

## Radio Advertising

In spite of all the changes in last few decades in the era of advertising world, Radio still remains the powerful and most effective advertising medium. Radio has come a long way since it has first started and made itself eternal. Radio ads reach a large no. of potential consumers and give businesses an easy and cost effective way to get brand recognition as well as measurable results.

### Why go for Radio Advertising?

- **Geo-Targeting:** Geo-targeting is targeting audience based on geography. One of the most beneficial advantages of Radio Advertising is that Radio can target both local and national audience. There are no geographical boundaries involved in this medium. Radio ads can be played on local stations and can also be widespread nationally. Simply put radio can target consumers based on their location ranging from as wide as the state to as granular as an address. Geo targeting is an important element so the advertisers can reach consumers in a particular region or locale.
- **Contextual Advertising:** Contextual advertising is another term for targeted advertising appears on Radio in which the content of an ad is directly related to the message you want to deliver to your consumers and Radio has proved itself the best advertising medium in this context. Radio advertisements can be modified and placed on a particular time of the day making sure it reaches the relevant audience.
- **Build-in loyal audience:** If you are looking for a built-in audience to promote your brand, Radio is at the top of the list. Most radio listeners listen to their favourite radio stations on a daily basis so as to prove themselves a loyal audience. Radio is a powerful marketing tool which perfectly explains the perspective of buying an audience instead of buying a commercial.
- **Budget – friendly:** It ensures your message reach the largest market segment and captive audience and generates best results in a very cost effective way. Radio is a viable marketing tool since its inception and still works best for advertisers due to being a budget friendly advertising medium.
- **Time Band:** Timing is everything. Radio advertising can be tailored to specific time of the day to ensure you're targeting your desired audience at the exact right time. The entire day has been split into morning, afternoon and evening time bands by most of

the radio stations in India making sure to place your ad at a particular time of the day to meet your requirements.

- **Demographic Targeting:** Radio works on the concept of marketing in terms of target audience. This includes the type of listeners you are targeting which are usually described in demographic terms that is the audience based on age, gender, sex, education, occupation, the type of music they listen, etc. Some specialized stations also have built in audience in terms of language preference.
- **Repetition:** Repetition is the key to increase brand awareness. Repetition in advertising serves to keep your business top-of-mind along with building familiarity and credibility. Repetition of your ad spot helps in building your brand and maintaining the existence in the market for a longer period of time.
- **Reach:** Radio has been around for decades now but it still catches signal and spread its wings everywhere. Radio's existence is because it has a leading reach platform. Radio reaches more people each week than any other medium in India from urban modern population to rural ancient population and it also surpasses the people who use smartphones, and other wireless devices.
- **Radio is Measurable:** The component which attracts the advertisers to choose radio is that radio is measurable medium. Once the advertisers find a correct approach that works, they can easily scale the response and measure how successful the message is getting through.
- **Radio is Memorable:** Radio is one of the oldest forms of advertising. It surely takes a lot of creativity to entertain a mass audience but also has proved itself the most effective of all and has become an important part of our lives.

## **Why hire Excellent Publicity for Radio Advertising Campaign?**

Excellent Publicity is an emerging and fastest growing advertising agency headquartered Ahmedabad with branch setups in Mumbai, Pune & Rajkot started its journey in the year 2012. Excellent Publicity is the one stop solution to provide best services to have remarkable ad campaigns all over the nation. We have as many years of experience in media buying, planning and execution and can provide high quality services with comparatively lower rates. Team Excellent has served thousands of clients and helped them in promoting their brands and reach the target audience successfully.

Team excellent is a talented, enthusiastic and well experienced group of people who provide a focused and to the point assistance to their clients and works with the motive of providing high quality services that combines creativity and value pricing. With Team Excellent's innovative ideas you can have ad campaigns that cut across all boundaries.

Our work speaks for itself when you see our clientele consisting of some of the most reputed brands of the world and India including Google, Swiggy, Indigo Airlines and various others. Our campaigns not only have helped brands increase their sales in the short run but have also done wonders for their long-term brand image.

With Excellent Publicity, your only job is to dream big for your brand while we do everything from ideation to execution.

For more details, contact us or write us at [inquiry@excellentpublicity.com](mailto:inquiry@excellentpublicity.com).