

BOOST AUTOMOTIVE AD ROI WITH RADIO/INTERNET SYNERGY

Strong emotional factors influence which vehicles Americans drive. They also feel deep personal connections with their favorite Radio stations. For automotive advertisers, Radio's "personal and relevant" environment is the perfect complement to the more informational aspect of the Internet.

Ads on Radio Drive Listeners to a Website for Pictures and In-Depth Information:

- Unaided recall for the mix of one Internet and one Radio exposure for advertisers in a media-mix study was 4.5 times as high as unaided recall for two Internet ads. ⁽¹⁾
- The mix of Radio and Internet exposures demonstrated this combination to be effective in elevating measures of consumer impact such as establishing emotional connections and driving traffic to Websites. ⁽¹⁾
- Research in the UK found that 57% of those who listen to Radio while online said they'd "checked out things on the Internet just after hearing about them on the Radio." ⁽²⁾
- Radio ads are better accepted by listeners than ads on the Internet, implying a more positive environment for advertisers. Just 37% of Radio listeners feel ads "get in the way of enjoyment," compared to 67% of Internet users; and a mere 24% of Radio listeners think ads "appear at inconvenient moments," vs. 60% of Internet users. ⁽³⁾
- Thanks to the personal links listeners have with the medium itself, Radio ads are more effective at forging emotional bonds with consumers. The Internet connects at a more factual level, providing information that "helps you understand what is going on in the world around you." ⁽¹⁾
- Radio/Internet synergy extends to their ability to reach light users of other media: 41% of light or non-users of TV are the heaviest users of Radio or the Internet. ⁽¹⁾

Radio Is Everywhere, Yet Listeners Connect One-on-One:

- Radio's range of formats lets you target groups of listeners with similar lifestyles on their favorite stations, as well as zeroing in on specific geographic areas for your dealership – or a single buy can blanket the nation.
- The original mobile medium, Radio is still highly effective at reaching listeners in cars, at work and in areas where they relax, play – and shop.
- Radio reaches the majority of consumers age 12 and older in every market – 93% of the total U.S. ⁽⁴⁾ – with the average listeners tuning in for 20 hours per week. ⁽⁵⁾
- Listeners respond positively to Radio ads, while many people find Internet ads annoying and intrusive on their enjoyment. ⁽³⁾

(1) "Radio and the Internet: Powerful Complements for Advertisers" – Harris Interactive with Radio Ad Lab, 2007

(2) "Using Radio With Online: How Radio and Online Combine to Fulfill Brand Interactions" – Internet Advertising Bureau (UK) and Radio Advertising Bureau (UK), 2005

(3) "Personal Relevance 2: Radio's Receptive Ad Environment" – Harris Interactive for Radio Ad Lab

(4) Arbitron MaximiSer Plus National Regional Database, Fall 2006

(5) RADAR 93, June 2007 © Arbitron, Inc.