

RADIO RESEARCH YOU CAN USE:

RADIO "IN THE MIX" IMPROVES RESULTS

Brand recall increased 34% when
2 Radio ads replaced 1 of 2 TV ads.



Message recall is as good or better with Radio-mix as with TV or newspaper alone.

Brand recall tripled when Radio replaced 1 of 2 newspaper ads.

#1 brand choice improved more with Radio-mix than with TV or newspaper alone.

THE BENEFITS OF SYNERGY: MOVING INTO RADIO

SHOWED THE EFFECTS OF REPLACING ONE OF TWO TV OR NEWSPAPER ADS WITH TWO ADS FOR RADIO. THE NET INCREASE IN AD IMPACT WAS SUBSTANTIAL.

RESEARCH YOU CAN USE FROM PEOPLE WHO KNOW — THE Rael COMMITTEE IS COMPRISED OF ADVERTISERS, AGENCIES, AND BROADCASTERS IN AN EFFORT TO FURTHER THE INDUSTRY'S UNDERSTANDING OF HOW RADIO ADVERTISING WORKS AND TO MEASURE ITS EFFECTIVENESS.



FOR MORE INFORMATION,
VISIT THE Rael SECTION ON RAB.COM OR RADIOADLAB.COM.

