Targeting Market by Market to Drive Call Volume

- Radio increases TV’s reach
  - In a TV-only campaign, 5% of the budget was shifted to radio.\(^1\)
    - Increased overall impressions by 20%.\(^1\)
    - Increased reach by 15%.\(^1\)
    - With amplified frequency (6+) of ads, radio increased the campaign tune-in viewing by 80%.\(^1\)
  - In a study, a gas retailer’s campaign increased reach, particularly with younger demos.\(^5\)
    - The TV ads reached 21% of Millennials 18-34. Radio reached an additional 17%, producing an 82% increase in overall audience reach.\(^5\)
- Radio reaches light TV viewers
  - Light and non-TV viewers are hard to reach.\(^4\)
    - 44% of Americans represent only 10% of total TV commercial impressions.\(^4\)
    - The solution lies in radio, as it reaches 92% of light TV viewers making its addition to TV-only plans effective.\(^4\)
- Radio influences behavior and response
  - A study of over 12K radio ads of real estate agents generated a 3% increase among new users online.\(^2\)
    - The ads delivered an average of 217 new web visitors daily.\(^2\)
  - In an auto study, radio increased brand perception by 70% versus unexposed radio listeners.\(^3\)
    - 78% said the dealership had a great selection of cars.\(^3\)
    - 72% said the auto company offers competitive pricing.\(^3\)
    - 72% said that they have a higher likelihood to recommend the dealership.\(^3\)
    - 70% said they trust that dealership.\(^3\)
    - 67% said they offer attractive financing terms.\(^3\)
    - 47% said that they favor the dealership more.\(^3\)
- Radio’s appeal is that it’s local
  - Radio informs listeners on traffic, weather and events.\(^6\)
  - 86% of listeners agree/strongly agree that radio’s primary advantage is its local feel.\(^6\)
  - 34% of listeners listen to local radio to be updated on emergencies.\(^6\)
  - 36% listen to be informed on what’s going on locally.\(^6\)
  - 39% listen to stay updated on news.\(^6\)
- Radio connects emotionally, creating a receptive environment
  - 83% value and trust their favorite radio personality’s opinions.\(^7\)
  - 81% of listeners consider DJ’s a friend, family member or acquaintance.\(^7\)
  - 51% of listeners feel a connection with radio.\(^6\)
  - 44% say the radio keeps them company.\(^6\)
  - 34% of listeners listen to get in a better mood.\(^6\)
  - 28% of listeners listen to the radio to escape pressures of everyday life.\(^6\)