

Media Monitors Mines the Competition

By Kathryn Voskuil

Pinellas Account Executive John Fennessy has been pursuing a huge legal advertiser who buys 6 broadcast stations. With Media Monitors he was able to analyze their buying parameters in “real time.” He discovered their spending levels and buying parameters, including dayparts, types of shows, and daily spot loads. After many months of breaking down the barriers to gain an appointment, the advertiser has requested a 3rd quarter proposal. John credits Media Monitors in being a tremendous help in building his recommendation.

“I love Media Monitors!”
-John Fennessy

Media Monitors was rolled out to the Bright House Media Strategies sales team at the March sales conference, and the research team has been conducting follow-up in-person trainings at team meetings all through April.

Directors, Sales Specialists, Account Executives, Production and Digital teams, and the Research team, all have access to competi-

tive spending and commercial/ad creative for Broadcast, Radio and Newspaper, occurrences and creative for Internet sites in our Tampa and Orlando TV markets. Media Monitors reports advertising as current as 2 hours ago, arming our sales force with relevant information they can use to prospect and gain “intel” on their advertisers’ spending.

Neil Frandsen, also on the Pinellas team, uses Media Monitors to gather as much information he can regarding a prospect’s current media strategy before his Client Needs Analysis (CNA) appointment.

Orlando Account Executive Janet Koch has a pharmaceutical clinic study prospect on the line that she discovered from a Media Monitors new advertiser report. She has two upcoming appointments in the same category, and two other medical prospects that she has mined from Media Monitors.

Discovering competitive information using Media Monitors often leads to an Admall or Autocount resource for a deeper dive into the advertiser’s strategy and competitive environment. Knowing that

a car dealer recently added a TV or radio station to their strategy in the past quarter, and then checking Autocount to determine if their investment shows up in their sales, is an example of how the two resources work together to prepare the account executive for their next meeting with the dealer. A Media Monitors new advertiser report may reveal a prospect in an unfamiliar business category; Admall would be the next logical step to gain the valuable knowledge needed to call the new advertiser and others in the category.

Sellers will find gold by mining Media Monitors competitive spending and the opportunity to view the creative. Please reach out to the research team with any questions. Enjoy!

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 THE LEADER IN LOCAL MEDIA MONITORING™



April Anniversaries

Ryan Stanton	Bakersfield	1988	26 years	Chris Hilborn	Hillsborough	2007	7 years
Robert Richmond	Maitland	1997	17 years	Bianca Betances	Maitland	2009	5 years
Nadeen Hewitt-Harriage	Melbourne	2001	13 years	Julie Ketcham	PCH	2010	4 years
Scott Larkin	Pinellas	2006	8 years	Heather Recker	Volusia	2011	3 years
Edward Dick	Bakersfield	2006	8 years	Sue Murphy	Hillsborough	2011	3 years
Doug English	Maitland	2007	7 years	Michelle Carnahan	Pinellas	2012	2 years
Ally Klee	Maitland	2007	7 years	Dobri Tsanev	Pinellas	2012	2 years