

crm
international

We use radio **differently,** way beyond traditional advertising.

Driving consumers to your brand...



on the air

social
mobile
digital

experiential

at retail



customized
marketing
solutions

“ We don’t rely on just what radio stations ‘offer’ to advertisers; we **get radio stations to do things that they have never done before**—not just for the sake of innovation, but because those innovations have been determined the best ways to achieve the business objective at hand. This allows our clients to dominate the airwaves and preempt competition. ”

Barry Berman
President, CRN International

innovative
radio
ideas

Some of the ways we use radio **differently**



Custom Content

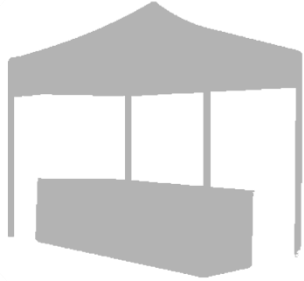
Enlist beauty bloggers, business consultants, sportscasters, nutritionists, or celebrities to provide useful information and entertainment that advances your brand.



Real-Time

Activate during heat waves to boost sales of air conditioners, in flu season for medicine, on high-UV days for sunscreen, or before storms for batteries.

Some of the ways we use radio **differently**



Experiential

Engage consumers with fitness challenges, test drives, food sampling, pet contests, scavenger hunts, or celebrity meet and greets.



Retail Marketing

Leverage media with trade partners for distribution, shelf space, displays, circular features, temporary price reductions, and more.

Some of the ways we use radio **differently**



Testimonials

Motivate consumers and local celebrities to share their stories, local secrets, photos, or videos and turn them into the best brand advocates around.



Contests & Sweepstakes

Trigger the actions you want consumers to take, whether it is finding your coupon, visiting your website, or engaging with your social media.

40

years of innovation

300

major consumer brands

4 Billion

annual broadcast impressions for clients

1500+

local station relationships

One Singular Focus:

results that exceed expectations



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