

AUTO ADVERTISERS WILL PROFIT WITH RADIO/NEWSPAPER COMBO

Automotive marketers have been advertising with newspaper and Radio for many years – for good reason. These tried and true media work together to drive home a powerful advertising message:

Traditionally Use Newspaper? Radio Can Increase the Effectiveness of Newspaper-Only Ads:

- Nearly 1/5 of American consumers read their newspaper while tuned to their favorite Radio station. ⁽¹⁾
- Radio ads can have an impact on light users of newspapers: About 1/5 of light or non-users of newspaper are heavy Radio listeners. ⁽²⁾
- Marketers often use a Radio schedule to direct consumers to their newspaper ads. Advertisers can take advantage of the Radio/Newspaper synergy to generate a more emotional response to their message through their Radio spots, too. ⁽²⁾
- On an ROI basis, Radio is more than a supplement to a newspaper campaign. A combined Newspaper/Radio buy has demonstrably more impact than one using newspaper only. Even when a consumer has been reached by a newspaper ad, Radio communications are powerful. ⁽³⁾
- Media-mix research covering a variety of ad types increased brand recall nearly 300% when two Radio ads replaced one of two newspaper ads. The substitution also dramatically changed brand preference and improved playback of the ad's main message. ⁽³⁾
- Consumers asked how they view advertising gave Radio ads higher ratings on a number of dimensions of personal relevance, such as these statements: Radio advertisements "...are more interesting and engaging," "... are more directed to me personally," and "do a better job of reaching the people they are meant for." ⁽²⁾

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⁾

(1) BIGresearch Simultaneous Media Usage Survey (SIMM9, 2006)

(2) "Personal Relevance, Personal Connections: How Radio Ads Affect Consumers" – WirthlinWorldwide with Radio Ad Lab, 2003

(3) "The Benefits of Synergy: Moving Money Into Radio" – The PreTesting Company with Radio Ad Lab, 2004

(4) RADAR 93, June 2007 © Arbitron, Inc

(5) Arbitron MaxiMiSer Plus National Regional Database, Fall 2006