

## **Radio Reaches the B2B Market**

### **Radio has the ability to reach small business owners and self-employed workers.**

- Every week, Radio reaches 93% of small business owners
- Every week, Radio reaches 93% of Adults 18+ who are self-employed

*(Source: Scarborough USA+ 2016 Release 2 [August 2015 -November 2016])*

### **Radio drives awareness, relevance and consideration for B2B advertisers.**

Based on an analysis of 16 B2B campaigns:

- Radio increased ad awareness by 128% for those exposed to radio ads versus those who were not.
- Radio increased brand relevance by 64% for those exposed to radio ads versus those who were not.
- Radio increased brand consideration by 37% for those exposed to radio ads versus those who were not.

*(Source: radioGAUGE from the RAB U.K [strongly agree scores])*

### **Radio is a source for education as well as entertainment for B2B professionals/managers:**

- 55% attribute radio to putting them in a good mood
- 45% stated radio is pure entertainment
- 38% said radio makes them think
- 36% indicated that radio is a good escape
- 33% said radio is a good source for learning
- 24% identified radio for giving them good ideas

*(Source: GfK MRI Doublebase 2016; Adults 18+ who are business-to-business professionals/managerial)*

### **Radio is an aid for many business owners:**

- 47% stated that radio keeps them informed and up to date
- 32% attribute radio for learning
- 22% believe radio gives them good ideas

*(Source: GfK MRI Doublebase 2016; Adults 18+ who are self-employed in their own business)*

### **Radio drives online activity for B2B and consumer campaigns.**

#### **Federal Contractor Builds Awareness with Radio**

- Background:
  - A Federal Government Contractor that provides innovative technology services was experiencing branding and awareness challenges.

- Goals:
    - Increase awareness of their services, drive contracts, etc.
  - Solution:
    - A multi-platform campaign featuring spots voiced by the company leader that provided personal story-telling and insights on the brand, services and results they provide to their customer base.
  - Results:
    - 2MM+ people within the target audience were reached.
    - The Federal Government Contractor saw increases in brand buzz, awareness, etc.
    - The campaign has been renewed for 3 consecutive years.
- (Read full case study [here](#).)