

Retail & Automotive Campaign Effect Study

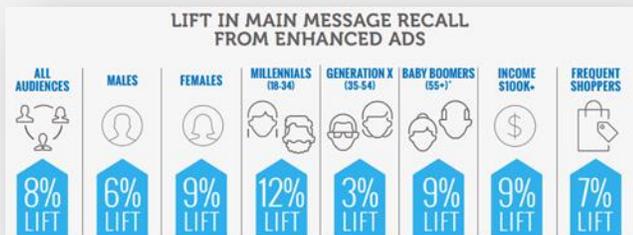
Background

- HD Radio technology enables AM and FM radio stations to broadcast their programs digitally.
- In the automobile, HD Radio allows broadcasters/radio stations to visually display content and ad messages.
- Through a partnership with Nielsen, HD Radio commissioned a campaign effect study to determine the impact visually-enhanced radio ads have on ad awareness and recall.



Objectives

- Measure awareness and recall of in-vehicle, visually-enhanced ads among HD Radio listeners (as compared to audio only ads).
- Determine the extent to which drivers pay attention to in-vehicle screens when the radio is on.



Source: HD Radio Campaign Effect Study, conducted by Nielsen for HD Radio, Q3 2016

Solution

- The HD Radio campaign effect study presented listeners with radio ads for a Home Improvement Retailer and an Automotive Dealership, both using graphics that simulate the driving experience.
 - Spots began with a short piece of music, followed by an ad for the Home Improvement Retailer and the Auto Dealership.
- The control group was served audio-only ads, test group was served audio ads with image and text appearing simultaneously on the in-vehicle display.
- Both groups were asked “When you are driving in your car and the radio is on, how often do you read any scrolling text that appears on your display?”

Results

- 60% of those surveyed “always or sometimes” look at their in-vehicle digital display when the radio is on.
- Visually-enhanced, in-vehicle displays lift message and brand recall:
 - A home improvement retailer boosted its message recall lift by 12% among Millennials.
 - A lawn care brand achieved a 63% boost in brand recall with their enhanced ad.
 - An automotive vehicle brand achieved a 127% lift in brand recall.
 - Unaided recall for an automotive dealership increased by 550% with their enhanced ad.
- For additional survey results [click here](#).