

THE LANDINGS OF MONTGOMERY

Proposal for: Elizabeth Johnson
Marketing Director

Proposal by:
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MARKETING GOALS

The Landings has expressed an interest in achieving two primary marketing objectives in 2021

1. Increase awareness across the state of your unique and customized treatments that address your residents' specific needs.
2. Engage directly with Alabama's elderly population as well as the adult family members who may be household decision makers.



CURRENT MARKETING EFFORTS

- The Landings current marketing efforts are being evaluated to deliver on your two marketing goals; increasing awareness and direct engagement.
- While no specific media is being considered, **trusted** media sources are preferred and recommended.



We are Alabama **Public** Radio

ALABAMA PUBLIC RADIO YOUR RESIDENTS ARE WAITING

Why Alabama Public Radio

- Alabama Public Radio **reaches more than 255,000** Alabamians across five major areas of our state; Florence, Huntsville, Tuscaloosa, Montgomery and Mobile.
- **32% of our audience is 55 year of age or older**, your most desired and important target audience.
- Our listeners are **17% more likely be retired** than the average consumer.
- **57% of our audience is 25-54 years old**, your secondary target audience to deliver the decision makers for families.



ALABAMA PUBLIC RADIO YOUR RESIDENTS ARE WAITING

High-Income that Translates to Reliable Residents

Just as important in targeting the right audience age demographic, it is equally important to target those prospects that can afford The Landings Assisted Livings services.

- Alabama Public Radio is made up of **highly educated and successful professionals**.
- The **average income of the APR audience is \$87,000**
- They are **76% more likely than the average consumer to make over \$100k annually**.
- The most recent Bureau of Labor Statics found **that highly educated professionals** are far less likely to have lost their jobs during the COVID crisis **and still possess powerful spending potential**.



HOW ALABAMA PUBLIC RADIO'S HALO EFFECT WORKS



ASSOCIATION

The audience assigns favorable attributes of public media to your brand, promoting your image as:

- Credible
- Trustworthy
- Quality oriented
- Community minded



AFFIRMATION

Messages that highlight your organization's community stewardship and / or affirm support for Alabama Public Radio deepen the affinity the audience feels for your organization.



HOW ALABAMA PUBLIC RADIO'S HALO EFFECT WORKS

Establishing TRUST is difficult in today's media climate but is essential for the Landings to build a prospective client base. APR's Halo Effect can help:

Marketing on Alabama Public Radio is about Sponsorship, not Advertising.

Sponsorship isn't about, 'how do I interrupt more people more aggressively?'

Sponsorship is about, 'how I can be affiliated with something I'm proud of, that the people who are engaging with it see me supporting something they want supported?'

As a result, you benefit from the Halo Effect.

Benefits from the Halo Effect

- Our audience holds a **71% more positive opinion of APR underwriters** compared to businesses who don't support us
- **66% prefer to do business with APR supporters**
- They trust that **you are more credible** and **offer higher quality services** because you are a supporter of APR.



ALABAMA PUBLIC RADIO OFFERS UNIQUE MESSAGING

15-SECOND MESSAGES

We collaborate to craft the perfect message, in a hype-free tone that resonates with public radio audiences.

NO PRODUCTION COSTS

Alabama Public Radio talent record and produce messages. New messages can be added anytime, and there is no additional cost to air multiple messages on rotation.

INDUSTRY EXCLUSIVITY IN EACH BREAK

Your message will not compete with others in your industry within the same break.



RECOMMENDED MESSAGE

(APR is sponsored in part by) “The Landings of Montgomery, offering customized care for elder residents that keeps their specific needs in mind. More about the Landings’ unique healthcare practices at Seniors Montgomery dot com”

(APR is sponsored in part by) “The Landings of Montgomery, dedicated to providing a safe, warm, engaging environment where every resident can live fully and comfortably with health and personal care tailored to their unique needs.”

- Both scripts emphasize your unique, customized services and can easily be tailored to promote your other facilities across the state.



SCHEDULING FOR SUCCESS

BRANDING CAMPAIGN

Establish a consistent presence in Alabama Public Radio fans' minds with **steadfast support of educational and cultural content.**

Campaign Hallmarks

- Frequency which creates familiarity, awareness, understanding, **ultimately trust**
- **Long-term** period of sponsorship – six months to one year
- **Consistency** – message may air every week, every other, two on/two off, etc.
- Low **overall frequency** per week



RECOMMENDED CAMPAIGN

OPTION 1: Weekly Schedule of \$5k-\$6k Budget

Days	Daypart	Programs May Include...	Messages	Rate
M-F	5-10a	AM	x	\$
M-F	10a-3p	MID Classical Music, Performance Today	2 per week	\$18
M-F	3-7p	PM	x	\$
M-F	7p-MID	EVE	x	\$
Sa-Su	6a-9p	WKND Run of Schedule, Best Available	1 per week	\$25
Weekly Subtotal			3 per week	\$61

Monthly Messages: +/-12

Monthly Investment: +/- \$244

Annual Messages: 156

Annual Investment: \$3,172

Digital Sponsorship (Side-bar) of the "Health" Page on APR.org = \$2,000 Annually

Digital Sponsorship of the Health Matters podcast, 6 episodes = \$600 Annually

TOTAL: \$5,772 Annually



RECOMMENDED CAMPAIGN

OPTION 2: Weekly Schedule of \$10k-\$11k Budget

Days	Daypart	Programs May Include...		Messages	Rate
M-F	5-10a	AM		x	\$
M-F	10a-3p	MID	Classical Music, Performance Today	5 per week	\$13
M-F	3-7p	PM		x	\$
M-F	7p-MID	EVE		x	\$
Sa-Su	6a-9p	WKND	Run of Schedule, Best Available	2 per week	\$18
Weekly Subtotal				7 per week	\$101

Monthly Messages: +/-28

Monthly Investment: +/- \$404

Annual Messages: 364

Annual Investment: \$5,252

Digital Sponsorship (Header with expansion) of the “Health” Page on APR.org = \$5,000 Annually

Digital Sponsorship of the Health Matters podcast, 6 episodes = \$600 Annually

TOTAL: \$10,852 Annually



START REACHING YOUR GOALS WITH APR

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Please indicate which schedule is approved by signing under the appropriate option, and remember, if either schedule is approved by Nov 30, 2020, you will receive **ONE WEEKLY BONUS ROS MESSAGE at no additional cost.**

X _____ Date _____

X _____ Date _____

THANK YOU

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