

Radio as a Branding Medium

- Radio has the human voice to convince
 - 81% of consumers agree that a “human voice can establish a connection like nothing else can.”¹
 - 77% of listeners would try a brand recommended by their favorite radio personality.¹
- Radio builds brands
 - In a radio campaign, two breakfast products grew +7% and +12% in brand awareness.⁶
 - 13% increase in parent company brand purchases.⁶
- Radio creative matters
 - Radio creative is a key component to branding
 - A powerful way to create an emotion is through sonic branding – using sounds to differentiate brands.³
 - Sonic branding is critical to creative and creative is vital to driving sales.³
 - A Nielsen study showed that creative ads drive an almost 50% sales lift.³
 - Brand mentions are important
 - An insurance company mentioned their brand name in the first few seconds of ad; 2x in :15 spots and 3x in :30 spots.³
 - Their branding structure generated +11% likeability, +10% optimism, +7% trustworthiness and +6% purchase intent.³
 - Voices, tone and music influence purchase intent
 - A VERITONIC ad study found that audio logos that mention brand names have a Veritonic Audio Score of 69.⁴
 - Brands that did not mention their brand name had a 55 Veritonic Audio Score.⁴
 - Audio logos that had a melody had a 77 Veritonic Audio Score.⁴
 - Audio logos that did not have a melody included has a 60 Veritonic Audio Score.⁴
- Radio delivers a strong return on investment (ROI)
 - Average radio payback per investment is \$10:\$1.⁷
 - In a study, a parent brand saw an \$11.96 return on ad spend per \$1, while their men’s personal care brand saw a \$1.23 return on ad spend.⁵
 - The parent brand gained an 8% increase in sales among households where men were exposed to radio.⁵
- It is the originator of experiential marketing
 - Radio station-produced remotes or events allow for sampling opportunities, increasing brand awareness.

Sources: 1) Katz Media Group, Our Media, 2019; 3) Westwood One, Cumulus Media VERITONIC, Do Disclaimers Ruin Tier Two Auto Ads, May 2018; 4) Westwood One; VERITONIC, Audio Logo Index 2021; 5) Westwood One, Nielsen Catalina Solutions, Groundbreaking Research Proves AM/FM Radio Delivers Strong ROI for Personal Care Brand, 2018; 6) Westwood One, Maru/Vision Critical, New Breakfast Brand Successfully Uses AM/FM Radio to Build Awareness and Drive Purchases, 2019; 7) Nielsen Studies 2014-2016