



Company Name and Description:

STEPHEN ARNOLD MUSIC.

Creates music for supporting the Sonic brands of news television.

Target Audience:

Attendees at the RTNDA@NAB (National Association of Broadcasting Show).

Local affiliate stations, cable news stations and national broadcast news stations. The decision makers we targeted included Creative Directors, News Directors and Vice President Level executives.

Goals:

Their goals were very specifically 10 A level leads and 1 lunch appointment daily with a customer and 2 dinner appointments with prospects.

An A lead is defined as a prospect with a budget, a timeframe and ability to make the purchase decision.

Special Challenges:

The client had planned on a Harley raffle and felt confident that that approach would draw a crowd. They were very appreciative that we showed them a new approach that focused on attracting buyers vs. one that attracted visitors. They wanted an approach that would be measurable.



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The IPOD MINIS were back ordered and we ended up having to give away the more expensive 15 Gig IPODS.

Project Description:

THE TRADE GROUP created a campaign that linked their concept of sonic branding (the conditioned response a human has to a sound) to an icon we are all familiar with: a fire alarm.

When the prospect opened the box they were first greeted with a sheet that explains the importance of having a strong sonic brand. Under the introduction sheet was the fire alarm (mounted to a laminated board) with the copy inscribed on the glass in case of a drop in ratings break glass. The fire alarm supported their message of sonic branding as well as reinforced the sense of urgency the news stations should place on having a strong sonic brand. Inside the fire alarm was a mock foam-iPOD (which we called a Sonic Branding Sampling Device) with a pair of \$40.00 APPLE headphones plugged into it. The copy on the inside card instructed the target prospect to come to visit the STEPHEN ARNOLD booth at RTNDA to receive a free Sonic Branding Sampling Device.

Since we anticipated a strong response rate we only felt we needed to send out 20 of these packages to support their goal of 10 A leads. This campaign was completely targeted at selectively attracting buyers versus a typical campaign that attracts visitors. These packages were sent and the intent was to follow up in a few days (all this going on a week or so before RTNDA) to schedule meetings.

We ordered our 25 IPODS (5 were raffled off at the event) and had them all engraved with the STEPHEN ARNOLD GROUP logo. Each IPOD then had loaded a sampling of news music from the vast library of tunes created by STEPHEN ARNOLD GROUP. The IPODS were at the show and ready for distribution to the target prospects.

Before they had a chance to make calls they received several calls from recipients saying that “it was the coolest thing I have ever gotten in the mail!” The campaign definitely generated much excitement.

18 of the 20 target prospects came to the event to receive their IPODS. 15 of those who received the IPOD were considered A leads after having meaningful conversations on the show floor.

They received a personal phone call from the President of the nations largest cable news station commending them on the campaign.

They were invited to make a presentation on sonic branding to a conglomerate of 29 local news stations, which has the potential value of 29 A leads.





stephen arnold
music

June 17, 2004

Mr. Michael Gilvar
The Trade Group
1434 Patton Place, Suite #190
Carrollton, TX 75007

Dear Michael:

First of all, I want to say how blown away we were by the Fire Alarm Campaign you developed for us. It was incredible. We've worked with Dallas' top Ad agencies: Moroch-Leo Burnett, McCann-Erickson and currently with The Richards Group, but your creativity and ideas went above and beyond them all.

Secondly I want to relate several stories, which resulted from your creativity. The phone call I received a few minutes ago says it all:

Three weeks ago at the NAB convention, Paul Karpowicz, President of **LIN Broadcasting** (they own 29 TV stations) came to our booth as a result of the direct mail piece. (Joe, our marketing director, has been calling Paul for five years and has never had a call returned). Because of this campaign, I had the opportunity to talk with him personally and tell him about our "Sonic Branding" workshops. Today I received a phone call from his creative service director (CSD) asking me if we would conduct a workshop for the 29 LIN stations on June 22 at a convention in NYC. What's more interesting is this particular CSD, who had used our product for years, had recently switched to a competitor and the relationship had gone sour. Obviously the President of the company intervened with a mandate that he contact us. Bottom line-next week, I'll be personally presenting our product to 29 CSDs at our Promax Conference in. It doesn't get any better than this.

In addition, I want to share another story, which cemented good will. I received a phone call from Rolando Santos, Pres. of CNN Headline News after he received his package. Although we do all of Headline's music, Rolando, as President, is way up the ladder and rarely is there a phone call with him. When my assistant told me he was holding on the phone, my immediate thought was we had somehow missed the mark on a current project. To my surprise here is a direct quote:

“Arnold, I just had to call. I’ve had pneumonia and this is my first day in the office in 3 weeks. I came in for an hour and this is the only call I’m making. I see this box on my desk from FedEx and opened it to find this “Sonic Branding” device - a fire alarm. I sat and stared at it for five minutes and just had to call you personally and tell you I’ve never received anything like this and how incredible I thought it was. Now, I’m just ticked that because I’ve been sick, I won’t be at NAB to get the iPod!”

Of course, we sent him the ipod, but the long-term value, which was added to this relationship, was enormous to say the least. There are more stories but I wanted to at least share a few. The results of this campaign far exceeded my wildest expectations.

At any rate, kudos to you Michael, and your team for taking conventional marketing to a higher level. It's refreshing to work with such an innovative and service oriented company. I hope you'll feel free to us Stephen Arnold Music as a reference. I would love to share our positive experience with your company first hand. Thank you again for bringing the “Heavy Hitters” to our booth at this year's RTNDA Conference.

Best Regards,

Stephen Arnold Music

Stephen Arnold
President

SA/plk