

2020 Country Radio Seminar

National

- Brand Messaging
- Chick-fil-A One
- Storytelling

Market Level



- Product Awareness
- Product Trial
- Chick-fil-A One
- Local Storytelling





Don't Buy Ad Space

- Buy People
- Shopper vs Buyer
 - Be Realistic







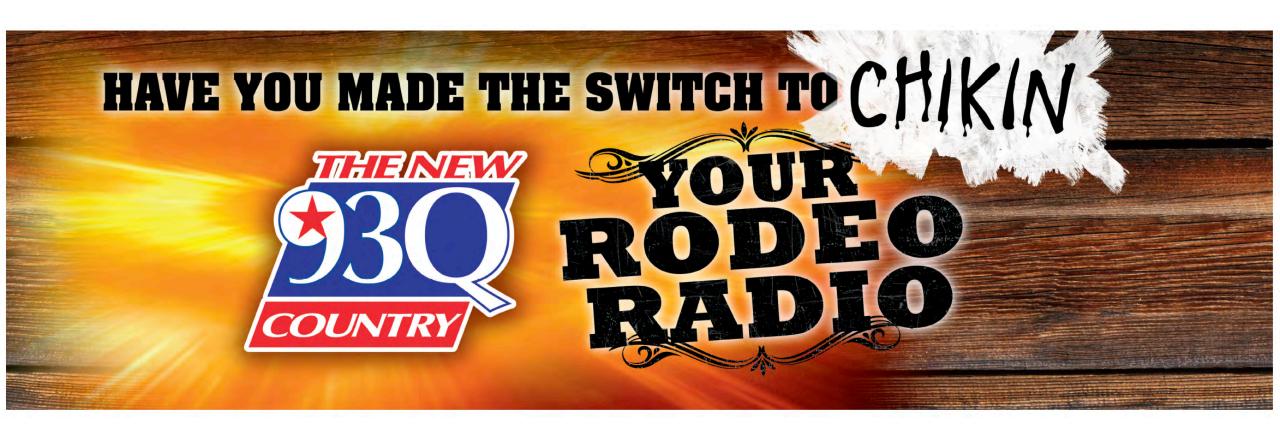
What We Need

- Relational
- Branding
- Traffic Driving
- Personalization
- Complete Experience



KKBQ Houston: Rodeo Radio







RODEO ARTIST OF THE DAY



99 likes







