

NARM Firms Up 'Gift' Ad Test

Following Study, Four Markets Targeted For Push

HOUSTON—Armed with new facts about recordings as gift items, NARM is moving into four markets during the Christmas season and the beginning of 1983 to test the effectiveness of an ad campaign designed to zero in on prime gift-giving consumers (Billboard, July 31).

Outlined for NARM's retail advisory meeting here Oct. 6-8 was an exhaustive study conducted by Humphrey Browning MacDougall, Inc. in which Phoenix; Greensboro/Winston Salem, N.C.; Portland, Ore.; and Cincinnati are targeted for major tv ad campaign tests beginning as early as Nov. 22. Meetings in each market will be set with local retailers two and three weeks prior to roll-out in order to advise them on strategy.

Milwaukee and San Antonio are being used as two control markets, said Mike Reingold and Anna Unga, the two ad agency representatives speaking here. In these two markets, the success of NARM's conventional "Gift Of Music" campaign without the television and ra-

dio exposure of the other four markets will be monitored carefully.

NARM executive director Joe Cohen emphasized that the organization's regular "Gift Of Music" push continues nationally as NARM focuses on improving the concept. For example, between 600,000 and 700,000 display pieces are being readied now for shipment by NARM for the 1982 Christmas season. A total of 11 different pieces are going out, two of which are new this year.

Much of NARM's new thrust derives from focus group studies conducted in Boston and Chicago. After spending three hours with each focus group, the agency determined that a primary gift giver audience is adult, 25-54 years old, with emphasis on women. A secondary target includes adult males as well as male and female teens/young adults, 12-24.

Respondents reported feeling "vulnerable," "apprehensive," "fearful" and "insecure" prior to selecting recordings as a gift. But after making

a purchase, they reported "relief," "happiness," "joy," "comfort" and "reinforcement."

Considering how records and tapes fit into the gift giving process, the agency lists:

- The gift which is felt to embody the worst fears of the gift-giving process is the record/tape.
- Records/tapes are simultaneously viewed as the most "risky" yet the most "personal" of gifts.
- Records/tapes say as much about the gift giver as the recipient.
- Records/tapes are a continual reminder of the gift given and the person who gave it.

The focus group study has revealed four salient characteristics of recordings as gifts that represent inherent strengths the ad campaign strategy will build upon, in that recordings as gifts are deemed: (1) personal; (2) for someone the giver knows well; (3) offering continual reinforcement of feelings between the giver and receiver; (4) allowing people to share an experience.

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HIT PRODUCERS—Members of the Producers made a recent in-store appearance at Record Town in San Antonio in support of their Portrait LP, "You Make The Heat." Pictured, from left, are Kyle Henderson and Van Temple.

Dealer Care Urged Over Test

HOUSTON—Retailers in the four markets set for upcoming ad campaign tests of NARM's "Gift Of Music" were urged here not to overload and thus warp findings in the carefully designed advertising analysis program.

Principals of NARM's ad agency selected the markets on the basis of size, television network penetration, cost efficiency, spill-in (non-interference of adjacent markets), cable penetration and economic conditions.

Radio is being used in Portland, Ore. and Cincinnati to target the vital secondary gift-giving groups, men 25-54 and teens/young adults 12-24, all considered hard to reach

via network tv.

Geared to capitalize on Christmas, the campaign will stretch to include another prime gift season, Valentine's Day. Specific campaign elements include:

- Portland/Cincinnati—Six weeks; primary tv; 800 target audience GRPs, stressing women 25-54; tv daypart mix of 20% day, 40% fringe, 40% prime; all radio dayparts.

- Phoenix/Greensboro/Winston-Salem, N.C.—Six weeks; all tv; 900 target audience GRPs; daypart mix 20% day, 40% fringe, 40% prime.

Milwaukee and San Antonio are control markets without the tv/radio campaigns.

The NARM-NARAS Connection

Merchandising Program Aims At Grammy Viewers

HOUSTON—NARM retailers are launching a long-range merchandising program to capitalize on the estimated 25-30 million viewers of the annual Grammy Awards telecast, with emphasis on pre-show nominee product sales a new key element.

Unveiled here for the NARM retail advisory meeting, the joint NARM and NARAS program (coinciding with the 25th anniversary of each organization) will find NARM moving cautiously at first

because of funding limited to \$25,000.

All the same, NARM executive director Joe Cohen said, a wide array of merchandising and advertising elements will be used in a 10-12-week campaign kicking off Jan. 11, 1983.

Merchandising aids include stickers on rolls so retailers can flag nominees. Among advertising elements is the anticipated cooperation of CBS-TV. In addition, camera-ready art sheets, radio spots and tags, a video trailer, tie-ins with the audio industry and order forms for obtaining advertising and merchandising material are planned.

Outlined were five premises for the campaign:

- Increasing the Grammy audience, found to be deteriorating the past three years;

- Transforming consumer attitudes from commercial perspectives while enhancing the value consumers assign to record/tape collections;

- Increasing sales through cross promotion, hopefully in an industry-wide effort;

- Tying in with NARM's "Gift Of Music," already ongoing (see separate story) in a campaign stretching over Valentine's Day, with emphasis on the Grammy nominees as a way to provide consumers with a shopping list;

- Focusing on new artists and music as reflected in the Grammy process and such past winners as Christopher Cross.

As part of NARM's "Gift Of Music" research, focus group data was gathered on Grammy show audience response together with rating/share analysis, revealing that the audience skews heavily toward women. The 1982 results show women 55 and over at the top rating of 18.5 and women 35-49 at the second highest rating, 16.0.

The audience is economically above average, with strongest (24.8) ratings in the \$15,000-\$19,999 household income level, while \$30,000-plus fared well at 20.6.

Geographically, the West Central area scored strongest at 20.3 but is seen as declining, while the Pacific

region was the only one increasing from 1981 to 1982, tying with the Southern region at 18.8.

Focus group findings (which NARM cautions are not projectable to the general population) disclose a need to turn attitudes around. Among the eight focus group sessions it's noted that of sales 20-35, none watched the Grammy show.

Comments on motivation to purchase based on the show included, "Nine out of 10 times you have already heard whatever is awarded and if you liked it you bought it before," and "A lot of times I don't even like the music that wins."

Teens seemed particularly negative: "They are always wrong—Air Supply wins," or "The judges are all old, 65-year-old judges."

Interestingly, during the exhaust-

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Grammy Aids Ready For '83

HOUSTON—While NARM's Grammy show tie-in is focusing two and three years ahead, a number of merchandising aids will be available to help retailers kick off the 1983 campaign.

Among NARM-funded materials: Roll stickers of two varieties ("Nominee" and "Winner") for obvious application throughout the store; store bags, expected to be offered in two sizes; 12-inch flat display pieces tying in "Gift Of Music" and funded 50% from that fund; buttons inviting consumers to ask store personnel about nominees and winners; title strips for divider cards and other in-store use.

Other materials: A pre-show two-by-three-foot poster, expected via label funding; a banner expected to be funded by CBS to plug telecast specifics; a two-by-three-foot NARAS poster funded by NARAS.

For the most part, NARM is coordinating the production of materials and will ship out of its Cherry Hill site.

Billboard's coverage of the NARM retail advisory board meeting in Houston Oct. 6-8 was written and coordinated by the magazine's retailing editor, Earl Paige. Reports in subsequent issues will reveal more of the ideas discussed at the conclave, including:

- Cross merchandising exercise albums with a sporting goods dealer as one element of airplay alternatives.

- How Warner Amex's Music Television (MTV) is reaching through and influencing the hard-to-get 18-34 demographic on 700 cable systems with 300 store participants.

- How Atlantic, Elektra, MCA and now Capitol are punching up protection for promotion product.

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Billboard			Survey For Week Ending 10/23/82	
Top 15 Video Games				
These are the best selling home video games compiled from retail outlets by the Billboard research department.				
This Week	Last Position	Weeks on Chart	TITLE	Copyright Owner/Manufacturer, Catalog Number
1	1	7	DONKEY KONG	Coleco 2451
2	2	5	PITFALL	Activision AX 108
3	4	7	FROGGER	Parker Bros. 5300
4	3	7	BERZERK	Atari CX-2650
5	9	7	EMPIRE STRIKES BACK	Parker Bros. 5050
6	7	3	STAR RAIDERS	Atari CX 5205
7	NEW ENTRY		LOCK N' CHASE	Intellivision 5663
8	6	7	DEFENDER	Atari CX-2609
9	8	7	CHOPPER COMMAND	Activision AX-015
10	NEW ENTRY		MEGAMANIA	Activision AX 017
11	12	3	VENTURE	Coleco 2457
12	5	7	PAC-MAN	Atari CX-2646
13	10	7	STAR MASTER	Activision AX-016
14	13	7	DEMON ATTACK	Imagic 3200
15	15	7	ATLANTIS	Imagic 3203