

Personality Endorsements

Brands seek celebrity or radio personality endorsers because they are well-known in their communities and listeners feel a certain bond with radio hosts.

Radio, with its human voice to convince, can be used to persuade and influence listeners.

- 59% of A18+ listen to AM/FM radio because of the DJs/Hosts/Shows.¹
 - 61% female¹
 - 56% male¹
- 6 out of 10 A18+ say radio personalities are the main reason why they listen.¹
- 1 in 2 radio listeners have a favorite radio personality.²

Radio listeners have a strong personal connection with radio station personalities. 87% of radio listeners know any personal detail about their favorite on-air radio personalities/DJs.²

- 75% of radio listeners know about the marital status of their favorite radio personality.²
- 68% are knowledgeable about the DJ's home life.²
- 53% of listeners know the hobbies & interests of their favorite radio personality.²

Listeners have an emotional connection with on-air personalities.

- 81% consider DJ's a friend, family member or an acquaintance.²
- 59% of listeners follow their favorite radio personality on social media.²
- 87% of A18+ strongly/somewhat agree that AM/FM personalities make them laugh.³
- 64% of A18+ strongly/somewhat agree that if their personality went to another station, they'd probably follow them.³
- 61% of A18+ strongly/somewhat agree that their favorite AM/FM personality makes them think.³

Since listeners feel connected with radio personalities, their statements about brands and product recommendations are assumed to be based on personal preferences.

- 83% of listeners value and trust their favorite personality's opinions.²
- 77% of listeners would try a brand recommended on-air.²
- 78% of listeners talk to their friends about what they hear from their favorite radio personality.²

As the original social media influences, DJ endorsements work well to build trust, drive business and website traffic for advertisers.

- Bertucci's restaurant used radio personality live endorsements to kick off a successful campaign with year over year increases in sales and traffic. *

Radio and DJ endorsements are great at reaching a large number of consumers and getting them to your location, and can be customized by brand:

- Authentic chatter inside their shows
- Personal experiences conveyed to listeners
- Via radio personality or specific radio show apps
- Social media engagement

- On-air mentions/billboards/promos
- Podcasts
- Interviews

*Visit www.rab.com for additional case studies.

Sources: 1) Jacobs Techsurvey, 2020; 2) Katz Media Group, Our Media, 2019; 3) Vision Critical / MARU Nation Study, November 2017