

## **Personality Endorsements**

### **Brands seek celebrity or radio personality endorsers because they are well-known in their communities and listeners feel a certain bond with radio hosts.**

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

- 61% of A18+ listen to AM/FM radio because of the DJs/Hosts/Shows.<sup>1</sup>
  - 64% female<sup>1</sup>
  - 58% male<sup>1</sup>
- 6 out of 10 (61%) adults say radio personalities are the main reason why they listen.<sup>1</sup>
- 1 in 2 radio listeners have a favorite radio personality.<sup>2</sup>
- 49% of adults strongly agreed that radio station's local feel is a primary advantage for AM/FM radio.<sup>1</sup>

### **Radio listeners have a strong personal connection with radio station personalities.**

- 87% of radio listeners know any personal detail about their favorite on-air radio personalities/DJs.<sup>2</sup>
- 75% of radio listeners know about the marital status of their favorite radio personality.<sup>2</sup>
- 68% are knowledgeable about the DJ's home life.<sup>2</sup>
- 53% of listeners know the hobbies & interests of their favorite radio personality.<sup>2</sup>

### **Listeners have an emotional connection with on-air personalities.**

- 81% consider DJ's a friend, family member or an acquaintance.<sup>2</sup>
- 59% of listeners follow their favorite radio personality on social media.<sup>2</sup>
- 87% of A18+ strongly/somewhat agree that AM/FM personalities make them laugh.<sup>3</sup>
- 64% of A18+ strongly/somewhat agree that if their personality went to another station, they'd probably follow them.<sup>3</sup>
- 61% of A18+ strongly/somewhat agree that their favorite AM/FM personality makes them think.<sup>3</sup>

### **Since listeners feel connected with radio personalities, their statements about brands and product recommendations are assumed to be based on personal preferences.**

- 83% of listeners value and trust their favorite personality's opinions.<sup>2</sup>
- 77% of listeners would try a brand recommended on-air.<sup>2</sup>
- 78% of listeners talk to their friends about what they hear from their favorite radio personality.<sup>2</sup>

### **As the original social media influences, DJ endorsements work well to build trust, drive business and website traffic for advertisers.**

- 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

\*Visit [www.rab.com](http://www.rab.com) for additional case studies.

Sources: 1) Jacobs Media Tech Survey 2021; 2) Katz Media Group, Our Media, 2019; 3) Vision Critical / MARU Nation Study, November 2017