

Personality Endorsements

Radio, with its human voice to convince, can be used to persuade and influence listeners.

- Among those who listen to AM/FM radio, radio DJs/Hosts/ Shows was a top 3 reason for listening to radio. *(Source: Jacobs TechSurvey13, 2017)*

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- Listeners are familiar with radio personalities
 - 87% have personal details about home life
 - 75% are aware of a personality's marital status
 - 68% know if they have children
 - 53% are aware of the personality's hobbies and interests
 - 46% know what charities and causes they support
 - 29% are aware of favorite TV shows*(Source: Katz Radio Group, Our Media Survey, Q2 2017)*
- According to a study conducted by the University of Southern California's Annenberg School for Communication & Journalism:
 - 75% of study respondents reported that they turn on the radio because they know their favorite personality is on the air.
 - 72% of respondents talk to their friends about their favorite radio personality or what they heard on the program.
 - 52% stated their favorite personality influences their opinion.
 - 51% considered or purchased a product advertised during their favorite personality's show.

Advertisers use DJ endorsements to build trust, drive business and website traffic.

- [Bertucci's](#) restaurant used radio personality live endorsements to kick off a successful campaign with year over year increases in sales and traffic.*

Radio and DJ endorsements are great at reaching a large number of consumers and getting them to your location and can be customized by brand:

- Authentic chatter inside their shows
- Personal experiences conveyed to listeners
- Via radio personality or specific radio show apps
- Social media engagement
- On-air mentions/billboards/promos
- Podcasts
- Interviews

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