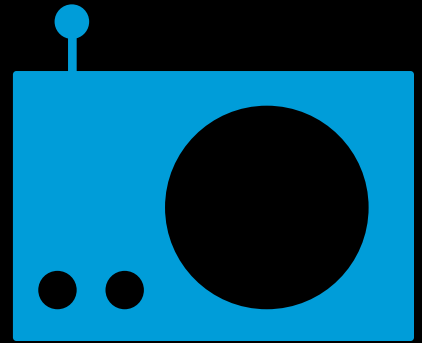




AN UNCOMMON SENSE
OF THE CONSUMER™

LOCAL RADIO SINGS WITH INSURANCE DECISION MAKERS FOR AMERICAN FAMILY INSURANCE



AMERICAN FAMILY INSURANCE ADVERTISING GOAL

Influence key decision makers' brand perceptions across areas of favorability, recommendation, and intent to request a quote in 6 key local markets.

THE CAMPAIGN DETAILS

ADVERTISER:
American Family Insurance (AFI)

CHANNEL:
Katz Radio Group
(Local Radio Rep Firm)

GOAL:
Increase BRAND LIFT in local
markets

SUMMARY:
American Family Insurance ran a radio campaign with Katz Radio Group in order to reach insurance decision makers in 6 local markets. NIELSEN CAMPAIGN EFFECT was used to measure the brand impact among Decision makers who heard the Radio campaign.

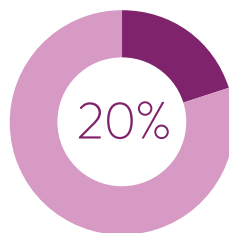
RESULTS:
The advertiser learned that RADIO was an effective medium for branding across a variety of key performance indicators for the insurance vertical.

WHY AMERICAN FAMILY INSURANCE CHOSE LOCAL RADIO

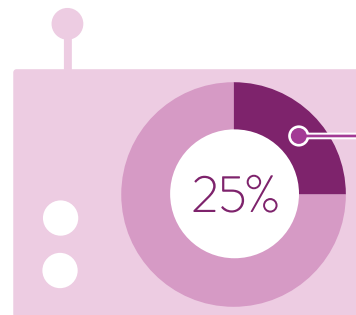
Katz Radio Group partnered with AFI to prove the power of local radio advertising. Nielsen Campaign Effect was used to measure the results of insurance decision-makers who tuned in to one or more stations airing the creative and compared their engagement with those who had not heard the commercials.

Overall, the results of the study showed that Radio provided incremental lift above and beyond AFI's other current marketing channels.

AFTER HEARING THE RADIO CAMPAIGN, INSURANCE DECISION MAKERS ARE MORE LIKELY TO SEEK A QUOTE



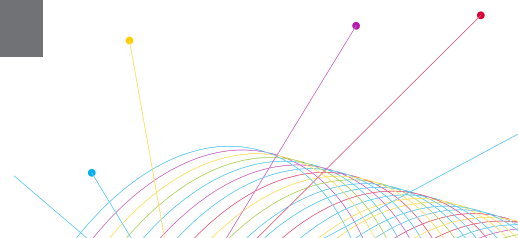
BASELINE



DECISION MAKERS WHO
DID HEAR THE AD

OF THOSE
DECISION
MAKERS
WHO HEARD
THE AD THERE
WAS A
25%
INCREASE
TO SEEK
A QUOTE

USING BRAND MANAGEMENT INSIGHTS
LETS MARKETERS KNOW THE TRUE
EFFECT OF THEIR ADVERTISING.



CRITICAL INSIGHTS

AMONG INSURANCE DECISION-MAKERS WHO HEARD THE RADIO CAMPAIGN



TOP 5 KEY FINDINGS

WHAT AFI LEARNED ABOUT THEIR RADIO ADVERTISING

1. INCREASED KEY BRAND HEALTH METRICS
2. MOST EFFECTIVE WITH POTENTIAL BRAND SWITCHERS
3. DROVE POSITIVE BRAND ASSOCIATION FOR AFI
4. ELEVATED AWARENESS OF OTHER AFI ADVERTISING
5. ALL THREE CREATIVE VERSIONS OF THE RADIO ADS PERFORMED WELL

AFI LEARNED THAT RADIO AMPLIFIES AWARENESS OF OTHER ADVERTISING

COMPARED TO NON-EXPOSED, CONSUMERS WHO HEARD THE RADIO CAMPAIGN WERE:



+500%
MORE AWARE OF MAGAZINE ADS



+400%
MORE AWARE OF NEWSPAPER ADS



+300%
MORE AWARE OF ONLINE ADS



+100%
MORE AWARE OF BILLBOARD ADS



+100%
MORE AWARE OF MOBILE ADS



+35%
MORE AWARE OF TV ADS



THE RADIO CAMPAIGN WAS MOST SUCCESSFUL WITH THOSE LIKELY TO SWITCH INSURANCE

SWITCHERS WERE:

129%

MORE LIKELY TO RECOMMEND AFI TO FRIENDS OR FAMILY

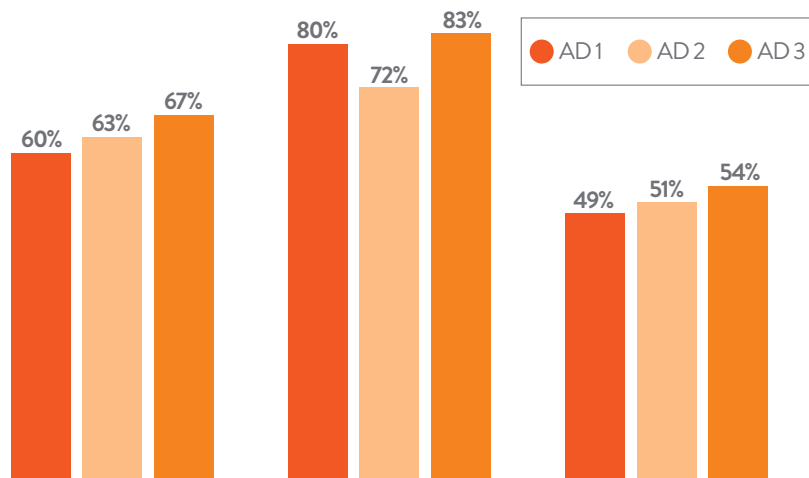
97%

MORE LIKELY TO SEEK A QUOTE FROM AFI

49%

MORE LIKELY TO HAVE A FAVORABLE OPINION ABOUT THE AFI BRAND

AFI LEARNED HOW DECISION MAKERS FELT ABOUT EACH AD



ALTHOUGH ALL ADS PERFORMED WELL, AFI LEARNED THAT AD 3 RESONATED THE MOST WITH LISTENERS.

NEED MORE INFO:

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