Radio Drives Grocery Store Traffic

Background:
- Dial Report is the only large sample platform that can prove radio’s ability to drive consumers to local grocery stores.
- Dial Report provides agencies, brands and broadcasters with data on radio listening, behaviors, interactions and exposures.

Objective:
- Demonstrate the power of radio to drive traffic to local grocery stores.

Solution:
- Campaign included 10 radio stations in 4 markets.
- Campaign ran for 13 weeks, September-December 2017, across formats including: Adult Hits, Oldies, Country, Soft R&B and Top 40.

Results
- Broadcast radio exposure significantly increased in-store grocery visits (2.7% on average of customer visits per exposed).
- Advertiser was provided with breakdown of key demographics and behavioral insights about the listening audience.
- By incorporating the Dial Report in future attribution analysis, grocery stores can drill down into market, format and creative performance.

Average daily store visits

<table>
<thead>
<tr>
<th>Unexposed</th>
<th>Exposed</th>
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<tbody>
<tr>
<td>1.57</td>
<td>2.75</td>
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3.2% – Not Exposed to Campaign & Visited Grocery Store
2.7% – Exposed to Campaign & Visited Grocery Store

Average visits per exposed

For more information contact Tammy Greenberg, SVP Business Development, tgreenberg@rab.com