Targeting Market by Market to Drive Call Volume

- Radio increases TV’s reach
  - In a TV-only campaign, 5% of the budget was shifted to radio.¹
    - Increased overall impressions by 20%.¹
    - Increased reach by 15%.¹
    - With amplified frequency (6+) of ads, radio increased the campaign tune-in viewing by 80%.¹
  - Nielsen’s analysis of a major wireless company’s campaign showed increased reach, particularly with younger demos.⁵
    - The TV ads reached about 58% of P18-34. Radio reached an additional 20%, producing an +35 increase in overall audience reach.⁵
- Radio reaches light TV viewers
  - Light and non-TV viewers are hard to reach.⁴
    - 44% of Americans represent only 10% of total TV commercial impressions.⁴
    - The solution lies in radio, as it reaches 92% of light TV viewers making its addition to TV-only plans effective.⁴
- Radio influences behavior and response
  - A study of over 18K life insurance radio ads generated a 10% increase among new users online.²
    - The ads delivered an average of 141 new web visitors daily.²
  - In an auto study, radio increased brand perception by 70% versus unexposed radio listeners.³
    - 78% said the dealership had a great selection of cars.³
    - 72% said the auto company offers competitive pricing.³
    - 72% said that they have a higher likelihood to recommend the dealership.³
    - 70% said they trust that dealership.³
    - 67% said they offer attractive financing terms.³
    - 47% said that they favor the dealership more.³
- Radio’s appeal is that it’s local
  - Radio informs listeners on traffic, weather and events.⁶
  - 88% of listeners agree/strongly agree that radio’s primary advantage is its local feel.⁶
  - 35% of listeners listen to local radio to be updated on emergencies.⁶
  - 38% listen to be informed on what’s going on locally.⁶
  - 39% listen to stay updated on news.⁶
- Radio connects emotionally, creating a receptive environment
  - 83% value and trust their favorite radio personality’s opinions.⁷
  - 81% of listeners consider DJ’s a friend, family member or acquaintance.⁷
  - 50% of listeners feel a connection with radio.⁶
  - 42% say the radio keeps them company.⁶
  - 34% of listeners listen to get in a better mood.⁶
  - 27% of listeners listen to the radio to escape pressures of everyday life.⁶