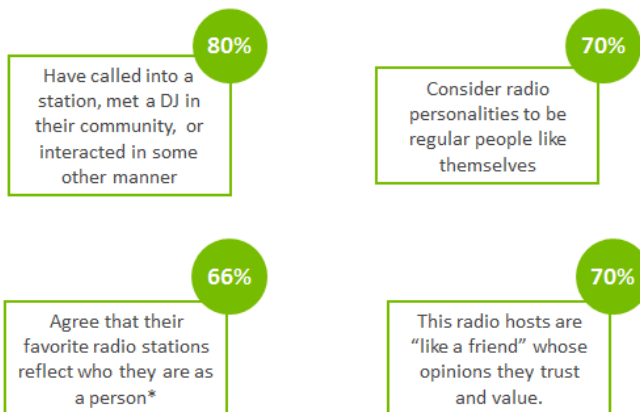


RADIO AS A BRANDING MEDIUM

- Radio's strength is brand building
 - Radio ads are much more personally relevant than ads in all other media.
(Source: Radio Ad Lab "Personal Relevance I & II)
 - People who listen to broadcast radio feel more alert than when consuming other media.
(Source: Where Radio Fits - Radio's Strengths in the Media Landscape, 2012, Nielsen Audio and MBI TouchPoints)
 - Radio ads prompt consumer response
 - 41% of P12+ visited an advertised store after hearing a broadcast radio ad
 - 28% of P12+ visited an advertiser's website
(Source: The Infinite Dial 2013 - Arbitron, Inc. / Edison Research)
 - 38% of respondents states that a radio advertiser is a reputable advertiser.
(Source: NuVoodoo Media Services, 2013 national online sample of 622 radio listeners 18-54)
- Radio has the human voice to convince

THE EMOTIONAL CONNECTION TO RADIO PERSONALITIES



Source: Woodley, P., *Parasocial Interaction between On-Air Radio Personalities and Listeners*. USA, Annenberg Scholl for Communication & Journalism, released April 2014; * Latitude Research and OpenMindStrategy, State of Listening in America, May 2013.

- 55% of respondents stated that hearing one of their favorite radio station personalities provide testimonials for health care or medical products or services made them trust that product or service. (Source: Radio Advertising Bureau F.C.T. Report on healthcare, 2014)
- Radio ads are much more personally relevant than ads in all other media. (Source: Radio Ad Lab "Personal Relevance I & II")
- Radio has ads that are honest and believable. (Source: "Radio Tomorrow", 2012, Alan Burns & Assoc. and Triton Digital)
- People turn on the radio because they know their favorite personality is on the air. (Source: USC, Annenberg School for Communication & Journalism, PSI Study released June 2012, Woodley, P. and Movius, L. People With a Favorite Radio Personality in Los Angeles)
- Radio listeners have called into a station, met a DJ in their community, or interacted in some other manner. (Source: Woodley, P. Parasocial Interaction between On-Air Radio Personalities and Listeners. USA, Annenberg Scholl for Communication & Journalism, released April 2014)

- **Radio increases recall and brand preference**

- Radio ads have messages that listeners retain. (Source: NuVoodoo Media Services, 2013 national online sample of 622 radio listeners 18-54))

DRIVING INFLUENCE AND BEHAVIOR

Radio Advertising topped Television, Social Media, and Direct Mail and **was 2x as effective** as Newspapers in influencing Healthcare choices.



A media advertiser saw a **16% conversion rate** for promos when **using radio** as a reminder medium, building **increased frequency**.

Source: Nielsen Catalina Solutions Copyright 2014

RAB RADIO ADVERTISING BUREAU

- When radio is included within a plan, it boosts brand recall and brand preference. (Source: Radio Ad Lab "The Benefits of Synergy," "Radio's ROI Advantage" and "Radio and the Internet: Powerful Complements for Advertisers")

- When 15% of a TV-only campaign is reallocated to radio, the campaign's reach and receptivity significantly increases.
(Source: A Smarter Mix, 2012, Clear Channel Media + Entertainment and MBI TouchPoints)
- Radio drives loyalty: Radio increased shopper retention for a big box retailer by as much as 11%.
(Source: Nielsen Catalina Solutions Copyright 2014)

- Radio stations invented experiential marketing

- Radio station remotes set were the original experiential marketing and set the standards for consumer experiences today.
- Allows the opportunity for consumers to experience the product or provide "live" sampling opportunities, therefore increasing brand awareness and transactions.

- Radio helps drive traffic and interest in your brand

- Radio is the medium used closest to the point of purchase.
(Source: Where Radio Fits - Radio's Strengths in the Media Landscape, 2012, Nielsen Audio and MBI TouchPoints)
- A Radio/Internet-mix plan showed greater impact in website visitation and purchase likelihood.
(Sources: Radio Ad Lab "Radio and the Internet: Powerful Complements for Advertisers" and RAB U.K. "Radio: The Online Multiplier")

RADIO BOOSTS CAMPAIGN EFFECTIVENESS

Consumer packaged goods advertisers
achieved over **\$6** of
incremental sales for every
\$1 spent on radio.

Radio drives loyalty:
Radio increased
shopper retention for a big box
retailer by as much as **11%**.

Source: Nielsen Catalina Solutions Copyright 2014

RAB RADIO
ADVERTISING
BUREAU

- Radio's digital platforms also improve campaign effectiveness. Ad response rates increase 3½ times when Internet Radio is used in combination with AM/FM Radio.
(Source: TargetSpot Study: "Internet Radio Advertising Impact Study" with Parks Associates, 2011)

- **When radio is included within a plan, it boosts brand recall and brand preference.**

(Source: Radio Ad Lab "The Benefits of Synergy," "Radio's ROI Advantage" and "Radio and the Internet: Powerful Complements for Advertisers")

- **26% of respondents stated that radio tells listeners why to buy.**

(Source: NuVoodoo Media Services, 2013 national online sample of 622 radio listeners 18-54)

- **A media advertiser saw a 16% conversion rate for promos when using radio as a reminder medium, building increased frequency.**

(Source: Nielsen Catalina Solutions Copyright 2014)

- **Most Radio stations have a robust, loyal listener database, allowing for CRM initiatives, couponing and targeted messaging.**