

## **Radio Reaches the B2B Market**

### **Radio has the ability to reach small business owners and self-employed workers.**

- Every week, Radio reaches 93% of small business owners.<sup>1</sup>
- Every week, Radio reaches 92% of Adults 18+ who are self-employed.<sup>1</sup>

### **Radio drives awareness, relevance and consideration for B2B advertisers.**

- Based on an analysis of 16 B2B campaigns:
  - Radio increased ad awareness by 128% for those exposed to radio ads versus those who were not.<sup>2</sup>
  - Radio increased brand relevance by 64% for those exposed to radio ads versus those who were not.<sup>2</sup>
  - Radio increased brand consideration by 37% for those exposed to radio ads versus those who were not.<sup>2</sup>

### **B2B professional/managerial adults trust radio.**

- 27% more likely to trust radio than the U.S. population to trust Radio.<sup>3</sup>

### **Radio is a source for education as well as entertainment for B2B professionals/managers:**

- 53% attribute radio to putting them in a good mood.<sup>4</sup>
- 49% stated radio keeps them informed/up-to-date.<sup>4</sup>
- 43% stated radio is pure entertainment.<sup>4</sup>
- 41% said radio makes them think.<sup>4</sup>
- 34% said radio is a good source for learning.<sup>4</sup>
- 33% indicated that radio is a good escape.<sup>4</sup>
- 22% identified radio for giving them good ideas.<sup>4</sup>

### **Radio is an aid for many business owners:**

- 45% stated that radio keeps them informed and up to date.<sup>5</sup>
- 30% attribute radio for learning.<sup>5</sup>
- 21% believe radio gives them good ideas.<sup>5</sup>

### **Radio drives online activity for B2B and consumer campaigns.**

#### **Federal Contractor Builds Awareness with Radio**

- Background:
  - A Federal Government Contractor that provides innovative technology services was experiencing branding and awareness challenges.
- Goals:
  - Increase awareness of their services, drive contracts, etc.
- Solution:
  - A multi-platform campaign featuring spots voiced by the company leader that provided personal story-telling and insights on the brand, services and results they provide to their customer base.

Results:

- 2MM+ people within the target audience were reached.
- The Federal Government Contractor saw increases in brand buzz, awareness, etc.
- The campaign has been renewed for 3 consecutive years. (Read full case study [here.](#))

Sources: 1) Scarborough USA+ 2019 Release 1 Jan 2018 – May 2019; 2) radioGAUGE from the RAB U.K [strongly agree scores]; 3) GfK MRI Doublebase 2019; Adults 18+ who are business-to-business professional/managerial; 4) GfK MRI Doublebase 2019; Adults 18+ who are business-to-business professional/managerial; 5) GfK MRI Doublebase 2019; Adults 18+ who are self-employed in their own business