



International Caterers Association

International Caterers Association - 3601 East Joppa Road
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Peer to Peer Learning – ICA Roundtable

Can Radio Advertising be Successful?

Timothy Seeberg – June 24, 2015

Q: Has anyone had success advertising on the radio? Seems old school to me, but I've heard some success stories from our industry. How about NPR sponsorship? Interested to hear your experience.

A: **Stephen Zilli-** I rarely hear caterers on the radio, some times some venues and we have two large independent restaurant groups that do a huge amount of radio advertising.

Roy Porter- The best radio experience was to donate some food and staff to serve and answer phones during fund raising aka Pledge Time for public radio. Otherwise, there are better uses of money to generate business.

Fausto Pifferrer- When I get free radio space because we've donated food as well we have use it for my bridal shows and it works excellent for me (got a love bartering)

John H'ausen- I explained it like this to the radio guy who came by trying to sell ad time: Hiring a caterer is like hiring funereal services. It's not something you think about until you need it, then you usually go with the first person that crosses your mind. Advertising traditionally doesn't work for caterers, we have to focus on marketing and being on their minds when they need a caterer.

Carl Clemetson- The only success was last year when we traded with the radio station owned bridal show. We provided them with 6 VIP tables and they listed us as a sponsor and had us in their radio ads for the bridal show. Ads ran every single day on 5 stations every single hour from the end of September to December 15. I was sick of hearing by the time it came to an end. The net result was that we booked a ton of weddings for this summer and it reminded people to get their Christmas stuff put together. Would I pay for it...no. It was fairly targeted and in the right season.