

# A Sweet Deal For Radio

Matt Rovine, account manager for Greater Media/Philadelphia's WMMR, has been working with Bassetts since 2005. Bassetts Ice Cream Company Executive Vice President Chris Fandozzi provides this look into the radio client.

**>Tell us about your business. What product or service do you provide?**

**Bassetts Ice Cream Company** is a wholesale frozen dessert distributor. Bassetts is America's oldest ice cream brand that is still in business and still family-owned. The ice cream is one of the highest butterfat commercial ice creams available (vanilla ice cream is 16.5 percent butterfat). Our primary product is Bassetts Ice Cream, but we also distribute other brands of ice cream as well as other frozen desserts and par-baked breads.



Ice Cream has been advertising on the radio for about five years. Radio is our only form of advertising for our products.

**>Do you currently use new media, such as online display advertising? What have you found to be the most effective mix of media for promoting your business?**

Over the past two years, Bassetts has used online marketing with [wmmr.com](http://wmmr.com) to help push product sales. WMMR provides us with a custom

**>How long have you been in business?**

We have been in business for almost 150 years — Bassetts Ice Cream was established in 1861.

**>Do you have a single or multiple locations?**

We are predominately a wholesale company, but we have one retail ice cream store in the Reading Terminal Market in downtown Philadelphia. Ours is the only original merchant that remains from when the Reading Terminal Market opened in 1893. Bassetts is still served over the original marble counter.

**>Describe your typical customer.** Our wholesale customers are typically fine-dining restaurants, private clubs, upscale hotels, non-chain grocery stores, or independent ice cream parlors looking to sell a super-premium ice cream without a franchise agreement.



Michael Strange and Roger Bassett at Bassetts Ice Cream store in the Reading Terminal Market in Philadelphia

**>Do you advertise on a regular or a seasonal basis?**

Due to the seasonality of the business, Bassetts Ice Cream does most of our advertising in the spring through fall months.

**>Do you handle your own advertising, including creative, or is an advertising agency involved?**

Bassetts does all advertising in-house with the assistance of the media we are working with.

**>Do you use radio as part of your advertising? Why or why not? What other media do you use?**

Bassetts

video that plays on its website, along with a banner ad throughout every page of [wmmr.com](http://wmmr.com). WMMR also created a custom landing page on the site that provides product information, along with a list of stores and pictures from WMMR Ice Cream events and promotions. Utilizing WMMR's website has enabled us to focus our marketing on a fully integrated multi-touchpoint platform.

**>Today, newspapers, TV, and radio offer Internet opportunities as well as traditional spots or print ads. Which media reps do the best job of presenting**

Preston & Steve holding Bassetts  
Gadzooks and Gadzooks Blanc pints



**online options?** Radio reps, specifically Greater Media, have provided us with great online options. Radio does a nice job because the station helps promote the website.

**>What are radio's strongest assets? Where does it fall short?** Radio's strongest assets are that we can target certain demographics that appeal to our brand. Advertising on WMMR opened the doors for a whole new, younger demographic for Bassetts Ice Cream.

Radio sometimes falls short with the visual element of an ad campaign. However, that is where the radio station's website can help support a marketing campaign.

**>As an advertiser, what is the single best thing you've ever heard anyone selling radio say?** Single best thing I've heard: Do you want to develop an ice cream flavor with Preston & Steve?

**>What has been your most memorable radio campaign?** The most memorable radio campaign for Bassetts has been the partnership with Greater Media/Philadelphia's WMMR and *The Preston & Steve Show*. The show developed an ice cream flavor on air with the help of listeners, gave it a signature name — Gadzooks — and marketed the flavor on air. Because of the

popularity of Preston and Steve and the loyalty of Bassetts Ice Cream customers, the flavor was the number one-selling pint flavor in Philadelphia's leading convenience store chain the first year. The next year, we added Gadzooks Blanc, which also did incredibly well in sales.

**>Any other thoughts or comments?** Radio is able to provide an advertiser with a variety of options besides just a recorded commercial. Radio stations can provide Internet support, live promotional announcements, events, texting, and even podcasting sponsorships for people who miss the show. Radio can truly deliver an integrated multi-touchpoint campaign to our consumers. ■■■

