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## Telling stories on the radio—the "original" social media

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D.J. Williams of Corus Radio London harnesses the power of radio for advertisers. Kent Guy)

Born into a London radio family, D.J. Williams even has the initials for the business. "I literally grew up in the London Free Press building at CFPL Radio, going there on weekends when my dad, Dick Williams, was on air," he says.

Radio was responsible for bringing Williams' parents together in the 1960s: his late mother, Debbie Broderick, was the London station's record librarian, organizing singles spun by the popular disc jockey known as "The Tall One".

Once Williams was old enough for road trips, he and his father would chase the airwaves. "Dad was always interested in radio station imaging and jingles. To hear some of the best, we'd drive to Windsor and Detroit to listen to CKLW, the Big 8." That was in the 70s, when the AM station topped ratings.

Williams was too young at the time to understand the ingenuity behind crafting a message that grabs listeners' attention and holds it. However, he did share Dick's appreciation for memorable catchphrases and tunes.

Eventually, Williams realized it was advertising that kept radio stations on the air. "Although I think it was assumed I would follow in my dad's footsteps, as I grew older, I became more interested in the back-office side of radio. Showing

business owners and marketing decision makers how to inform, entertain and educate potential customers through radio advertising and generating measurable results - that's been my passion for the last 20 years," he says. "I love the radio business - and the business of radio. It's almost like selling real estate, except our product is invisible"

CFPL Radio was Williams' professional launching pad. He says, "I started out selling advertising and was fascinated by the process of coming up with campaigns for local advertisers."

One key thing Williams learned: "Consumers don't mind being advertised to as long as you keep it engaging and entertaining. If you want consumers to bite, you need to offer them the right bait."

Williams shares his insights regarding successful radio advertising on <http://www.londonradiomarketing.com>. "It's a free service for local advertisers and there are no trade secrets here; it's all common sense. Anyone can go to the website and download my free book, "soundBAIT: Creative Weapons of Mass Distraction" and the accompanying questionnaire," he says.

"This is simply a boot-camp style exercise for local business owners and marketing decision makers to review, consider and complete if they would like to hear, at no charge, an idea of how the story of their products, services or offers could be told in an audio form on local radio."

A sought-after consultant, Williams says, "The largest radio broadcaster in the United States, Clear Channel Radio, now iHeart Media, invited me to move in-house with them at their Atlanta-based office in 2006." His team oversaw 1,200 radio stations. "All the creative I had done to that point was produced in London; it was gratifying hearing those homegrown ads running in Los Angeles, New York and other major cities." This experience led to him becoming General Sales Manager - Creative Operations for Entercom

Communications in Denver, Colorado.

Williams returned to his hometown and radio roots in 2017 to join the revenue development team for Corus Radio London's FM96, Fresh Radio 103.1, Country 104 and Global News Radio 980 CFPL. "London is a very strong radio market in Canada," he notes.

"Radio is the most cost-effective way to reach large audiences. Even so, many businesses want to advertise on radio but don't know where to start. They think they have to do it all, not realizing radio marketing departments offer advertising strategies, creative services and everything else required to produce a winning radio spot."

"Radio's strength is that it delivers "theatre of the mind". My assignment is to help listeners visualize using a product or service. When meeting with advertisers, I dig deep to discover what their product or service's benefit to the customer truly is."

"People are exposed to over 5,000 ads per day without knowing it," Williams observes. "If you want your advertising to stand out above the clutter, you need to take the time to ensure you're saying the right things. Tell a story that puts consumers into situations where they can imagine needing or wanting your product or service."

Williams believes some advertisers spend too much time negotiating rates and over analyzing ratings with the radio station and not enough time focusing on their message and its impact on the target audience.

"My goal with the London Radio Marketing brand is to slow down the process of how businesses purchase radio advertising and ensure they maximize the amazing reach, frequency and creative opportunities that local broadcast radio provides."

*This story was created by Content Works, Postmedia's commercial content division, on behalf of soundBAIT*

## INNOVATION

Investigating the new methods, products and ways to conduct business

# The second dirtiest F word

**Fashion is a loaded word. But the industry as a whole is presently being disrupted. Social and environmental responsibilities are no longer an afterthought; they present a major market opportunity.**

BY JENESSA AND  
MADISON OLSON,  
STMNT CO-FOUNDERS

Wherever you are reading this, I'm guessing you're wearing clothes (if not, cool, read on). Clothing is an essential part of our lives, but how informed are you as a consumer about how it's made? Does anyone see the contradiction of choosing an organic lifestyle while draped in cotton, a crop that takes up 2.4% of global farmland, but consumes 24% of global insecticides along with using 8,000 chemicals, some of which are banned in Canada and the EU due to serious health concerns? And, it's not just the environmental issues causing problems.

In 2013, a clothing manufacturing facility in Bangladesh collapsed because of shoddy construction, killing over 1,100 workers and injuring thousands more. Major news sources exposed the dangerous working conditions these workers faced daily to provide some of the 80 billion pieces of clothing that are sold around the world each year. The Rana Plaza catastrophe in Dhaka caused a global pause, where consumers and distributors began to consider the cost of their consumption. For two London entrepreneurs, the event became the cornerstone for STMNT (pronounced "statement"), a digital clothing rental service based in London, Ontario.

Jenessa and Madison Olson, sisters and co-founders of STMNT, always loved fashion, following the latest trends, researching brands and subscribing to the emerging one-wear lifestyle. "Having a great outfit does something to a person. You walk into a room with your head held high, you look at yourself as more capable, and you treat others with more generosity and kindness when you feel comfortable and confident. Fashion is an amazing tool for building



# soundBAIT

Creative Weapons of MASS Distraction



self-esteem and expressing individuality,” says Madison. But after learning about the cost of fashion to the planet and human life, it prompted the sisters to question, “How is the demand for a trendy clothing item worth someone’s life?” says Jenessa.

Digging a little deeper, the sisters discovered that the average North American only wears 20% of their clothes on a regular basis, leaving the other 80% for occasional wear. These clothing items hang in closets season after season and are often thrown away, adding to the one garbage truck of clothing that is burned or sent to landfills every second worldwide, according to the World Resources Institute.

Madison and Jenessa knew that there had to be another answer to achieving looks that make wearers feel significant and capable, without breaking the bank and perpetuating the negative externalities of fashion consumption.

The reality is that it is possible to create a sustainable supply chain where workers are paid decent wages in healthy and safe conditions, but it has to be part of the value that a company delivers to customers.

Moving away from the idea of fast-fashion, STMNT is a digital closet where users

can rent rarely-worn items from people in their community. STMNT aims to decrease the demand and negative impact of purchasing new clothing and create affordable access for others to unique, statement pieces, while giving the owner an opportunity to earn money by renting items they barely wear.

During the last year of operation, STMNT has partnered with and highlighted local and female-led businesses throughout the city of London, working to build community *not* competition through fashion. STMNT features real women in the community, telling their stories and promoting their clothes for rental.

Spreading awareness, encouraging change and finding like-minded businesses led STMNT to expand their business model, creating partnerships with local boutiques. Through STMNT, users can now rent beautiful dresses from Elizabeth Noel and unique items from Filthy Rebena.

Filthy Rebena Vintage is located at Dundas and Richmond. Business partners Natalie Bradshaw and Darlene Davis have long been collecting quality thrift, vintage and wardrobe staples to share with stylish people that want to make a difference in

our future’s environment and local economy. They believe that purchasing recycled clothing is smart and sexy. While Filthy Rebena Vintage is about looking back and recycling old clothing, it also looks forward with optimism to a future with less damage and waste on the environment.

Elizabeth Noel is a London staple for special occasion and casual dresses. As the founders of the Princess Program, Elizabeth Noel promotes inclusion and opportunity by providing new prom dresses to high school students who would otherwise not have access to them, raising funds at their annual Prom. Through their partnership with STMNT, looking and feeling remarkable is more accessible than ever.

Jenessa and Madison understand the desire to have that perfect outfit or social media post (they love those things too!) and created STMNT as “fashion without compromise.” Why own one item when you can [responsibly] wear five? Have the look without sacrificing your bank account or the environment and #makeyourSTMNT.

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— Dr. Jack Jung & Dr. Eleanor Huang, fundholders, Jung Family Fund

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