

RAB PROSPECTING REPORT

RAB RADIO
ADVERTISING
BUREAU

RAB PROSPECTING REPORT

Designed to help identify advertising categories for new business prospecting by monitoring and summarizing advertising and prospecting activity from various sources including:

- RAB Instant Background Report Requests
- RAB Co-op Categories Queries
- Media Monitors Spot 10 National Radio, Cable Networks and TV
- Highest Monthly Sales Categories from RAB Top 40 Business Survey
- Promotional Calendar

The information from each source is the most current available to RAB at the time of the publication of this report and is updated on a weekly or monthly basis as indicated in the source line for each data set.

RAB INSTANT BACKGROUND REPORTS: June 25 – July 1, 2018:

| Advertiser Category | % of Top 5 | RAB Observations |
|--------------------------------|------------|---|
| Auto Service and Repair | 25% | Industry targeting vehicle owners for summer maintenance |
| 4th of July / Independence Day | 25% | Targeting those consumers who plan on buying products or services for 4th of July celebration |
| Auto Dealers | 24% | Industry looking to capitalize on consumer demand for new or used vehicles |
| Financial Institutions | 14% | Reminding consumers of banking and savings services available |
| Dentists | 12% | Targeting those in need of routine checkups and specialty services in dentistry |

Source: RAB.com, Instant Backgrounds, Top 5 Page Views (Weekly)

RAB CO-OP CATEGORIES - June 25 – July 1, 2018:

| Advertiser Category | % of Top 5 | RAB Observations |
|--------------------------------------|------------|---|
| Building Materials & Construction | 23% | Growth based on increased demand for housing, home renovations |
| Heating, Air Conditioning & Plumbing | 11% | Increased need for maintenance and equipment replacement during seasonal changes |
| Automotive Accessories | 9% | Consumers want to keep vehicles safe or add aftermarket products/accessories |
| Farming, Equipment & Supplies | 7% | Ag market invests in state-of-the-art equipment; general supplies required year-round |
| Hardware | 5% | Growth in construction and home improvement increases equipment need |

Source: RAB.com, Co-op, Page Views (Weekly)



MEDIA MONITORS – SPOT 10 NATIONAL ADVERTISERS

Media Monitors reports the most-played commercials for national advertisers on the top-rated Radio stations in major markets the week **June 25 – July 1, 2018:**

| Radio | TV | Cable |
|----------------|------------------------------|--------------------------|
| Account | Account | Account |
| The Home Depot | Chevrolet Dealer Association | Lowe's |
| iHeartRadio | Nissan Dealer Association | Progressive |
| GEICO | Neutrogena | Taco Bell |
| Lowe's | Toyota Dealer Association | GEICO |
| Pepsi | GEICO | Liberty Mutual Insurance |
| AT&T Wireless | Ford Dealer Association | JCPenney |
| JCPenney | Honda Dealer Association | KFC |
| UNTUCKit | Ashley HomeStore | Burger King |
| Discover | KFC | Dove |
| Indeed | Progressive | The Home Depot |

RAB Top line observations:

- The Home Depot and Lowe's are each promoting their home, lawn and garden sales.
- Chevrolet, Ford, Honda, Toyota, Nissan Dealer Associations are promoting their summer deals.
- GEICO and Progressive are each trying to reach cost-conscious consumers in need of comprehensive auto or property/casualty insurance coverage.
- Burger King and KFC are promoting their quick meal options.

What to do:

- Advertiser categories in TV and Cable can help you grow revenue for your stations
- RAB tools such as Instant Backgrounds, MRI and The Pitch can help provide you with information and ideas to when approaching new and existing business prospects

Thought starters:

- Dealer associations are spending money on TV to drive interest from potential customers. Use MRI Auto profiles to understand the auto buyer and use ideas from The Pitch as a foundation to help local dealers increase traffic to their locations.
- Insurance agents want to be part of the community. Radio connects with their potential clients. Use Instant backgrounds to understand their challenges and create local events that can help create prospects for local insurance agents.

TOP 40 BUSINESS SURVEY

Among Radio's top advertiser categories, the following businesses post high percentages of sales in these specific months. Ranking based on highest percentage of sales (top 5 only) in month (versus other categories).

AUGUST

| <u>Business Category</u> | <u>% of Annual Business in Month</u> |
|--------------------------|--------------------------------------|
| Book Stores | 14.2% |
| Office Supply Stores | 10.9% |
| Shoe Stores | 10.6% |
| Bridal Market | 10.2% |
| Optical Goods Stores | 9.4% |

SEPTEMBER

| <u>Business Category</u> | <u>% of Annual Business in Month</u> |
|--------------------------|--------------------------------------|
| Bridal Market | 9.9% |
| Book Stores | 9.6% |
| Mobile Homes Dealers | 9.1% |
| Office Supply Stores | 8.9% |
| Floor Covering Stores | 8.7% |

OCTOBER

| <u>Business Category</u> | <u>% of Annual Business in Month</u> |
|--------------------------|--------------------------------------|
| Bridal Market | 10.0% |
| Mobile Home Dealers | 9.5% |
| Used Merchandise Stores | 9.4% |
| Floor Covering Stores | 9.0% |
| Nightclubs/Bars | 8.8% |

Source: RAB Top 40 Business Survey 2017 – Monthly percentage of category's yearly business in applicable month.

PROMOTIONAL OPPORTUNITIES

These promotional events listed in Chase's Calendar of Events can be used to attract promotional or non-spot dollars -- monies that are not traditionally allocated to a broadcast schedule -- to your station. Look for additional promotional opportunities [here](#).

| AUGUST | SEPTEMBER |
|--|---|
| <ul style="list-style-type: none"> • Children's Eye Health and Safety Month • World Lung Cancer Day (8/1) • National Exercise With Your Child Week (8/5-8/11) • National Night Out (8/7) • Best Friend's Day (8/15) | <ul style="list-style-type: none"> • National Childhood Obesity Awareness Month • National Waffle Week (9/2-9/8) • Labor Day (9/3) • National HIV/AIDS and Aging Awareness Day (9/18) • AOTA's National School Backpack Awareness Day (9/26) |

Source: Chase's 2018 Calendar of Events (Monthly)

RAB Observations on Promo Opportunities:

August kicks off with Children's Eye Health and Safety Month. This is an important month because kids are gearing up for back-to-school in all aspects. This is the perfect time to prospect optometrists, ophthalmologists, eye glass retailers and retailers in general as parents are investing in the new school year. World Lung Cancer day is the first day of the month and is commemorating all of those affected by lung cancer - one of the most common cancers worldwide. Paired with National Exercise with Your Children Week, it is the perfect opportunity to create a health fair with various sponsors such as local chapters of The American Cancer Society, physicians, hospitals, pediatricians, as well as Gymboree, health and fitness clubs. National Night Out is a great time to promote crime prevention awareness and police-community partnerships. Setting up a "Coffee with Cops" day at a donut, coffee shop or restaurant can be a great way for locals to meet their community officers while offering promotional items or gift cards to those who attend. Use Best Friend Day to target restaurants, gift shops, spas, etc. to create promotional and advertising plans for those who are enjoying the day with their best friend

September kicks off the fall season with a good cause. One focus for the month is National Childhood Obesity Awareness. This is a good time to get in touch with supermarkets, gyms and local health organizations to bring brand awareness and provide tips regarding the importance of staying active and maintaining a healthy diet for kids. National Waffle Week brings opportunities to get in touch with local restaurants and push the consumption of waffles using a waffle-week promotion and watch the sales soar! Labor Day is right around the corner, which is a great time to reach out to grocery, liquor and home improvement advertisers for listeners' party and barbecue needs and Labor Day deals. On the 18th, we focus on the challenging issues facing the aging population in regards to HIV. This is a good time to earn business of doctors, local health clinics and organizations to drive awareness over the air waves. Target doctors and chiropractors to come up with a plan on how to educate parents and back-to-schoolers on the importance of how to carry and fill the pack appropriately via ask the expert or vignettes.