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.”
  - 77% of listeners would try a brand recommended by their favorite radio personality.

- Radio builds brands
  - In a radio campaign, two breakfast products grew +7% and +12% in brand awareness.
    - 13% increase in parent company brand purchases.

- 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.
    - Sonic branding is critical to creative and creative is vital to driving sales.
    - A Nielsen study showed that creative ads drive an almost 50% sales lift.
  - 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.
      - Their branding structure generated +11% likeability, +10% optimism, +7% trustworthiness and +6% purchase intent.
  - Voices, tone and music influence purchase intent
    - A VERITONIC auto ad study found that the top-ranking ads have a noticeable female presence with a prominent speaking role.
    - Serious spots can influence behavior, creating a 10% increase in purchase intent when compared to humorous ads (6.2%).
    - Ads with music saw a 146% increase in purchase intent post-exposure versus ads with no music.
    - Ads with sonic identity showed a 58% increase in purchase intent.
    - Ads with a jingle experienced a 44% increase in purchase intent.

- Radio delivers a strong return on investment (ROI)
  - Average radio payback per investment is $10:$1.
    - 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.
    - The parent brand gained an 8% increase in sales among households where men were exposed to radio.

- It is the originator of experiential marketing
  - Radio station-produced remotes or events allow for sampling opportunities, increasing brand awareness