



COX RADIO B2B BRANDING

CHALLENGE

Cox Radio was facing a competitive threat from Clear Channel Communications, Inc. on the heels of a corporate communication program using the tagline “less is more”. The campaign launched by Clear Channel was changing perceptions among media buyers that they could purchase shorter spot lengths (:05, :10 and :15) and achieve their advertising reach and frequency goals with less out of pocket spending. Cox Radio had a desire to develop a corporate driven communications campaign of their own to highlight their competitive position in the marketplace and give their sales teams tools to shift customer perceptions at the local level and position Cox Radio as a high value alternative to other radio companies and stations. Cox Enterprises Marketing was asked to lead the development of the campaign.

ACTIONS

- Developed a comprehensive strategy brief outlining the objectives, competitive situation, target audience and key message points for the campaign.
- Met with corporate and field leaders to understand Cox Radio’s current position in the marketplace as well as standard operating procedures and programming philosophies for the company.
- Corporate leadership identified their value proposition as having the Best People, Best Product Environment and Best Advertising Solution to yield the Best Results for clients.
- Corporate Marketing recommended enhancing the value proposition for Cox Radio based on two corporate philosophies:
 1. Training sales teams to be consultative sellers who conduct a thorough needs analysis
 2. Researching music interests of their consumer audience
- Developed a presentation for Sr. leadership regarding B2B branding and the need for a distinct corporate value proposition around the theme “We’re About Listening”.
- Sold concept and tagline to corporate leadership and regional VPs of sales.
- Presented campaign and concept to a small group of radio station clients to gain advertiser feedback.
- Launched B2B marketing communications campaign internally and externally.

RESULTS

- At a time when the media economy was lagging severely, Cox Radio received significant trade press coverage for the campaign valued at more than \$100k.
- 80% of Cox Radio’s local stations utilized the umbrella brand theme as the foundation for grassroots campaigns that were enhanced by using local case studies and audience data.
- A new corporate website was developed using the theme “We’re About Listening” and the Annual Report was also tweaked to include the new brand tagline.