



The Benefits of Synergy:

Moving Money Into Radio

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Executive Summary

The Study

A media mix that includes radio can be more powerful than television-only or newspaper-only campaigns, according to this second major study from the Radio Ad Lab. RAL compared the effects of *two* television ad exposures to the effects of only *one* television ad plus *two* radio exposures. We also did the same thing with newspapers—comparing *two* newspaper exposures to *one* newspaper ad plus *two* radio exposures. In this controlled, lab-style test of advertising synergy, the results were striking:

- **Swapping out one of two TV ads for two radio ads increased unaided brand recall by 34%.**
- **Replacing one of two newspaper exposures with two radio ads almost tripled unaided brand recall.**
- **When two radio ads replaced one of two TV exposures, more people chose the advertised brand as their first-choice product. The newspaper swap-out was even more striking.**
- **And consumers that heard two radio ads (and only one TV ad) could restate a campaign's main message just as well as those exposed to two TV ads. Trading a newspaper ad for two radio exposures gave much better message playback than seeing two newspaper ads.**

The Implications

- For advertisers, we believe this study is valuable from several perspectives:
- We already know how valuable radio can be as a way to reach people that are missed or underserved by other media. This study now suggests that radio may be undervalued as a way to affect consumers that *are* reached by television and print.
- While radio can often be a potent alternative to other media, the current study provides more reasons to consider using radio as *part of the media mix* (as long as radio's presence in the mix is heavy enough).
- And as suggested by past studies on imagery, this study provides further evidence of radio's ability to *communicate an advertiser's message* and have it received, remembered, and played back by consumers.
- For broadcasters, we think the implications are clear, too:
- On an ROI basis, radio is more than a supplement. A combined television-radio or newspaper-radio buy is demonstrably more powerful than one using TV or newspaper alone.
- Moving money into radio is good for the advertiser. This study shows just how potent radio exposures can be when swapped for some of the exposures otherwise used for an alternative.

Introduction

This report concerns the second in a series of new primary research studies sponsored by the Radio Ad Lab, Inc. (RAL), an independent nonprofit industry organization in the United States. RAL is dedicated to creating and disseminating objective research that helps the advertising industry better understand how radio advertising works, and it consults actively with research experts from both buyers and sellers of radio advertising. More background on the Radio Ad Lab is available at our website, <http://RadioAdLab.org>.

The current study is designed to consider at least one aspect of advertising synergy—what happens when radio is used to replace some, but not all, of the investment placed in a television or newspaper campaign. Specifically, we tested what happens when one of two television or newspaper ad exposures is replaced with two radio exposures.

As RAL reported in our *White Paper #2* (available for free at our website), there are numerous historical studies that quantified how a single radio ad compares to a single television ad in terms of impact on indirect measures like recall and persuasion. In fact, despite a variety of methods, measures, and spot lengths, the study results generally converged on a value of 80%; overall, a single radio ad exposure yielded 80% of the impact (on recall or persuasion) of a single TV ad exposure.

As the RAB/UK has shown recently (<http://www.rab.co.uk>), that relatively high impact for radio combines with a lower cost ratio to yield a “multiplier effect.” On average, radio tends to have better ROI than television when spending is held constant.

But few of the studies in this area have occurred in the U.S. Almost none of them compared radio against print. And finally, few studies have really examined the direct effect of moving some (but not all) ad investment into radio. For all of those reasons, RAL’s Research Committee was intrigued with a test concept brought to us in Fall 2003 by The PreTesting Company, a U.S. research firm with a long history of testing advertising in different media.

The General Concept

The PreTesting Company (<http://www.pretesting.com>) provides ad testing services that use central-facility distraction methods for the testing of advertising impact. For television, for example, respondents are invited to attend the screening of television programming, with three programming choices provided (major current primetime shows). During that screening, test and other ads are embedded in the programming, and a variety of ad effectiveness questions are asked before and after the screening. In PreTesting’s application of this method, each respondent is tested one-on-one in a private room, with a trained interviewer administering the procedures.

PreTesting developed an analogous method for the testing of radio ads. Respondents are asked to view a video taken during a “test drive” in a car, and are requested to look for certain specified road signs. The session is described as a study of road sign noticeability. But respondents are also given a choice of three simulated “radio stations” to listen to during

the test drive,¹ and of course, test and other ads are embedded in the audio. Effectiveness measures are taken before and after the drive.

Finally, PreTesting uses a related process for the measurement of print media. In the case of newspaper ad testing, PreTesting uses current copies of an appropriate newspaper, and asks respondents to read through the entire paper in order to comment on its content. In fact, though, test ads are inserted into the newspaper copies, and effectiveness is measured before and after the newspaper reading.

PreTesting also uses proprietary measures of eye movement for print ads to determine the amount of time that sections were actually examined, but those print-only measures were not used for this study. It's important to note that for our test, respondents were asked to examine each page of each section of the newspaper.

The study proposed to RAL by PreTesting was designed to examine the effects of exposures in *multiple* media. Specifically, respondents in the main (Phase II) section of our study were asked to participate in tests for two media, either TV and radio, or newspaper and radio. That allowed us to vary the amount and mixture of these forced exposures in either or both media.

The Test Campaigns

To create this test, RAL needed to find a series of real, recent ad campaigns that had used all three media. With the assistance of PreTesting, our Research Committee reviewed about fifteen such actual campaigns, and selected six of them that appeared appropriate for this test. In winnowing the list, we used the following judgmental criteria at first:

- The campaigns had to use similar themes across all three media. For example, if the campaign was for a fast food chain, the same product or service had to be featured in all three media.
- We had to have access to reasonably high-quality copies of each ad execution.
- We sought the widest possible mixture of product categories.
- And we made preliminary judgments about the quality of execution in each medium. (There were one or two campaigns that we rejected simply because the committee was almost unanimous about the ineffectiveness of one or more executions in one or more media.)

In our first cut, we selected six actual recent campaigns that used all three media. (We did accept magazine ads in lieu of actual newspaper ads when it was clear that they could be readily converted to newspaper ads for test purposes.) However, we wanted to make sure that we were being fair about the quality of execution across media. That led to Phase I of the study.

¹ PreTesting uses music mixes chosen from categories that it considers to be "Top 40," "Classic Rock," and "Alternative" for the three simulated stations.

Phase One: PreTesting Norms

In the first phase of the study, RAL asked PreTesting to subject the six selected campaigns to their usual methods of ad testing, and then to assess the quality of each execution against their historical norms. Our goal was to make sure that each campaign in each medium was at least average or better versus those norms so that we weren't giving any medium (including radio) any unfair advantage.

For this round of testing, PreTesting used their usual methods of recruitment, from malls and lists of past respondents, so that the assessment of norms would be comparable. About 700 respondents were used, spread across seven test cells.

In the end, we rejected one campaign (one of two fast food chains included in Phase I) because of relatively poor performance in newspapers compared to PreTesting's historical norms for that category. That left us with five actual campaigns with at least average executions across media for the detailed scrutiny of Phase II:

- A fast food chain (TV :15, Radio :30)
- An over-the-counter allergy medicine (TV :30, Radio :30)
- A car brand (TV :30, Radio :60)
- A cell phone service (TV :30, Radio :60)
- A credit card brand (TV :30, Radio :30)

All print campaigns were (or were converted to) full-page full-color newspaper ads. We will not attempt to draw any conclusions about the effects of spot length in TV or radio, in part because of sample size limitations, as will be clear later.

Because we did not seek the advertiser's permission for the testing of the specific campaigns, we will not be disclosing the exact brands in the study. But as you can see, we did manage to find five disparate types of products and executions for this test.

Phase Two: Different Mixes

The rest of this report will focus on the second phase of our study, in which we adapted PreTesting's methods to allow for the evaluation of media mixes. While we don't pretend that lab-style forced exposures are a perfect simulation of "reality," we wanted to get as close as possible to a real-world situation.

After considerable discussion, we developed a test design consisting of four matching samples of respondents:

- **Group 1 (TV Only)** received two forced exposures to each of two of our test TV ads. (They also participated in a radio session, but that session contained no ads for our test campaigns.)
- **Group 2 (TV & Radio)** received *one* forced exposure to each of two of our test TV ads, and *two* forced exposures to the matching radio ads.
- **Group 3 (Newspaper Only)** received two forced exposures to each of two of our test newspaper ads. (They also participated in a radio session, but that session contained no test ads.)

- **Group 4 (Newspaper & Radio)** received *one* forced exposure to each of two of our test newspaper ads, and *two* forced exposures to the matching radio ads.

In essence, we had two tests conducted in parallel. The first contrasted **two TV exposures with one TV and two radio** exposures.

The second contrasted **two newspaper exposures with one newspaper exposure and two radio** exposures.

Why replace one television or newspaper ad with two radio exposures? We felt that was the best simulation of moving ad budgets that we could achieve in this lab setting, given the lower costs of individual radio ads. Obviously, the advertising cost relationships between radio and the other media can vary from plan to plan, but we felt that a 1:2 relationship was more realistic than a 1:1 substitution.

The sampling for this phase was distinctly more rigorous than for Phase I. Traditionally, ad testing in lab settings tends to use convenience samples of various types. Most advertisers seek very narrowly defined groups of the population for testing purposes, and that inefficiency usually translates into a need for prescreened or inexpensive sample.

But the Radio Ad Lab wanted a probabilistic sample, despite the challenges of recruiting people to appear at a central facility. To that end, we started with a high-quality RDD sample frame, we limited the amount of screening (focusing on adults 18-60), and we implemented aggressive procedures for telephone recruiting that are detailed further in the [Technical Appendix](#).

In the end, we achieved 395 completed interviews, roughly 100 per test group described above. About one in five of the qualified telephone contacts completed our interviews.

The Test Itself

The in-person testing process included several measures of effectiveness (described in more detail, including exact question wording, in the [Technical Appendix](#)).

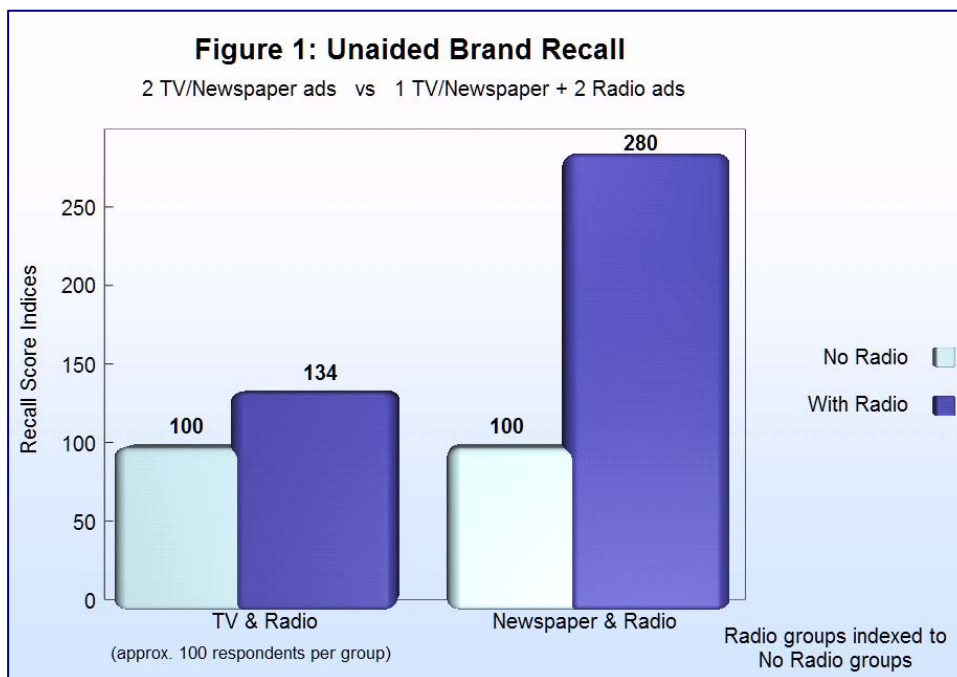
- **Impulse Selection (Persuasion):** Both before and after the exposures to the advertising, the interviewer presented the respondent with an “option selection booklet” and asked him or her to indicate their first and second brand choices when purchasing a product or utilizing a service in the appropriate product categories.
- **Brand Name Recall:** After the respondent had received exposure to both the television or newspaper and radio programming, they were questioned on unaided and aided brand name recall of the products and services advertised in both media to which that respondent was exposed.
- **Main Message Playback:** After the advertising exposures, the respondent was asked to restate the main idea of the test ads to which they were exposed.
- **Competitive Imagery:** The respondent was asked to rate the test product in comparison to the main product competitor on a list of up to ten customized attributes.

The Results

By virtually every measure, the replacement of one of two television or newspaper exposure with two radio exposures resulted in equal or better effectiveness.

Brand Name Recall

The test cells that included radio generated significantly better top of mind recall and total recall for the test brands than exposure to only the television or print advertising (two exposures). See Figure 1. Here, the question was, "Please tell me all the names of the brands or products that you can remember being advertised either during the television programming or during the drive." Of course, there was a comparable question for the newspaper groups.

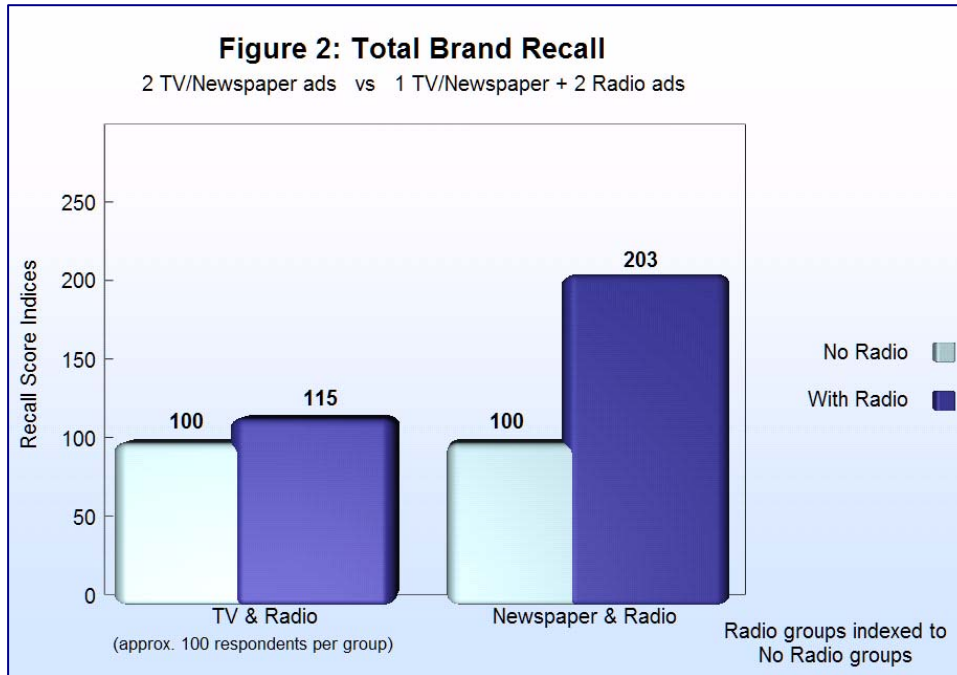


On an unaided basis, **the group with two radio exposures generated a third more brand recall than did the TV-only group**, a statistically significant difference.² Significant differences in this direction occurred in four out of five product categories.

² How to read Figures 1 and 2: Each of the four test groups is represented by a bar on the chart. For example, the first bar is TV Only (2 TV exposures), and the second bar is TV & Radio (1 TV + 2 Radio exposures). Within each group, a certain percentage was able to recall the brand mentioned by a particular test ad without any aiding (Figure 1) and after aiding (Figure 2). Those percentages were averaged within each group. Then the average for the TV-Only group was set to equal an index of 100, and the TV & Radio Group was expressed as an index relative to the TV Only group. The average for the Newspaper Only group was also set to 100, and the average for the News-

The difference was **even more dramatic in the newspaper groups, where the use of radio almost tripled the amount of unaided recall**. This pattern was replicated in every one of the five product categories.

Even with aiding, the radio cells showed more recall (see Total Brand Recall in Figure 2). The use of radio added 15% to total recall compared to television alone (a statistically significant difference). And the difference compared to newspaper alone was a dramatic and statistically significant 103%.

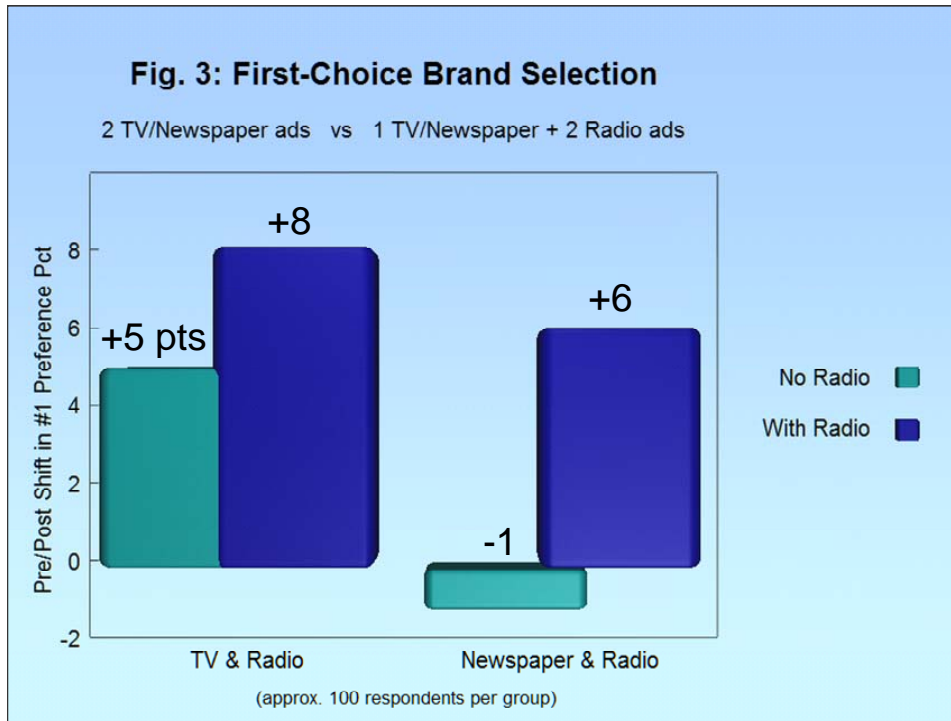


Impulse Brand Selection

Both before and after the ad exposures, we presented the respondents with a booklet which included the question, "If, today, you were going to purchase a product or utilize a service in each of the categories featured in this book, which would be your first choice in each category?" The use of this exercise before and after the test allowed us to measure any brand preference shifts that could be directly attributable to the forced ad exposures.

The results from the radio groups were almost as striking as in the recall sections, showing **pronounced shifts in brand preference as a result of moving exposures into radio**.

paper & Radio group was expressed as an index relative to the Newspaper Only group. Therefore, comparisons should only be made between the first two columns and the second two columns, and not between TV and Newspaper columns.



For the television comparisons, only 5% more respondents chose our test brands as their first choice after exposure to two TV ads.³ But **the respondents receiving two radio exposures (instead of one of the TV exposures) showed an 8% shift in first preference, a finding that was close to statistical significance.** This tendency for the radio groups to show more shift in brand preference occurred for four out of five brands.

Again, the newspaper comparisons were even more striking. **Those receiving two newspaper exposures showed no positive shift in brand preference after the test, while 6% of the radio-exposure groups shifted toward preferring our tested brands.** That's a statistically significant finding, occurring in four of our five product categories.

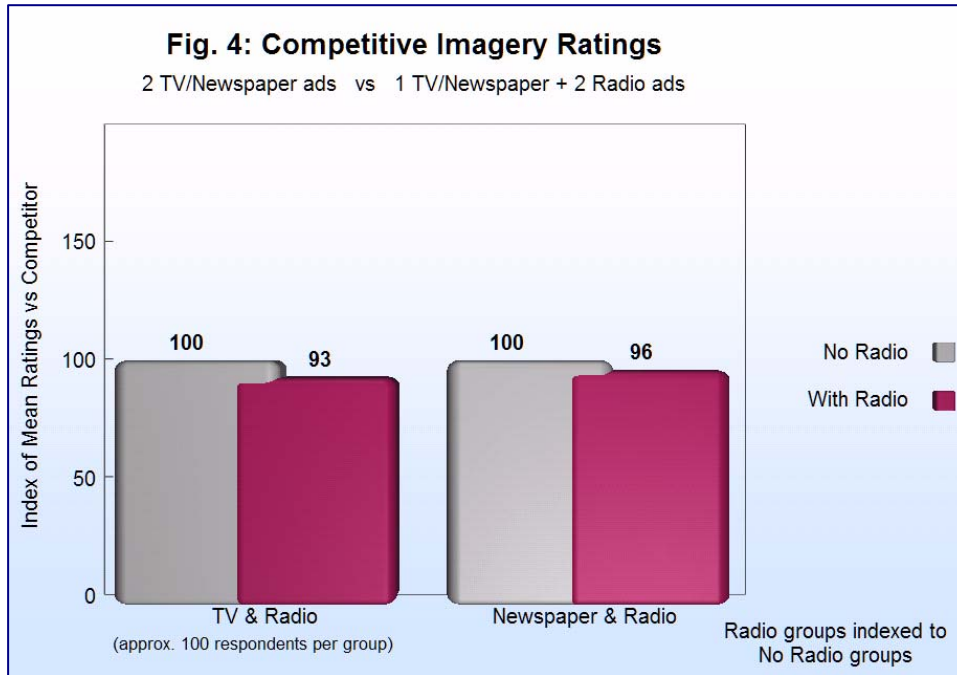
Competitive Imagery

The competitive imagery portion of the test required respondents to compare our test brands to (what we judged to be) the chief competitor of the test brand. The typical ques-

³ How to read Figure 3: Each of the four test groups is represented by a bar on the chart. For example, the first bar is TV Only (2 TV exposures), and the second bar is TV & Radio (1 TV + 2 Radio exposures). Within each group, a certain percentage of respondents chose a test brand as their first choice prior to the ad exposure. After the ad exposure, a different percentage may have chosen the advertised brand as their favorite when queried a second time. For example, if 10% chose a brand as #1 before exposure, and 15% chose it as #1 after exposure, that would be expressed as a shift of "+5." Those percentage-point shifts were averaged within each group and presented on Figure 3.

tion was, "Please tell me how you would rate TEST compared to COMPETITOR on each of the following statements. '9' means TEST is better and '1' means COMPETITOR is better." We then had a series of attribute statements that we believed were appropriate for that brand set.

The results in this section were more even, with the radio-included groups achieving test results that were statistically indistinguishable from those of the TV or newspaper groups. See Figure 4.



We suppose we should be encouraged by those results, as well.⁴ They demonstrate that replacing one TV or newspaper exposure with two radio exposures can deliver comparable results; that alone would be encouraging news, we think, even without the powerful findings on recall and preference shift.

Nevertheless, we have a theory about why these results weren't quite as dramatic as for the other measures. The reality is that we used fairly generic attribute statements for each product category (e.g., "being affordable," "being reliable," etc.). In hindsight, we see that

⁴ How to read Figure 4: Each of the four test groups is represented by a bar on the chart. For example, the first bar is TV Only (2 TV exposures), and the second bar is TV & Radio (1 TV + 2 Radio exposures). Within each group, our test brands were rated on a scale of 1 to 9 on a set of attributes in which 9 was the most positive score for our test brand (and 1 was positive for a competing brand). Those attribute scores were averaged across attributes and brands and then within each group. Then the average for the TV-Only group was set to equal an index of 100, and the TV & Radio Group was expressed as an index relative to the TV Only group. The average for the Newspaper Only group was also set to 100, and the average for the Newspaper & Radio group was expressed as an index relative to the Newspaper Only group. Therefore, comparisons should only be made between the first two columns and the second two columns, and not between TV and Newspaper columns.

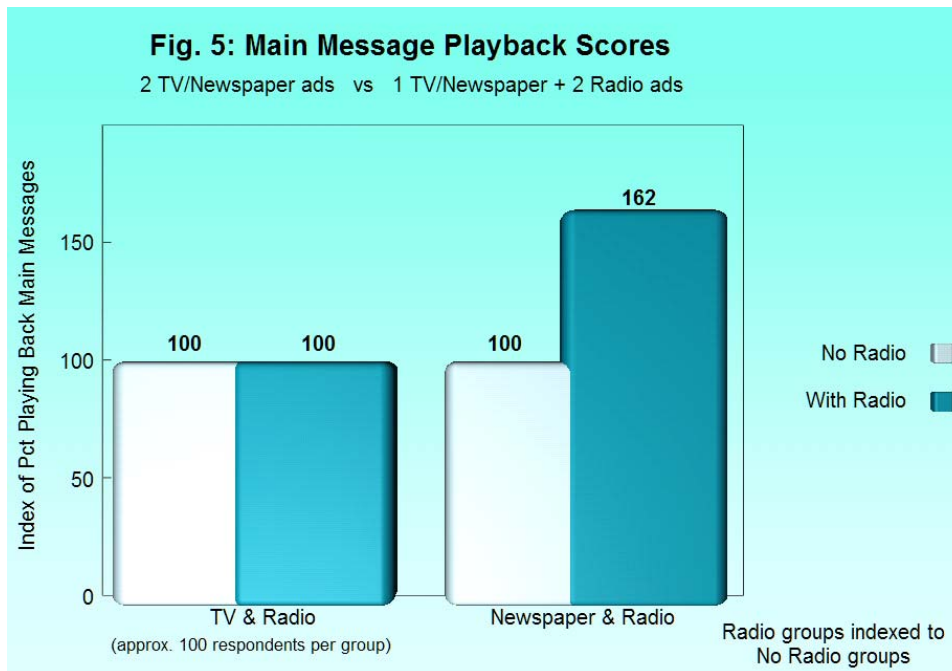
the statements used to assess competitive imagery were not always directly linked to the purpose of the specific ads we tested.

In other words, we shouldn't expect much effect on statements that were not necessarily the targets of the ad content. If "being affordable" wasn't the message of the test ad, we shouldn't expect much shift in competitive position after exposure to that ad.

We consider this a "lesson learned" from this study. If we had it to do over again, we would make sure that all the attributes we measured were more closely related to the intentions of the ads we measured.

Main Message Playback

These findings are also supportive of the "shift to radio," though the results involve more judgment. With an open-ended question, we asked respondents to "play back"—to tell us in their own words—what the ads were trying to say overall. To summarize the findings, we asked PreTesting to assess the answers on a simple right-or-wrong measure, and to compute what percent of each group got the message "about right." That's what you see in Figure 5:



For the television groups,⁵ the inclusion of radio correlated with more correct content playback in three out of five situations; one of those higher playbacks for radio was statistically

⁵ How to read Figure 5: Each of the four test groups is represented by a bar on the chart. For example, the first bar is TV Only (2 TV exposures), and the second bar is TV & Radio (1 TV + 2 Radio exposures). Within each group and after the exposures, respondents were asked to explain the "main message" of the ads they heard during the test. PreTesting staff then classified those comments judgmentally as to correctness, and computed a percentage-

significant. For the other two products, the overall playback was statistically comparable. And as you can see in Figure 5, **the average correct playback of the main message for the radio groups was the same as for the two-TV-ad groups. We think that speaks to the power of radio communication even in the absence of explicit visual images.**

For newspaper, the pattern was even clearer: The radio-included groups showed significantly better correct content playback for all five campaigns than did the newspaper-only groups. **The radio-group correct playback was often 50-100% better than the newspaper-only group recall**, and the main-message playback was 62% higher for radio-included groups overall.

Conclusions

The findings of the study are clear. In this testing environment, the switch from two television or two newspaper exposures to a mix including two radio exposures yielded significantly better measures of effectiveness on almost all scores, especially:

- Unaided recall
- Aided recall
- First-choice brand selection

We also saw significant improvements over a newspaper-only campaign (and at least parity or better with television-only) for:

- Competitive imagery
- Main-message playback of the actual content

Yes, there are caveats with a laboratory-style test. The exposures are forced (albeit masked), and despite our best efforts at simulation, they may not quite resemble "the real world."

But also consider some issues that work in the other direction. For example, by measuring five product categories in a single study, we used a relatively broad "target" for the test sample. That means that for any one product, we probably included a nontrivial number of people that would have been outside the advertiser's target. That would dampen the effects of the ads across the board.

Similarly, we may not have been measuring the exact attributes that advertisers sought to influence with the ads used in this test.

correct measure for each ad in each group. Those percentages were averaged across brands and then within each group. Then the average for the TV-Only group was set to equal an index of 100, and the TV & Radio Group was expressed as an index relative to the TV Only group. The average for the Newspaper Only group was also set to 100, and the average for the Newspaper & Radio group was expressed as an index relative to the Newspaper Only group. Therefore, comparisons should only be made between the first two columns and the second two columns, and not between TV and Newspaper columns.

The bottom line: Given all the historical research showing radio's ROI advantages, and given how striking some of these new findings are, we think the pattern is clear. Radio has demonstrable power, even when used in combination with other media.

Implications for advertisers

There's a large body of research showing that radio can reach people who are underserved by or who aren't reached by other media. That's especially true for radio users compared to newspaper readers, but recent multimedia and single-source studies have also shown the importance of using radio to reach light television users.

We now believe this new research suggests something different—that radio is an important way to communicate with consumers who *are* reached with other media. Even when a consumer has been touched with a television or newspaper ad, radio communications are powerful, and not just as "supplements." This study suggests that synergy may involve something more than just light reinforcement or increased frequency.

We also think this study points to the value of *using and evaluating radio in the media mix*, at least when radio is present in meaningful weights. We're all in favor of testing radio in isolation, of course; in fact, that's the nature of RAL's next large-scale study, to be released in 2005. But the current study suggests that radio works well in a media mix when significant radio exposures can actually occur, and we hope these findings encourage more advertisers to open their media-mix budgets to various combinations that include radio. As long as radio is present in weights sufficient for mathematical isolation, such evaluation can only be worthwhile.

RAL also believes this study is another in a succession of studies that demonstrate how well radio advertising can *communicate* an advertiser's message. We had a wide array of ad campaigns in this study, ranging from sexy-looking cars to tasty-sounding sandwiches, and across the board, radio was able to communicate the main messages just as well as the "more visual" media of television and newspapers. It takes effective creative content to communicate well, but that's true of any medium. And as we demonstrated in our first study, *Personal Relevance, Personal Connections*, radio connects with consumers in somewhat different ways. But it does communicate effectively!

And for broadcasters...

In addition to the implications for advertisers, we think there are some additional ideas to consider for broadcasters.

Most importantly, perhaps, is the recognition that synergy is good—that sometimes the sum of the parts can be greater than the whole. We can now demonstrate to an advertiser that moving *some* money into radio may increase the total power of the campaign. Our study amplifies the RAB/UK's "Radio Multiplier" work which showed what powerful ROI benefits can come from shifting part of an ad budget into radio.

Similarly, a study like this provides an advertiser with multiple reasons for using radio. Radio can reach people *not* reached with other media; and it can increase the effectiveness of ads which *do* reach people via other media.

Acknowledgements

The Radio Ad Lab appreciates the contributions of The PreTesting Company for their creativity in the design of this project. In particular, we thank Lee Weinblatt, Mark Einhorn, and Elizabeth Plotkin for persisting with our demanding requirements for this study.

We're also appreciative of the many hours of consultation provided by the RAL Research Committee. The membership list is available at our website, <http://RadioAdLab.org/committee.htm>. These volunteers from advertisers, agencies, and broadcast organizations were invaluable to the design and interpretation of this study.

RAL would like to acknowledge the contributions of RAL research consultant Jim Peacock of Peacock Research, Inc. His direction, insight and guidance have been a critical asset to this project. Among other things, Mr. Peacock is the author of this report.

Finally, we appreciate the full support provided to this project by the RAL Board of Directors and RAL's funding partners, who finance and approve all RAL research projects. Our current board membership is listed at <http://RadioAdLab.org/board.htm>

Technical Appendix

Sampling and Recruitment (Additional Phase II Details)

The initial sample for Phase II of this project consisted of 38,441 records of Type-A RDD sample purchased from Genesys Sampling Systems.

The dialing for Phase II telephone recruitment took place between June 12 and September 3, 2004. The recruiting included all dayparts—weekdays, weeknights and weekends. A minimum of eight attempts were made to reach each record provided. In addition, follow-up calls were made to each scheduled respondent the day before their scheduled interview in order to increase the probability of the respondent showing up.

Respondents were recruited to 20 local facilities in eighteen geographically dispersed markets:

Austin, TX	Meriden, CT
Baltimore, MD	Miami, FL
Chicago, IL	Milwaukee, WI
Colorado Springs, CO	Nashville, TN
Houston, TX	Paramus, NJ
Jacksonville, FL	Philadelphia, PA
Long Island, NY	Santa Ana, CA
Los Angeles, CA	Tampa, FL
Memphis, TN	Wayne, NJ

We used a third-party interviewing center with significant experience in telephone recruitment. For all groups, we recruited random respondents (via the Last Birthday method) between the ages of 18 and 60 who listened to the radio at least occasionally, and for the TV groups, we required at least occasional TV viewing. For the Newspaper & Radio groups, we screened on newspaper usage instead of TV viewing. In addition, all respondents had to qualify with at least two of the following:

- Past three month fast food purchasers
- Past twelve month allergy relief purchasers
- Interest in purchasing a new car in the next 12 months
- Interest in purchasing a new cellular phone in the next 12 months
- Own/use a credit card

Participants who had taken part in a research study in the past six months were also screened out in order to avoid “professional” respondents.

No quotas were set for specific product/brand/service usage in the above categories. However, when interviewing was complete, the final data were balanced for specific product/brand/service usage so as not to bias the outcome (as described later).

Follow-up conversion and reminder calls were made to all of the following categories:

- Soft refusals
- Those who made a definite appointment they did not keep

- Those who made an indefinite appointment
- Those whose answering machine we reached
- No answers who had not received the minimum (8) number of callbacks

All respondents received a \$40 incentive at the completion of the interview.

It's difficult to compute a pure response rate because of the amount of screening we did, but we did succeed in getting about 1 in 5 of the qualified contacts to actually participate.

Sample Disposition

Sample Universe	38,441
Total Contacts	32,966
No answer	6,156
Busy signal	623
Answering machine	4,553
Definite appointment	1,159
Fax/Cell Phone/Pager	1,488
Business number	1,887
Bad phone number	2,632
Soft Refusal	2,082
Hard refusal	10,242
Respondent never available	420
Interviewer reject	180
Language barrier	927
Terminated (Industry)	38
Terminated (age)	2,777
Qualified Refusal	1,272
Agree	780
Total Completes	395

"TV Only" (N=84)

"TV & Radio" (N=106)

"Newspaper Only" (N=84)

"Newspaper & Radio" (N=121)

The Interview

All respondents interviewed were exposed to two media and its advertising (television and radio, or newspaper and radio) during the course of a 50-60 minute, one-on-one interview. As described earlier, there were two television groups, one of which received test ads only in TV, and one of which received the test ads in both television and radio. The same split occurred for the newspaper groups.

Respondents filling a "TV Only" cell or a "Newspaper Only" cell received two exposures to the test advertising in the confines of either actual television programming or a current newspaper. Respondents in these test groups also received exposure to simulated radio programming, but were not exposed to the corresponding radio test advertising.

Respondents filling a “Synergy” cell (TV and Radio or Newspaper and Radio) received one exposure to the test advertising in either the television programming or a current newspaper, and two exposures to the matching test advertising via radio programming.

Any one respondent was exposed to only two of our five test campaigns to control the length of the interview. Thus, the sample sizes for any one campaign were only 40% of the total sample sizes for any one test group, which is why we are not breaking out the results by campaign category.

The Measures

The in-person interviewing process included several measures of effectiveness.

Pre-Impulse Selection (Persuasion): The respondent was taken into a one-on-one interviewing room. The interviewer presented the respondent with an “option selection booklet” and asked him/her to indicate their first and second choices when purchasing a product or utilizing a service in five separate categories. In each category, several options were listed including the option for which they would see advertising. These selections provided a benchmark with which to gauge any positive effect the test ads may have had in changing consumers’ interest in the test products.

If, today, you were going to purchase a product or utilize a service in each of the categories featured in this book, which would be your first choice in each category? If your first choice were not available, what would be your second choice?

Next, all respondents were told they were about to give important feedback on Television Programming and Road Sign Visibility (Radio), or on Newspapers and Road Sign Visibility (Radio).

Brand Name Recall: Once the respondent had received exposure to both the TV or Newspaper and Radio programming, they were questioned on unaided and aided brand name recall of the products and services advertised in both media:

[Unaided:] In the programming you just heard or in the newspapers you just read, a number of brands or products were advertised. Please tell me all the names of the brands or products that you can remember being advertised during the programming or in the newspapers.

[Aided:] Here is a list of brand names. Some of these were advertised in the programming or in the newspapers you just read, while others were not. Aside from the ones you previously mentioned, please tell me which ones you definitely remember hearing or seeing.

Post-Impulse Selection (Persuasion): Once again, the interviewer presented the respondent with the “option selection booklet” and asked him/her to indicate their first and second choices when purchasing a product or utilizing a service in the same five categories. These scores were compared to the scores achieved prior to ad exposure to provide a level of persuasion.

Once again, please make your first and second choice in each of the featured categories as if you were purchasing the products today. For each category, please indicate your first choice. If that product weren't available, what would be your second choice?

Main Idea Playback: Next, the respondent was asked to play back the main idea of the test commercials to which they were exposed.

What was the main idea of the [Advertiser brand] advertising? In other words, what was the advertising trying to tell you? (PROBE FOR ONE MAIN IDEA)

Competitive Imagery: The respondent was then given a card with a visual representation of the test product (brand logo) and its main competitor, and asked to rate the test product in comparison to the main competitor on a list of approximately ten customized attributes. Here's an example:

Please look at this photograph. I would like you to rate [Test Brand] as compared to [Competitor Brand]. Using a scale from "1" to "9," where "9" means "[Test Brand] is better" and "1" means "[Competitor Brand] is better," please tell me how you would rate [Test Brand] compared to [Competitor Brand] on each of the following statements. If you feel the statement describes both about the same, you would give a rating of "5." Please remember you can use any number between "1" and "9."

This question was followed by a series of statements tailored to that product category.

Data Processing

The results of the surveys were then analyzed to determine the potential impact that radio advertising may have on consumers as compared to television-only advertising or newspaper-only advertising. Results for each measure (recall, persuasion, imagery) were averaged across the five test products, providing a single score for each measure within each of the four media test groups ("TV Only," "TV & Radio," "Newspaper Only" and "Newspaper & Radio").

Results of the "TV Only" group were statistically compared to that of the "TV & Radio" group using a two-tailed Z-test (at the 90% confidence level). Similarly, results of the "Newspaper Only" group were statistically compared to that of the "Newspaper & Radio" group using the same two-tailed Z-test (at the 90% confidence level).

In addition, since recruiting quotas were not set for specific product/brand/service usage among respondents, the respondent usage data was "balanced" across the four groups of respondents ("TV Only," "TV & Radio," "Newspaper Only" and "Newspaper & Radio" groups) for past-six-month usage of allergy medications, current cell phone providers, and past-three-year ownership of brand of automobile. Balancing the data ensured that comparable numbers of product users in those categories existed across the test groups and reduced any potential bias in the final outcomes. (In the categories of past-six-month fast food usage and credit card usage, the sample did not require any balancing as the distributions were very close and nearly universal within the sample.)