

Radio Reaches Broad Target Audience for Government Office

Background:

- Dial Report is the only large sample platform that can prove radio's ability to reach larger target audiences.
- Dial Report provides agencies, brands and broadcasters with data on radio listening, behaviors, interactions and exposures.

Objective:

- Demonstrate the power of radio to reach a broader target audience for government offices.

Strategy

- Leverage Dial Report data to quantify attribution of radio.

Solution:

- Campaign included 24 radio stations in 7 markets.
- Campaign ran for 3 weeks, across formats including: Adult Hits, Hip Hop, Oldies, Rock, Soft R&B, Sports and Top 40.

Results

- Campaign exposure of **21.7%** was two times higher than NextRadio norms.
- 29% of those exposed to the campaign fell within the 18-34 age range.
- Strongest exposure occurred across the Rock format, followed by Sports and Hip Hop.
- Fringe dayparts and weekends proved higher listening to viewing conversion – heavier use of these days/dayparts could lead to an increase in the current 20% rate we saw in this campaign.

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<i>*Marquette, Muskegon & Traverse City are not represented</i>	Office of Highway Safety	NextRadio benchmark of completed campaigns	Index
Campaign reach as a % of NextRadio audience reach	21.7%	9.2%	236