

YES, You Can Make a Difference!

By William Barr, CRMC
RAB's VP Co-op/NTR Services



While watching the recent events that have shocked our country, I remembered a conversation that I had Millie Webb, the National President for MADD.

She shared with me that while talking to victims of drunk drivers, MADD offers the “Curse it and reverse it” philosophy. This tells the victims that it is normal to be angry about a tragedy, however, we need to work on turning that negative into a positive. I believe that this philosophy can also work to help us deal with the horrific events that occurred on September 11.

As salespeople, we might be finding that retailers have no interest in promoting or advertising their businesses. However, if we are able to present to them an opportunity to help “reverse it” this might get them excited about returning to the airwaves.

As a reminder, cause-related marketing is very powerful and is a win-win for both the consumers and retailers. Consumers like the feeling of getting something that they need and supporting a cause at the same time.

The Cone/Roper study states 62 percent of consumers would be likely to switch to retailers who support a good cause.

In addition, the retailers project a feeling of pride for their communities and country. Moreover, the retailers’ employees can also be proud and feel more loyal to their employers for supporting a cause.

Here are some ideas that you could present to your clients:

Champion for Charity -

Create a closing tag that can be added to a retailer’s existing spot. This tag could be as simple as, “Bob’s auto dealer is a proud support of the Texas chapter of the American Red Cross.” Or, it could also show more of a commitment, “For every purchase, Joe’s Sporting Goods will donate \$5 to the NY Firemen’s Association.”

Donation Location - Create a station-wide campaign to have selected retailers be a drop off point for fund-raising for a specific charity. Or, consumers could drop off toys to help support the families of the victims.

In Their Own Words - Create a 30/30 campaign in which the first 30 seconds talks about local activities and the last 30 is a retailer voicing their endorsement of the community events.

These are only a few ideas that I hope can help you to “reverse it.” In addition, RAB soon will be gathering more ideas from all of our members that we will be sharing with you.

In the mean time, if you have any other cause-related questions, please contact me by phone at (972)753-6786 or via e-mail at bbarr@rab.com. In closing, all of us at RAB would like to remind you that Cause-Related Marketing can impress your listeners, enhance the image of your station, and most importantly, CM can help you to make your NTR budgets.