

Mama Mia!

Eads Broadcasting VP/GM Charlie Eads attributes the success of the ad campaign he created for Mama's Fine Italian to business owner Bob Kahn. "Give me a straight-talking, hardworking business owner any day," Eads says. Kahn's commitment to his community was the impetus for the radio spot that promises local patrons fine dining at affordable prices. "Tough times call for tough action," Kahn says in the spot he voiced himself. "Keeping your money local is an easy choice."

>Tell us about your business.

What product or service do you provide? Mama's Fine Italian uses the freshest ingredients to produce quality products at the best price available. We cut our salad and produce fresh daily. We make the dough for our pizza and breadsticks and we grate fresh Parmesan cheese for our traditional Italian dishes. We make our food fresh from scratch whenever possible. We make our own desserts (except for the ice cream). It takes a lot of love to prepare, but great food is not a compromise.

>How long have you been in business? In business for almost 30 years — this restaurant for 18 months.

>Do you have a single or multiple locations? One location.

>Describe your typical customer. Ages 2 to 90-plus, from family farmers to sophisticated date-night couples to groups.

>Do you advertise on a regular or a seasonal basis?

Regular!

>Do you handle your own advertising, including creative, or is an advertising agency involved? I am involved hands-on, start to finish, in collaboration with the staff.

>Do you use radio as part of your advertising? Why or why not? What other media do you use? Our primary advertising is with radio, due to its effectiveness in reaching people in the most efficient way. Radio allows me to target a



PASSIONATE ADS PROMPT DRAMATIC RESPONSE

When Bob and Chris Kahn moved up from California and bought the restaurant a little over a year ago, I stopped by and met them. They had great ideas and were open to consistent promotion. It struck me that Bob had a real passion for what he was doing and I knew right away that I wanted to involve him in voicing his own ads. He came out to the station and recorded a conversational interview about the food and his commitment to his customers. He talked specifically about some of his specialties. We gave away dinners at local high school football and basketball games that he sponsored. We ran a consistent schedule on both KGAL and KSHO. He let me know within the month that there was a lot of comment on his campaign and that business was good and getting better. I did not get the impression that the results were incredible, but he was happy.

Then the economy sank. He reluctantly cut his budget in half and began to dig in like so many advertisers at the time. But it didn't take long before Bob decided he wanted to fight.

He came out to the station and sat down at the microphone to



Bob Kahn and Charlie Eads

explain what he was doing in response to the bad economy. He slashed prices across the board so that a family could still regularly enjoy a special meal out. He talked about the local vendors and local bank that he patronizes. The passion was still there, and it came out in the ads we put together.

This time, the response was immediate and dramatic. The day we put the first ad on the air, he reported that people were coming in and commenting on his ad. He had never seen anything like it here or in California. There was nothing especially creative about the ad, but the value of what he was offering and his honesty and sincerity came through.


Mama's is very supportive of and involved in the community. Bob donates food for nonprofits to sell. He is involved with the local Chamber of Commerce and even came out and served delicious hors d'oeuvres on hole number 6 at the Chamber Golf Tournament. They have invested heavily in improvements to the restaurant and in new signage. Radio is his number one advertising medium, because it is the only affordable medium that allows him to communicate so directly and personally with his potential

customers and the community.

— Charlie Eads

Owners Bob and Chris Kahn (r) with the staff



In March, I worked with the staff at KSHO-AM/KGAL-AM to develop an ad at the height of the recession, when communities were falling apart. I had four new customers the first day it ran! 

Listen to the spot at www.kgal.com/spots.asp.

Bob Kahn



time slot as well as listening demographics. I use some print ads in the local paper three to four months a year.

>Do you currently use new media, such as online display advertising? www.mamasfineitalian.com

>As an advertiser, what is the single best thing you've ever heard anyone selling radio say? I do not tell anyone what to say or not say, I only ask for honesty.

>What has been your most memorable radio campaign? Why?

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