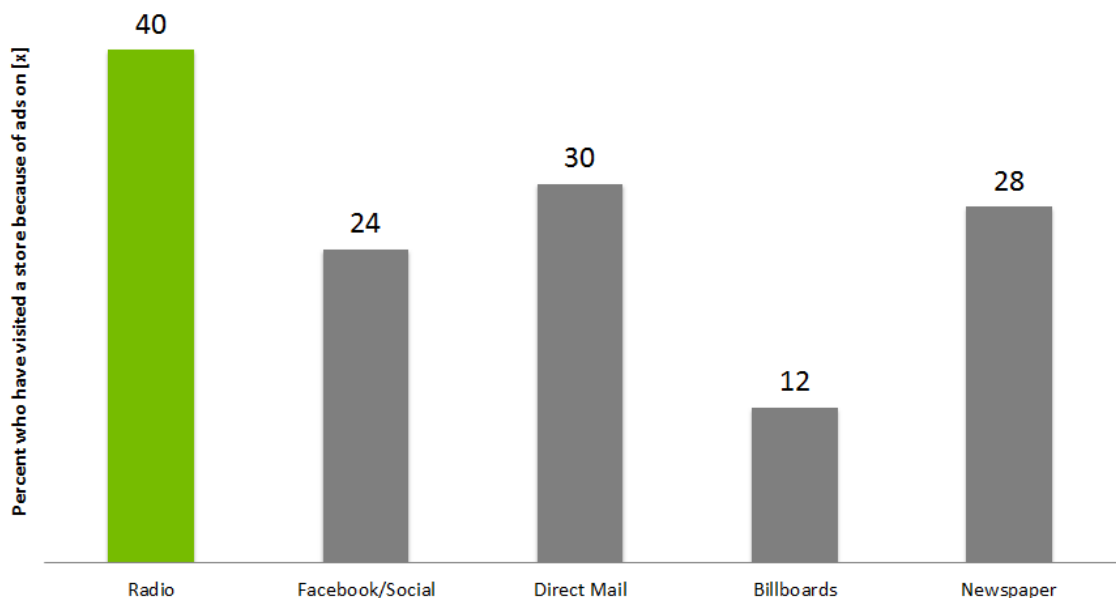


RADIO AS A TRAFFIC BUILDING MEDIUM

Radio BUILDS In-Store Traffic



Source: NuVoodoo Media Services, proprietary study for RAB, 2013.
National online sample of 622 Radio listeners 18-54.
"Radio" = Respondents who selected 'Music Radio' and/or 'Talk Radio.'



- Radio ads are much more personally relevant than ads in all other media.
(Source: Radio Ad Lab "Personal Relevance I & II")
- Radio has ads that are honest and believable.
(Source: "Radio Tomorrow", 2012, Alan Burns & Assoc. and Triton Digital)
- Radio has the human voice to convince.
 - 52% of people with a favorite personality stated that that personality influences their opinion.
(Source: USC, Annenberg School for Communication & Journalism, PSI Study released June 2012, Woodley, P. and Movius, L. People With a Favorite Radio Personality in Los Angeles)
 - 51% of people with a favorite radio personality have considered or purchased a product/service advertised during their favorite radio personality's show.
(Source: USC, Annenberg School for Communication & Journalism, PSI Study released June 2012, Woodley, P. and Movius, L. People With a Favorite Radio Personality in Los Angeles)
- A Radio/Internet-mix plan showed greater impact in website visitation and purchase likelihood.
(Source: Radio Ad Lab - "Radio and the Internet: Powerful Complements for Advertisers" and RAB U.K, "Radio: The Online Multiplier")

- Radio's digital platforms also improve campaign effectiveness. Ad response rates increase 3½ times when Internet Radio is used in combination with AM/FM Radio.
(Source: TargetSpot Study: "Internet Radio Advertising Impact Study" with Parks Associates, 2011)
- When radio is included within a plan, it boosts brand recall and brand preference.
(Source: Radio Ad Lab "The Benefits of Synergy," "Radio's ROI Advantage" and "Radio and the Internet: Powerful Complements for Advertisers")
- Radio campaigns deliver a 49% ROI advantage over TV (increase in sales).
(Source: Radio Ad Lab "Radio's ROI Advantage")
- When 15% of a TV-only campaign is reallocated to radio, the campaign's reach and receptivity significantly increases.
(Source: A Smarter Mix, 2012, Clear Channel Media + Entertainment and MBI TouchPoints)
- Reallocation of existing ad budgets to give Radio 20% share of spending increases overall campaign ROI by eight times.
(Source: Radio: The ROI Multiplier, RAB U.K., 2013)
- According to a 2013 RAB F.C.T. Report focused on automotive, the closer a respondent gets to purchasing or leasing a vehicle, the more important a role radio plays—and when it decision time comes to visit a specific dealership, respondents looking to purchased/lease within 30 days chose radio as the #1 influence.

INFLUENCING WHERE TO SHOP FOR CARS

The *closer* a respondent gets to purchasing or leasing a vehicle, the *more important a role radio* plays....

and when decision time comes to *visit a specific dealership*, respondents looking to purchase/lease within 30 days chose *radio as the #1 influence.*



- It's close to the sale because it is mobile.
- Most Radio stations have a robust, loyal listener database, allowing for CRM initiatives, couponing and targeted messaging.

- Based on an online sample of 622 radio listeners 18-54, respondents stated that radio:
 - Provides them with information on places to go and things to do (63%)
 - Helps them learn about local businesses (41%)
 - Builds in-store traffic (40%)
 - Connects them with their local area (39%)
 - Prompts online action (38%)
 - Ads have messages that they retain (38%)
 - Tells them why to buy (26%)

Source: NuVoodoo Media Services, 2013 national online sample of 622 radio listeners 18-54

- Radio can be used as a reminder medium to fight procrastination.
- It's close to the sale because it is mobile.
- Most Radio stations have a robust, loyal listener database, allowing for CRM initiatives, couponing and targeted messaging.