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Envision Networks® Debuts ResearchWorks *Radio Commercial Testing System Now Available for Barter*

(MAY 2014) – **Envision Networks®** is proud to launch **ResearchWorks**, the advanced research tool to help radio stations improve their advertising commercials through testing and research. **ResearchWorks** helps stations reduce the number of bad commercials they broadcast and replace the spots with advertisements that are dramatically more effective. By helping radio stations improve their commercials, **ResearchWorks** delivers a higher ROI for clients and repeat business from advertisers at the highest rates.

ResearchWorks uses proprietary M.E.T. (Message Effectiveness Testing) and analysis coupled with their unique F.D.O. (Frequency Distribution Optimization) Program, a commercial schedule analysis tool that helps achieve the highest possible results and best spot placement for clients. Even more powerful, B.R.I.M. (Business Results Improvement Model) Program provides research to identify competitive perceptions, benefits and positioning in development of a strategy to identify the correct message.

ResearchWorks' full service Frontier Strategy program goes deeper into a client's marketing strategy to investigate their competitive market position and key marketing attributes from the listener's perspective. Frontier Strategy is dramatic new territory for the radio industry providing cutting edge radio companies a way to leapfrog their competitors in terms of revenue and customer service.

“Bad commercials are the second worst tune out factor for radio stations, only after bad songs,” said **Mike Anthony, Managing Partner of ResearchWorks**. “We spent considerable time perfecting this low cost, high value solution to the vexing problem of bad creative in radio commercials. These revolutionary new programs will stop some of the business loss to the new media. Now other media will have a very difficult time delivering the results radio can deliver.”

“Whether you are a radio station lucky enough to still have a budget for research or you are like most broadcasters and have no money for qualitative testing, **ResearchWorks** has the commercial

advertising research system you need,” said **President and CEO of Envision Radio Networks Danno Wolkoff**. “The ability to test radio commercials before they are broadcast is finally here. Radio can now deliver the most effective advertising message each and every time.”

Research Works is available on a barter basis. Visit goenvisionnetworks.com for more details or contact **Hannah Rosenthal** at 216-831-3761 or hannahr@envisionradio.com for information on how you can get **Research Works** for your station.

About Research Works:

Research Works helps radio stations solve their second biggest problem, one that affects both ratings and revenue: bad commercials. When stations reduce the number of bad commercials they air and replace them with advertisements that are dramatically more effective for the client, it becomes a “win-win” proposition for both the client and the station. Excellent commercials breed excellent results, resulting in greater R.O.I. for the client and repeat business at the highest rates for the station. Research Works uses a proprietary ME-Testing and analysis method coupled with a unique Frequency-Distribution-Analysis to achieve the highest possible results for clients. ResearchWorks also has a full service Frontier Strategy program where research can go deeper into a client’s marketing strategy to investigate their competitive market position and key marketing attributes from the listener’s perspective. Frontier Strategy is a dramatic new territory for the Radio Industry providing leading edge radio companies a way to leapfrog their competitors in terms of revenue and customer service.

About Envision Networks®:

Envision Networks® provides content and services to more than 1,500 radio stations and reaches millions of listeners each week. Envision Radio Networks, Inc. is the largest independently owned affiliate relations company in the country and supplies all types of programming and services to radio including morning show content, short-form vignettes, virtual news-weather-sports broadcasts, live syndicated morning shows, long-form weekend programming, 24/7 formats, comedy services, event programming, off-air tools, web content, album releases and artist specials. Envision Networks® is based in Cleveland, Ohio, with offices in New York City and Nashville.

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