

## Hershey's Sweet Radio Success Story *(Source: Inside Radio, 01/29/09)*

**Hershey's Radio advertising has nearly doubled** according to TNS Media. The candy maker spent \$3.5 million on Radio in the first three quarters of last year, nearly twice what was spent in all of 2007.

That's considerably higher than the overall 26 percent increase in overall ad budgets as radio took share from online, newspapers and outdoor. **The increase in ad spending has resulted in sharply higher income.**

During a recent conference call, CEO David West told analysts, **"It's become a little bit more efficient to buy media in the latter part of '08 and into 2009."** Then he gave media salespeople the best news they could ask for, announcing, **"Advertising will increase 20 percent to 25 percent in 2009."** Valentine's Day, NCAA's "March Madness" and Easter are big candy-selling periods, so West says a lot of its spending will come over the next several months.

End of article

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My comments:

**What does HERSHEY know that you don't know? They know that NOW IS THE TIME TO BUY!!! They know that the companies that ask for business are the ones that GET IT!!**

**When it is silent... even a whisper is loud! If your competitors are pulling back or quitting all together... even a LITTLE advertising will help you grow!**

**We believe "Advertising COSTS you money, but effective advertising MAKES you money!" Our goal is to make YOUR advertising effective! – John Small - founder/owner of the Great Spot Company**



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