**Pepsi Pumps The Vibe On The Streets**

Extreme-style sports have been fitting when Pepsi has said Mountain Dew to general market audiences. But when it came to approach urban consumers, they knew they had to find a whole new "recreation platform," says Charlee Taylor-Hines, director, urban & ethnic marketing for Pepsi. And they found it on Radio.

"Radio is an extremely important part of our media mix, much more so for urban customers than even for our general market plans, where Radio is also a critical element," she says.

Their media decision was based on two factors: the knowledge that African-Americans spend more time with Radio (an astounding 4 hours a day versus 2.8 hours) and the fact that urban audiences have an intensely personal relationship with the medium.

It was also based in Radio's ability to let them leverage the explosive energy of the city streets and the spirit of individuality captured by artists revered by urban youth.

"We use celebrities," Taylor-Hines says, "like Busta Rhymes, who personify the personality of Mountain Dew and are also significant brand icons in and of themselves for urban consumers. Among African-American and Latino youth, celebrity power is very compelling." These combined elements have allowed Mountain Dew and Code Red to become an urban marketing force.

Choosing the right stations and DJs is as important as signing the right celebrity. "Being on the stations with the most street credibility says you know what's happening," Taylor-Hines explains.

Celebrity artists collaborate with Pepsi to produce the commercials. "They're creating the music, the lyrics, the feel, the vibe. So it actually feels and sounds like something that would naturally be played on the Radio."

In addition, of course, promotions and remotes were arranged - all of which put Mountain Dew and Code Red right on the street with consumers.

What's the result?

Mountain Dew has achieved unprecedented levels of awareness and share increases in urban markets. As for Code Red, "It's been one of the most successful new product launches in the history of the company. A lot of that is because of Radio, since we didn't use television," Taylor-Hines says. Awareness, trial and conversion from other brands to Code Red is extremely high among African-Americans in the markets where the Radio campaign ran.

In addition to studies and sales, Taylor-Hines has another way of knowing that Radio is working for her. "The Pepsi consumers who have heard the Mountain Dew spot can repeat every word. That lets me know we are connecting with them."

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**AT&T Combines National And Local Radio To Collect Users**

When AT&T wanted to drive 1-800-CALL-ATT's share of collect call usage among teens and twenty-somethings, they knew exactly who to call: Radio.

After all, Radio delivers younger audiences in a way no other medium can equal. It also delivers that same coveted audience when they are away from home and most likely to make collect calls.

"Radio is a great medium for our younger target," explained Karen Milke, media director for AT&T.

Radio gives AT&T the flexibility to blanket the country with their message while simultaneously pinpointing those local markets with the strongest history of Collect Call usage. "Network Radio maximizes our efficiency and spot Radio allows us to emphasize our 'best potential markets,'" Milke said.

AT&T generates an amazing amount of data about Collect Call usage that can be broken down market by market. Armed with this information - which can be tracked literally on a daily basis - Milke can supplement AT&T's national efforts for 1-800-CALL-ATT with local Radio buys in markets with the greatest responsiveness. "In effect, we test Radio every day. We've been modeling it for a number of years. It is a continuous learning process, because the market is always changing — the collect-calling market as well as the media market. We know right down to the zip code level how many collect calls are being made from a particular area. So it really allows us to evaluate how everything is working on an ongoing basis," she said.

When determining which local markets to target, Milke said she also factors in CPMs and other criteria to determine exactly which Radio stations will deliver the best return on investment. "Because we have all this data, we know how well our promotions and our media campaigns are working."

In addition to targeting the younger audience that makes the most collect calls, Milke says that Radio delivers other specific audiences she is seeking as well. "We use Radio extensively to reach the African American consumer," she said.

AT&T reached these listeners using the wildly popular Destiny's Child - with its enormous cross-over appeal - as the centerpiece of a multimedia campaign earlier this year.

"We sponsored the live national Radio broadcast of Destiny's Child. The package included a promotion leading up to the live broadcast where listeners could call in to win a trip for two to New Orleans," Milke said.

Whether it's buying network or spot, she counts on Radio to deliver great promotional opportunities, sponsorships, special features and remotes - all of which add value to AT&T's media dollars.