

Radio Reaches the B2B Market

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

- Every week, Radio reaches 86% of small business owners.¹
- Every week, Radio reaches 86% 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

Radio is a source for education as well as entertainment for Business Service occupations:

- 47% attribute radio to putting them in a good mood.³
- 45% stated radio is pure entertainment.³
- 42% stated radio keeps them informed/up to date.³
- 33% indicated that radio is a good escape.³
- 32% said radio makes them think.³
- 30% said radio is a good source for learning.³
- 17% identified radio for giving them good ideas.³

Radio is an aid for many business owners:

- 43% stated that radio keeps them informed and up to date.⁴
- 31% attribute radio for learning.⁴
- 17% believe radio gives them good ideas.⁴

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+ 2021 Release 2 Total (Jun 2020-Nov 2021); 2) radioGAUGE from the RAB U.K [strongly agree scores]; 3) 2021 MRI-Simmons Fall Doublebase; Adults 18+;type of business: business service; Media Attitudes; 4) 2021 MRI-Simmons Fall Doublebase; Adults 18+ who are self-employed in their own business