

Traditional Media

Exercise

How does the radio work?

Fill in the blanks using words from the box below.

1. The radio allows you to establish a special relationship with consumers.
2. The radio can reach on-the-go consumers.
3. The radio's on-location remote broadcasts are both powerful and profitable.
4. The radio's unique, specialized formats allow you to target your best prospects.
5. The radio reaches audiences closest to the point of purchase.
6. The radio can bridge the gap left by other media options.
7. The radio provides unique specialized on-air promotions.
8. The radio is king for establishing top-of-mind awareness.
9. The radio can influence new markets and prospects.
10. The radio can complement other advertising platforms.
11. The radio's listenership remains strong, while time spent with other media declines.