

## Fletcher Jones Has the Neighbors In with Radio



Leonard Madrid, GSM, KLOS; Richard Armstrong, AE, KLOS/KSPN; Garth Blumenthal, GM, Fletcher Jones Motorcars; Mary Beth Garber, Pres, SCBA; Carl Engel, GSM, KFSH; Joe Winkelmann, Pres, Greenstripe Media; Mike Masterson, GSM, KNX; Matthew Mallon, GSM, KABC; David Hallett, AE, KABC/KSPN

“We were new in the neighborhood and we wanted our neighbors to feel as warm and welcome as first-time guests in our home. So we asked them to stop by and have a cup of coffee. We asked them to come in for a free car wash and to become part of an exclusive family club, one that’s worthwhile. And we used radio from the beginning. We knew radio would be an excellent way to reach people while they were driving, and we were right.”

The year was 1991 and Garth Blumenthal, General Manager of the new Newport Beach Fletcher Jones Motorcars developed a unique solution to a severe marketing problem.

“Having bought the dealership through a bankruptcy court, we had to contend with a lot of our predecessor’s disgruntled clients,” says Blumenthal. “Radio became our basic medium to introduce ourselves to our neighbors. We used it not only to make people aware that we had purchased the dealership, but also as a way to reinforce our identity as part of the community and to get involved with our neighbors. Our commercials often include support for the March of Dimes, local schools and other children’s charities. It’s our way of giving back to a tremendously supportive community.”

The Fletcher Jones team overcame its original challenges so successfully that today it is the nation’s number one Mercedes-Benz dealer with record annual sales of almost one-half billion dollars.

“We use the one-on-one qualities of radio to bring listeners closer to Fletcher Jones, who personally appears on the commercial. He’s

**“The Fletcher Jones team overcame its original challenges so successfully that today it is the nation’s number one Mercedes-Benz dealer...”**

*Garth Blumenthal, General Manager,  
Newport Beach Fletcher Jones Motorcars*

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Radio is the only local medium to post gains during this period.

#### 5 Awards for KLOS and KNX

The award recognizes broadcasters for exemplary public service.

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become one of the more recognizable radio personalities in this market.”

“As for the seagull – early on, we wanted to find something that would become synonymous with our radio campaign and distinguish Fletcher Jones and Newport Beach as being unique. I don’t recall who thought of using the seagull, but it was a great idea and we’ve used it in every radio spot for years.”

Blumenthal continues, “Starting out, we ran our spots two weeks per month. Then, years ago, I went to Mr. Jones and said I’d like to increase it to three weeks because I believed it would have dramatic results. He agreed to try it for the first quarter of the year and see how it worked. Fortunately everything went well and the rest is history. Now we’re seriously looking at using radio every week”

Today the dealership has expanded into one of the most attractive automotive retail centers in the country. It features a 180,000 square foot showroom, a full-service repair facility and collision center, a full-service car wash, gourmet coffee/cappuccino bar, TV lounge, telephone and wireless internet work stations, a shop offering a complete line of Mercedes-Benz accessories and even a putting green.

Blumenthal concludes, “We want our clients and everybody else out there to know that this is a work in progress and we are far from done. In fact, we’re just starting.”

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## AAMCO Gears Up with Radio Partners “Partnership with a capital P!”

*That’s how Mark Miller, President of Field Marketing Solutions describes the AAMCO Transmissions Radio campaign that’s generated the buzz in the “beep-beep”...*

Field Marketing Solutions, a Marketing consulting company, has been working with AAMCO Dealership Advertising pools around the country over the past four years, highlighting Radio as part of its integrated marketing program. AAMCO Transmissions may not be the first company you think of when it comes to Direct Response Marketing, but tune into major Radio Stations across the country and you will be sure to hear customized, localized DR “endorsements” designed to drive customers to Franchise locations.

“In prior years, the majority of the advertising budget was focused on Television”, said Jim Ferrell, the Ad Pool Chairman for Southern California Dealers Association. “We chose to work with Field Marketing Solutions because they look at the AAMCO business beyond media buying to both keep our message top of mind and to find ways to break through the advertising “clutter”. Before FMS, 95% of our budget was in TV. Now, the lion’s share is in Radio and our consistent, ascending sales curve speaks for itself. In fact, we have managed to halt a twenty year downward trend in car count.”

The FMS staff has significant experience working with Franchise Advertising Organizations, having worked Nationally and



*Mark Miller, President of Field Marketing Solutions*

