



**“The advertising not only brought in new customers, but also informed our current customers about some of the other items we had available that they were not aware of us carrying.**

**- Bob Prible, Owner, Prible Ag Products**

**challenge**

*Bob Prible wanted to "try" some advertising, to gain better exposure to local farmers about his products and services, but he didn't have a lot of money to put into something that wasn't going to work.*

### **The Problem**

Bob Prible called with a very limited budget, which would not let him advertise at a very high level for a very long time, if he didn't get some immediate, measurable results. He was looking at a short-term rather than a long-term investment and was willing to take a risk by putting his trust and money into the power and influence of radio.

**ACTION  
steps**

### **The Plan**

The plan was to create an ad campaign that would produce telephone responses from local farmers and rural residents in the Ft. Wayne and surrounding area, requesting more information about the products and services offered by Prible Ag Products.

Using a strategically concentrated daypart to reach these consumers, we wanted to create a sense of pride about local farming that would help build rapport between themselves and Bob's business, while at the same time informing them about the many products and services available to them at Prible Ag Products that may have not been known to them before the ads began airing.



**“Thad did a great job of listening to us and then creating a radio ad that we were both proud of, in what it said about us and excited about what it could do for us.”**

**- Nikki Pease, Office Manager**

We sat down and asked and answered questions about Bob's business regarding who and how he wanted to reach and help local farmers with the specific needs and challenges currently facing them. As Bob talked, his care and concern began "writing" the ad on the spot. We used his exact words and his values to write and produce a spot that we were sure would convey an effective message to his consumers. We didn't want to simply educate them on his products and services, but also motivate them to do business with him rather than his competitors.

### **PERFORMANCE**

Early on in his ad campaign, Bob did see some immediate, measurable results from both new customers and current customers that were very positive and produced enough revenue to not only sustain their ad campaign, but move forward and increase it by 300%. We are all looking forward to seeing how this increased commitment produces increased results for Prible Ag Products.

