

RADIO REVS UP AUTO AFTERMARKET

Intent to shop and purchase soars.

Radio drives receptiveness, responsiveness
and intent to shop & purchase.

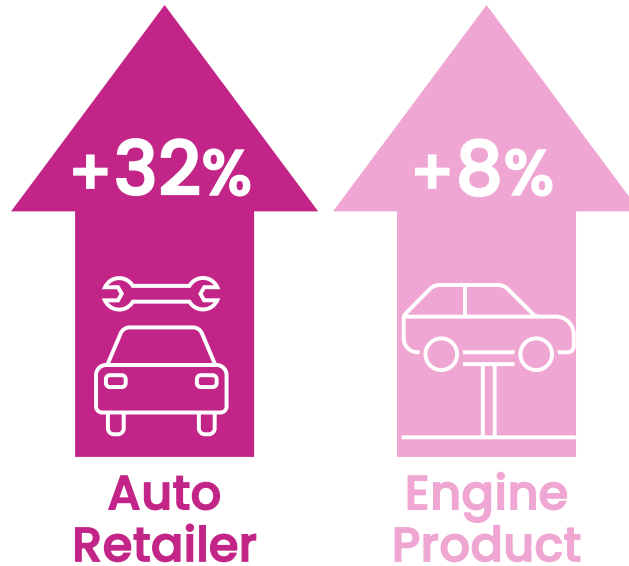
**automotive
aftermarket**

Background and purpose

- Two auto aftermarket advertisers ran robust radio campaigns.
 - Auto parts retailer.
 - Automotive engine product.
- Brand lift studies were explored to analyze:
 - Receptiveness.
 - Responsiveness.
 - Intent to shop the auto parts retailer and purchase the engine product.

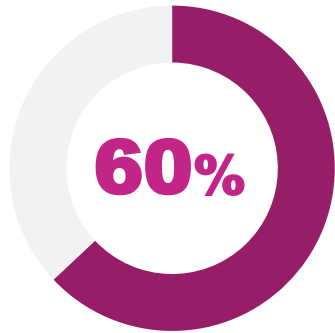
Radio drives **intent**

INCREASE IN INTENT TO SHOP & PURCHASE AMONG CONSUMERS WHO
HEARD THE RADIO CAMPAIGN - AVERAGE +20%

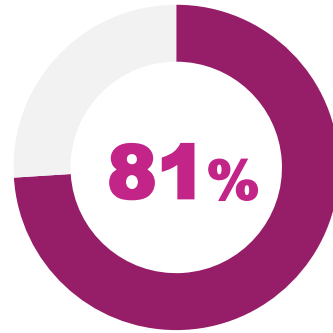


Listeners are receptive **and responsive**

% of consumers interested purchase/shop auto aftermarket who agree with statement.



Radio ads encourage them to **buy auto products or shop** at an auto parts retailer.



It is smart for automotive aftermarket brands to use radio to inform consumers.

Radio listeners are overwhelmingly open to auto aftermarket ads and likely to take action after hearing them.

THIS!
IS RADIO

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