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**Targeting:**  
18 to 35  
PLUS AUDIENCE



**Targeting:**  
25 to 39  
PLUS AUDIENCE

# JUST THE FACTS: 2021 BRANDING ADS

**AND INTRODUCING:**

**KIX COUNTRY SW**

**Targeting on DAB+ only:**

**18 to 55+ AUDIENCE**



ON DAB+ DIGITAL RADIO 



## WHAT IS A 'BRAND'?

Brands are everywhere in your daily life.

You may see them consciously, like the brand of the car in front of you at the lights, or subconsciously like the style of your favourite music or band...

### **'brand'**

#### Noun:

1. A type of product manufactured by a particular company under a particular name.
2. An identifying mark burnt onto livestock or criminals.

#### Verb:

1. To mark with a branding iron
2. To assign a brand name to a product, service, or business



## WHAT ISN'T A BRAND?

A brand is **not a logo**, or a **corporate identity**, or **even its own advertising**, or its marketing...

## SO... A BRAND IS...

It is many things... a promise, desire, belonging, action, trust, and a unique set of values that are exclusive to that brand.

$$\text{BRANDING} = \begin{matrix} \text{PROMISE +} \\ \text{DESIRE +} \\ \text{BELONGING +} \\ \text{TRUST +} \\ \text{A SET OF VALUES} \end{matrix}$$

While many things can be branded:



...a brand can take a company, and its customers to new places, and to new experiences.

And when people start to use **your brand name** as a verb, for example... it means that your brand guarantees quality, induces desire, helps them to belong, and has built long term trust with them.

“ **Google** it ”

“ **Ps** Photoshop **that picture!** ”

“  **the carpet** ”

Many people confuse BRANDING with advertising or marketing, however... advertising and marketing are 2 ways to communicate your brand to your customers...



This could be the PERFECT definition of what marketing is...

**“The things that make me different  
are the things that make me.”**

Alan Alexander Milne  
(aka AA MILNE – author Winnie-the-Pooh)

To start any advertising or marketing, **you need to start building your brand first.**

A strong brand **gives people a reason to buy** your product, or your service, that goes beyond price and features.

**WHO...**  
**WHERE...**  
**WHAT...**

BRANDING will tell people **WHO** you are...

BRANDING will tell people **WHERE** you are...

And, most importantly BRANDING will tell people **WHAT** you do.

**WHO IS BRANDING FOR:**

***EVERY BUSINESS!***

**But it is PERFECT for Trades & Services,  
Medical, Legal, Educational, Recruitment  
and for any Corporate Business.**

**BRANDING WORKS** on low frequency and high consistency, by keeping your business name at the top of people's mind for when they need your product or service, day in and day out, 365 days a year. It is there in their mind.

Branding is not like a quick sprint, it is a marathon as these things take time to distil in people's minds, making your brand the go to brand when they need you.

## WHAT IS YOUR BUSINESS BRAND?

Is your BRAND built on PRICE?

PRODUCT?

Or SERVICE?

Is your BRAND built on the stories that you tell...  
about your staff, your customers, or you?

If you don't know what your brand is,  
then there is a way to find out what it is...



## THE 7 SIMPLE STEPS TO BRANDING YOUR BUSINESS

What follows are 7 very simple steps to help you to brand your business, and don't worry, they really are very simple steps to follow...

# 1

## **STEP 1: DEFINING YOUR BRAND**

What is it you do better than anyone else, and what are the emotional and rational needs of your customers?



# 2

## **STEP 2: YOUR BRAND IMAGE**

When building your brand image, think of it as a person. What your companies' beliefs are, its values and purpose, it's your personality that will become the brand, and, what we say.



# 3

## **STEP 3: YOUR STORY**

Thirdly consider what is driving your business, who are your brand heroes, your staff, your products, or your permanent prices?



# 4

## **STEP 4: RELATIONSHIPS**

Next you should aim to build long term relationships with your customers with constant, familiar, consistent price, products and... **trust!**





# 5

## **STEP 5: THE SAME VOICE & MESSAGE**

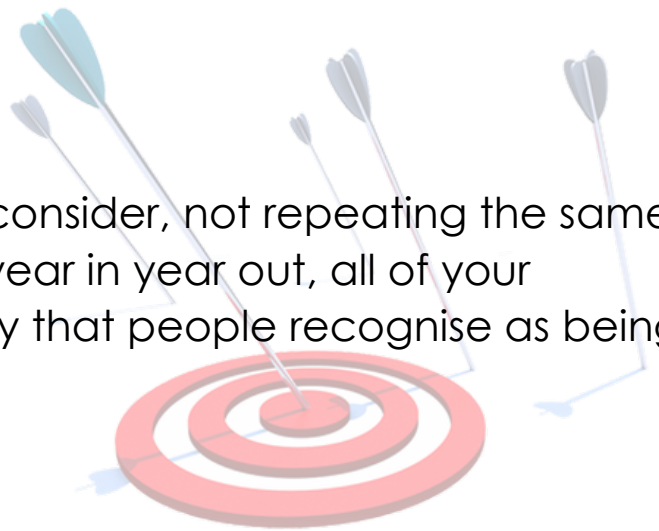
Then you should speak to your customers with a consistent tone of voice, reinforcing your business character.



# 6

## **STEP 6: CONSISTENCY**

Consistency is the next thing to consider, not repeating the same message over and over again, year in year out, all of your message's show have an identity that people recognise as being from you.



# 7

## **STEP 7: KEEP THE SAME MESSAGE GOING**

And finally... Always brand when you are communicating with your customers, don't dilute your message with indiscriminate discounting, and offer more rather than cutting prices.



SO.... By now you may be asking yourself...

**DOES THAT WORK IN PRACTICE?**

We have...

**3** DIFFERENT BRANDS...

**DIFFERENT & ENGAGED AUDIENCES...**

AND... EVEN **MORE** OF YOUR POTENTIAL CUSTOMERS...



**18 to 35 PLUS  
AUDIENCE**



**25 to 39 PLUS  
AUDIENCE**

**AND NOW...**



**Targeting 18 to 55+  
AUDIENCE on DAB+ ONLY**

And... As radio station's we use these branding methods ourselves...

**Every step of the way we are building our brand, and our audience trust.**

The best thing is, you can too, by partnering with us in a long-term relationship as a business branding partner.

We keep things fresh with new music on 97.3 Coast FM, and we play old favourites on 91.7 The Wave. With new and old country hits on KIX Country South West.

**From music we love to the people we love to listen to; our message is always the same.**



We are a big brand, and you could be too...

So, are you ready to start branding with us?

**TRUST your BRAND with OUR BRAND...**

**We have 30 years of trust from our listeners...**

**They know WHO we are, WHERE we are, and WHAT we do, and...  
we can do that for you too!**





Compiled 2021 by Earl Pilkington