

**Broadcast
Communications
Media, Inc. President
Doug Frankel**



The Broadcast Communications Media one-stop shopping approach provides client products and services with resources and valuable relationships in all facets of the direct response process. Doug Frankel is founder and president of Broadcast Communications Media, Inc.

Electronic Retailer: In an industry previously consumed in nothing but metrics and ROI, are you seeing a trend of direct response becoming more concerned with branding than before? If so, why do you believe there is an increased emphasis on branding elements?

Doug Frankel: Direct response is concerned with performance more than ever. In today's topsy turvy economic landscape, there is no doubt that both start-up companies as well as already established brands are more proactive than ever at improving all aspects of a marketing campaign and that certainly includes the direct response component. It seems as though direct response is bridging the gap between branding and straight metrics ROI by incorporating the direct response component and accountability into the branding message of a product or service. Companies today are running leaner and are very mindful of integrating a branding message and image of their product or service, but also having more direct accountability for the advertising dollars spent.

ER: How has the economy affected your business?

Frankel: Our business really has not been affected by the tumultuous economy. We find that companies still need to spend money, and if anything, they are pouring more money into direct response advertising. This is very accountable advertising and clients will spend more money if the sales metrics and performance are achieved. Broadcast Communications Media, Inc. is looking at new products and programs all the time, and there are always new opportunities on the horizon that make the direct response industry so much fun, and so stimulating! Our client roster constantly changes, and if we continue to do an excellent job for clients, there are always new and

exciting challenges out there!

ER: When in the early planning stages of a campaign, what's the process for deciding how to allocate dollars to the various media channels?

Frankel: There is an overall method to the madness of early planning stages of a campaign. The creative must be tested, the offer must be tested, and once tested, there is an evaluation of all components of the test. This includes number of calls, calls per thousand dollars spent, number of sales, closing ratios, and the overall MER (media earnings ratio). Once a test on media channels is completed, analyzing the results of the test in terms of all of the metrics is important to go forward and allocate more dollars to the channels that are performing better. This is a constant evaluation, whether on TV, radio, print, or online. An offer may be generating plenty of phone calls, but the quality of the calls may not be desirable. The offer in the call to action may have to be changed to improve the quality of the call, or to create more calls. These are part of a checklist that we constantly evaluate in the process of DR early stage planning, analysis and media rollout!

ER: Media buying companies have sometimes been accused of pushing certain stations—which may benefit the media buying company with extra inventory on its shelf, as opposed to benefiting the marketer. Do you think this problem exists in any degree? How do you combat such an assertion?

Frankel: Pushing of inventory on certain stations or networks can be a problem and does exist today, even in relative terms. Performance and gaining client/marketer trust through day-to-day communication and success is the ultimate scoreboard, and if a client/marketer understands that a media buying company should have their interest and performance as its primary concern, then pushing certain station inventory should not be part of the conversation. If the media company puts the client/marketer performance as its number one priority, then this inventory question should never come up! We at BC Media are so good at providing our clients with excellent marketing and reporting services, that we consider our relationship with our clients as a true partnership. We only want to win for our clients, and perform at the highest level! That means buying the best inventory in terms of price and availability! And that's exactly what we do.

