

Radio Reaches the B2B Market

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

- Every week, Radio reaches 92% of small business owners.¹
- Every week, Radio reaches 91% of Adults 18+ who are self-employed.¹

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.²
 - Radio increased brand relevance by 64% for those exposed to radio ads versus those who were not.²
 - Radio increased brand consideration by 37% for those exposed to radio ads versus those who were not.²

B2B professional/managerial adults trust radio.

- 29% more likely to trust radio than the U.S. population to trust Radio.³

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

- 51% attribute radio to putting them in a good mood.⁴
- 47% stated radio keeps them informed/up to date.⁴
- 43% stated radio is pure entertainment.⁴
- 40% said radio makes them think.⁴
- 35% said radio is a good source for learning.⁴
- 32% indicated that radio is a good escape.⁴
- 21% identified radio for giving them good ideas.⁴

Radio is an aid for many business owners:

- 42% stated that radio keeps them informed and up to date.⁵
- 30% attribute radio for learning.⁵
- 20% believe radio gives them good ideas.⁵

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

Sources: 1) Scarborough USA+ 2020 Release 1 Jan 2019 – May 2020; 2) radioGAUGE from the RAB U.K [strongly agree scores]; 3) MRI-Simmons Doublebase 2020; Adults 18+ who are business-to-business professional/managerial; 4) MRI-Simmons Doublebase 2020; Adults 18+ who are business-to-business professional/managerial; 5) MRI-Simmons Doublebase 2020; Adults 18+ who are self-employed in their own business