



2020 Country Radio Seminar

National

- Brand Messaging
- Chick-fil-A One
- Storytelling



Market Level

- Product Awareness
- Product Trial
- Chick-fil-A One
- Local Storytelling



Don't Buy Ad Space

- Buy People
- Shopper vs Buyer
- Be Realistic





How We Buy Audio

- Short Cycle
- Daypart
- :15 News Only
- Micro-Moments
- Multitude of Touchpoints





What We Need

- Relational
 - Branding
- Traffic Driving
- Personalization
- Complete Experience



KKBQ Houston : Rodeo Radio



HAVE YOU MADE THE SWITCH TO CHIKIN



**YOUR
RODEO
RADIO**

CHIKIN



HAVE YOU MADE THE SWITCH TO CHIKIN?

THE NEW
93.0
COUNTRY

YOUR
RODEO
RADIO

100.3 #CHANGEL

RODEO ARTIST OF THE DAY



99 likes



THE MOO
93Q!



#RODEORADIO



Future-Proofing

- ROI Presentations
- Bonus Spots
- Move with the Brand



What's Your Sound Strategy?

