

CASINOS HIT THE JACKPOT WITH RADIO

Radio grows consumer intent for casino brands.

Radio boosts brand consideration

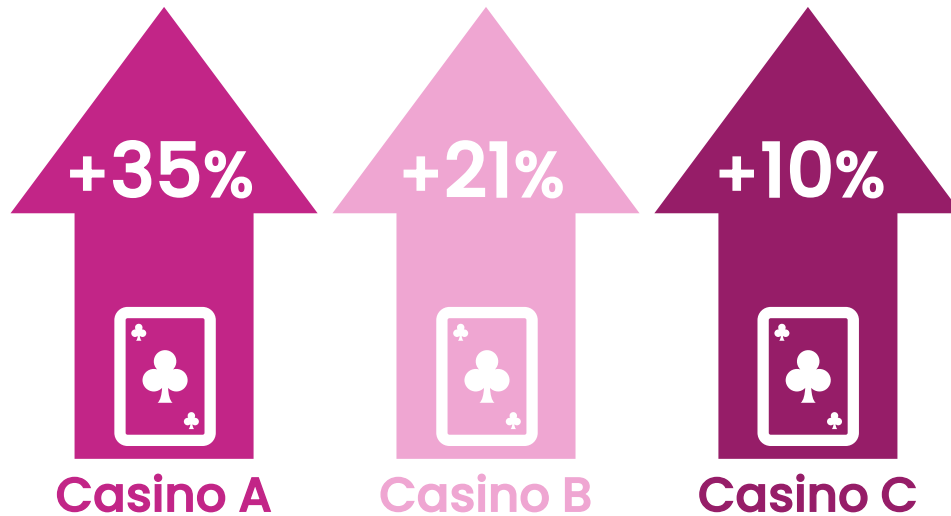
casinos

Background and purpose

- Three casino brands ran robust radio campaigns.
- Brand lift studies were explored to analyze:
 - Receptiveness
 - Responsiveness
 - Intent to visit the casinos after hearing the commercials.
- Survey responses from 1,300 adults revealed:
 - All three casino brands investment in radio successfully boosted consumer excitement and intent to visit their casinos.

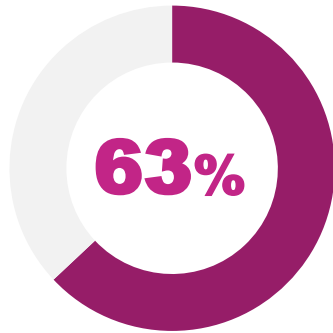
Radio drives **intent**

INCREASE IN INTENT TO VISIT CASINO AMONG CONSUMERS WHO
HEARD THE RADIO CAMPAIGN - AVERAGE +22%

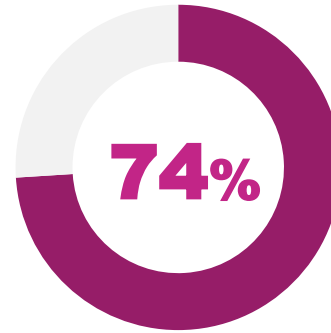


Listeners are receptive **and responsive**

% of consumers interested in visiting casinos who agree with statement.



Radio advertising could encourage me to **learn more** about a casino to potentially visit in the future.



It is smart for casinos to use radio advertising to get people excited.

Radio listeners are overwhelmingly open to casino ads, likely to take action after hearing them.

THIS!
IS RADIO

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