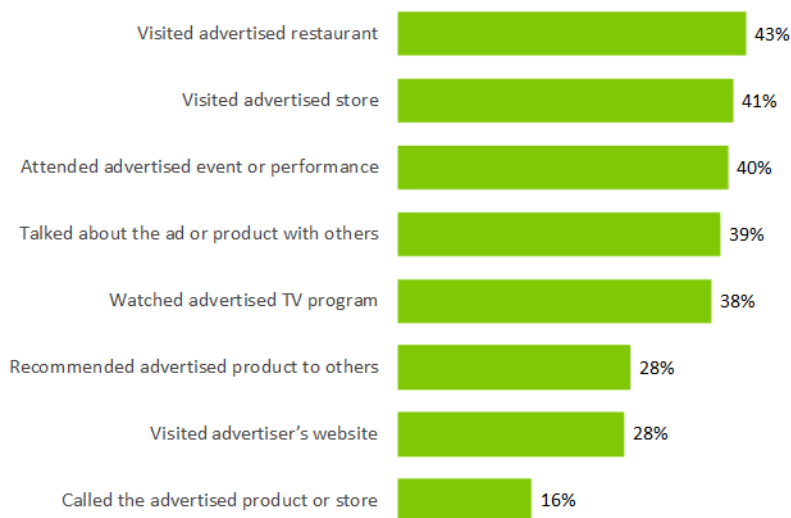


## TARGETING MARKET BY MARKET TO DRIVE CALL VOLUME

- Radio with its diverse formats and niche programming helps to reach consumers - regardless of age or gender.
- Radio advertising drives action, behavior and response. Based on a survey of over 2,000 P12+:
  - 43% visited advertised restaurant.
  - 41% visited the advertised store.
  - 39% talked about the ad or product with others.
  - 28% recommended advertised product to others.
  - 28% visited the advertiser's website.
  - 16% called the advertised product or store.
  - 40% say listening to the radio gets them in a better mood.

(Source: The Infinite Dial 2013 - Arbitron, Inc. and Edison Research)

## RADIO ADS DRIVE ACTION, BEHAVIOR AND RESPONSE



Base: Visited a Supermarket, Department Store, Retail Shop or Restaurant in Past 24 Hours

Source: The Infinite Dial 2013 - Arbitron, Inc. / Edison Research

- Media Dynamics Inc. analyzed the impact of revising an all-TV media plan to a revised plan that converted 1/3 of TV dollars into Radio over a four-week time frame. The results were:

- Among the Top quintile (heaviest TV viewers), target grps decreased slightly (135 grps) but there was a percentage increase in reach versus an all-TV plan.
- Third quintile grps increased by 41% (+365) and a positive 8% change in reach.
- Lightest TV viewers (fifth quintile) target grps increased by 625 - nearly three-fold over the TV-only plan of 200. Additionally, there was a positive impact to percent reach - up 52% in the media mixed plan compared to the TV-only plan. (For specific information go to: [www.MediaDynamicsInc.com](http://www.MediaDynamicsInc.com))

- According to MBI USA TouchpointsTM 2012.2, when a portion of TV budget is allocated to radio, there was an increase to the reach, frequency and ad receptivity of the campaign. (Source: MBI USA TouchpointsTM 2012.2 (across seven different brand plans in diverse categories))
- 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)
- Consumer packaged goods advertisers achieved over \$6 of incremental sales for every \$1 spent on radio. (Source: Nielsen Catalina Solutions Copyright 2014)
- Based on an online sample of 622 radio listeners 18-54, respondents stated that radio&sup:
  - 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 proprietary study for RAB, 2013)

- According to the Keller Fay Group, Heavy Radio listeners (2+ hrs. daily) generate 329 WOM impressions annually:
  - More than Heavy TV Viewers (5+ hrs. daily) at 218B
  - Heavy Print readers (1+ hrs. daily) at 209B
  - Heavy Internet users (5+ hrs. daily) at 208B



## DRIVING TRAFFIC AND ACTION

A *Radio/Internet-mix*  
plan showed  
*greater impact*  
in website *visitation*  
and *purchase* likelihood.

Sources: Radio Ad Lab "Radio and the Internet: Powerful Complements for Advertisers" and RAB U.K., "Radio: The Online Multiplier"



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