

# Success Stories

Radio is the work horse for a shoemaker targeting the working man. Radio may be theater of the mind, but that's not always been a successful sell to clothing brand marketers who insist their products must be seen. The 107-year old boot brand Red Wing Shoes is out to prove them wrong. For the past several years it has spent nearly all its advertising budget on radio. "We're choosing to use limited resources where we get the biggest bang for the buck and we believe that radio has done that for us," marketing manager Maurice McClurg says. Red Wing may be in high-end department stores like Bergdorf Goodman these days as its product is embraced by urban hipsters, but its roots are with guys who get dirty for a living — and that's what brings it to radio. "We don't go out and promote Red Wing as a fashion brand — we use radio to reach the working man," McClurg says. With products that are suited for various trades, from carpenters to factory workers, Red Wing discovered the large reach of network radio works best. Its ads show up in sports, talk and music programming. "The sweet spot for us is classic rock, but we also show in country and in major metros on hip-hop stations," McClurg says. Red Wing also spends a tiny amount on social media, but since the working man isn't spending a lot of at-work time on Facebook and Twitter it has limited appeal. Clothing and footwear have proven to be difficult product categories for radio, with many marketers believing consumers need to see the product in order to make a sale. But McClurg thinks if a company has good insights into how its customer thinks and what their media consumption patterns are, radio can touch the right hot buttons. "Our advertising is not product-driven, it's brand-driven," he explains. "Our message is less based on how to make a visual product work in a non-visual medium, and more about knowing the motivations of and the feelings of modern workers." The Minnesota-based company's tagline is "work is our work." Red Wing, which sells through about 4,000 retailers, including 450 of its own stores, also highlights the customer experience inside a store where the focus is on materials and proper fit. The company doesn't release ad budgets but Kantar Media data shows Red Wing spent \$2.5 million in network radio during the first half of 2012. That's up 20% from a year earlier. Media Monitors data shows it aired 6,895 radio spots last week, No. 45 on its weekly ranker. McClurg says the shoemaker concentrates advertising in the spring and fall, when seasonal weather changes give boot sales a kick

**As a music discovery platform, YouTube is used by all radio format listeners.** Urban radio listeners are more influenced by Pandora, while YouTube has more impact on country listeners than iTunes, Facebook or Pandora. Those are a few of the conclusions of recent Arbitron research into what impacts radio's core users. Arbitron director of programming services Jon Miller says younger-skewing stations are missing a huge opportunity by not tracking what's hot on YouTube. The Arbitron-Edison Research report showed three-quarters of CHR listeners are affected by YouTube and nearly two-thirds of urban P1s use it for song discovery. That's probably not much of a surprise to most programmers in the young-skewing formats. But Miller says even half of country P1s are now finding new music on the video sharing site. Overall, YouTube is a music discovery source for 55% of radio's core listeners. That compares to 42% for Facebook — where the power of friend suggestions are at work — and 39% for Pandora, a much more personalized listening experience. Even so, Miller says it's hard to deny that Pandora is a player in new music discovery when major formats have sizeable numbers of P1s using it to discover new music. "While today radio far outshines any other source, that lead is far from safe," Miller says. He says stations will need to keep delivering new songs as well as reinforcing that image in listener minds with consistent positioning. There's also a new player on the horizon with Apple's expected launch of what's been dubbed iRadio. The report shows iTunes is already a discovery zone for fewer than four-in-ten P1s.

**Cracker Barrel puts more radio on its advertising menu.** The spring and fall are typical marketing seasons for the restaurant chain Cracker Barrel. CEO Sandra Cochran says that means most of their radio spending comes in second and fourth quarters. But this year they'll try something new. "We decided to run a limited amount of TV and radio ads covering about 20% of our store base late in the third quarter to support our sales momentum," she told analysts in a recent conference call. It won't come at the expense of late-year spending. Cochran says they're planning to follow that up with new creative during the fourth quarter when the message will turn from the menu to highlighting merchandise at the co-located country stores

**No stubble in Dollar Shave Club's radio campaign.** Dollar Shave Club's cheeky web video ad was a viral sensation capitalizing on CEO Michael Dubin's wry sense of humor. But as scores of advertisers have proven through the years, humor and radio are a match as good as, well, shaving cream and razors. So Dubin is using radio as part of Dollar Shave's Father's Day ad blitz. Adweek reports Dubin wrote and recorded the radio commercial himself. The :30-second spot features him having a conversation with a fictional father. Besides promoting Dollar Shave's bargain-priced razor blades, it also plugs the company's e-cards. The company credits local radio with growing its customer base to 200,000 with six- to eight-fold increases in markets like Philadelphia, Cincinnati and Buffalo after they took to the airwaves. "Four weeks on, three weeks off has been great for us in terms of radio," Dubin tells the ad trade pub. Dollar Shave also runs display ads on Facebook