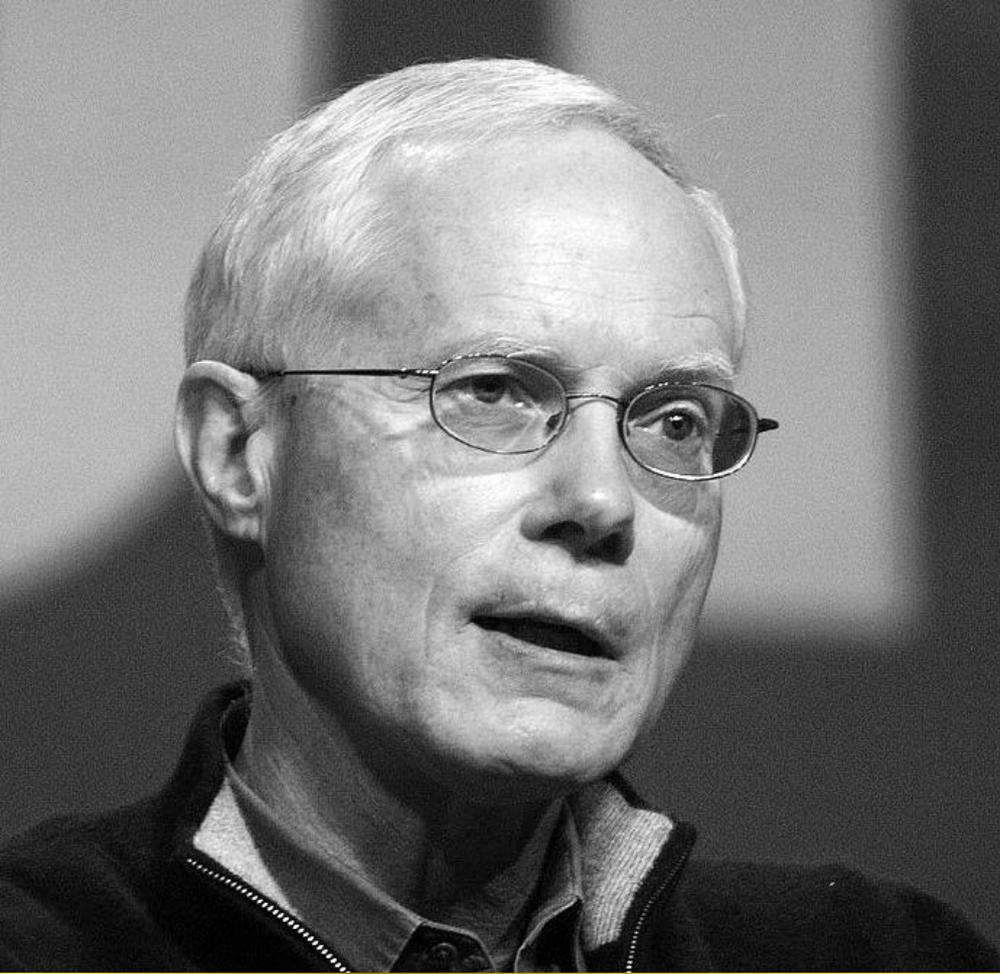


# MAKING THE CASE FOR THE POWER OF RADIO

# RAB<sup>®</sup>

SEPTEMBER 13, 2023



“

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

# TODAY'S AGENDA

INTRODUCTIONS

BRIEF INTRO TO **ENGAGEMENT** LABS

INTRO TO **TOTAL**SOCIAL DATA AND PLATFORM

**RADIO** AND BRAND CONVERSATIONS

**RADIO** CASE STUDIES

# ENGAGEMENT LABS LEADERSHIP



STEVEN BROWN – President, CRO

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# ENGAGEMENT LABS

## AWARD WINNING DATA & ANALYTICS FIRM

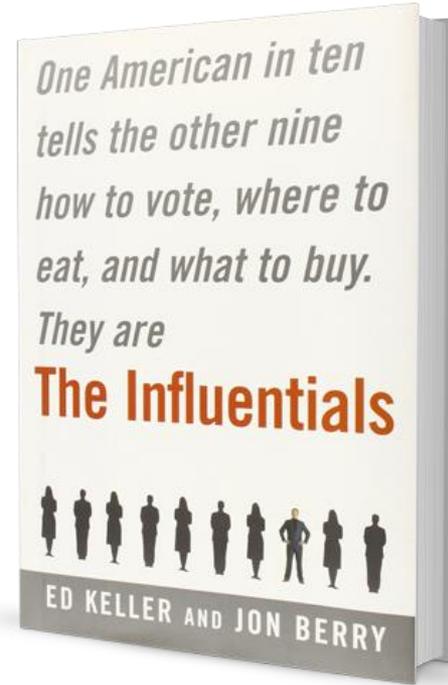
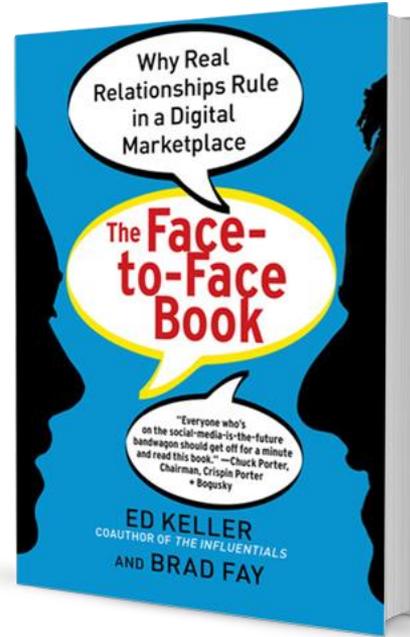
- Provides Fortune 500 companies with unique Social Intelligence

## EXPERIENCED MANAGEMENT TEAM

- Highly respected industry experts
- Best-selling authors

## TOTALSOCIAL® PLATFORM

- Cutting edge & patented technology and methodology
- Only platform to integrate offline + online, tied to predictive analytics
- Praised by Industry leaders for its data uniqueness and quality



# ENGAGEMENT LABS MEDIA COVERAGE



## For Generation Z, iPhone, Apple have most buzz while Coke, Pepsi fizzle

Charisse Jones  
USA TODAY  
Published 6:02 a.m. ET Aug. 20, 2019 | Updated 1:30 p.m. ET Aug. 20, 2019



AdAge

## FEVER PITCH: HALF OF TURNER'S UEFA SOCCER DEALS INCLUDE OUT-OF-HOME GUARANTEES

By Anthony Caputo, Published on October 03, 2018.



16 December 2022

### World Cup shows why we need to talk about brands being talked about

#Sports #Sportsponsorship

World Cup advertising and sponsorship has got fans talking about the brands involved – an immediate behavioral response that works for both short and long-purchase-cycle categories.



## Why USA Today's Ad Meter will get the Super Bowl wrong — again

The system is an outlier in a comparison of different Super Bowl advertiser performance metrics that also highlights the need to assess offline buzz.

Published Jan. 8, 2020

By Ed Keller



## BUD LIGHT ISN'T THE ONLY POLARIZING BIG-NAME BRAND

Seemingly apolitical brands such as Swiffer, DIGIorno and State Farm have big divides in Democrat and Republican support, Engagement Labs finds

By Zack Reid, Published on September 07, 2023.

# POWER OF RADIO AND AUDIO

TotalSocial has a history of working with radio and audio



## Radio Ranks As Most Trustworthy Source in New iHeartMedia Poll

The survey also revealed radio delivers tangible benefits to listeners, from improving mood to remaining connected to the community

BY SUSAN ASHWORTH  
PUBLISHED: SEPT 11



A survey conducted by iHeartMedia found that radio is the most trustworthy source of news, ahead of social media and print news.

In fact it found that radio is the most trustworthy source of news, ahead of social media and print news.

## Survey: Listeners Trust In Radio Has Grown While Social Media Trust Has Declined.



Jobs | People Moves | Resources | Lori Lewis | Deal Digest | Subscribe | Advertise

## Study: 'Radio Catalyzes Consumer Brand Conversations And Interactions.'



11 September 2023

### Radio 'catalyzes' consumer brand conversations and interactions

Radio can reach diverse audiences, drive brand conversations and, ultimately, impact purchase intent, says a new US study.

## Study: Podcast Audience is a WOM Powerhouse

Published by Engagement Labs July 01, 2021

Facebook | LinkedIn | Email | Share



## RAB and Engagement Labs Study Uncovers Dynamic Insights

Media Outlook 2020-2024

Radio was seeing rapid growth, with monthly listenership growing at a double-digit rate; "radio is expected to be a major force in the industry by 2024," according to PwC's Entertainment & Media Outlook 2020-2024.



News | Headlines

## RAB Delves Into Radio's Heavy Hand In Brand Conversations



The Bible of Talk Radio and the New Talk Media  
SERVING BROADCAST INDUSTRY PROFESSIONALS SINCE 1990

INDUSTRY NEWS

## RAB Webinar to Present "Radio Drives Brand Conversations" Study

# TOTALSOCIAL® PLATFORM

- PROPRIETARY AND PATENTED METHODOLOGY TO SOCIAL INTELLIGENCE
- IDENTIFIES FOUR KEY DRIVERS OF BUSINESS PERFORMANCE FROM SOCIAL DATA
- THREE SCORES: OFFLINE, ONLINE & TOTAL (COMBINED)
- PREDICTIVE ANALYTICS



# TOTALSOCIAL OFFLINE DATA METHODOLOGY

## Offline data is measured using an online survey about brands talked about “yesterday”

- Representative national sample of people 13-69 years old
- 37,000 people surveyed per year (720 per week)
- Respondents are prompted with categories, and then fill in the brands they've talked about
- For all TotalSocial brands we utilize unaided report of conversations people had “yesterday” (past 24h) in order to measure the brand’s word of mouth volume
- We then ask a structured battery of questions about each brand conversation to understand sentiment, marketing and advertising, media usage and much more

	Key Metrics
 VOLUME	Share of WOM Impressions
 SENTIMENT	Net Sentiment: % Positive Less % Negative/Mixed
 MARKETING ADVERTISING	Share of conversations in which people are talking about a brand’s marketing / advertising
 INFLUENCE	Level to which Offline Influencers index in discussions about a brand *Advice givers across wide variety of categories w/ big social network

# CONVERSATIONS DRIVE SALES



10%

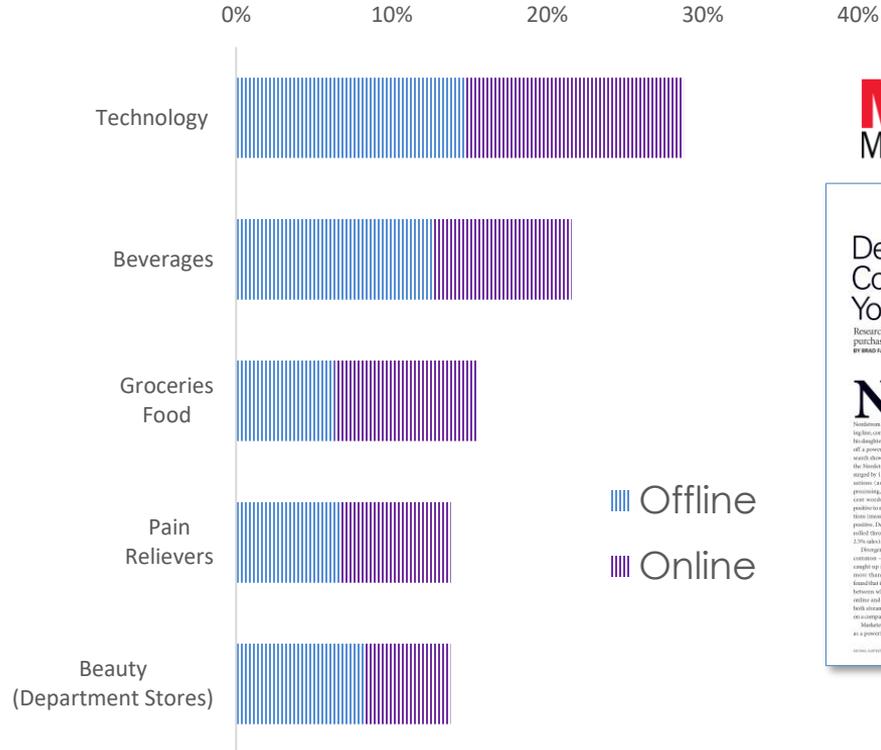
of sales come from Face-to-Face conversations



9%

of sales come from Online Social Media

By Category



**MIT Sloan**  
Management Review

MARKETING STRATEGY

## Deriving Value From Conversations About Your Brand

Research shows that both online and off-line customer conversations drive purchase decisions — but they require separate marketing strategies.

**N**owadays, the Seattle-based retailer had a remarkable 2013. In early February, David Young, then the newly hired U.S. president, took to Twitter to thank customers for supporting the brand's Spring clothing collection. The company had just off a powerful reaction in social media. Our research showed the number of words mentioned of the brand increased on Twitter and other sites by 1,700%, while the rate of these conversations increased using natural language processing, which interprets meaning from online words and context using sharp algorithms to recognize. However, off-line conversations increased in volume, the sentiment was positive. Despite these social signals, the brand's sales through the 2013 holiday season with a 2.5% increase over the prior year.

Stronger conversations about brands are likely common — and not only for brands that get caught up in conversations. Indeed, we studied more than 100 leading consumer brands and found that in most cases there was little correlation between what consumers said about the brand online and what they said off-line, even though both sites of conversation can have big effects on a company's sales.

Businesses have long recognized word-of-mouth as a powerful force affecting how well products



ISSUE 2014 MIT SLOAN MANAGEMENT REVIEW 1

# ON AVERAGE, VOLUME MOST IMPACTFUL FOR OFFLINE AND SENTIMENT FOR ONLINE...

Relative Impact on Sales

## Offline Word-of-Mouth

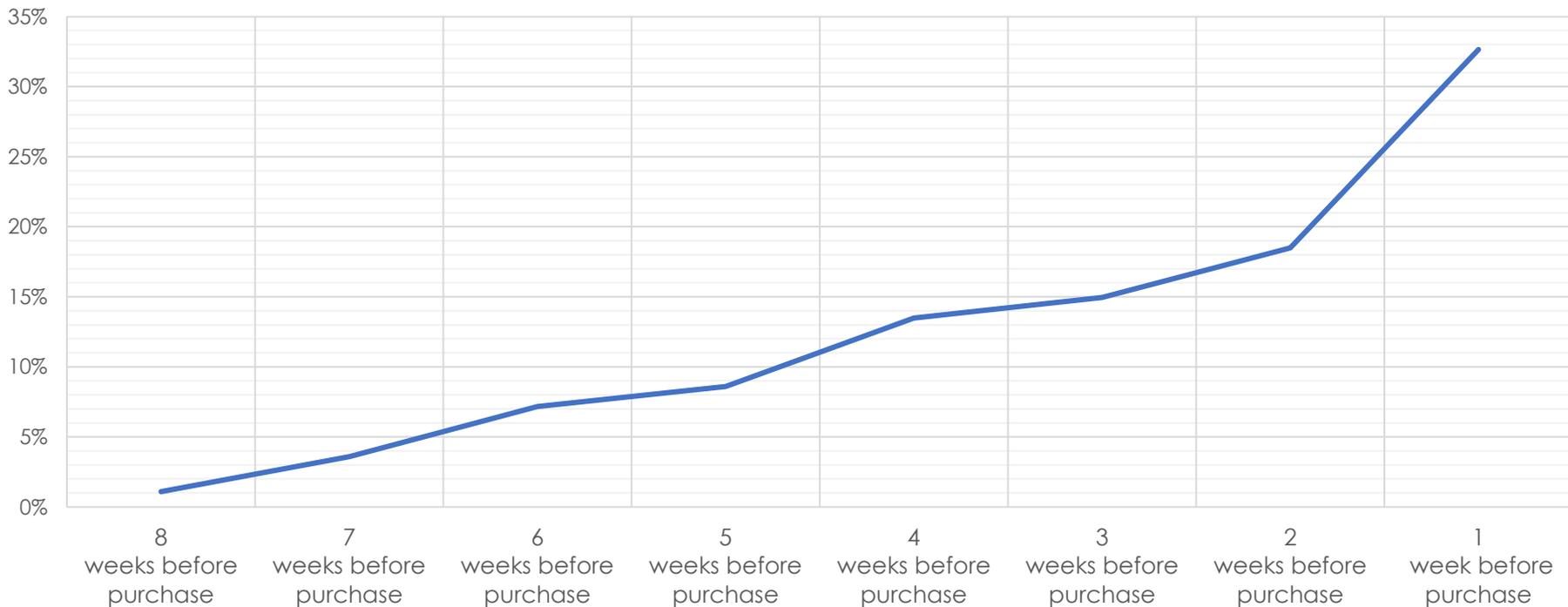
## Online Social Media



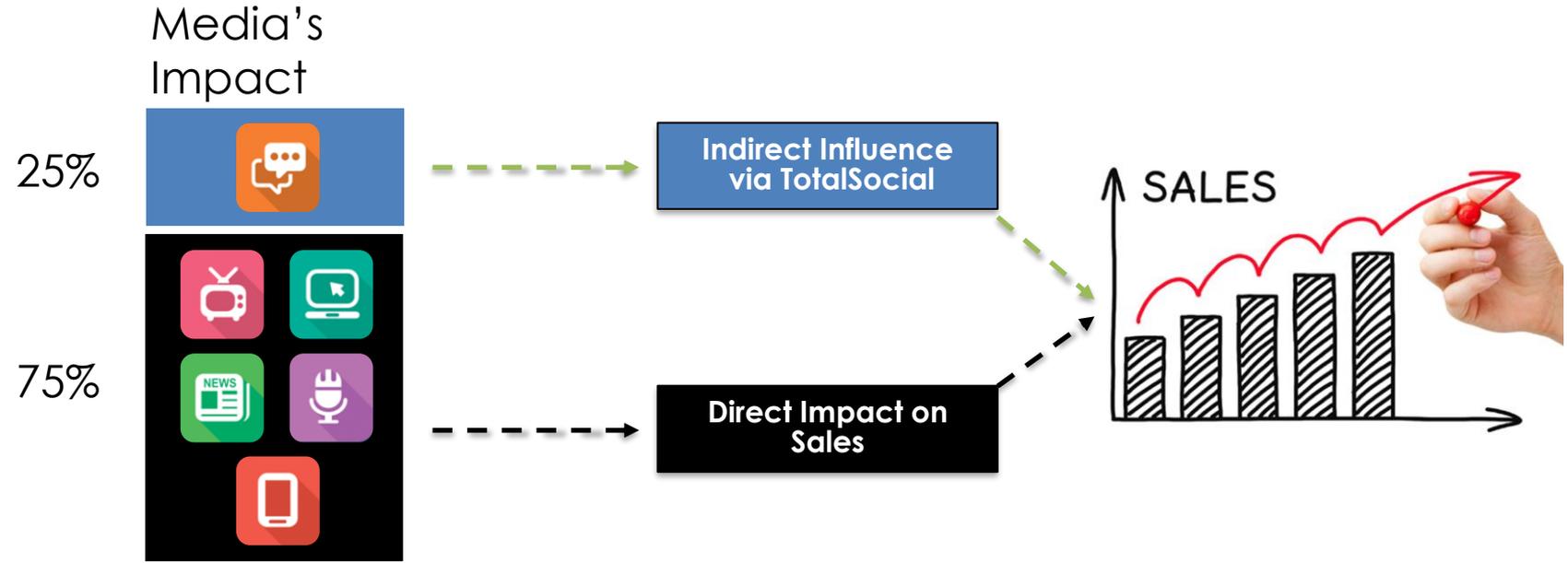
Volume is the total amount of conversations about a brand

# CONVERSATION IMPACT STARTS ~8 WEEKS BEFORE THE SALE AND ACCELERATES CLOSER TO THE PURCHASE

Impact of Conversations on Sales



# MEDIA STIMULATES CONVERSATION WHICH IN TURN STIMULATES SALES



# OPTIMIZE SOCIAL STRATEGY BY EXCELING ONLINE & OFFLINE

---

- 1 Conversation to sales attribution is **19%** on average
  - 2 Virtually **no correlation** between the offline and online!
  - 3 Volume most impactful for offline; sentiment for online...
  - 4 **25% of media's impact** comes through conversations
  - 5 More & better conversations leads to big potential **increase in the bottom line**
  - 6 Conversations are your asset, don't let them languish
- 

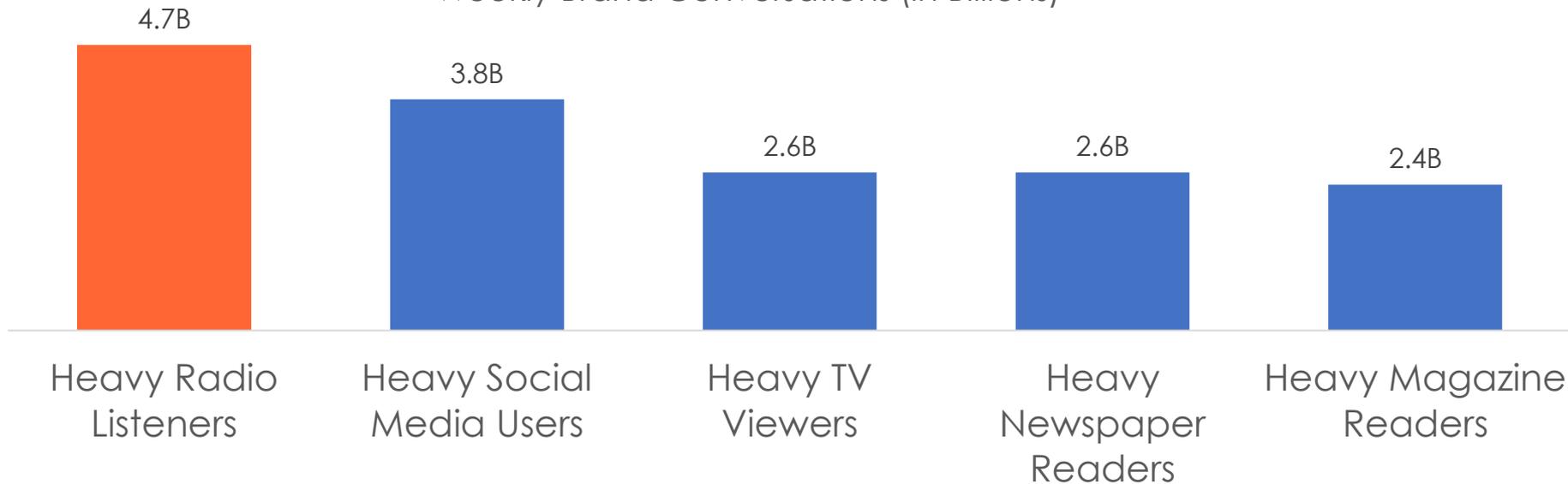


# RADIO AND BRAND CONVERSATIONS

# RADIO IS THE SOCIAL MEDIUM

HEAVY RADIO LISTENERS HAVE MORE BRAND CONVERSATIONS THAN USERS OF OTHER MEDIA, INCLUDING TV AND SOCIAL MEDIA

Weekly Brand Conversations (in Billions)



#### 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 of 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

# RADIO RANKS #1 IN BRAND CONVERSATIONS ACROSS ALL 15 INDUSTRIES AND SECTORS



**Breadth of  
Industry Sectors  
Measured by  
Engagement Labs**

Sports	Food & Dining	Beauty & Personal Care
Financial	Beverages	Healthcare
Media & Entertainment	Travel	Retail/Apparel
Technology	Auto	Children's Products
Household Products	Telecom	The Home

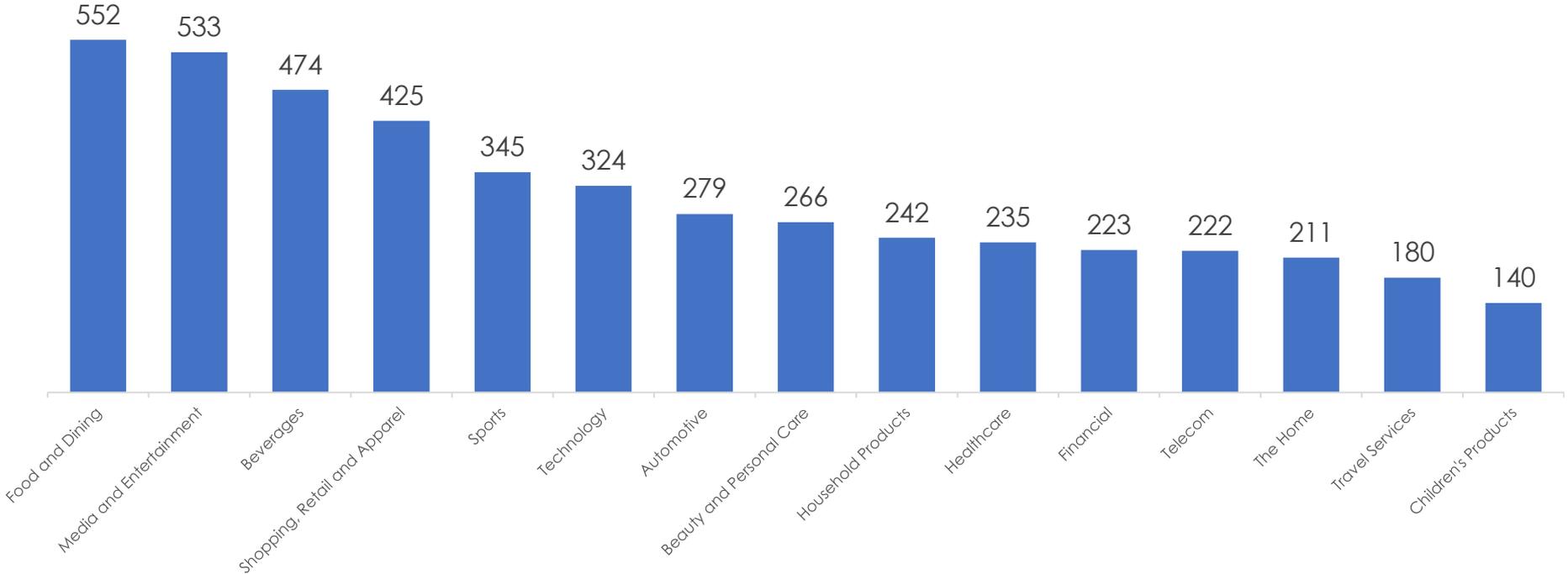
*Heavy Radio Listeners have more brand conversations across all categories than heavy consumers of:*

*TV  
Social Media  
Magazines  
Newspapers*

# RADIO LISTENERS BUZZ ABOUT A RANGE OF CATEGORIES

HEAVY RADIO LISTENERS RANK #1 IN EVERY CATEGORY VS TV, SOCIAL MEDIA, MAGAZINE AND NEWSPAPER

Projected Weekly Brand Conversations (in Millions)



Source: Engagement Labs TotalSocial, August 2022 – July 2023  
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# RADIO LISTENERS ARE INFLUENTIAL...

HEAVY RADIO LISTENERS ARE MORE LIKELY TO BE EVERYDAY CONSUMER INFLUENCERS

vs the Avg  
Person

+25%

vs Heavy  
TV Viewers

+23%

vs Heavy Social  
Media Users

+4%

## *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”*
  - They 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*

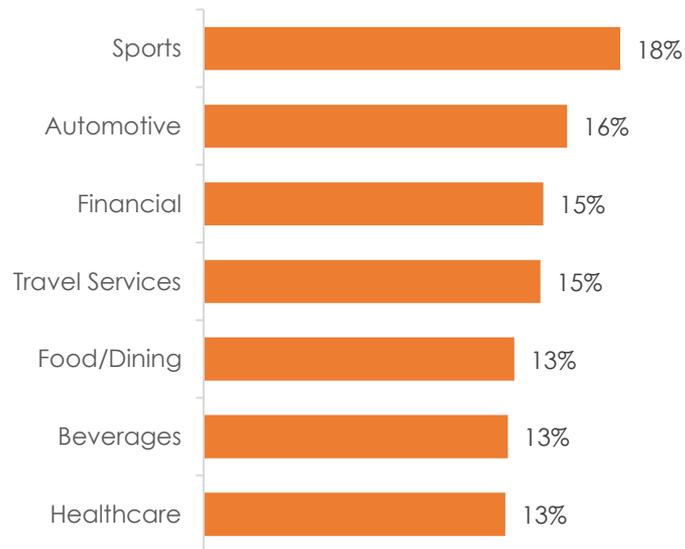
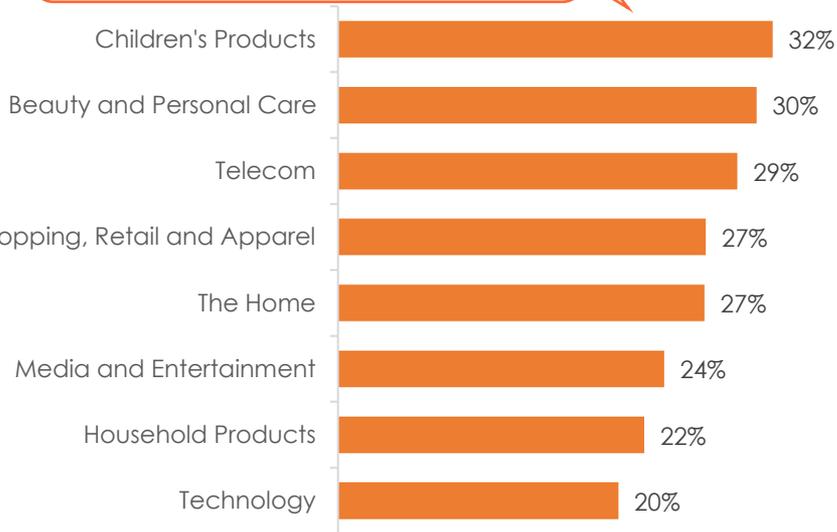
# ...INCLUDING BEING INFLUENCERS IN KEY VERTICALS WHEN COMPARED TO TV...

ADVERTISERS SHOULD LOOK TO RADIO TO REACH THE MOST INFLUENTIAL CONSUMERS

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

**Heavy Radio Listeners are 32% more likely than Heavy TV Viewers to be Children's Products Influencers**

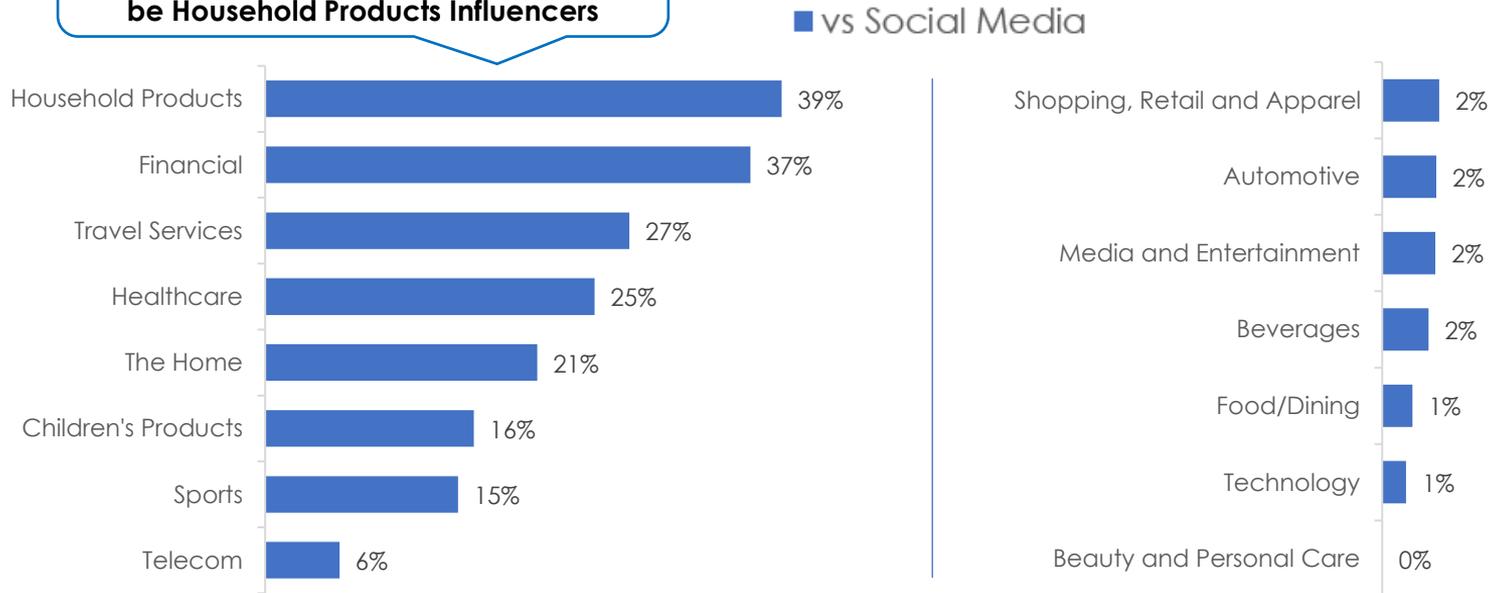
■ vs TV



# ...AND INFLUENTIAL WHEN COMPARED TO SOCIAL MEDIA USERS TOO

How Much More Likely Are Heavy Radio Listeners to be Category Influencers Compared to Heavy Social Media Users...

**Heavy Radio Listeners are 39% more likely than Heavy Social Media Users to be Household Products Influencers**



# RADIO LEADS TO PURCHASE

MORE THAN HALF OF BRAND CONVERSATIONS AMONG HEAVY RADIO LISTENERS LEAD TO PURCHASE INTENT, HIGHER THAN AVERAGE

**51%**

of brand conversations  
among Heavy Radio Listeners  
result in

**intent to purchase.**

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

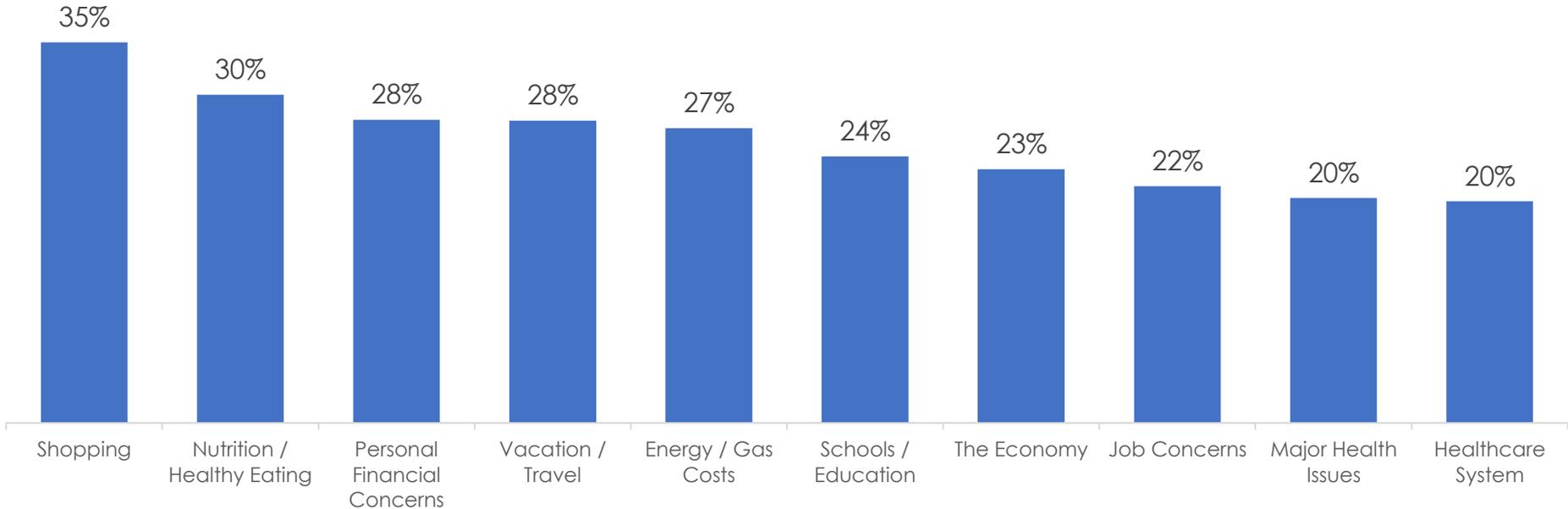
Radio performs  
particularly well in:

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



# HEAVY RADIO LISTENERS ARE CONCERNED ABOUT A DIVERSE RANGE OF ISSUES

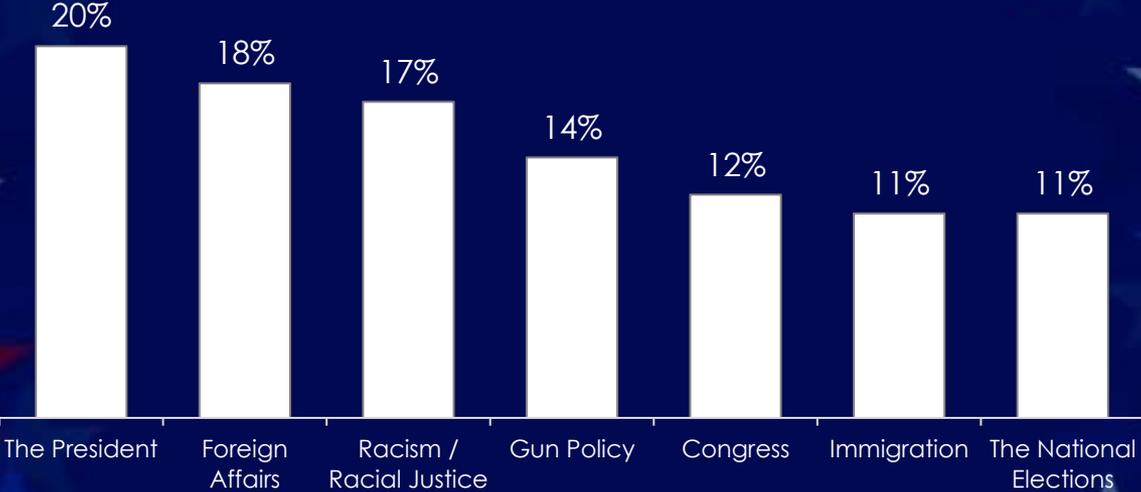
Leading Issues Discussed Among Heavy Radio Listeners



Source: Engagement Labs TotalSocial, August 2022 – July 2023

# THEY ALSO HAVE STRONG OPINIONS ON POLITICAL ISSUES

% of Heavy Radio Listeners Discussing Political Issues



Source: Engagement Labs TotalSocial, August 2022 – July 2023

# MAKING THE CASE FOR THE POWER OF RADIO

## Radio delivers results for advertisers!

- Nearly **5 billion** weekly brand conversations
- **More** brand conversations than heavy TV viewers, social media users, magazine readers and newspaper readers
- A compelling story for radio across **all verticals**
- **Influential** everyday consumers
- Their brand conversations lead to **purchase**
- Concerned with a wide array of hot-button **issues**, including political



# CLIENT CASE STUDY: MAKING THE CASE FOR THE POWER OF RADIO

# MAKING THE CASE FOR THE POWER OF RADIO

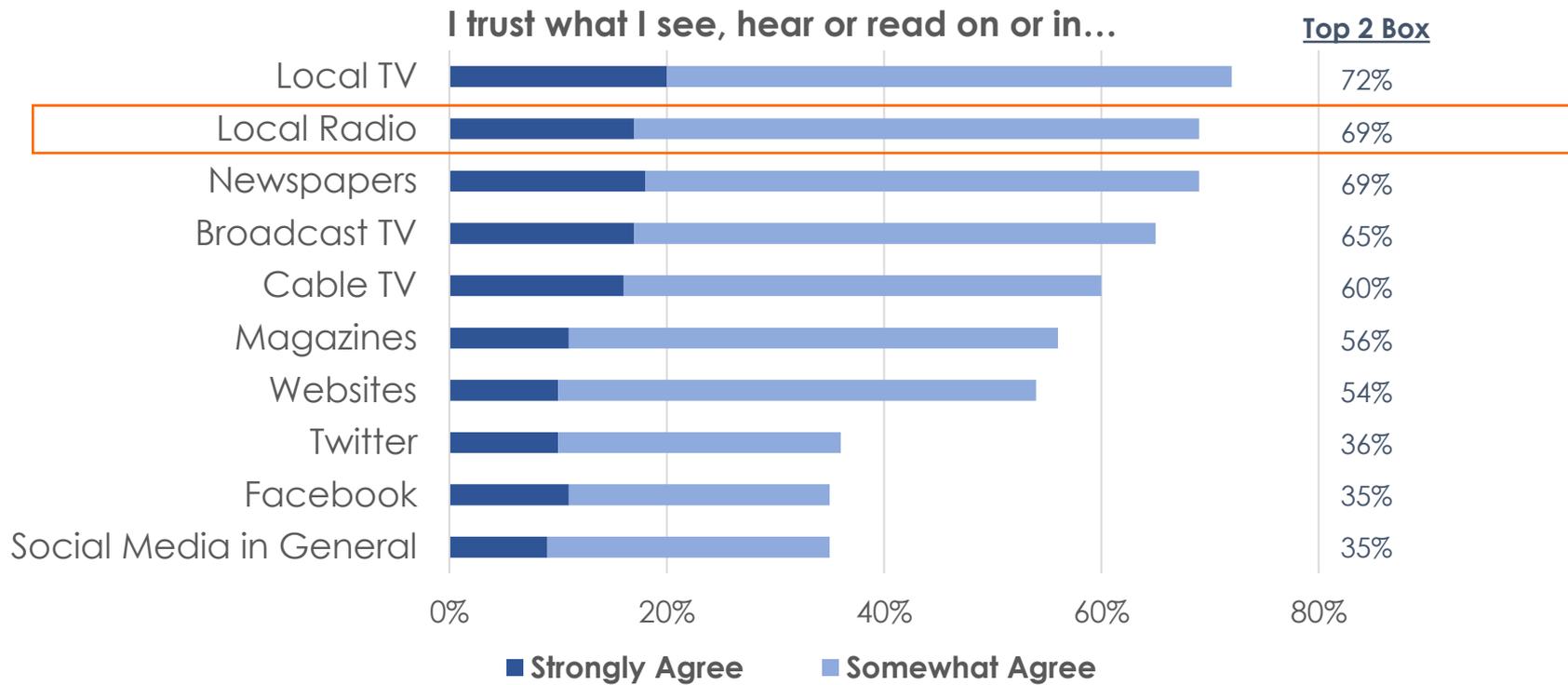
Leading RADIO CLIENT commissioned Engagement Labs to make the case to advertisers for the power of the radio audience over other mediums

## Study Goals

Amidst growing dissatisfaction with social media among advertisers, RADIO CLIENT commissioned Engagement Labs to conduct a study on the following three topics:

1. The trustworthiness of radio compared to other media, particularly social media
2. The power of the radio audience, as measured by the volume of weekly brand conversations and concentration of everyday influencers among Heavy Radio Listeners vs Heavy Internet Users and Heavy TV Viewers
3. The historical and current sentiment for Facebook, Twitter and Instagram to make the case that there is more advocacy for advertisers from radio than social media

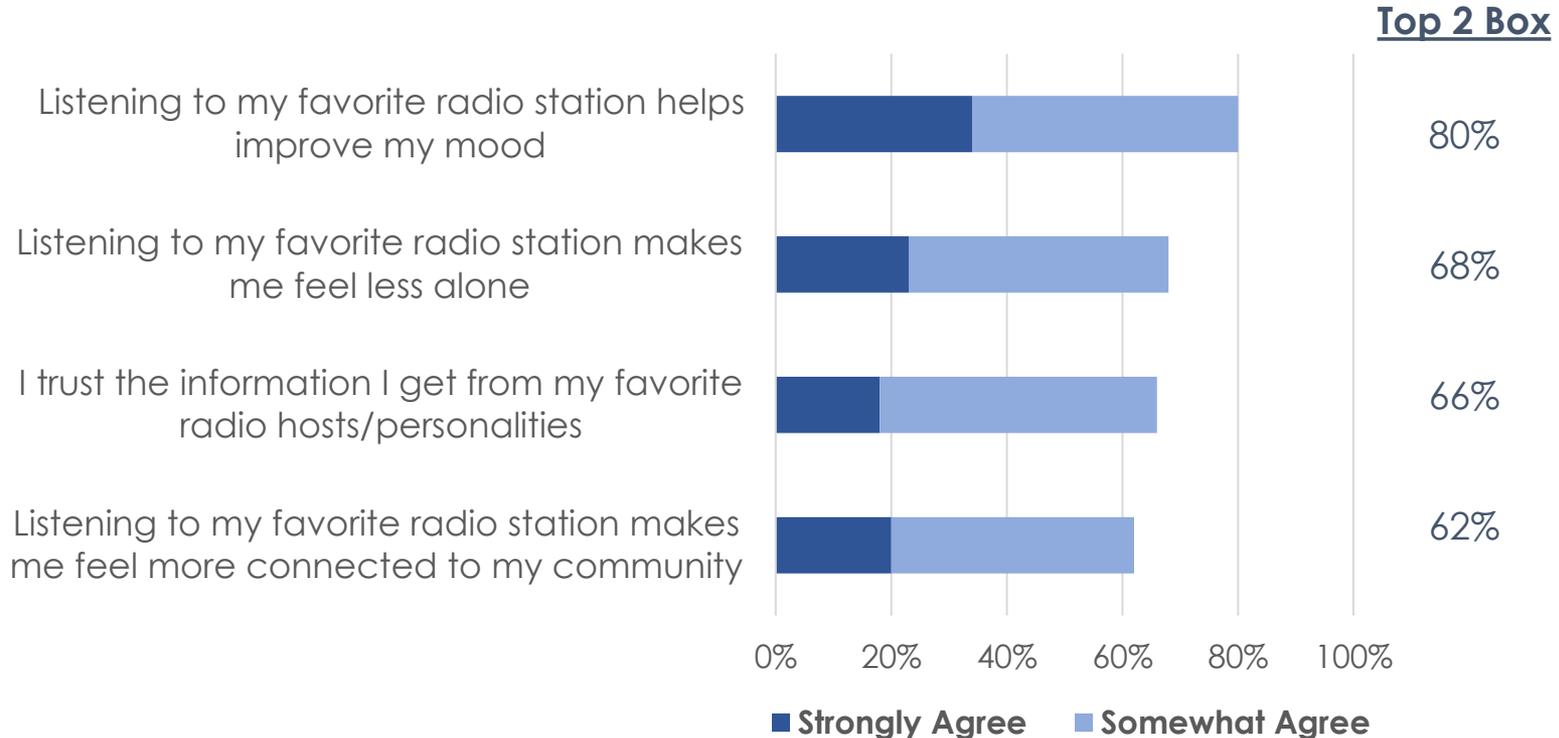
# RADIO IS **HIGHLY TRUSTED** AND PERFORMS FAR AHEAD OF SOCIAL MEDIA



Source: Engagement Labs Media Trustworthiness Survey

# MAJORITY OF PEOPLE AGREE WITH THE MANY **BENEFITS OF RADIO**

THOSE INCLUDE IMPROVES MOOD, MAKES YOU FEEL LESS ALONE, CONNECTED TO YOUR COMMUNITY, AND TRUSTWORTHY RADIO PERSONALITIES



Source: Engagement Labs Media Trustworthiness Survey

# KEY TAKEAWAYS

1. **Radio is highly trusted**, far more so than social media, which had become much less trustworthy over the last year
2. **Radio delivers tangible benefits to listeners**, with an overwhelming majority citing that it improves their mood, helps them feel less isolated and more connected to their community
3. **Heavy radio listeners wield tremendous word of mouth power for advertisers**, having more brand conversations and more influential than heavy internet users and TV viewers
4. **Sentiment for Facebook and Twitter has been plummeting** in recent months; even Instagram is undergoing steady decline in offline sentiment

## ***What This Means?***

In a time when both consumer and advertiser affinity towards social media is eroding, radio continues to earn consumers' trust and deliver an audience that is highly engaged in brand conversations, which we know are a driver of sales.

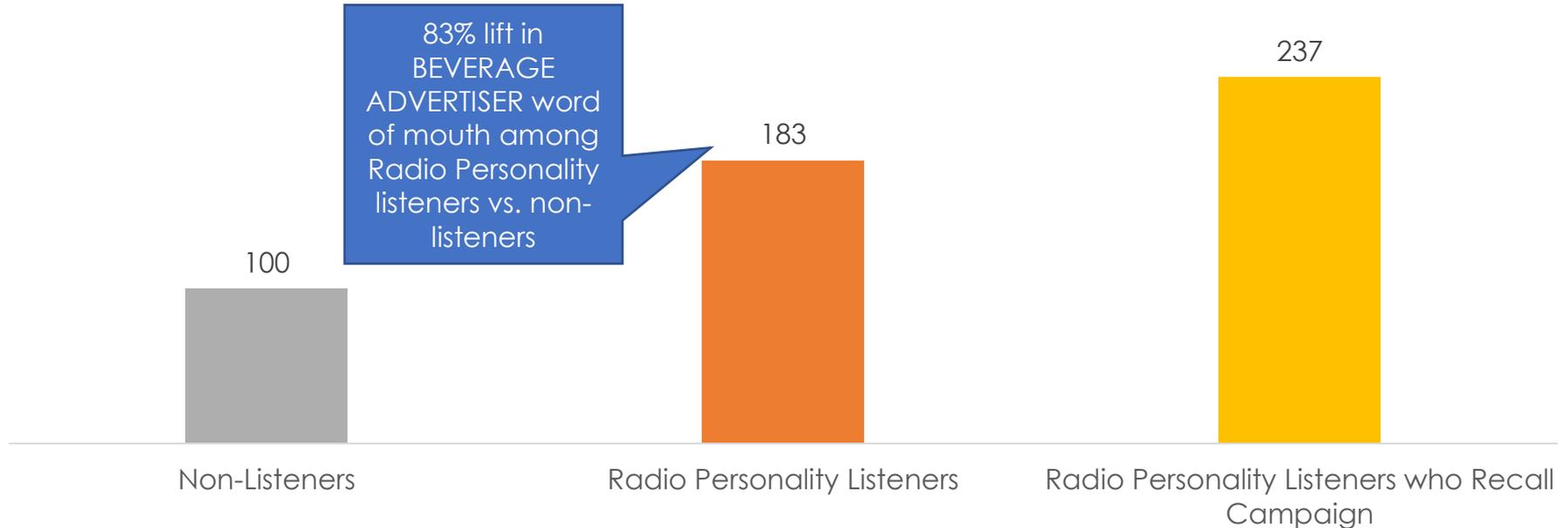
Radio's ability to generate a lift in conversations for current advertisers should be a key reporting KPI when evaluating success of an ad campaign, and a key selling point for prospects



# CLIENT CASE STUDY: RADIO CAMPAIGN EFFECTIVENESS

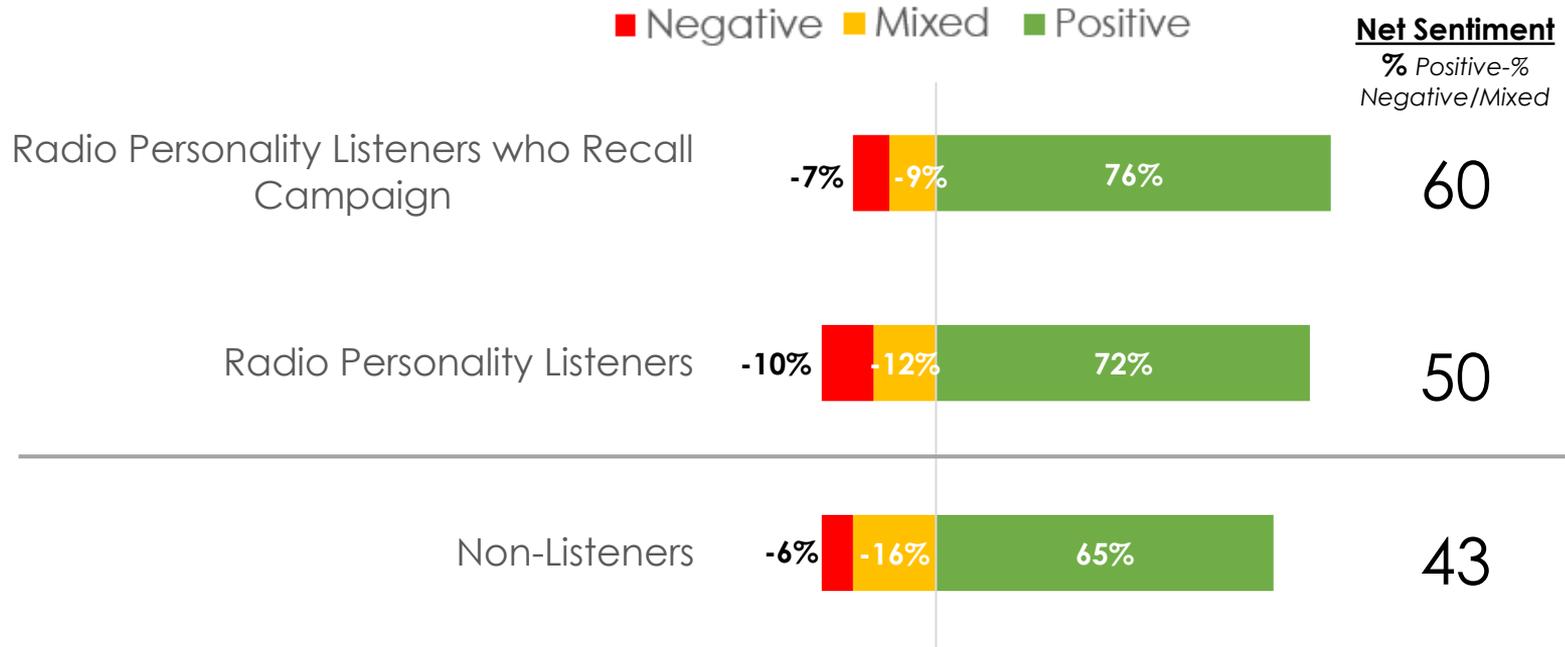
# BEVERAGE ADVERTISER ENJOYED A MASSIVE LIFT IN CONVERSATION VOLUME AMONG RADIO PERSONALITY LISTENERS

**% Talking About BEVERAGE ADVERTISER During the Past 7 Days**  
Indexed to Non-Listeners



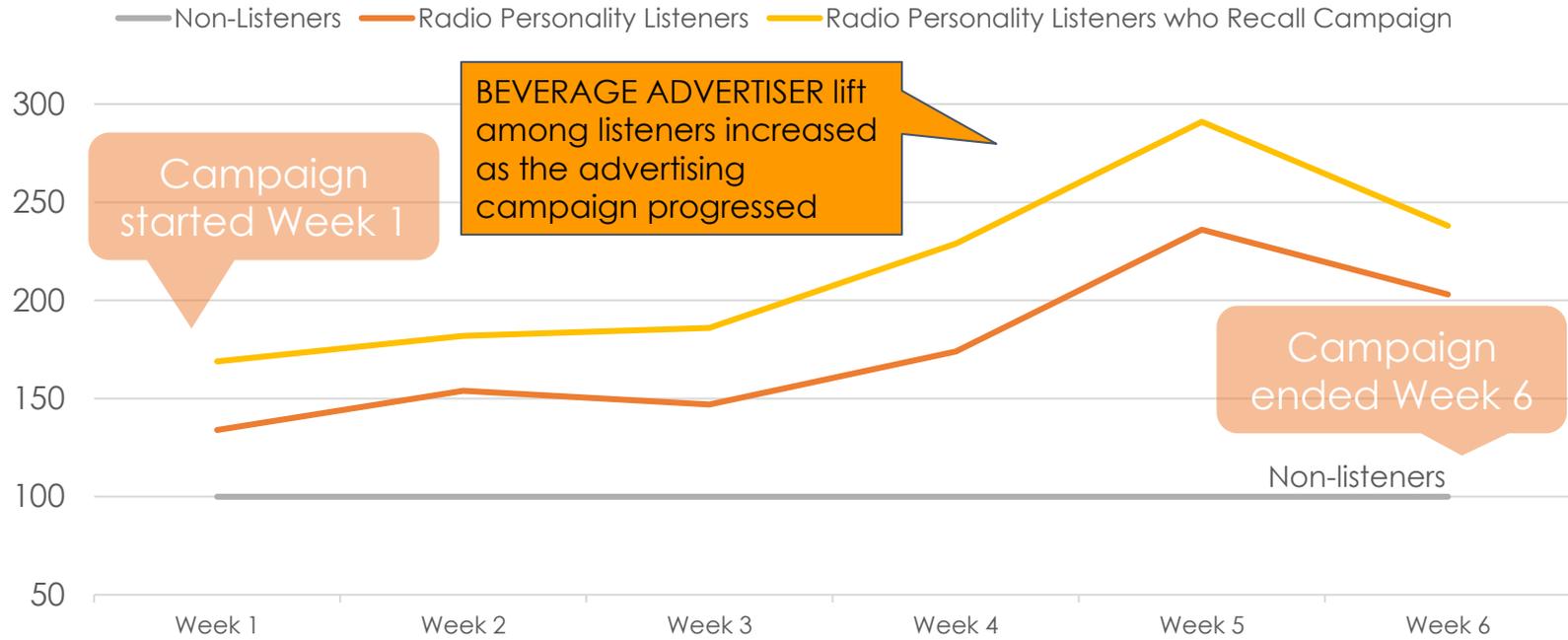
# BEVERAGE ADVERTISER HAD HIGHER SENTIMENT AMONG RADIO PERSONALITY LISTENERS WHO RECALLED CAMPAIGN

## Offline BEVERAGE ADVERTISER Sentiment among RADIO PERSONALITY Listeners



# MEASURE LIFT IN CONVERSATION DURING CAMPAIGN

**% Talking About BEVERAGE ADVERTISER During the Past 7 Days**  
Indexed to Non-Listeners



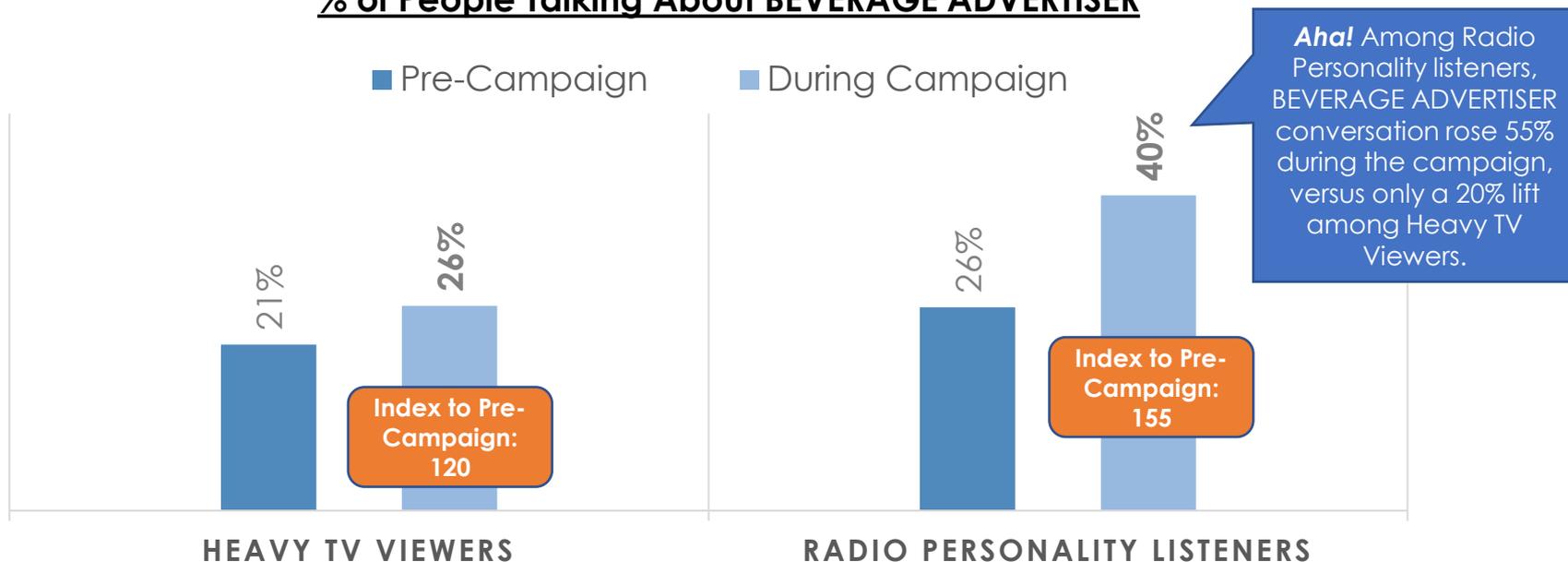
Source: Engagement Labs TotalSocial

engagementlabs

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# RADIO OUTPERFORMED TV IN DELIVERING RESULTS FOR BEVERAGE ADVERTISER DURING CAMPAIGN

## % of People Talking About BEVERAGE ADVERTISER



# KEY TAKEAWAYS

**Radio delivers results for brand advertisers, with more brand conversations than Heavy TV Viewers, and a highly influential audience**

**BEVERAGE ADVERTISER enjoyed a substantial performance lift among Radio Personality listeners**

- BEVERAGE ADVERTISER conversations had an +80% lift among Radio Personality listeners during the entire campaign period versus non-listeners.
- BEVERAGE ADVERTISER enjoyed markedly better sentiment among Radio Personality listeners who recalled the campaign.

**Campaign sparked dramatic increase in BEVERAGE ADVERTISER conversations among Radio Personality listeners versus the prior period and vs Heavy TV Viewers**

- BEVERAGE ADVERTISER enjoyed a 55% increase in volume of talk from the pre-wave period among Radio Personality listeners (vs. the 10% increase seen for non-listeners)
- Radio listeners outperformed TV viewers for BEVERAGE ADVERTISER during the campaign

engagementlabs

totalsocial®   
MAKE EVERY CONVERSATION COUNT

THANK YOU!

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