

RADIO PROMOTIONS!



Want to advertise on the radio?

Here are some helpful tips:

- **30- or 60-second spots?** Debate rages on about which is more effective, but in general if your message cannot be conveyed effectively in 30 seconds or less, you need to consider whether it's worth saying on the radio.

- **If you have to choose between reach and frequency, choose frequency.** Reach is a measure of how many listeners heard your message. Frequency is a measure of how many times a given listener heard your message. Since the average person must hear a message multiple times before it is understood, you should always side with frequency.

- **Know who your audience is and when they are listening.** A screaming deal on some 30-second spots during college sports may sound tempting to you, but if your customers aren't listening, it's no deal at all. Find out what your audience listens to and when, then put it in your contract that your spot will run during those times.

- **Confirm that the airtime you purchase is guaranteed (no pre-empts).**

- **Ask about value-added opportunities.** Today's radio stations offer lots of other opportunities for brand exposure, including on-air interviews, live remotes, Web-based ads, and more.

- **Keep it simple.** Don't try to convey more than one main message during a 30-second spot. Once you've refined your message, make sure it is repeated at least twice during the spot.

- **Always include a call to action.** Whenever possible, build your message around a limited time promotion or offer. This helps create a sense of urgency that can help drive customers to your store. Always include your contact information or, better yet, tell them to stop by to see the in-store specials for themselves.

TORNAPOPOWER™ dealers discover the power of radio promos

Central vac dealers are hitting the airwaves to inform the buying public about the many benefits of TORNAPOPOWER™ Central Vacuum Maintenance Cloths by Wincor Inc.

Deb Sheetz, retail sales buyer for ATECH, Inc./ Easy Living Store in Urbandale, IA, said a recent radio promotion for TORNAPOPOWER has paid big dividends for their store.

"TORNAPOPOWER Central Vacuum Maintenance Cloths were recently featured on a local talk radio station," she said. "As a result of the promotion, we saw more in-store traffic and increased sales. Lots of people were coming in and asking for the product they had heard about on the radio. In other cases, our sales staff would mention, 'Have you cleaned your central vac lately with TORNAPOPOWER?' and they would say 'Oh, we heard about that on the radio.' People love their central vacs, and they love the idea of maintaining it."

Jeff's Vacuums in Watertown, SD, does a weekly radio segment that showcases new and different products for the home. Lynnette Bullis of Jeff's Vacuums said that since they first featured TORNAPOPOWER cloths on the program, the response has been impressive.

"In our store, TORNAPOPOWER™ Central Vacuum Maintenance Cloths are selling well to central vacuum customers just by telling them about it," she said. "I always make sure and highlight the product's main benefits – that it deodorizes, maintains, cleans and tests central vac systems."

Bullis added that promoting the product has brought her dealership benefits in more ways than one.

"In addition to the increase in sales of TORNAPOPOWER cloths, we are also selling more of the other accessories just due to the increased floor traffic that is being generated."

For more information regarding TORNAPOPOWER™ Central Vacuum Maintenance Cloths, or to inquire about becoming a dealer, contact Wincor Inc. by calling toll-free 1-800-956-5170 or e-mailing them at sales@wincorinc.com.

Visit Wincor Inc. online at www.wincorinc.com. ❖

Wincor Inc. welcomes H-P Products, Johnny Vac

Wincor Inc., is pleased to welcome two new resellers, H-P Products and Johnny Vac. Both companies are now authorized resellers for Wincor Inc. products and services, including TORNAPOPOWER™ Central Vacuum Maintenance Cloths.

For more information, these companies can be contacted using the information below:

H-P Products, Inc.

Phone: 1-800-822-8356 • Fax: 1-330-875-7584

E-mail: floorcare@hproducts.net

Web Address: www.hproducts.net

Johnny Vac

Phone: 1-800-361-2043 • Fax: 1-514-354-0321

E-mail: info@johnnyvac.com

Web Address: www.johnnyvac.com