

The Midas Touch for Your Brand

How Midas Used Network Radio to Target Locally



“Immediately following the major move to radio, customer traffic was up nearly 20 percent and car count continues to increase.”

Lisa Wellington, Sr. Manager, Marketing Planning, Midas



Midas is a globally recognized brand and one of the world’s largest providers of automotive services. With nearly 1,500 franchised and company-owned Midas shops in the U.S. and Canada, it can be a challenge to develop regionally appropriate advertising campaigns that are both targeted and cost efficient. Midas answered that challenge with Network Radio. Arbitron interviewed Lisa Wellington, Sr. Manager, Marketing Planning for Midas and asked her about Midas’ radio success.

Arbitron: A couple of years ago, Midas decided to move a significant portion of ad dollars from network television into network radio. What was the reasoning behind your change?

Midas: Since that move, we are using network radio as our predominant medium. In 2009, we decided to leave network TV and transferred advertising dollars to network radio. The main reason we decided to do that was the flexibility in local messaging that network radio offered to our franchisees. Network TV did not offer the same ability to localize.

Arbitron: What are some of the regional benefits of using network radio?

Midas: With network TV we could not copy split—which is providing specific copy by region. There were times the advertising was not as relevant in certain regions. For

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example, during the winter months, pricing and automotive service specials have a different appeal in Miami than they do in Minneapolis. We wanted our local markets to have more flexibility with specials in their regions. Also, competitive price points for services vary by region and depend on availability of products and overhead. We were having a hard time finding a spot that would work universally on network TV.

With network radio, copy splitting by DMA® has offered our local markets the ability to select which offers work for them. With such great flexibility in network radio, we can offer over 75 different pieces of copy to our franchisees that can run at any time in any region.

Arbitron: Aside from copy, what else has worked for your network radio spots?

Midas: Our radio personality—Midas has a very specific personality on air. We are currently working with Emmy-winning actor Gary Sinise as the voice of Midas on the radio. We have a wonderful relationship with Gary. He is a key personality who we feel well represents our brand and connects well with our target audience.

Arbitron: It has been a few years since you moved your advertising to radio. Was this move the right one?

Midas: It absolutely was the right thing to do for our brand and we have the business results to prove it. Our franchisees have experienced double-digit increases in customer visits since we moved dollars from TV to radio.



Arbitron: How did you know network radio would be such a successful move?

Midas: Well, we were concerned about walking away from network TV. The Midas brand had been advertising on TV for 40 years, but we needed the flexibility and efficiency that network radio offered. In fact, immediately following the major move to radio, customer traffic was up nearly 20 percent and that has been increasing. We are very happy with the results.

Network Radio Gave Midas the ROI It Was Seeking

Network radio offers marketers powerful targeting through a broad range of programming at an exceptional value. Reaching well-defined demos and socioeconomic groups, Midas is able to build their brand using Network Radio with convenient one-stop access to a substantial national audience. Leveraging one of network radio's many advantages, Midas was able to copy split by region, giving their franchisees regional control of advertising messages and allowing them to drive results right into their shops and their bottom line.

To learn more about the dynamic world of national radio and its listeners, visit the Arbitron Web site and download the Network Radio version of Radio Today at www.arbitron.com/radiotoday. This report profiles network radio, outlining its strength as a medium and analyzing listening behavior for several important socioeconomic groups.

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