



“I had never done radio advertising before...I’ve been pleased with the results I’m getting.”

- Dustin Oberlin – Owner, Red Fli Electronics



challenge

"We wanted to increase our website activity and bring people to our new showroom."

The Problem

Red Fli Electronics was a new high-end electronic store in Fort Wayne that needed to make Northeast Indiana aware of their new showroom and website. Red Fli Electronics operated on the premises that they could beat any "big box" store's price by up to 5 percent...an offer worth letting be known.

ACTION steps

The Plan

The plan was to use Fort Wayne's ESPN Radio 1380, the most recognized name in sports. After meeting to gather all the needed information to define a clear strategy as well as create a specific advertisement that told listeners what to think, feel, and do we were ready to get the produced spot on air. Using an aggressive spot schedule on ESPN Radio 1380 we were able to connect with the consumers Red Fli Electronics wanted to reach.



"I really like the scripts that Ryan wrote for us."
- Dustin Oberlin

After finding the identifiable differences about Red Fli Electronics, writing and producing the spots, and building a customized spot schedule on ESPN Radio, the partnership between Red Fli Electronics and ESPN Radio 1380 was progressing as planned. Start dates were identified along with the dates we would evaluate our plans results.

PERFORMANCE

"We had people coming into our store within the first week."
- Dustin Oberlin

The process by which ESPN Radio 1380 had used to help Red Fli Electronics organize a quality radio advertising campaign had now turned intangible ideas into money making results. Within the first week of the spots airing on the radio, Red Fli Electronics saw more people coming through their doors than they had ever seen. Within the first two weeks of the campaign, www.redfli.com had increased traffic generating one commercial sale, and one residential sale. By executing a focused approach and building tailored ideas, Red Fli Electronics saw an immediate response and continues to see the positive effects of radio advertising on ESPN Radio 1380.