



# Radio Drives Brand Conversations: Unveiling the Untapped Potential of Radio Conversations

## Executive Summary

In the evolving realm of media impact, the following Engagement Labs study commissioned by RAB (Radio Advertising Bureau) presents an analysis of radio's pivotal role in accelerating brand conversations. This study underscores radio's unparalleled potential as a driver of brand discussions for advertisers and explores its impact on purchase intent, influence, and societal discourse.

The cornerstone of this study is the recognition of radio as a paramount force in fostering brand conversations. With heavy radio listeners generating nearly 5 billion weekly brand conversations, surpassing heavy users of TV, social media, magazines, and newspapers, radio's enduring influence is undeniable.

A notable revelation from this study is radio's dominance across 15 industries and sectors. By leading brand conversations in categories as diverse as sports, financial

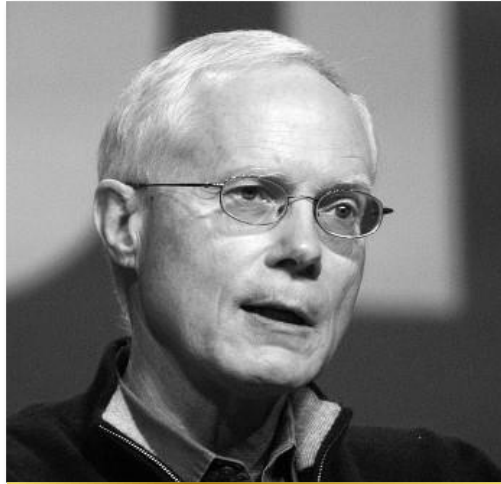
services and technology, radio emerges as the bridge between brands and their target audiences.

The study also underscores the influential status of heavy radio listeners as everyday consumer influencers. The Engagement Labs research reveals that these influencers possess a distinct power: more and better conversations hold the potential to significantly bolster the bottom line for brands, everything from increased sales in CPG to growing new subscriptions in streaming media. We must recognize conversations as a tangible asset, measure them, and harness their potential rather than allowing them to languish.

Radio's impact transcends conversations, translating them into tangible results. With 51% of brand conversations among heavy radio listeners culminating in an intention to purchase, radio outpaces the national average and holds potential to increase bottom-line revenue. This dovetails with Engagement Labs' findings that conversations contribute directly to sales attribution and that radio's ability to convert discussions to purchase intent enhances its impact.

Beyond brand and consumer conversations, this study reveals radio's pivotal role in societal discourse. Heavy radio listeners display a profound interest in a wide spectrum of topics, ranging from personal financial concerns to political issues like the President and our country's gun policy. This engagement underlines radio's role as a platform for informed dialogue, driving conversations for meaningful interactions.

In summary, the study "Radio Drives Brand Conversations" reinforces the transformative potential of radio in the media landscape. The findings highlight the value of conversations, their conversion to sales, and the necessity of nurturing them, corroborating these insights within the realm of radio. With radio's ability to amplify conversations, engage everyday influencers, drive purchase intent, and foster dialogue on crucial issues, its role as an indispensable tool for brands and advertisers becomes undeniable. To maximize this potential, we must recognize, measure and optimize conversations as a primary asset, enriching the brand-consumer relationship and driving the bottom line.



“

A brand is no longer  
what we tell the  
consumer it is—  
**it is what consumers tell  
each other it is.**”

”

Scott Cook | Founder | Intuit

In today's rapidly evolving media landscape, understanding the mechanisms that drive effective brand conversations is paramount for advertisers seeking to maximize their impact. The study "Radio Drives Brand Conversations," explores and delves into radio's role as a catalyst for brand discussions, and sheds light on its potential to drive purchase intent, wield influence, and shape societal conversations.

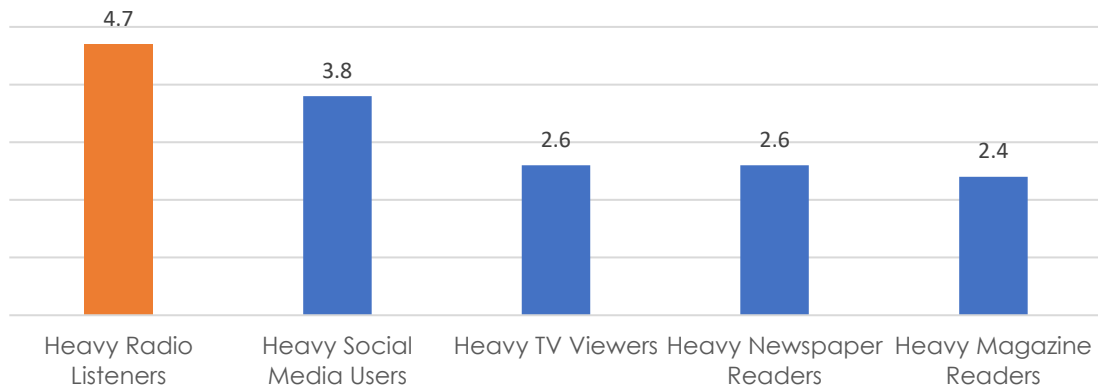
### Radio's Command in Brand Conversations

At the heart of this exploration lies the recognition of radio's unparalleled capability to drive brand conversations. With heavy radio listeners generating a staggering 4.7 billion weekly brand conversations, outpacing users of TV, social media, magazines, and newspapers, radio's sway is irrefutable. These findings reverberate harmoniously with Engagement Labs' prior research, illuminating that 25% of media's impact is channeled through conversations. Moreover, according to Engagement Labs analytics, [19 percent of sales, on average, are driven by consumer conversations.](#)

### DEFINING HEAVY USERS OF MEDIA:

- Heavy Radio: 2+ hours per day on weekday or weekend
- Heavy Social Media: 2+ hours per day on weekday and weekend
- Heavy TV: 2+ hours per day on weekday and weekend
- Heavy Newspaper: 1+ hours per day on weekday or weekend
- Heavy Magazine: 1+ hours per day on weekday or weekend

## Weekly Brand Conversations (in Billions)



Source: Engagement Labs TotalSocial, August 2022 – July 2023

### Diverse Industry Leadership

Radio ranks #1 in brand conversations across all 15 industries and sectors: sports, food & dining, beauty & personal care, financial, beverages, healthcare, media & entertainment, travel, retail/apparel, technology, auto, children's products, household products, telecom, and the home. By spearheading brand conversations across these categories, radio emerges as a vital conduit between brands and their target audiences.

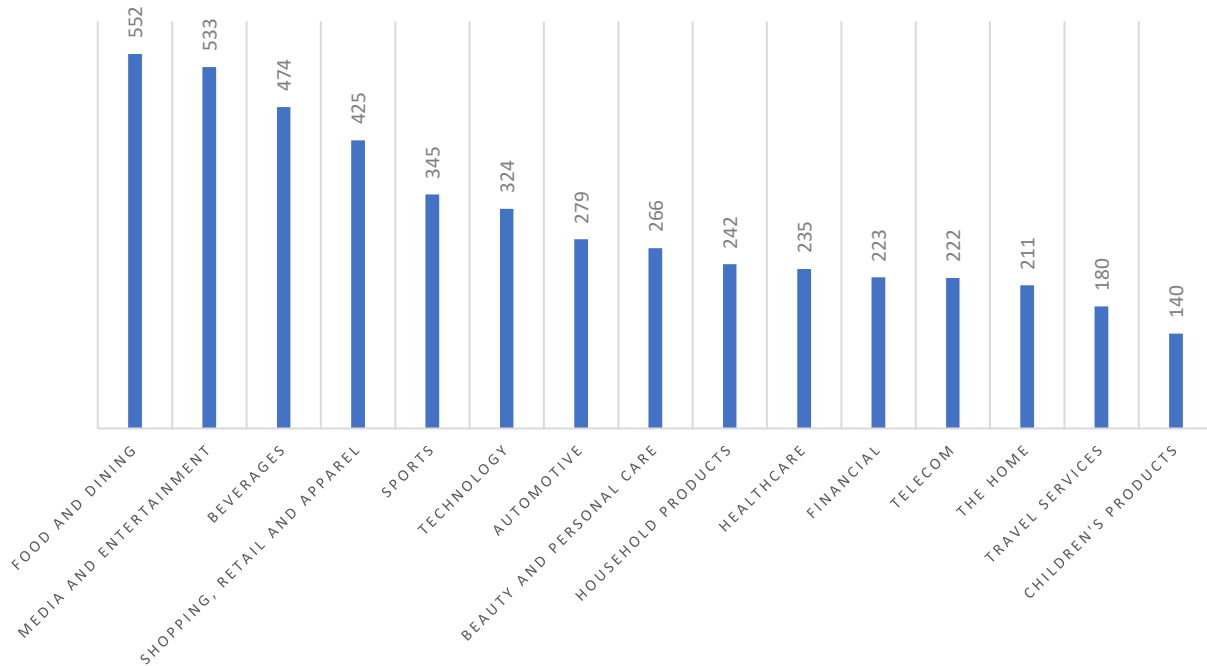


**Heavy Radio Listeners have more brand conversations** across all categories than heavy consumers of:

TV, Social Media, Magazines, Newspapers



## Projected Weekly Brand Conversations (In Millions)

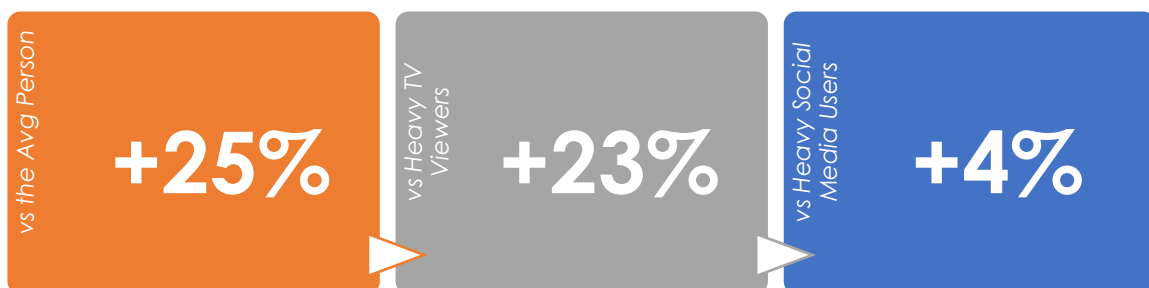


Source: Engagement Labs TotalSocial, August 2022 – July 2023

### Magnifying Everyday Influencers

The study reiterates the influential status of heavy radio listeners as everyday influencers. [Everyday influencers – by which we mean the one in 10 consumers](#) who are sought out for their advice and whose recommendations are heeded, move the needle on other people's purchase decisions. These influencers possess a unique power: enhancing the quantity and quality of conversations can substantially bolster the bottom line. This underscores the necessity of recognizing conversations as a tangible asset and harnessing their potential instead of allowing them to stagnate.

### Heavy Radio Listeners Are More Likely to Be Everyday Consumer Influencers

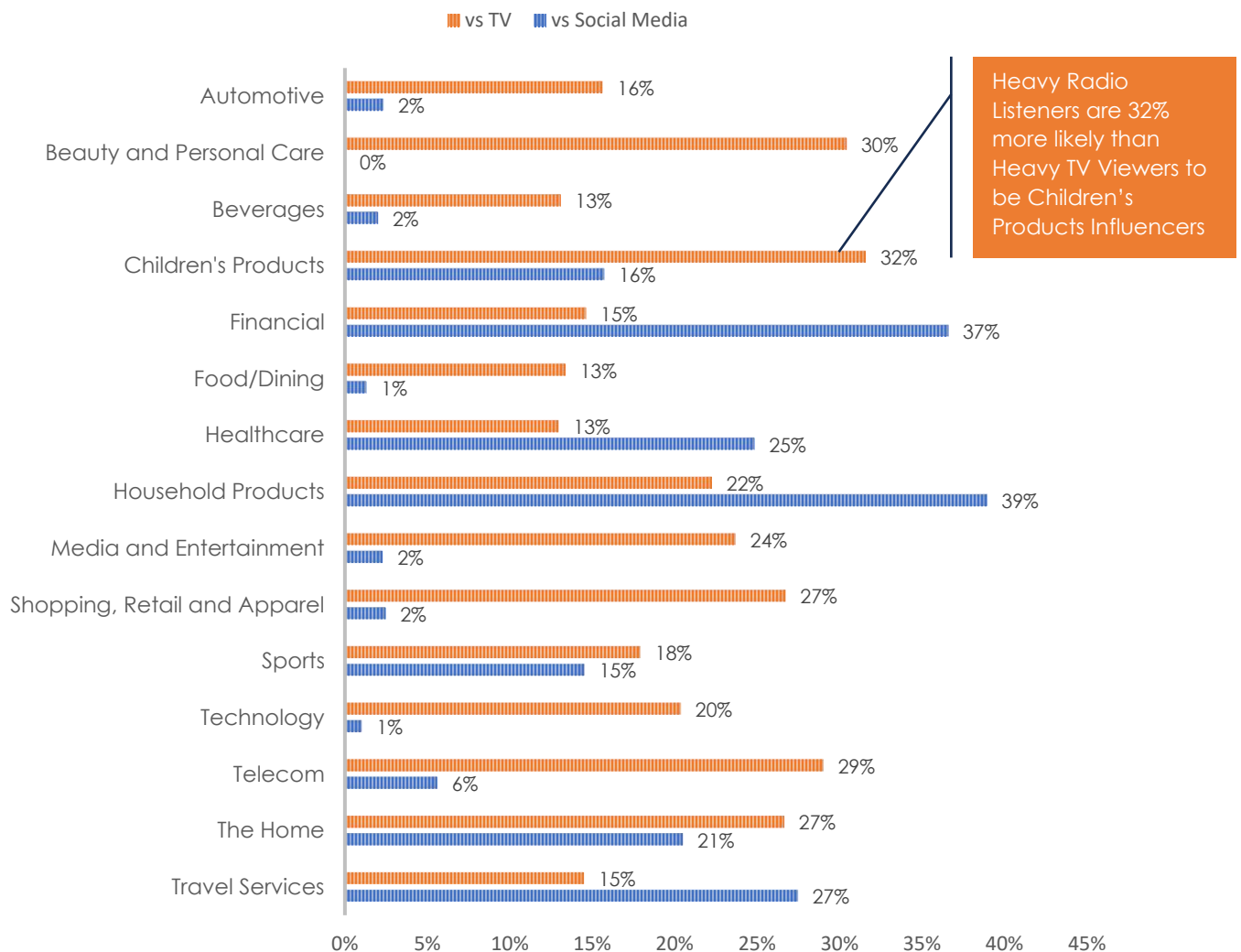


### The Value of Everyday Influencers:

- “Reach Effect” – They talk about more brands with people
- “Acceleration Effect” – They keep up with what’s new and spread the word
- “Amplification Effect” – The talk about advertising, so your message goes further

We identify the influential consumers who represent ~10% of the total public and may engage in 2-3x as many brand conversations as others.

### How Much More Likely Are Heavy Radio Listeners to be Category Influencers Compared to Heavy TV Viewers



Source: Engagement Labs TotalSocial, August 2022 – July 2023; Ranked by Difference vs Heavy TV Viewers

## Transforming Conversations into Purchase Intent

Radio's impact transcends mere conversations, adeptly translating them into business performance results. A striking 51% of brand conversations among heavy radio listeners culminate in an intent to purchase, surpassing the national average. This underscores conversations as contributors to sales attribution and emphasizing radio's proficiency in transforming discussions into purchase intent.

## Cultivating Enlightened Societal Dialogue

Beyond commercial discourse, the study highlights radio's role in fostering informed societal conversations. Heavy radio listeners exhibit an ardent interest in a wide array of discussions, ranging from personal financial concerns to political issues such as the President and gun policy. This engagement reinforces radio's stature as a platform for thought-provoking dialogue, and positions heavy radio listeners' conversations as dynamic assets for meaningful interactions.

51%

of brand conversations among Heavy Radio Listeners result in **intent to purchase**.

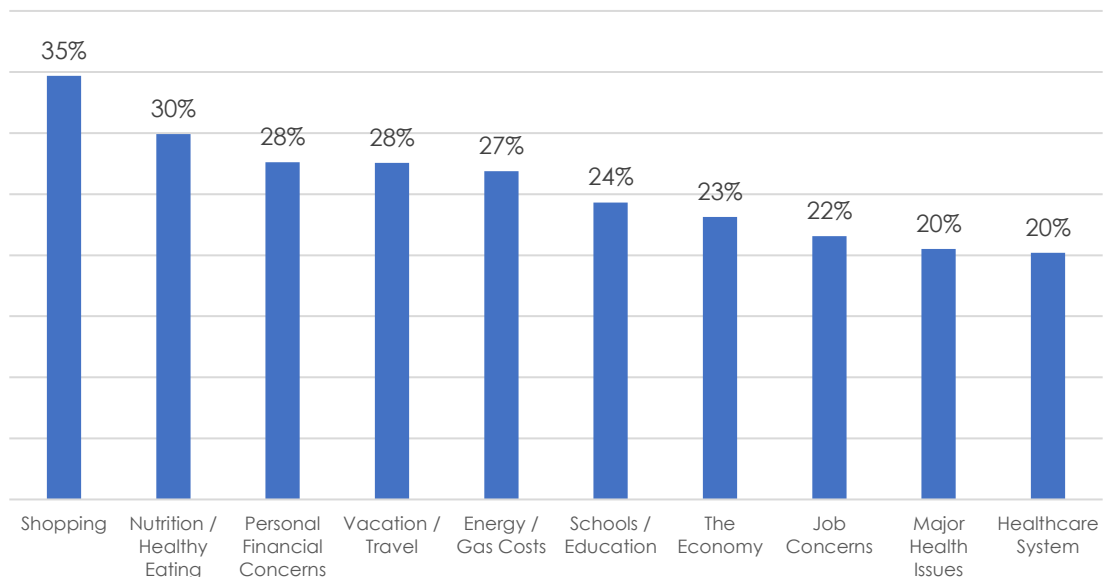
That's ahead of the national avg (49%)

Radio performs particularly well in:

- *Auto: +14%*
- *Sports: +13%*
- *Telecom: +10%*
- *Technology: +9%*
- *Beverages: +5%*
- *Healthcare: +5%*

## Heavy Radio Listeners Are Concerned About a Diverse Range of Issues

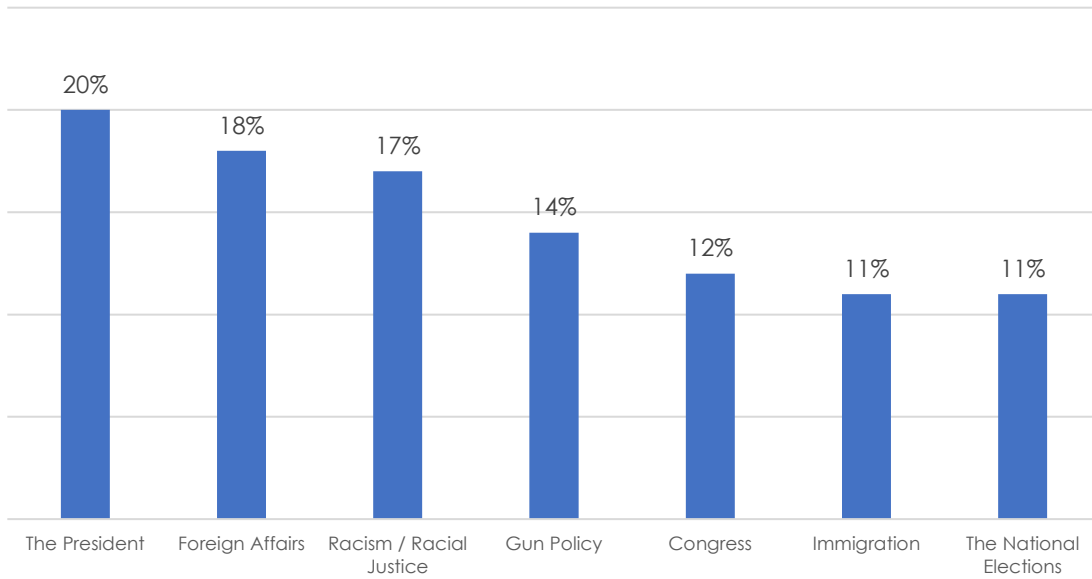
Leading Issues Discussed Among Heavy Radio Listeners



Source: Engagement Labs TotalSocial, August 2022 – July 2023

## Heavy Radio Listeners Have Strong Opinions on Political Issues

% of Heavy Radio Listeners Discussing Political Issues



Source: Engagement Labs TotalSocial, August 2022 – July 2023

### Advocating for the Influence of Radio Conversations

In summary, heavy radio listeners' brand conversations have transformative potential within the media landscape. The value of consumer conversations, their conversion to sales, and the significance of nurturing them, concretely applies these insights to radio's realm. With radio's prowess in amplifying conversations, engaging everyday influencers, fueling purchase intent, and incubating dialogue on pivotal issues, its status as a paramount tool for advertisers is indisputable. To extract the full potential, recognizing, measuring and optimizing conversations as a primary asset is imperative, enriching the brand-consumer relationship and propelling business and revenue growth.



## **ABOUT THE STUDY**

RAB commissioned Engagement Labs for the “Radio Drives Brand Conversations: Unveiling the Untapped Potential of Radio Conversations” study that analyzed a cross-section of consumers ages 13 to 69 in the U.S. from August 2022 to July 2023. During this one-year period, approximately 38,000 interviews were collected.

## **ABOUT ENGAGEMENT LABS & TOTALSOCIAL®**

Engagement Labs is an innovative, industry-leading data and analytics firm that focuses on the social ecosystem and its impact on business. Our TotalSocial platform is the only patented platform that combines online and offline data with predictive analytics. Our team consists of award-winning industry experts with deep knowledge and experience in social media (online) and word-of-mouth (offline) marketing.

Our clients are a diverse group of Fortune 500 brands and companies. Engagement Labs flourishes when we work side by side to create true partnerships with brands. Our proprietary data with more than ten years database are powerful for brands, but it is our diagnostics that creates real teamwork with our partners.

To learn more visit [www.engagementlabs.com](http://www.engagementlabs.com) or email us at [information@engagementlabs.com](mailto:information@engagementlabs.com).

## **TOTALSOCIAL® OFFLINE METHODOLOGY**

Offline conversations are based on an ongoing weekly online survey of a cross-section of consumers ages 13 to 69 in the U.S. The surveys are based on samples representative of the intended populations through the use of sample quotas and weighting across key demographics. Consumers report on brand-related conversations that happen face-to-face, by phone, or through digital communications of all kinds. It is the only database of its type to measure offline conversation on a continuous basis.

## **ABOUT RAB**

RAB is the not-for-profit trade association representing America's broadcast radio industry. Its primary objective is to drive revenue growth through advocacy, providing the tools and resources to help the industry attract new sales talent to the medium and enhance industry professionalism through training and support. RAB serves more than 6,000 member stations in the U.S. and more than 1,000 member networks, representative firms, broadcast vendors and international organizations. Learn more at [www.rab.com](http://www.rab.com).