

RADIO 1984:

PUT IT TO WORK FOR YOU!

Radio is easy to use and effective in reaching a wide variety of potential customers. It is the only medium which can reach people at home, at work, in their car or any place they happen to be at any time of the day or night. In fact, 95% of all Americans listen to the radio some time during the week. This makes radio an important medium to consider in planning your local advertising.

Radio combines the cost effectiveness of newspaper with the ability to grab the audience's attention like television. This gives you a lot of flexibility in your advertising to promote your store, your services or price/product specials. What's more, the already produced NAPA radio commercials which are available allow you to advertise in the ways which will best increase your sales.



Radio is easy to use.

Obviously, not everyone listens to the same radio station nor do they have the radio turned on at the same time of the day. As an advertiser, you are most concerned with how many of your potential customers listen to what stations and at what time of the day. By spending a little bit of time looking over the following information, you will have many of the facts you need.

In selecting how you will use radio, the first people to talk with are the sales representatives from radio stations which serve your trading area. They are very willing to tell you who listens to which station and how you can plan your advertising.

It is important that you also ask your employees, friends and customers what they think of the radio stations you could advertise on. This will give you a good cross section of opinion and a better idea of which stations are best to reach your potential customers. Always plan your advertising to reach your customers rather than selecting

your favorite radio station.

There are certain characteristics of types of radio stations and the different times of the day which you should keep in mind. Apply these guidelines to your local stations to understand why each station attracts a certain kind of audience.

Station Format	Primary Audiences
Adult Contemporary or Popular	Men and Women: age 25-49 years
Country	More men: age 25-45 years
Soft Rock	Men and Women: age 25-34 years
Rock	More men: age 18-34 years
News or Talk	Men: age 25-54 years

The stations you select will depend on how strong the different types of formats are in your area. In general, you are trying to reach as many *men age 18-49 years* as possible. These are the people most likely to buy auto parts and need service work done on their cars. Therefore, they are most interested in your commercials.

The other important decision in planning your radio advertising is when during the day you will buy. Radio stations divide their programs into dayparts, which are three, four or five hour segments which offer a certain type of program. Therefore, the audience is similar within these blocks. When you buy spots in a daypart, your commercial can run anytime within that period.

The daypart definitions generally used are as follows:

Daypart	Time Period
Drive Time	6am-10am
Morning News or Weather	6am-10am
Mid-Day	10am-3pm
Drive Time	3pm-7pm
Evening	7pm-12 midnight
Sports	Varies
Talk Shows	Varies

You need to talk with your sales representatives to find out which daypart(s) will be most effective for you.

Radio at its best.

Once you have selected the right radio stations, it is important you use an effective commercial. Radio spots are best when they grab the listeners attention and get them interested in your message. This is where the sound and audience reach of radio will pay off for you.

First, you must remember that people do not listen to the radio to hear commercials. Therefore, each spot you run must have a distinctive sound and use words which spark the attention of potential customers. The first few seconds of your commercial are the key to grabbing the customer's attention.

The second most important thing to look for in your commercials is how clearly your message comes across to listeners. In just thirty or sixty seconds, you must tell them who you are, what you have to offer and where you are located. You must use this time carefully and say only what needs to be said.

NAPA radio tapes.

Your 1984 radio tapes are designed to give you professionally produced commercials with the flexibility to suit your local needs. The new "Make It NAPA BRAND New!" jingle gives all of your commercials an attention-getting sound and establishes them as NAPA commercials. This brings to your customer's mind the quality, coverage and service of NAPA, and makes it easier for your message to make an impression and be remembered.

This year's commercials have been divided into five series. Each series is similar in its approach, message and the type of customer they are geared to reach. Each spot works with the others in the series to tell the complete NAPA story to your customers in all five markets.

An important part of each commercial is the space allowed for your use. This is your opportunity to let people know your store name and location. In some of the spots, it would be natural to include information on your store such as your machine shop or the price/product specials you are running. In others, you can tie in your good dealer customers by listing where to go for quality NAPA products and professional service.

1984 NAPA Radio Brochure.

Because radio is a very important part of many NAPA Jobbers' local advertising plans, for 1984 NAPA has produced over 80 commercials which can be used to promote Car Care Days, NAPA quality products and service or maintenance tips for car owners.

With so many different commercials, however, sometimes it's difficult to remember everything that's available to you. For this reason, NAPA has prepared a new brochure entitled, "Radio 1984: Put it to work for you." This brochure has been distributed to all NAPA Jobbers on the Na-