

Eight Characteristics of the Best Performing Advertising

	Outdoor	Broadcast TV	Cable TV	Newspaper	Digital	Direct Mail	Radio
1. Reach Your Potential Customers	●	●	●	●	●	●	●
2. Influence Close to Point Of Purchase	●				●	●	●
3. Provide Local Consumer Interactions		●	●				●
4. Create Emotional Connections		●	●	●			●
5. Build Trust & Credibility		●	●	●		●	●
6. Provide Un-Skippable Engagement	●			●			●
7. Be Cost Effective	●				●		●
8. Deliver Affordable Ads Quickly				●	●		●

Based on research and insights from the country's top media firms, ad buys that drive the best results – share these 8 characteristics.

RADIO delivers on all 8 attributes!