

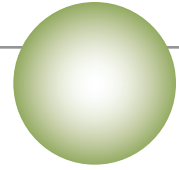


**john manlove**

MARKETING & COMMUNICATIONS

creating *spheres of influence*®

# broadcast influence



Imagine a world without radio or television... Nothing to keep you occupied on your daily commute. No favorite shows to watch with your family or talk about with your friends. Radio and television have become part of the fabric of our lives. At John Manlove Marketing & Communications we know how to influence consumers and create an emotional connection between your brand and the viewer/listener.

Broadcast media are among the most powerful tools available to advertisers. Radio and TV stimulate parts of the brain other medias simply can't reach effectively - namely emotions and long term memory. That's why we can remember ads we loved from years ago and why commercials can make us fall in love with brands (just think of Nike, McDonalds, Apple or Coca-Cola for example).

Although we tend to think of ourselves as rational beings, developments in our understanding of the human brain have taught us that advertising works most successfully when it shifts or reinforces how we feel about brands. JMMC is recognized as a leader in developing positive emotional associations with brands that influence viewers/listeners to consider immediate action or future decisions.

TV's ability to create an emotional connection between brand and viewer can free up other media to do what they do best, be it creating a more personal dialogue or proffering a greater depth of information. The ability of TV to create deep, long-held emotional brand associations is one of its most unique benefits.

TV is also one of the few media that we regularly consume together. Watching television with other people provides an ideal opportunity to talk about TV advertising and 'pass on' the ads we love in the same time and space as the advertising itself (perhaps one of the original forms of viral marketing).

One of radio's biggest strengths lies in its ability to capture a captive audience during a daily commute or in an office environment. Often informative and entertaining, radio can effectively remind the listener of upcoming events, or promotions while reinforcing and supporting the brand that many times is being built on TV and in other media.

Broadcast media has many properties that put it at the heart of advertising effectiveness. Let JMMC put the strength of broadcast to work engaging and motivating your customers.

*JMMC has handled our residential advertising for the past three years. They have done a fabulous job of creating award-winning campaigns for us, and are a pleasure to work with. The team at Manlove provides creativity, technical expertise, incredible organization and attention to detail and personal service - a winning combination in today's business world.*

*Tim Welbes  
President, The Woodlands Development Company*

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