

Your Rolling Billboard...Your Rolling Brand

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Station Vans...why do radio stations always have vans?

What they should be called is radio station promotional vehicles. For some reason along the way we got "pidgin-holed" with vans. It's gotten a little cliché.

Back in the early years of radio remote broadcasts, you needed a large vehicle to haul all the equipment needed to do an off-site broadcast. So buses, recreational vehicles and large delivery trucks were converted into mobile studios.

In the early 1970's, a van was an innovative mode of transportation. A little shag carpeting and a killer stereo and you had yourself a vehicle to be envied. Radio stations adopted them as their station vehicles because they had room to carry equipment, were considered "cool" by the listener, and could be painted as a rolling promotional billboard.

In 2008, a van is nothing more than a gas hog that has so much extra room in it, no one on your staff is willing to clean it. AND don't forget that mom made the mini-van "un-cool" 15 years ago. All this has made the station van about as relevant to your listener's lifestyle as the 8-Track tape.

Yes, I know nothing can make be a bigger rolling billboard than a van...but we must guard the "cool factor" of our brands from anything that might diminish it.

DITCH THE VANS...who uses anything for a remote equipment other than cell phones these days anyway? They are easy to use, economical, and the on-air quality is fine for sixty second breaks. For morning shows or talk shows, the equipment used now for higher fidelity remote equipment is so miniature that you could carry it in a motorcycle saddlebag.

DITCH THE VANS...with custom wrapping of all types of vehicles available, you can make anything into a eye-catching rolling billboard. Look at the [VW Beetles](#) *the Geek Squad* uses.

DITCH THE VANS...get a vehicle that is considered "cool" by your listener. It is an investment in your brand. Just because you can pick up a used cargo van for three grand doesn't mean that it's a good buy.

Get a [Scion](#) for your CHR, a [Prius](#) for your Triple A, a [big dually flex-fuel pick-up truck](#) for your Country station...

How about a [Ford Edge](#) for your Hot AC? Or a [Jeep Grand Cherokee](#) for your News/Talk?

Better yet, a [Harley Wide-Glide](#) on a [hauler](#) pulled with a [Toyota Tundra](#) for your Rocker.

Your jocks live the lifestyle of your listener, your promotions reflect their wants and needs, and you place all your outside advertising in the TV shows, publications, and events they care about...

Then why is your station van so out of date?

Everything your station is associated with, reflects upon your brand. Bob can help you focus your image, call him TODAY at 706-358-9103.

Contact Me:

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