



Vegas Baby!

Allyn Gifford: Vice President

Diane Pugh: Marketing Director

Who is FMS?



We are a nationally known advertising agency specializing in the franchise business model. All of our clients maintain branding focused, audio and video media budgets, allowing us to leverage the very best value per dollar across the country. We currently manage over \$25 million in annual media across 125+ markets as well as national campaigns.



CALIFORNIA CLOSETS®



“MARKETING 101”

**Marketing has two
equally important jobs**



**Convert existing
demand**

**Create future
demand**

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Convert existing demand: Picking apples



Convert existing demand: Making sure advertising targets the relatively small group of consumers who are ready to buy and capturing as large a share as possible of them.

If an **apple orchard** represents a brand's prospects, converting existing demand = **picking apples (customers) that are ripe and ready.**

“MARKETING 101”



Create future demand: Advertising to that much larger group of consumers who are not ready to buy now, but will be in the future, and making them feel familiar with and positively toward Brain Balance, so that they contact us when they ARE ready.

If an **apple orchard** represents our prospects, creating future demand
= **CULTIVATING, PLANTING, NURTURING OVER TIME.**

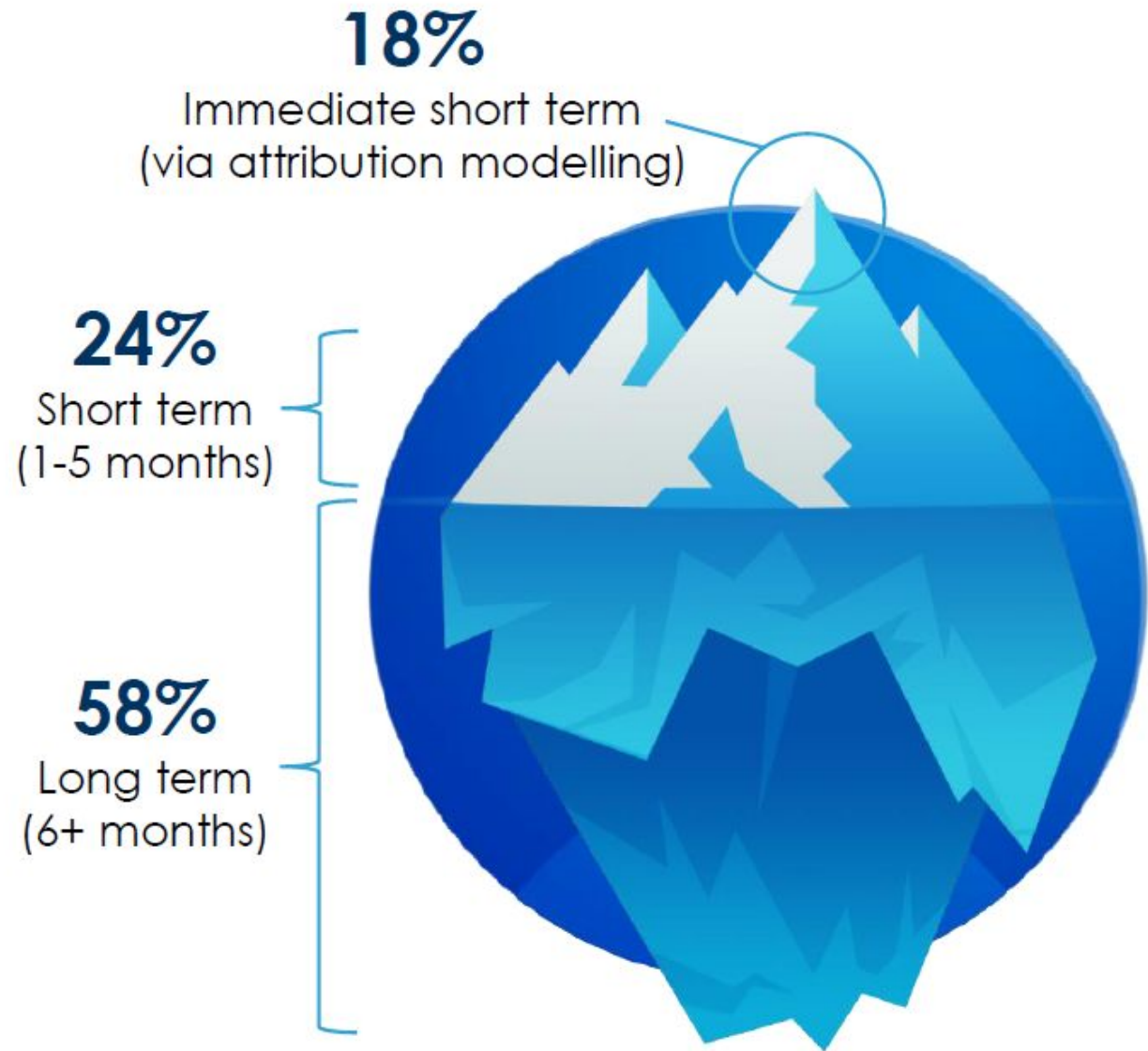
“MARKETING 101”

What is the effect of marketing investments over time?

The “18-24-58” rule

“MARKETING 101”

Marketing effects take place over an extended period of time

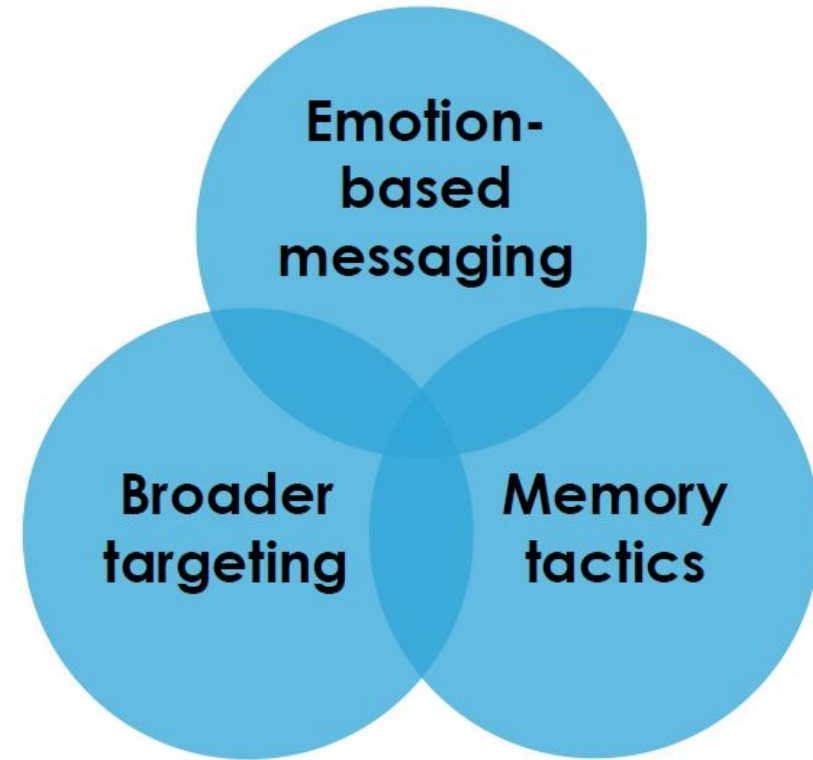


“MARKETING 101”

Converting existing demand:
Current buyers



Advertising model:
Creating future buyers



“MARKETING 101”

**Why does FMS recommend RADIO?
Let's look at the numbers:**

Audio Trends:

ad-supported audio by location

	AM/FM radio	Podcasts	Ad-supported Spotify	Ad-supported Pandora	Ad-supported SiriusXM
At work	70%	17%	6%	4%	3%
At home	63%	22%	5%	5%	4%
In the car	87%	6%	1%	2%	4%

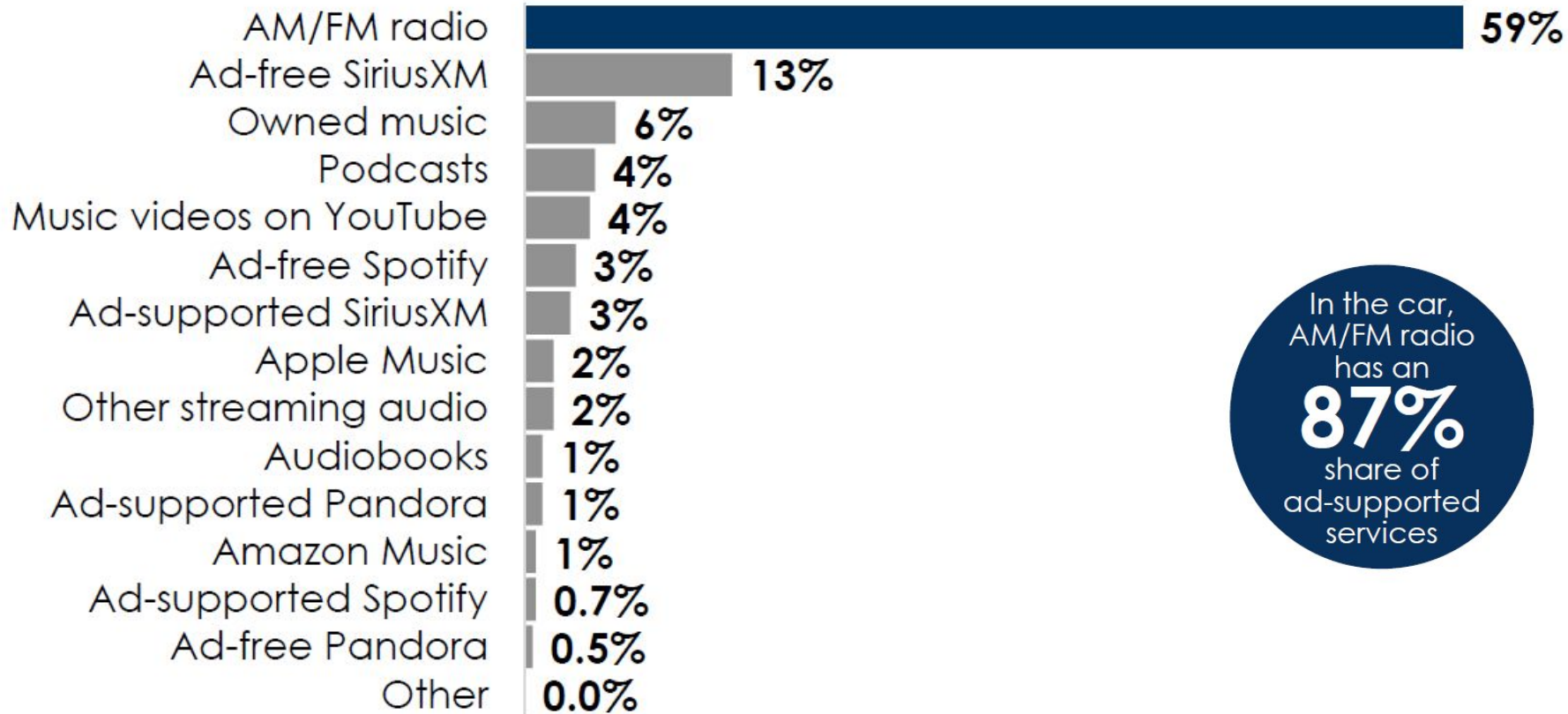
Source: Edison Research, "Share of Ear,"

Q2 2022 Q1 2023 . Persons 18+; SiriusXM : Ad Supported: Spoken Word. Ad Free: Music; Podcasts listened to on streaming platforms are included in 'podcasts'

Audio Trends:

In car total audio shares:

Share of audio (ad-supported and ad-free) time spent in the car among persons 18+



In the car,
AM/FM radio
has an
87%
share of
ad-supported
services

Audio Trends:

In-car female demographics:

	Women 18-34	Women 18-49	Women 25-54	Women 35-64
AM/FM radio	85%	87%	89%	92%
Podcasts	8%	6%	4%	3%
Ad-supported SiriusXM	3%	2%	2%	3%
Ad-supported Pandora	3%	3%	3%	2%
Ad-supported Spotify	2%	2%	1%	1%

Source: Edison Research, "Share of Ear,"

Q2 2022 Q1 2023 . Persons 18+; SiriusXM : Ad Supported: Spoken Word. Ad Free: Music; Podcasts listened to on streaming platforms are included in 'podcasts'

KEY TAKEAWAYS:

- Your marketing plan has TWO goals: **CONVERT** existing demand and **CREATE** future demand.
- Creating **FUTURE** demand is arguably the more impactful to long term profitability, but the tougher check to write when short term leads are soft. ***STAY THE COURSE!***
- Traditional **REACH** mediums like radio are well suited to create **FUTURE** demand by increasing awareness and brand credibility over time. ***SLOW AND STEADY WINS THE RACE!***
- Pair your **FUTURE** demand tactics with conversion tactics such as search and social for a **STRONG**, comprehensive marketing strategy!



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