

QUENCH THE THIRST FOR INCREASED BEVERAGE SALES WITH RADIO

Beer, wine, and spirits advertisers can take advantage of Radio's like-minded audiences on their favorite stations to reach key markets and build emotional connections with brands.

- Radio delivers 93% of adults 21+ and 95% of prime 21-34s each week, with the "average" listener tuned in for 20 hours per week. ⁽¹⁾ Within this large group, advertisers can target lifestyle groups, zero in on narrow geographic areas, blanket a metropolitan area or the nation.
- Listeners' personal ties with "their" Radio stations result in ads scoring fewer negatives than TV ads in tests. Radio ad receptivity is even higher among Black/African-Americans and Hispanics/Latinos. ⁽²⁾
- The original mobile medium, Radio is highly effective at reaching listeners in cars, at work, and in areas where they relax, play – and shop. Use Radio to direct consumers to retail locations and spots where beverages are consumed, as consumers credit Radio ads with "providing me with last-minute info about products/services before I shop." ⁽²⁾
- Tests of 16 real ad campaigns using Radio and TV underscored listener engagement and the feeling that ads are directed uniquely to consumers on Radio. ⁽³⁾
- Radio's ROI was 49% over TV in in-market testing of four live six-month campaigns, and Radio's sales effect was as potent in the presence of 50-100 TRPs of national TV as it was by itself. ⁽⁴⁾
- Media synergy studies combining Radio and TV ads dramatically improved brand preference: Replacing one of two TV ads with two Radio ads increased brand recall by 1/3, and more consumers selected the advertised brand as their first-choice product. ⁽⁵⁾
- If pictures of a tall cool one or an elegant club scene are important: 75% of respondents could recall visual/audio elements of TV spots when they heard audio played back on the phone. ⁽⁶⁾

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

(2) "Personal Relevance, Personal Connections: How Radio Ads Affect Consumers" and "Personal Relevance 2: Radio's Receptive Ad Environment" – both WirthlinWorldwide with Radio Ad Lab, 2003 and 2006

(3) "Engagement, Emotions, and the Power of Radio" – Gallup & Robinson with Radio Ad Effectiveness Lab, 2007

(4) "Radio's ROI Advantage" – Millward Brown and Information Resources, Inc. (IRI) with Radio Ad Lab, 2005

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

(6) "Imagery Transfer: TV Pictures in the Radio Listener's Mind" – Statistical Research, Inc., 1993