

AMBI[®] Radio Marketing Campaign



ON AIR



CRN
INTERNATIONAL

September 29, 2011

PRODUCT



The AMBI® brand has been relied upon for decades to help provide flawlessly beautiful skin for women of richer skin tones.



COMPETITION



Palmer's relies on a long history of leadership in the category



Carol's Daughter is building momentum with celebrities and high-profile PR

PROBLEM



The AMBI® brand's limited marketing budget has stunted brand growth.



TARGET



- African American women 18–49 who face issues keeping skin clear and even-toned
- Highly passionate about fashion and beauty
- Considers personal style very important

Radio reaches 94%* of
African-American
consumers every week.



WHO INFLUENCES THE TARGET?



- People she trusts, including her favorite radio personalities
- Real spokespeople who share her interests and background



CRN OBJECTIVE



Achieve recognition for AMBI® as the expert in African American skincare, resulting in a drive to market. Demonstrate why African American women should use AMBI® to solve their unique skincare problems.



CRN STRATEGY



- **Maximize marketing budget** by introducing radio's lower production and entry costs
- **Make AMBI® messages inescapable** by using:
 - Wide-reaching national African American radio
 - Deep-penetrating local radio
- **Grab the target's attention** by integrating her passion for beauty and fashion with AMBI® messages.
- **Surround the target consumer** with credible recommendations from people she trusts, away from commercial clutter.



CREATIVE CONCEPTS / TACTICS



Programs

Station Events

Sweepstakes

Radio Personality Endorsements

ASK THE BEAUTY EXPERT



- AMBI® will provide listeners direct access to a leading African American beauty expert on-air and online.
- Listeners submit their questions through a CRN-managed microsite for an on-air response.



AMBI® STYLE EVENTS



Stations will bring AMBI® style to relevant local events where consumers can interact with the brand, meet and greet their favorite radio personalities, and get their style questions answered by a celebrity stylist.



GREAT STYLE IS IN THE BAG



- AMBI® will give women a chance to choose the designer handbag they want to win from a selection of brands.
- Available options may include Gucci, Michael Kors, Tory Burch, or Kate Spade.
- AMBI® benefits from the association with iconic names in fashion and personal style.



WIN A DAY WITH A CELEBRITY STYLIST



Gives the AMBI® target a chance to win an entire day with a personal stylist, complete with a trip to an upscale local salon, a \$2500 shopping spree, and more!



HAVE A BEAUTIFUL TIME WITH VH1'S *SINGLE LADIES*



- AMBI® women like getting together with their girlfriends to watch their favorite hit TV shows like VH1's *Single Ladies*.
- In this contest, AMBI® will give away a Grand Prize trip to Atlanta for the winner and two friends to attend a taping of the show.
- The second prize will be a catered *Single Ladies* viewing party (with an AMBI® theme) at home for ten friends.



SINGLE LADIES

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NATIONAL & LOCAL ON-AIR PERSONALITY ENDORSEMENTS*



- African American women place great trust in radio personalities.
- CRN will arrange for national and local on-air personalities who share the target's passion for beauty and fashion to endorse AMBI®.
- Possible personalities include:
 - Co-hosts Carla Ferrell and Shirley Strawberry from *The Steve Harvey Morning Show*
 - Sybil Wilkes and Nikki Woods from *The Tom Joyner Morning Show*.
- Local radio personality endorsements will add a “real woman” credibility and recognition to AMBI® messages.





MEDIA CRITERIA

Demo	AA Women 18–49, HHI \$50–80K
Markets	Atlanta, Chicago, Detroit, New York, Philadelphia, Washington DC
Stations	2–3
Duration	Jan–Sept 2012
Flights	18 weeks
Approx. GRPs/ Week	70–75
Budget	\$1.5MM

AAW18–49 Estimated Impressions		
	Weekly	Total
National	4,500,000	81,000,000
Local	1,380,000	25,000,000
Total	5,880,000	106,000,000

The above are estimates only and are subject to review and revision after 10/29/11.

SCOPE OF SERVICES



Station
Recommendations
& Negotiations

Contest & Prize
Administration

Digital Services

Creative Services

Personality
Management

Event
Management



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30/30 Plus[®] ADDENDUM



Two Objectives, One Dollar



Sharing the Spot

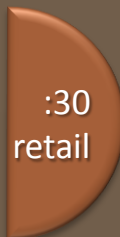
Anatomy of a 30/30 Spot



Leveraging the Media

The Deal

- Distribution
- Performance



30/30 MEDIA CRITERIA



Demo	AA Women 18–49, HHI \$50–80K
Markets	Atlanta, Chicago, Detroit, New York, Philadelphia, Washington DC
Stations	2–3
Duration	Jan–Sept 2012
Flights	18 weeks
Approx. GRPs/ Week	70–75
Budget	\$1.5MM

AAW18–49 Estimated Impressions

	Weekly	Total
National	3,000,00	54,000,000
Local	1,380,000	25,000,000
Total	4,380,000	79,000,000

Note: To accommodate the slight increase in spot cost for :60s, CRN will reallocate funds from national radio to local. The above are estimates only and are subject to review and revision after 10/29/11.





We Are Radio®

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