

RADIO RESEARCH YOU CAN USE:

RADIO DELIVERS SOLID ROI

Radio's ROI was 49% better than TV.

Real-World
Test of Four
Advertisers

Radio increased product sales by 4%.

Awareness was higher with Radio than with TV.

Brand choice increased more with Radio than TV.

RADIO'S ROI ADVANTAGE

ADDRESSES THE CORE ISSUE OF ADVERTISING — RETURN ON INVESTMENT. THE RESULTS CONFIRM OUR PRIOR THEORIES: RADIO'S ROI IN THIS TEST WAS 49 PERCENT HIGHER THAN WE OBSERVED FOR TELEVISION.

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.

