

## RADIO BOOSTS CAMPAIGN EFFECTIVNESS

Consumer packaged goods advertisers  
achieved over **\$6** of  
incremental sales for every  
**\$1** spent on radio.

Radio drives loyalty:  
Radio increased  
shopper retention for a big box  
retailer by as much as **11%**.

Source: Nielsen Catalina Solutions Copyright 2014

- Radio has the human voice to convince.
  - A medium for all seasons and tuned into winter, spring, summer and fall
  - The top choice for audio and entertainment - at home, in car and on the go
- Radio's strength is brand building
  - Radio ads are much more personally relevant than ads in all other media.  
(Source: Radio Ad Lab "Personal Relevance I & II")
  - People who listen to broadcast radio feel more alert than when consuming other media.  
(Source: Where Radio Fits - Radio's Strengths in the Media Landscape, 2012, Nielsen Audio and MBI TouchPoints)
  - 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)
  - Radio ads prompt consumer response
  - 41% of P12+ visited an advertised store after hearing a broadcast radio ad

- 28% of P12+ visited an advertiser's website  
(Source: The Infinite Dial 2013 - Arbitron, Inc. / Edison Research)
- Radio has the human voice to convince
  - 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)
  - People turn on the radio because they know their favorite personality is on the air.  
(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)
  - Radio listeners have called into a station, met a DJ in their community, or interacted in some other manner.  
(Source: Woodley, P. Parasocial Interaction between On-Air Radio Personalities and Listeners. USA, Annenberg Scholl for Communication & Journalism, released April 2014)
  - 55% of respondents stated that hearing one of their favorite radio station personalities provide testimonials for health care or medical products or services made them trust that product or service.  
(Source: Radio Advertising Bureau F.C.T. Report on healthcare, 2014)
- Radio increases recall and brand preference
  - 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" )
  - 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)
  - Radio drives loyalty: Radio increased shopper retention for a big box retailer by as much as 11%.  
(Source: Nielsen Catalina Solutions Copyright 2014)
- Radio helps drive traffic and interest in your brand
  - Radio is the medium used closest to the point of purchase.  
(Source: Where Radio Fits - Radio's Strengths in the Media Landscape, 2012, Nielsen Audio and MBI TouchPoints)
  - 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")
  - 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")
  - A media advertiser saw a 16% conversion rate for promos when using radio as a reminder medium, building increased frequency.  
(Source: Nielsen Catalina Solutions Copyright 2014)

- Radio personalities are influential.
  - 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)
  
- Radio Boosts ROI
  - Radio campaigns deliver a 49% ROI advantage over TV (increase in sales).  
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  - 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)
  
- Study Summaries on Radio Effectiveness:
  - Nielsen, Nielsen Catalina Solutions, 2014
  - Based on a study of 10 brands that advertised on Clear Channel
  - Combined data from Nielsen's newly acquired radio-audience measurement business with shopper-card data from Catalina
  - Brands averaged a sales lift of more than \$6 for every \$1 spent on radio ads - an ROI double that of even the best results from many recent studies of digital or TV media
  - One retail brand delivered an almost unheard of \$23.21 in sales lift for every \$1 invested
  - Marketing Evolution and Clear Channel Media, 2014
    - Based on a study to measure the ROI on a new menu marketing campaign for Romano's Macaroni Grill across national cable TV networks and four radio markets \_ Tampa, Cleveland, Denver and Dallas
    - Results showed that combining TV and radio marketing would yield higher Top of Mind Awareness scores with no additional investment
    - In the case of Macaroni Grill, more impact was achieved with a 77 percent TV and 23 percent radio campaign-spend mix
    - There was an increase in Top of Mind Awareness (+8 points) in the radio test markets
  - Radio: The ROI Multiplier, RAB U.K., 2013
    - Based on ROI data supplied by nine econometric agencies representing all major media agency groups and covering over 2,000 individual media campaigns across 517 separate ad campaigns
    - Covered 10 major sectors using multi-media combinations
    - On average radio advertisers got their money back 7.7X over.
    - In terms of planning, it is coverage rather than frequency which boosts radio ROI.
    - Brands which reallocate more of their ad budgets to radio see significantly higher returns in terms of overall campaign ROI
  - A Smarter Mix, Clear Channel iHeartRadio Insights, 2012
    - Based on work with seven actual brand media plans in diverse categories: 2 Auto OEMs, 2 Financial Services, 2 Quick Serve Restaurants and 1 Home Improvement
    - Reallocated 5%, 10% and 15% of the TV budget to radio and assess the impact of the new media mix on campaign effectiveness
    - In each instance, radio increased reach significantly without any increase to spend.

