

WHY RADIO SHOULD BE ON THE MENU FOR FAST-FOOD RESTAURANTS

“Theater of the mind” is a powerful tool for Fast-Food Restaurants. Radio ads can conjure images of juicy burgers or frosty shakes made just the way each listener likes them, or get them to recall those tantalizing tacos they saw in your TV ad last night. Alone or in combo with TV, Radio will work to keep your brand top-of-mind when it’s time to eat.

Think TV’s the Place to Be? Boost the Visual Impact of TV Ads – with Radio:

- Exchanging one of two TV ads for two Radio ads in tests increased unaided brand recall by over 1/3 (34%). Additionally, more consumers chose that advertised brand as their first-choice product. ⁽¹⁾
- Radio communicated the main messages just as well as TV for a variety of ad campaigns ranging from tasty-looking sandwiches to sexy-looking cars, underscoring Radio’s ability to enhance the impact of TV messages. ⁽²⁾
- Studies on imagery transfer all have confirmed that approximately 3/4 of participants could recall at least one visually transferred aspect of a TV ad when exposed to audio playback of TV spots.
- Radio ads have emotional impact at least equal to that of TV ads, according to evaluation of 16 real campaigns in actual programming on the two media – reinforcing the engagement of Radio listeners and the perceived relevance of ads they feel are directed uniquely to them. ⁽²⁾
- Radio’s ROI was just as potent in the presence of 50-100 TRPs of national television as it was by itself. ⁽³⁾

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 restaurants – or a single buy can blanket the nation.
- The original mobile medium, Radio is highly effective at reaching listeners in cars, at work and in areas where they relax, play and shop – you can reach them just as they’re deciding where to have breakfast, lunch, dinner or snacks.
- 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⁾
- Radio ads are perceived to be “more honest” and less intrusive or annoying than TV ads. Consumers think Radio ads “provide me with last minute info about products/services before I shop.” ⁽⁶⁾

(1) “The Benefits of Synergy: Moving Money Into Radio” – The PreTesting Company with Radio Ad Lab, 2004

(2) “Engagement, Emotions, and the Power of Radio” – Gallup & Robinson with Radio Ad Lab, 2007

(3) “Radio’s ROI Advantage” – Millward Brown and Information Resources, Inc. (IRI) with Radio Ad Lab, 2005

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

(5) Arbitron Maximi\$er Plus National Regional Database, Fall 2006

(6) “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