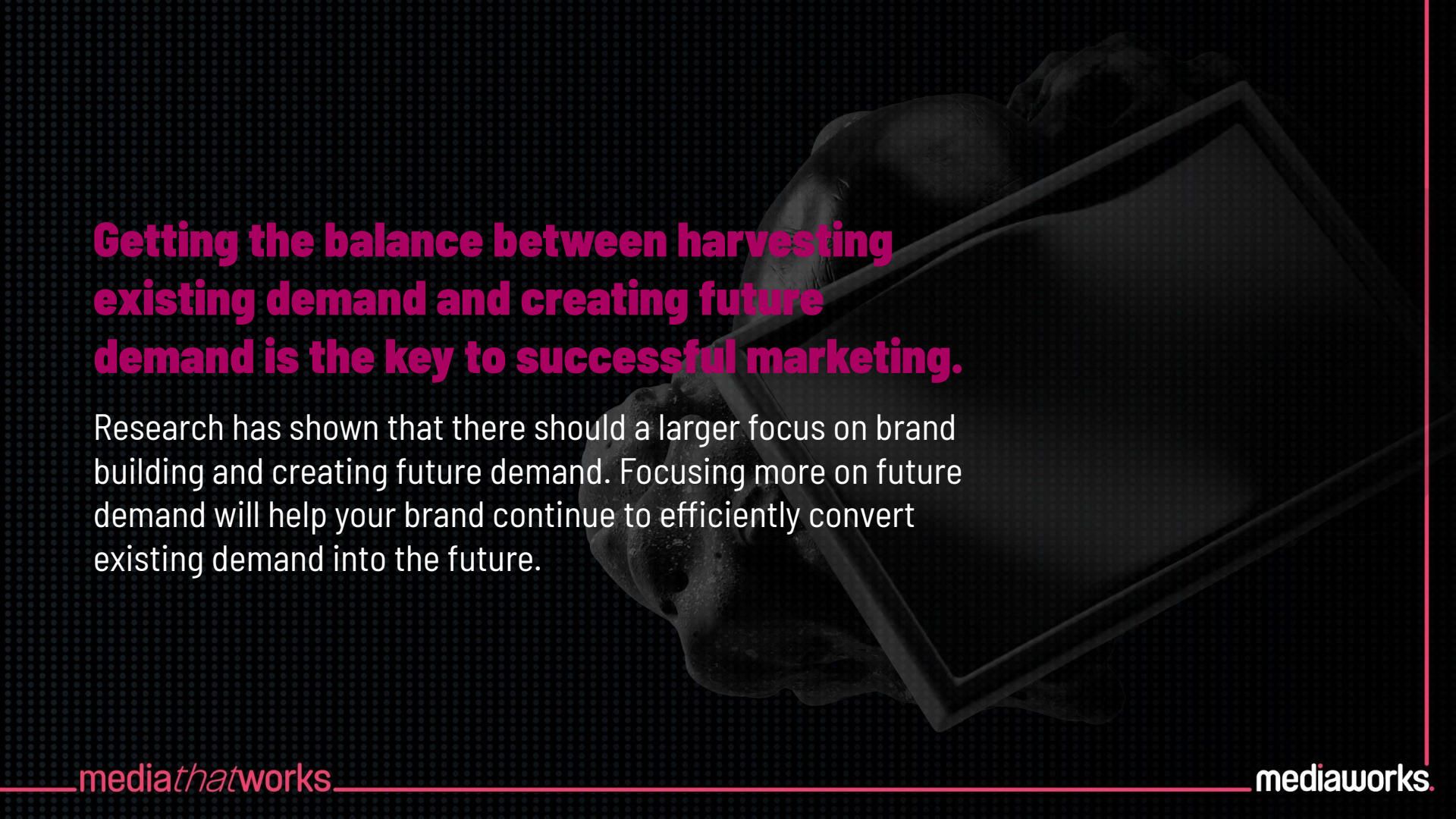
**+70%**  
engagement

**+40%**  
ad recall



## ROI

**+19%**  
greater ROI



**Getting the balance between harvesting existing demand and creating future demand is the key to successful marketing.**

Research has shown that there should a larger focus on brand building and creating future demand. Focusing more on future demand will help your brand continue to efficiently convert existing demand into the future.

**THANK YOU!**

mediaworks.