

WAMU 88.5
AMERICAN UNIVERSITY RADIO



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KUSI GLOBAL INCORPORATED

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October 30, 2020

KUSI GLOBAL MEETING-SUMMARY

KUSI is a minority-owned 8(A) certified company, and its business model is consulting with corporations, higher education institutions, and federal agencies on organizational functions. These areas include; professional development, leadership management, diversity, and more.

Marketing challenge:

The organization's marketing goal is to brand the company to industries within the private sector in Washington, D.C. region. The company's main client was diversity training with federal government agencies. As a result of the presidential executive order, company management has shifted the focus to the private industry. Additionally, COVID-19 has affected their in-office training sessions. Therefore, the next company initiative is to launch virtual classes and breakout sessions that can be accessed online.

WAMU Multi-Platform Plan

Create a customized broadcast and digital marketing plan that will address the marketing challenges, and target influencers and decision-makers within organizations throughout the Washington, D.C. region. Target demographic: Adults-35-64.

KUSI CAMPAIGN MARKETING GOALS

AWARENESS | Increase brand profile and awareness of KUSI's offerings in the public sector

LEADERSHIP | Position KUSI Global as a thought leader for corporations and federal agencies in the D.C. market

GROWTH | Increase requests for information and leads from decision makers and influencers.

DIFFERENTIATION | Stand out from your competition in the Washington landscape with aggressive marketing

TARGET AUDIENCE | Decision Makers
Business Owners
Influencers

WAMU RECOMMENDED MARKETING PLAN

WAMU is recommending a targeted, effective approach to engaging the most desirable D.C. influencers, and decision makers across multiple platforms.

To achieve brand awareness and lift, our suggested plan provides KUSI with a consistent and effective presence on broadcast and digital platforms.

ON-AIR BROADCAST

DIGITAL DISPLAY

WAMU STREAMING

MORE LIKELY TO BE #INFLUENTIAL

Mediamark defines an “**Influential**” as one who participates in **three or more public activities** that demonstrate **uncommon engagement** with **their community**.

A large body of research suggests that **Influentials** are **significantly more likely** than the average American to **drive social trends, influence mass opinion,** and **create word of mouth** for ideas and products.

NPR listeners
are more than

3x

as likely to be
#Influential

GOVERNMENT EXECUTIVES ARE WAMU LISTENERS

No matter their responsibilities, or which services and products they purchase, government decision makers throughout Washington put their trust in WAMU.

Area of Responsibility	WAMU Listeners
Public/Government Affairs	62%
Project/Program Management & Administration	42%
Executive and Command	38%
Purchasing, Contracting, Procurement	37%

Products and Services Purchased	WAMU Listeners
Engineering	48%
Consulting	43%
IT Services	35%
Cloud Computing	30%
Defense Communication	23%
Communications/Telecommunications	23%

42%
of federal
employees who
approve budgets
of \$1M+ are
WAMU listeners

NPR LISTENERS INFLUENCE B2B PURCHASING DECISIONS

CONSULTATION SERVICES

Nearly 3X as likely to be involved in purchasing

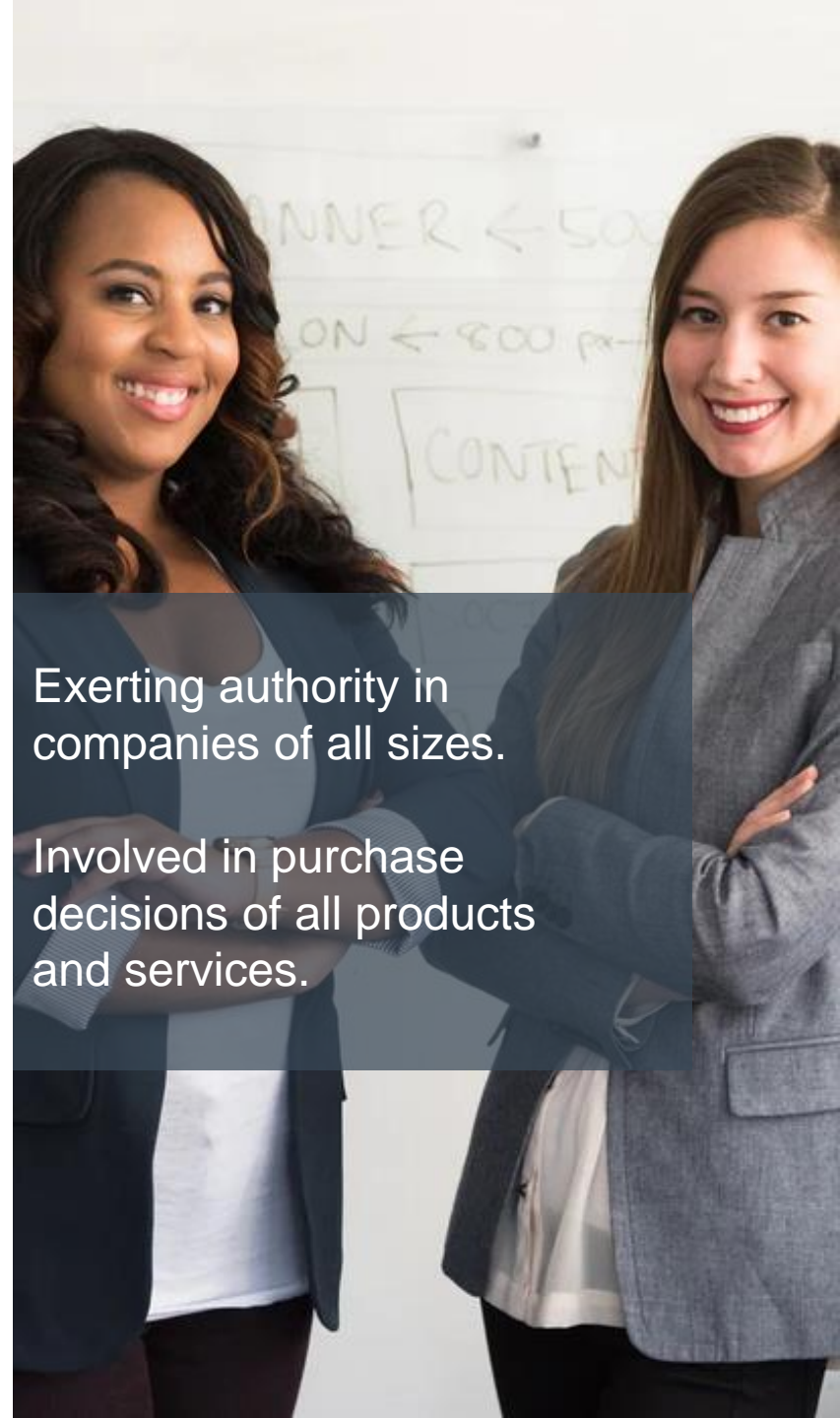
B2B PURCHASE DECISIONS \$1,000+

Over 2X as likely to be involved

BUDGET SIZE	INDEX
\$1K - \$10K	176
\$10K - \$20K	150
\$50K - \$100K	161
\$100K - \$500K	147
\$1M+	170

Source: MRI-Simmons Doublebase 2019; US Adults; B2B purchasing decisions

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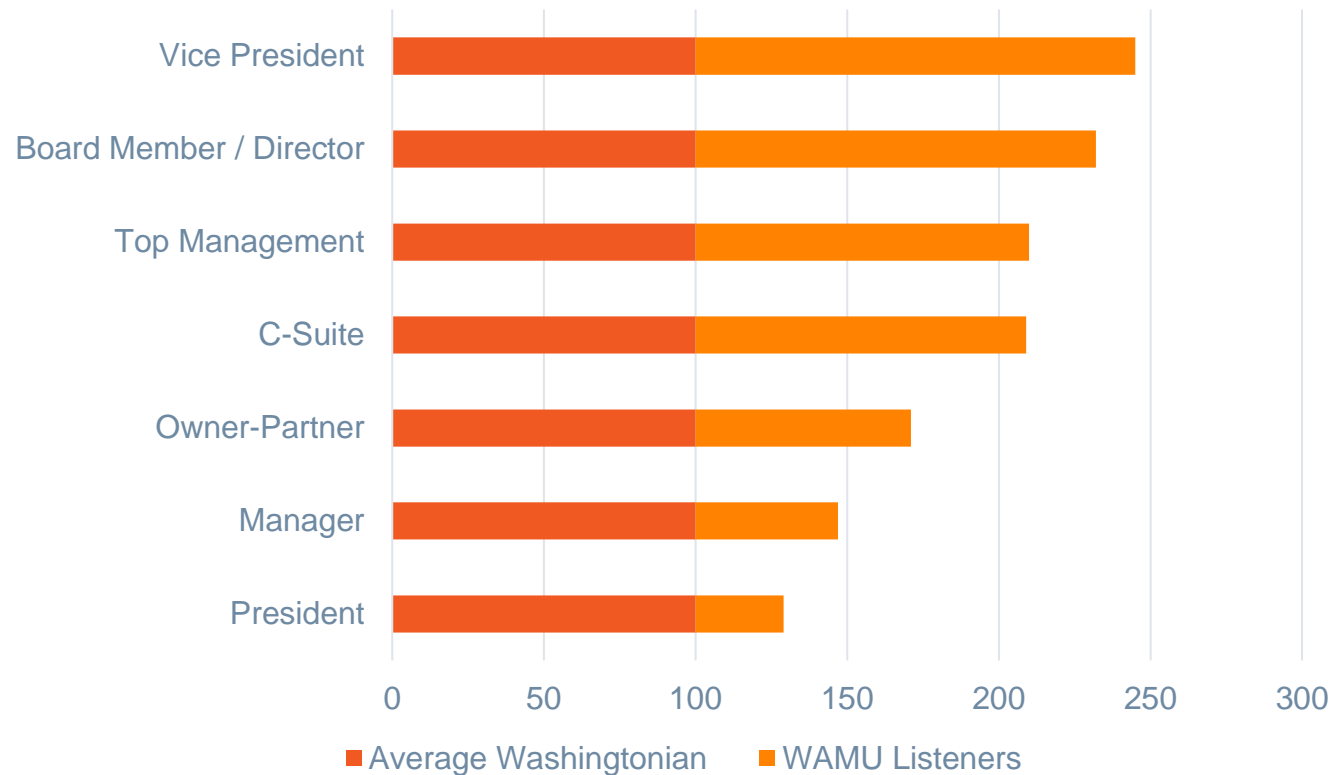


Exerting authority in companies of all sizes.

Involved in purchase decisions of all products and services.

AN AUDIENCE MORE LIKELY TO BE INFLUENTIAL

WAMU LISTENERS PULL THE STRINGS AT WORK



52%

more likely to hold
professional / white
collar occupations
than the average
Washingtonian

Sources: Nielsen, Washington DC Metro, Scarborough R1 2020; A25+, Job titles; MRI-Simmons Doublebase 2019; US Adults; Job titles

WAMU COVERAGE MAP



RELIABLE COVERAGE IN:

● **Buildings**

● **Vehicles**

CONNECT THROUGH MULTIPLE PLATFORMS

1M Monthly Listeners¹

3.6M Monthly Page Views across WAMU's Network²

1.6M Monthly Unique Visitors across WAMU's Network²

2.4M Monthly Streaming Sessions³

638K Monthly Podcast and On-demand Downloads⁴



Sources: 1. Nielsen Audio PPM, Washington, D.C. Metro, Oct 2019 – Sept 2020, M-Su 5a-5a, P6+;
2. Google Analytics, 9/2020; 3. Webcast Metrics, 9/2020; 4. StreamGuys, 9/2020

WAMU BROADCAST

UNIQUE MESSAGING IN A CLUTTER-FREE ENVIRONMENT

15-second Messages

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

No Production Costs

WAMU talent record and produce messages.

Competitive Separation

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



WAMU Radio / Streaming
Monthly Listeners

WAMU RECOMMENDED MESSAGES

(:15)

Recommended Message A- SUPPORT FOR WAMU COMES FROM K-U-S-I GLOBAL A LEARNING CONSULTING FIRM THAT SPECIALIZES IN PROFESSIONAL TRAINING, EDUCATION, AND DIVERSITY, AND INCLUSION TRAINING. THEY PRESENT CUSTOM DESIGNED VIRTUAL AND INSTRUCTOR-LED LEARNING EXPERIENCES TO DIVERSE MULTI-DISCIPLINARY AUDIENCES. MORE AT K-U-S-I TRAINING-DOT-COM.

Recommended Message B- SUPPORT FOR WAMU COMES FROM K-U-S-I GLOBAL A MANAGEMENT CONSULTING FIRM SPECIALIZING IN LEADERSHIP AND MANAGEMENT, EFFECTIVE COMMUNICATION, PROBLEM-SOLVING, DIVERSITY, AND CONFLICT RESOLUTION. MORE ABOUT THEIR TRAINING PROGRAMS AT K-U-S-I TRAINING-DOT-COM.

KUSI RECOMMENDED MARKETING PLAN

RATES ARE VALID THROUGH DECEMBER 15, 2020

BROADCAST & DIGITAL

January - March 2021; 12 weeks

Daypart	Messages	Programs	Rate	Weekly Cost
M-F, 5a-8p	12x	Prime Programming		
M-Sun- 5am-12m	4x	Run of Station		
Total	192X			\$36,000

Placement	Ad Unit	CPM	Investment	Impressions
WAMU Digital Live Stream	:15 pre-roll			238,275 per month
WAMU Web Ad	300 x 250			100,000 per month
Total			\$30,000	1,014,825

RECOMMENDED MARKETING PLAN SUMMARY

RATES ARE VALID THROUGH DECEMBER 15, 2020

January – March 2021; 12 weeks

Media	Investment
Broadcast	\$ 36,000
Stream	\$30,000
Website	\$5,000
Total Campaign Investment	\$69,000

Accepted: _____
Mr. Joseph Fox, Chief Marketing Officer

THANK YOU /

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Market Engenuity® manages sponsorship sales for WAMU, linking the station and corporate supporters in a mutually beneficial partnership that enables each to fulfill its mission.

