

RADIO case study

Niche Retailer



Background

- National specialty retail advertiser cut back radio to fund digital efforts.
- The advertiser was not achieving their desired results and began exploring other options including a return to radio.

Objectives

- Reach their desired audience of females, 35-64 in priority markets.
- Capture data through the activation of a NextRadio in-app survey.
- Quantitatively prove radio's ability to drive desired results.
- Drive brand awareness and store traffic.



Solution

- Partnership with Katz Radio Group to leverage radio in 27 of the retailer's key markets, with schedules running on over 90 radio stations to support their "Countdown to Spring, buy 2 get 1 free" message.
- Through a partnership with Dial Report, plans were put in place to measure the performance of the radio campaign and provide planning insights in real time.

Results

- The exposed audience was three times more likely to visit a brand location while the radio campaign was running.
 - During the campaign time period, a significantly higher percentage of in-store visits occurred among those exposed to the campaign.
- Sales increased as a result of the radio activity.
- Survey respondents visited retailer more than any single competitor in March '18.
- Retailer effectively reached 24% of the potential audience.
- The data further showed in-market and out-of-market optimization information that the advertiser will continue to use to further improve reach and in-store visits for future radio campaigns.