

LISTENING & ENGAGEMENT THAT DRIVES RESULTS

Exploring radio's truths to power up the brand's plans.

Purpose:

Address current perceptions that may be preventing brands from using radio and experiencing the results it can provide to their bottom line.

Key Finding:

Radio drives the scale brands need. Radio makes every other media work harder. Radio is measurable, driving a superior return on investment. Radio is deeply engaging and immersive.

ROI from Radio surpasses other media
Perception is NOT reality

| PERCEPTION | | REALITY | |
|------------|---------------------------|----------|-------------------------|
| MEDIA | % PERCEIVED EFFECTIVENESS | MEDIA | WEIGHTED AVERAGE ROI \$ |
| Search | 65% | RADIO | \$2.00 |
| Video | 65% | Video | \$1.56 |
| Display | 62% | Display | \$1.52 |
| CTV | 60% | Podcasts | \$1.49 |
| OOH | 58% | TV | \$1.47 |
| TV | 55% | Print | \$1.47 |
| Podcasts | 54% | OOH | \$1.33 |
| Print | 50% | Search | \$1.16 |
| RADIO | 46% | CTV | \$1.15 |

Key Takeaways:

- Audio represents 31% share of consumer consumption yet receives an 8.4% share of investment.
 - Broadcast radio commands 14.1% share of consumer consumption yet receives a 4.6% share of investment.
- Radio reaches more adults each week than any other medium.
- Reallocating 10% of a plan that includes TV, CTV and digital to radio will increase reach by 20%.
- Ad-enabled audio increases social performance by 83%, increases TV ad recall by 35% and adds 81% incremental reach to CTV plans.
- Audio helps the brand become easy to mind, easy to find.

Sources: Total Audio - Audio: Edison Research total audio consumption estimates; Nonaudio: eMarketer; WARC estimates for consumption and spend. Nielsen Audience Insights Q4 2024, National Nielsen Media Impact August 2024 campaign. \$10,000,000 national campaign in both instances. Television campaign based on an average CPP of \$20,000; Radio: \$5,000, CTV and digital: CPM of \$10. Standard National Campaign Persons 18+.