

**RAB RESOURCES**

**INSPIRING,**

**EDUCATING,**

**EMPOWERING**

- Certifications to propel skills and improve potential.
- Online training to deepen knowledge base and work at individualized pace.
- Preparing sellers to excel as marketing partners to brands.

**RAB.COM NAVIGATION**

- Training/Professional Development Home



- Customized in person training focused on the group dynamics and desired outcome.
- 23 different techniques deployed.
- Immersive, educational, team building and empowering.

**RAB.COM NAVIGATION**

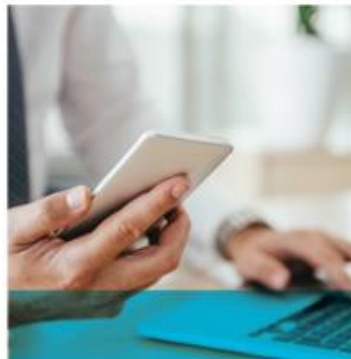
- Training/Professional Development Home



**Sales Essentials**



**Certified Radio  
Sales Management**



**What's Now,  
What's Next?  
(Digital)**



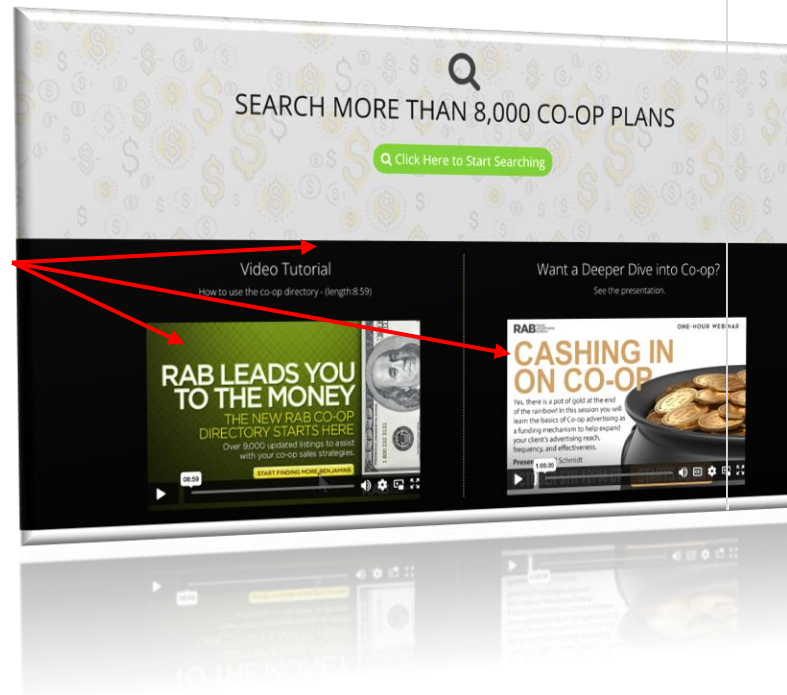
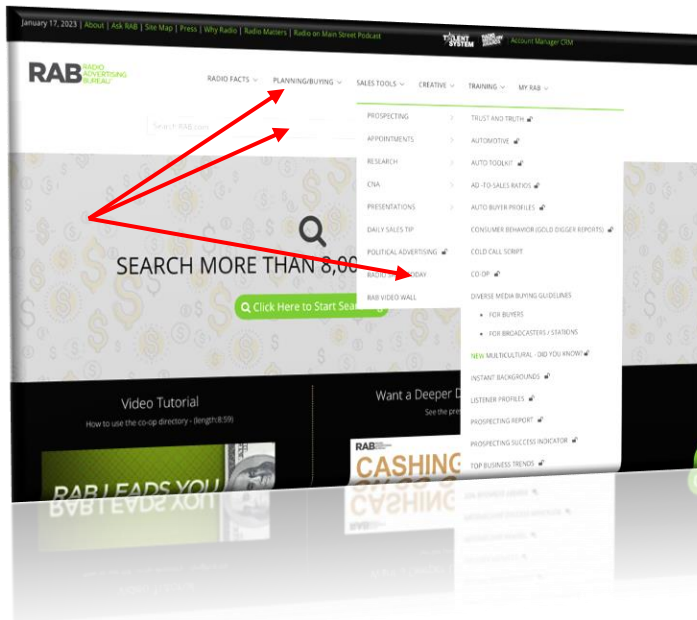
**Co-op Sales  
Academy**



**Fueling  
Automotive Sales**

# RAB CO-OP DIRECTORY

- Easy access to thousands of coop plans available.
- Search by expiration date, category or manufacturer.
- Resources available for all media: Radio, Television, Digital and more.



**RAB**
RADIO  
ADVERTISING  
BUREAU

[Co-op Advertising Home](#)
[Ad Material Warehouse](#)
[Co-op Sales Leads](#)
[Tutorials](#)
[RAB.com](#)

### Quick Co-op Search

Simply type in a manufacturer name, manufacturer product or brand. If nothing pops up try just typing the first few letters of your search criteria. This should help in your search efforts.

### Advanced Co-op Search

Search by:

Participation %

Expiration Date between
and

Year (Prior/Current):

☐ Formal Co-op
☐ Special Arranged Co-op

☐ Fixed & Unlimited
☐ Accrual Dollars Found

☐ Website
☐ Dealer Locator

☐ Artwork
☐ Scripts

☐ E-mail

Media
Print Media

Categories (\*Select all desired)



# INSTANT BACKGROUNDS

Information to start conversations and position yourself as a true marketing professional

- Insights into lines of business to tie to your listening audience
- Who, what, when, why and how consumers take action, purchase preferences and more
- Links to trade associations, publications, etc.

**RAB Instant Background - Apparel Stores**  
Consumer Insights

**Who Buys**  
Profiling adults 18+ who purchased three or more articles of men's apparel in the last year, along with those consumers who bought three or more articles of women's clothing in the previous 12 months:

	Bought 3+ items of women's clothing	Bought 3+ items of men's clothing
Male	15.7%	65.2%
Female	84.3%	34.8%
18-24	11.6%	10.9%
25-34	19.1%	18.7%
35-44	17.6%	18.1%
45-54	16.4%	16.9%
55-64	18.9%	17.0%
65+	39.2%	18.4%
Household Income: \$100K+	13.6%	43.5%
Household Income: \$75,000-\$99,999		14.2%

**What They Buy**  
According to 2022 IBISWorld research, share of product sales in family clothing stores, by category: Women's clothing, 39.5%; men's clothing, 26.5%; children's clothing, 11.5%; footwear, 14.0%; accessories, 8.2%.  
(Source: IBISWorld, 2022)

Share of product sales in women's clothing stores, by segment: Tops, 30.9%; bottoms, 20.6%; dresses, 14.4%; outerwear, 8.4%; other apparel and accessories, 25.7%.  
(Source: IBISWorld, 2022)

Share of product sales in men's wear stores, according to 2022 IBISWorld research: Casual wear, 39.1%; suits and formal wear, 20.5%; office wear, 13.4%; accessories, 8.3%; sport coats and blazers, 7.3%; overcoats and raincoats, 5.7%; other, 5.7%.  
(Source: IBISWorld, 2022)

Share of product sales in children and infants' clothing stores: Girls' clothing, 22.6%; boys' clothing, 43.9%; infants' and toddlers' clothing, 12.6%; other sport coats and blazers, 7.3%; overcoats and raincoats, 5.7%; other, 5.7%.  
(Source: IBISWorld, 2022)

Percentage breakdown of product sales for children and infants' clothing stores: Girls' clothing, 22.6%; boys' clothing, 43.9%; infants' and toddlers' clothing, 12.6%; other sport coats and blazers, 7.3%; overcoats and raincoats, 5.7%; other, 5.7%.  
(Source: IBISWorld, 2022)

Share of product sales for traditional shoe stores: Women's nonathletic shoes, 26.6%; men's athletic shoes, 22.8%; children's shoes, 13.6%; men's nonathletic shoes, 11.7%; women's athletic shoes, 10.5%; other, 5.9%; clothing, accessories and other, 9.5%.  
(Source: IBISWorld, 2022)

Apparel per consumer unit in the United States in 2021, by category (in \$): Sweaters, shirts, tops, vests, 143.9; pants and shorts, 95.9; shirts, 51.77; coats and jackets, 30.43; hosiery, 27.46; sleepwear, 24.12; swimwear, 15.8; skirts, 10.32; uniforms, 4.52; suits, 1.76; (Source: Bureau of Labor Statistics, 2022)

Apparel per consumer unit in the United States in 2021, by category (in \$): Shirts, blouses, sweaters and vests, 27.8; shirts, sweaters and vests, 75.58; hosiery, 19.7; suits, 19.5; coats and jackets, 19.22; nightwear, 8.42; swimwear, 4.59; uniforms, 2.59; sportcoats and tailored jackets, 2.26; (Source: Bureau of Labor Statistics, 2022)

Apparel per consumer unit in the United States in 2021, by category (in \$): Shirts and sweaters, 22.58; pants and shorts, 21.29; underwear, 17.55; dresses and suits, 11.99; hosiery, 8.33; accessories, 6.16; coats and jackets, 5.17; swimwear, 3.28; uniforms, 2.97; (Source: Bureau of Labor Statistics, 2022)

Apparel per consumer unit in the United States in 2021, by category (in \$): Shirts and sweaters, 22.58; pants and shorts, 21.29; underwear, 17.55; dresses and suits, 11.99; hosiery, 8.33; accessories, 6.16; coats and jackets, 5.17; swimwear, 3.28; uniforms, 2.97; (Source: Bureau of Labor Statistics, 2022)

Average annual expenditure on apparel per consumer unit in the United States in 2021, by category (in \$): Sweaters, shirts, tops, vests, 143.9; pants and shorts, 95.9; shirts, 51.77; coats and jackets, 30.43; hosiery, 27.46; sleepwear, 24.12; swimwear, 15.8; skirts, 10.32; uniforms, 4.52; suits, 1.76; (Source: Bureau of Labor Statistics, 2022)

## RAB.COM NAVIGATION

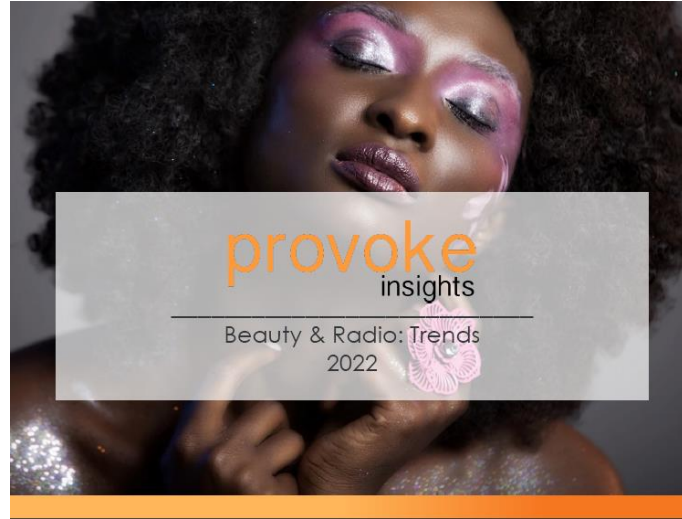
- Sales Tools/Prospecting
- Sales Tools/Research
- Sales Tools/Appointments

## Consumer and radio listener insights

- Based on recent surveys
- Insights into purchase trends
- Categories to date span holiday sales season

### RAB.COM NAVIGATION

- Sales Tools/Research



# TOP BUSINESS TRENDS

Information that answers your prospects' question of when they should advertise aka HOT months

- Sales trends for key advertiser categories; identifies periods within the annual sales cycle where clients must advertise
- Based on three-year trends data from U.S. Dept of Commerce data

**RAB** RADIO ADVERTISING BUREAU

## Top Business Trends 2021

	Jan	Feb	Mar	Qtr. Total	Apr	May	Jun	Qtr. Total	Jul	Aug	Sep	Qtr. Total	Oct	Nov	Dec	Qtr. Total
All Retail Sales	7.3	6.9	8.9	23.1	8.8	9.0	8.8	26.6	8.8	8.7	8.4	26.0	7.8	7.7	8.8	24.3
Appliance Stores	7.0	6.4	8.4	21.8	7.9	7.6	8.2	23.8	7.9	7.8	7.8	23.5	7.4	7.3	7.6	22.3
Auto Dealers (New)	7.2	6.9	9.6	23.7	9.4	9.5	9.0	27.9	8.8	8.3	8.0	25.2	7.8	7.1	8.3	23.2
Auto Dealers (Used)	6.3	6.8	10.7	23.8	10.2	9.4	9.4	28.9	9.0	9.3	9.4	27.7	6.6	6.0	5.8	18.4
Auto Parts, Acc.&Tire Stores	7.0	6.8	9.3	23.1	9.0	8.6	8.8	26.4	8.8	9.0	8.6	26.4	7.9	7.2	7.2	22.3
Beer, Wine, Liquor Stores	7.0	6.9	7.9	21.9	7.9	8.4	8.4	24.7	8.6	8.0	7.8	24.4	8.0	8.0	8.0	24.0
Book Stores	8.0	4.5	5.3	17.7	5.0	6.1	6.8	18.0	6.9	11.2	8.6	26.7	4.4	4.8	8.7	18.0
Building Supply Stores	6.6	6.2	9.1	21.9	9.7	9.7	9.6	29.0	8.9	8.6	8.4	25.9	8.0	7.4	7.3	22.7
Consumer Electronic Stores	7.4	6.4	8.2	22.1	7.5	8.0	8.3	23.7	8.4	8.4	8.0	24.7	7.0	9.0	10.6	26.6
Department Stores	4.0	4.7	6.6	15.3	6.8	8.3	9.1	24.3	9.8	10.1	9.7	29.6	6.0	7.4	11.0	24.4
Discount Stores	6.9	6.2	8.5	21.6	7.7	8.4	8.1	24.2	8.4	8.9	7.9	25.1	7.6	8.6	10.8	27.1
Drug Stores	8.0	7.3	8.7	24.0	8.5	8.2	8.5	25.3	8.5	8.6	8.4	25.5	8.3	7.6	8.7	24.6
Family Clothing Stores	5.2	5.3	8.4	18.9	8.3	9.2	9.0	26.5	9.4	9.2	8.1	26.6	7.6	8.0	10.8	26.3
Food and Beverage Stores	8.1	7.4	8.2	23.8	8.1	8.6	8.5	25.2	8.8	8.6	8.4	25.8	8.1	8.1	8.7	25.0
Fuel Dealers	11.3	12.2	10.4	33.9	7.2	6.1	5.9	19.2	5.6	5.7	6.5	17.7	6.2	7.1	10.3	23.6
Furniture Stores	7.7	7.1	9.0	23.8	8.6	8.6	8.2	25.4	8.5	8.5	8.5	25.5	7.6	7.4	7.7	22.8
Gasoline Stations	6.9	6.7	8.6	22.2	8.8	9.3	9.5	27.6	9.9	9.9	9.7	29.5	7.1	6.4	6.8	20.3
Gift, Novelty & Souvenir Stores	4.6	4.7	6.4	15.7	6.8	7.5	8.5	22.8	9.1	8.4	9.1	26.6	9.5	6.0	8.9	24.4
Grocery Stores	8.2	7.5	8.2	23.9	8.1	8.6	8.4	25.2	8.7	8.7	8.5	25.9	8.1	8.1	8.5	24.7
Hardware Stores	6.5	6.1	8.1	20.8	8.8	9.1	9.0	26.9	8.3	8.0	7.9	24.1	7.7	7.1	7.8	22.6
Health/Personal Care Stores	7.8	7.3	8.8	24.0	8.4	8.3	8.6	25.3	8.5	8.6	8.4	25.5	8.1	7.6	8.9	24.7
Hobby/Toy/Game Stores	6.7	5.9	8.0	20.6	7.2	7.2	7.0	21.4	7.3	7.5	7.9	22.7	6.8	9.8	10.6	27.2
Home Furnishings	8.0	7.7	6.8	22.5	3.6	5.7	7.9	17.2	8.6	9.5	9.2	27.3	8.9	9.7	10.6	29.2
Jewelry Stores	7.2	9.4	4.1	20.7	1.4	4.3	6.7	12.4	7.3	7.9	7.9	23.1	7.9	8.9	21.4	38.2
Men's Wear Stores	4.5	4.6	7.3	16.4	8.6	2.0	3.9	14.4	5.2	4.8	5.1	15.1	9.9	10.6	7.7	28.3
Office Supply Stores	7.3	6.3	7.3	20.9	6.7	6.3	6.3	19.3	6.6	9.2	7.4	23.2	6.6	5.9	7.5	20.0
Paint & Wallpaper Stores	5.8	5.6	8.0	19.4	8.0	8.0	8.4	24.4	7.8	8.0	7.8	23.7	7.6	6.4	5.9	19.9
Full-Service Restaurants	7.6	7.6	8.7	23.9	8.2	9.0	8.8	26.0	8.7	8.9	7.9	25.5	8.0	7.8	8.8	24.6
Shoe Stores	5.6	5.4	9.2	20.2	8.5	9.0	8.4	25.8	8.7	9.8	7.4	25.9	6.7	6.6	9.6	22.9
Sporting Goods Stores	6.2	5.8	9.2	21.2	8.8	8.6	9.1	26.4	8.8	8.8	7.6	25.2	7.0	6.9	10.2	24.1
Supermarkets	8.3	7.5	8.2	24.0	8.1	8.6	8.4	25.1	8.7	8.6	8.5	25.8	8.1	8.2	8.5	24.8
Used Merchandise Stores	6.5	6.3	8.0	20.9	8.4	7.8	7.5	23.7	8.4	8.1	7.6	24.2	7.6	7.2	6.9	21.7
Warehouse Clubs/Superstores	7.7	6.9	8.8	23.5	8.2	8.6	8.3	25.1	8.6	8.8	8.3	25.7	7.9	8.3	9.2	25.4
					9.0	8.8		26.2	8.9	8.3	8.3	25.5	7.0	7.3	9.1	23.4

### RAB Member Response

Hotline: 800.232.3131

Email: member\_response@rab.com

Web: www.rab.com

### READING THIS CHART:

Numbers are monthly percentages of each category's yearly business.

"HOT" months (8.6% or more of annual sales) are in RED.

Average months (8.0% - 8.5%) are in BLUE.

Below average months (under 8%) are in BLACK.

These trends are based on national three-year industry averages to minimize such variables as moveable holidays, inflation or recession, product shortages, and so forth. Actual local or regional curves may differ due to climate, market variation, etc.

Note: Data for categories highlighted in yellow was not available for 2021 at the time of this report.

Source: Data from the U.S. Department of Commerce as of November 2021.

## RAB.COM NAVIGATION

- Sales Tools/Prospecting
- Sales Tools/Appointments
- Sales Tools/CNA

**RAB** RADIO ADVERTISING BUREAU®



Provides guidance on how much advertisers should spend

- Sales revenue trends compared to advertising spend by category
- Can help justify sales proposal and ad campaign costs

RAB.COM NAVIGATION

- Training/Professional Development Home

**RAB** RADIO  
ADVERTISING  
BUREAU™

## Ad to Sales Ratios

Industry Name	SIC Code	2021 Revenue (\$Millions)	2020 Revenue (\$Millions)	2020 vs. 2021 Annual Revenue Growth Rate %	2021 Advertising Spend (\$Millions)	2020 Advertising Spend (\$Millions)	2020 vs. 2021 Annual Advertising Growth Rate %	2021 Ad Dollars as % of Sales
PLASTICS FOAM PRODUCTS	3086	2348.790	1982.780	18.46	3.431	4.100	-16.33	0.15
PLASTICS PRODUCTS, NEC	3089	15472.561	13183.604	17.36	466.759	371.500	25.64	3.02
PLASTICS, FOIL & COATED PAPER BAGS	2673	3556.000	3263.000	8.98	43.000	72.000	-40.28	1.21
POULTRY SLAUGHTERING AND PROCESSING	2015	66626.111	58841.168	13.23	279.538	322.200	-13.24	0.42
PREFABRICATED METAL BUILDINGS & COMPONENTS	3448	5583.137	4617.369	20.92	7.972	15.100	-47.20	0.14
PREPARED FRESH OR FROZEN FISH & SEAFOODS	2092	9.973	14.111	-29.32	0.006	0.007	-20.83	0.06
PRINTING TRADES MACHINERY & EQUIPMENT	3555	322.006	193.331	66.56	2.691	2.273	18.39	0.84
PUBLIC BLDG & RELATED FURNITURE	2531	184.828	152.795	20.96	0.785	0.468	67.74	0.42
PUMPS & PUMPING EQUIPMENT	3561	3143.116	2700.567	16.39	12.600	12.000	5.00	0.40
RADIO & TV BROADCASTING & COMMUNICATIONS EQUIPMENT	3663	12065.323	11632.383	3.72	50.235	66.133	-24.04	0.42
RADIO BROADCASTING STATIONS	4832	20514.533	18208.592	12.66	1094.881	963.477	13.64	5.34
RADIOTELEPHONE COMMUNICATIONS	4812	85044.992	73200.221	16.18	2406.712	2012.843	19.57	2.83
RAILROADS, LINE-HAUL OPERATING	4011	0.181	0.000	0.00	0.276	0.000	0.00	152.45
REAL ESTATE	6500	40857.511	33677.834	21.32	722.096	623.207	15.87	1.77
REAL ESTATE AGENTS & MANAGERS (FOR OTHERS)	6531	26096.068	14239.307	83.27	661.436	374.205	76.76	2.53
REAL ESTATE INVESTMENT TRUSTS	6798	30356.960	25244.263	20.25	368.734	315.039	17.04	1.21
REAL ESTATE OPERATORS (NO DEVELOPERS) & LESSORS	6510	160.817	177.913	-9.61	0.000	0.000	0.00	0.00
REFRIGERATION & SERVICE INDUSTRY MACHINERY	3580	4751.844	3686.034	28.91	24.823	15.200	63.31	0.52
REFUSE SYSTEMS	4953	6307.831	5546.255	13.73	7.582	4.921	54.07	0.12
RETAIL-APPAREL & ACCESSORY STORES	5600	16517.619	13999.463	17.99	656.124	543.883	20.64	3.97
RETAIL-AUTO & HOME SUPPLY STORES	5531	42829.040	37319.348	14.76	424.802	357.688	18.76	0.99
RETAIL-AUTO DEALERS & GASOLINE STATIONS	5500	177798.839	121824.255	45.95	1784.656	1174.617	51.94	1.00
RETAIL-BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY	5200	33171.412	29229.493	13.49	416.543	467.080	-10.82	1.26
RETAIL-CATALOG & MAIL-ORDER HOUSES	5961	602449.898	499616.058	20.58	38903.402	27183.865	43.11	6.46
RETAIL-COMPUTER & COMPUTER SOFTWARE STORES	5734	6010.755	5089.815	18.09	93.642	58.437	60.24	1.56
RETAIL-CONVENIENCE STORES	5412	7417.423	4010.246	84.96	4.402	0.001	9999.99	0.06
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RETAIL-COMPUTER & COMPUTER SOFTWARE STORES	5734	6010.755	5089.815	18.09	93.642	58.437	60.24	1.56
RETAIL-AUTO & HOME SUPPLY STORES	5531	42829.040	37319.348	14.76	424.802	357.688	18.76	0.99
RETAIL-AUTO DEALERS & GASOLINE STATIONS	5500	177798.839	121824.255	45.95	1784.656	1174.617	51.94	1.00
RETAIL-BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY	5200	33171.412	29229.493	13.49	416.543	467.080	-10.82	1.26
RETAIL-CATALOG & MAIL-ORDER HOUSES	5961	602449.898	499616.058	20.58	38903.402	27183.865	43.11	6.46
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## RAB Prospecting Report

Provides guidance on categories/clients to prospect based on seasonality and media activity.

- RAB Analysis from sources including:
  - Media Monitors Data
  - Top RAB.com searches of various sales tools
  - Promotional calendar
  - Top Business Trends

### RAB RADIO ADVERTISING BUREAU RAB PROSPECTING REPORT

Designed to help identify advertising categories for new business prospecting by monitoring and summarizing advertising and prospecting activity from various sources including:

RAB Instant Background Report Requests  
RAB The Pitch Queries - **NEW**  
RAB Co-op Category and Plan Queries  
Media Monitors Spot 10 National Radio, Cable Networks and TV  
Highest Monthly Sales Categories from RAB Top Business Trends  
Promotional Calendar

This weekly report can help you understand the category advertising activity occurring on both national and local levels. Use this report to help you plan, target advertisers in similar ad categories as well as inform local advertisers of co-op fund availabilities. Additionally, the promotional opportunity observations included within this report are created to seed ideas for local prospects.

The information from each source is the most current available to RAB at the time of the publication of this report and is updated on a weekly or monthly basis as indicated in the source line for each data set.

#### What to do:

- [Instant Backgrounds](#) – Wireless Industry has been updated to assist with your prospecting.
- Recently updated, [Consumer Behavior Reports](#) can help you determine which products or services have the highest consumption by your listeners.
- Full 2023 [Promotional Calendar](#) is now available on RAB.com. Use this to help plan creative campaign ideas.

#### Additional thought starters:

- Register for our next live presentation "[Radio Works for Telecom/Cellular/Internet](#)" on Wednesday, December 14<sup>th</sup> at 12PM CT.
  - The [Provoke Insights](#) page houses information into various categories and includes radio listener insights
- ing Tax Services, Credit Cards, & Financial Planning editions are now available.

### RAB.COM NAVIGATION

- Sales Tools/Prospecting

# **RAB RESOURCES**

# **CUSTOMIZABLE**

# **SALES TOOLS**

# the**pitch**

Deeper dives into categories

- Includes additional information beyond Instant Backgrounds
- Designed to assist in driving sales on a local, regional or national level
- Delves into the current statistics, challenges and opportunities

Go to market and close the deal

- Includes PowerPoint presentation full of ideas sellers highlight the various ways that radio can help drive traffic and sales.

## Idea: Fashion Musts

Every day, radio station highlights a product or service available at *Advertiser X* as a “Fashion Must” along with a style tip.

Each “Fashion Must” will be broadcast throughout the day across platforms via endorsement spots, short-form units, streaming, digital placements, social media and in relevant podcasts, truly positioning the item/service as a “must.”

### RAB.COM NAVIGATION

- Sales Tools/Prospecting
- Sales Tools/Presentations
- Sales Tools/Research

Designed to help put together a research-based auto client presentation

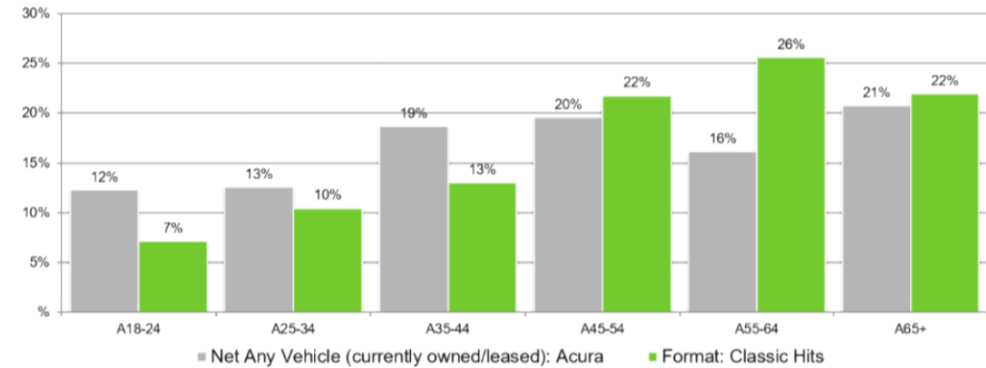
- Compares radio formats and auto nameplates to help create a ready-to-present PowerPoint deck
- Includes vehicle lines by manufacturer
- Data points on income, demo, gender, etc.

#### RAB.COM NAVIGATION

- Sales Tools/Prospecting
- Sales Tools/Research

#### Classic Hits Reaches Your Auto Buyers

Net Any Vehicle (currently owned/leased): Acura vs. Classic Hits Listeners



Source: MRI Simmons Fall Doublebase 2021, Adults 18+, Radio Advertising Bureau (<http://www.rab.com>)



# MULTICULTURAL

As the multiracial population continues to grow, RAB has created a multicultural advertising checklist and a series of presentations designed to educate and inform of the nuances of multicultural consumers and the role that radio plays in their daily lives.

- Asians
- Blacks
- Hispanics

## RAB.COM NAVIGATION

- Sales Tools/Prospecting
- Sales Tools/Presentations
- Sales Tools/Research

## DID YOU KNOW...?

A Look at Multicultural Consumers  
Focus: Hispanics

**RAB** RADIO  
ADVERTISING  
BUREAU®

**RAB** RADIO  
ADVERTISING  
BUREAU



**ADVOCATING FOR  
RADIO AMONG  
THE ADVERTISING  
COMMUNITY**

# THOUGHT LEADERSHIP & ADVOCACY

[radiomatters.org](http://radiomatters.org)

[rab.com/whyradio](http://rab.com/whyradio)

**RADIO case study** **lead with love**

**Background**

- P&G's Lead with Love is a comprehensive and sustainable citizenship engagement program to advance equality and inclusion, and to protect the environment.
- In 2021, P&G has committed to 2021 Acts of Good to grow the reach and impact of positive acts by real people in communities across the U.S. and consumers participate through the P&G Good Everyday loyalty program.
- P&G turned to RAB and Katz Radio Group to steer local radio to make an impact in 11 markets that have over-indexed in racial violence.

**Objectives**

- Drive awareness, broaden consumer perspective and impact consumer behavior for:
  - The elimination of racial bias (P&G's Widen the Screen initiative.)
  - Energy efficiency by washing with cold water (Tide's "Cold Call" campaign.)
  - Water conservation by running the dishwasher every night (Cascade's "I do it Every Night" campaign.)
  - Protecting America's forests ("Enjoy he go" with Charmin.)
- Evoke conversations surrounding equality and sustainability therefore contributing to 2021 Acts of Good.

**Solution**

**Lead with Love**

- 56 partner radio stations in 11 radio markets brought the Lead with Love campaign to life throughout the month of June 2021.
- Creative executions included :60, :30, :15 and :120 audio units that ran across over-the-air and streaming platforms.
- 53 local radio personalities served as brand ambassadors across radio platforms and social media to raise awareness and impact consumer behavior.
- Radio influencers produced over 800 unique :60 and :120 organic conversations around core initiative values.
  - 2-minute messages, equating to 2+ hours of conversation, about societal issues broadcasted on.

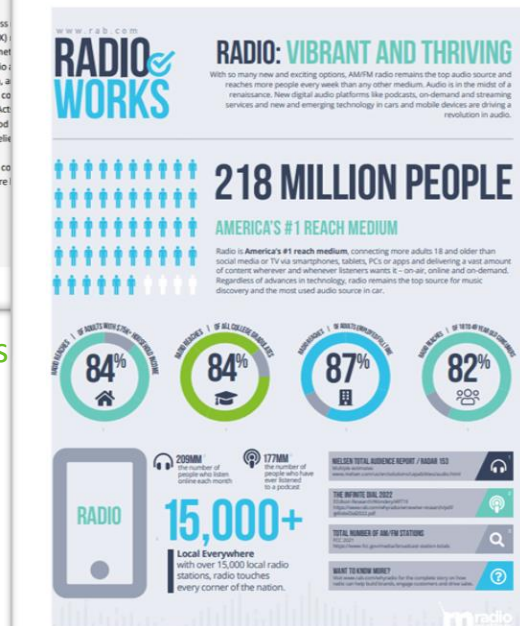
**Results**

- Campaign effectiveness Benchmark Index (ABX) across the following metrics:
  - Recall of P&G radio.
  - Cascade, Charmin, and "I do it Every Night" key co.
  - Including: "2021 Act Screen," and "Good Radio listeners' belief momentum.
  - The pre-recorded creative spots were to ABX norms.

**KATZ RADIO GROUP** **RAB RADIO ADVERTISING BUREAU**

Why Radio - Case Studies  
[rab.com](http://rab.com) - effectiveness

**RADIO WORKS**



[rab.com](http://rab.com) - sales tools - research



ave It

ve, SVP/Insights, RAB

es became the focal point of expres  
d makeup to accentuate their eyes  
analysis, while the total cosmetics  
makeup was less severely impacte

**whyradio**

1 Hi! Welcome to the new Why Radio microsite! Let's take a tour. Click NEXT to begin. Would you like a video tour instead? [Click here to begin.](#)

**%** of marketers polled agree their brand needs to establish audio cues on radio for the growing adoption of voice-activated devices.

Learn more about marketer intentions and how radio delivers.

[CLICK HERE](#)

**audio pulse**

**RADIO FACTS**

Use the drop downs below to create a **custom profile** of radio listening or [click here](#) to download the **10 Reasons to Advertise**.

**Report Type**  
Select a type of report.  
[Please choose](#)

**Medium**  
Choose the medium you would like.  
[Please choose](#)

**Estimate**  
Select an estimate.  
[Please choose](#)

**Audience**  
Choose an audience type.  
[Please choose](#)

**RADIO ON MAIN STREET**

**RAB RADIO ADVERTISING BUREAU**

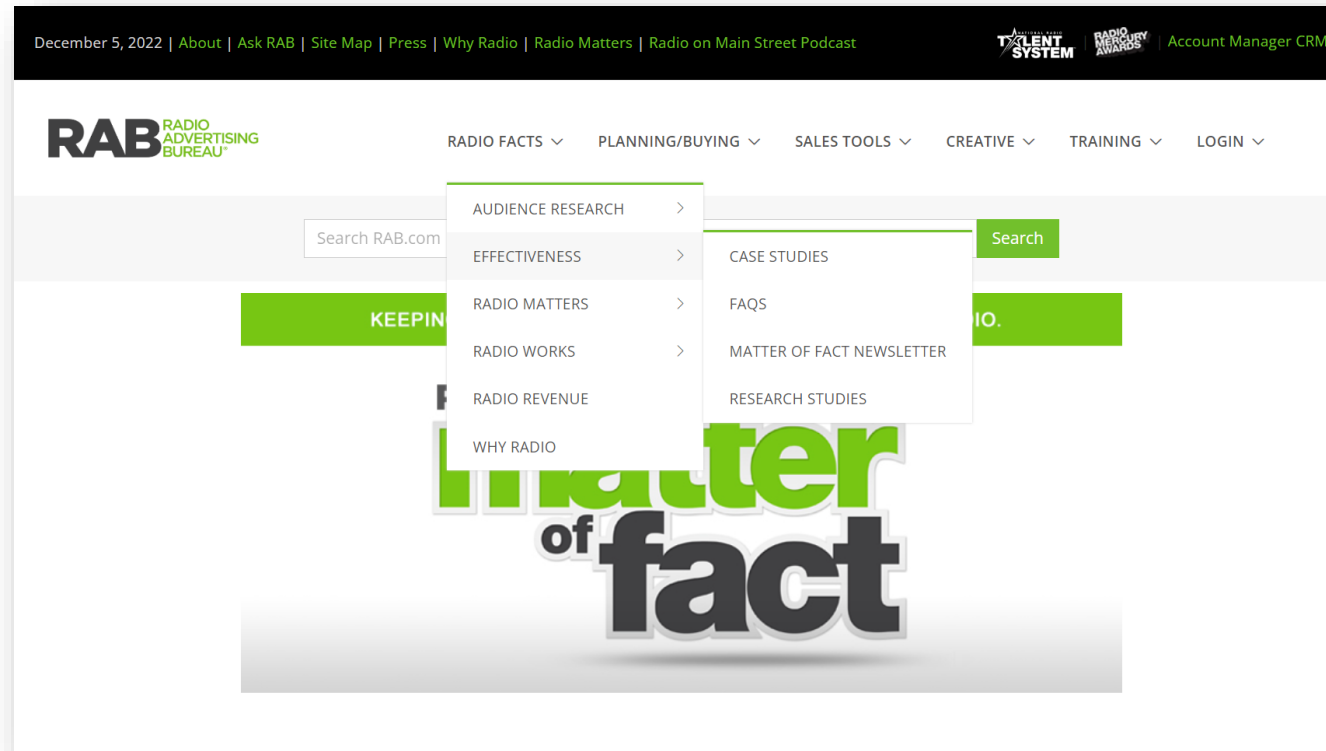
**PODCAST**

[radiomatters.org/index.php/category/podcast/](http://radiomatters.org/index.php/category/podcast/)

**RAB** RADIO ADVERTISING BUREAU®

# MATTER OF FACT

Keeping the advertising community in tune with radio



- Proprietary database of nearly 6K marketers and agencies
- Articles and select webinar invitations
- Library of editorial and on-demand video on the *Matter of Fact* page on rab.com



# RAB LIVE ONLINE PRESENTATIONS

RAB Live Presentations cover a variety of topics to help radio professionals advocate and pitch radio among the advertising community nationally, regionally or locally.

Subject matter includes:

- New research presentations
- Monthly “Radio Works” categorical presentations featuring a category expert and broadcaster success stories.
- Sales, sales management and alternative revenue topics

## RAB.COM NAVIGATION

- Training/Live Presentations
- Training/Live Presentations On Demand



# INSPIRING & REWARDING AUDIO CREATIVE

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The only competition exclusively devoted to radio to reward the development of effective and creative radio commercials.

- Draws entries from advertisers, advertising agencies, production houses, radio stations, educational institutions and students from across the country.
- Approximately 19,500 commercials, podcasts and innovative and integrated audio marketing campaigns have competed for over \$3.4 million in prizes.
- The Radio Mercury Awards are highly respected in the ad creative community.

The logo for the Radio Mercury Awards is displayed in a large, bold, white, 3D-style font. The text is arranged in three lines: "RADIO", "MERCURY", and "AWARDS". The letters have a slight shadow, giving them a three-dimensional appearance. The logo is set against a bright orange background that features a large, curved white shape on the left side, resembling a stylized 'C' or a partial circle.

[www.radiomercuryawards.com](http://www.radiomercuryawards.com)

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