

FINANCIAL MARKETERS WILL SEE STRONG ROI FROM RADIO AD INVESTMENTS

Talking money to Americans in the current economic climate is tricky. To reach consumers in an environment they find relevant and trustworthy, bank on Radio – either alone or in a media mix.

- Radio reaches nearly everyone – 93% of the U.S. 12+ population ⁽¹⁾ – with the average listener tuning in for 20 hours a week. ⁽²⁾ Within this mass, Radio’s variety of formats lets you target groups of listeners with similar lifestyles on their favorite stations, as well as zeroing in on specific small or large geographic areas.
- Financial matters are highly personal – and Radio offers a vehicle to talk to consumers in a comfortable place. Emotional ties with stations make ads seem very relevant, and messages are accepted as more “honest” than ads on other media. ⁽³⁾
- Radio advertising scores fewer negatives than either TV or Internet ads. Radio ad receptivity is even higher among Blacks/African-Americans and Hispanics/Latinos. ⁽³⁾
- Media synergy studies combining Radio and newspaper and Radio and TV ads dramatically improved brand preference: Replacing 1 of 2 TV ads with 2 Radio ads increased brand recall by 1/3. Recall tripled when 2 Radio ads replaced 1 of 2 newspaper ads. ⁽⁴⁾
- 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.
- Tests of 16 real ad campaigns using Radio and TV underscored listeners’ engagement and their feeling that ads are directed uniquely to them on Radio. ⁽⁵⁾
- Radio’s ROI was 49% over TV in in-market testing of 4 live 6-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. ⁽⁶⁾
- About 20% of consumers read the newspaper while tuned in to Radio. ⁽⁷⁾ Marketers often use Radio to direct prospects to their newspaper ads – and to take advantage of the dual-media synergy to generate a more emotional response to a message through Radio spots.
- Radio/Internet-mix testing scored 4.5 times higher for unaided recall than ads on the Internet alone regardless of age, gender, race/ethnicity and education for all eight campaigns tested. The mix also had greater impact on Website visits and purchase likelihood than Internet ads alone. ⁽⁸⁾

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

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

(3) “Personal Relevance, Personal Connections” and “Personal Relevance Two: Radio’s Receptive Ad Environment” – both Harris Interactive/WirthlinWorldwide with Radio Ad Effectiveness Lab, 2003 and 2006

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

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

(6) “Radio’s ROI Advantage” – IRI BehaviorScan and Millward Brown with Radio Ad Lab, 2004-2005

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

(8) “Radio and the Internet: Powerful Complements for Advertisers” – Harris Interactive with Radio Ad Lab, 2006