



Things Brands Have Completely Wrong About Radio



Perception:

“AM/FM radio has
very low reach.”



U.S. advertisers and agencies think AM/FM radio's weekly reach is 62%

Advertiser Perceptions study of 316 advertisers & agencies:
"What % of Americans are reached weekly by AM/FM radio?"

Advertiser Perception 62%



93% of Americans are reached by AM/FM radio weekly

% of persons 18+ reached weekly

Reality: Nielsen weekly reach

93%

Advertiser Perception 62%



According to Canadian
advertisers and agencies,
what % of Canadians listen
to Spotify?

Canadian advertisers and agencies think 62% of Canadians listen to Spotify

IPSOS study of Canadian Media Agency Advertisers
“Which of the following websites, apps, or service did the average Canadian use in the last 1 month?”

Advertiser Perception 62%



Canadians listen to Spotify much less than advertisers think

IPSOS study of Canadian Media Agencies & Advertisers
“Which of the following websites, apps, or service did the average Canadian use in the last 1 month?”



Perception:

“Audience shares to Pandora/Spotify are nearly equal to AM/FM radio.”

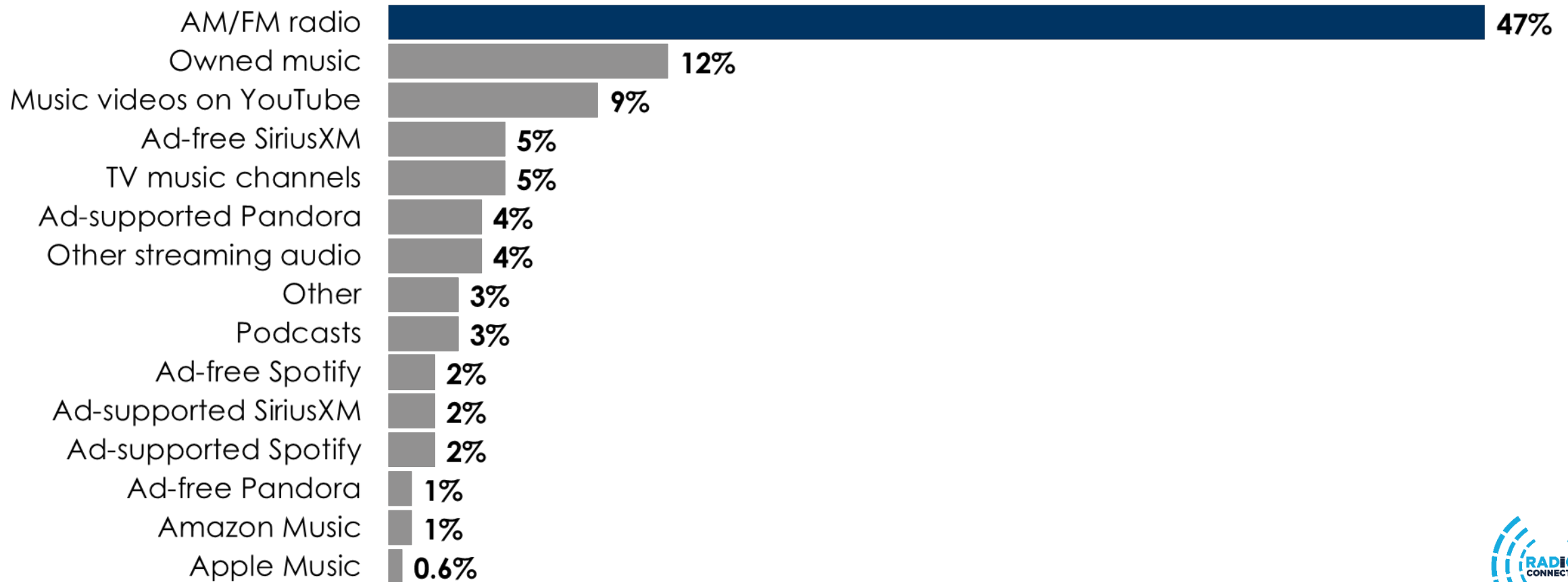
To U.S. advertisers, AM/FM radio and streaming are nearly equal

According to Advertiser Perceptions, advertisers and agencies think the share of audio time spent with AM/FM radio is nearly the same as streaming



AM/FM radio is the centerpiece of U.S. audio

Share of audio time spent among persons 18+



Canadian agencies and advertisers say Canadians spend 1.6 hours a day with AM/FM radio

“How many hours a day do Canadians spend with AM/FM radio?”

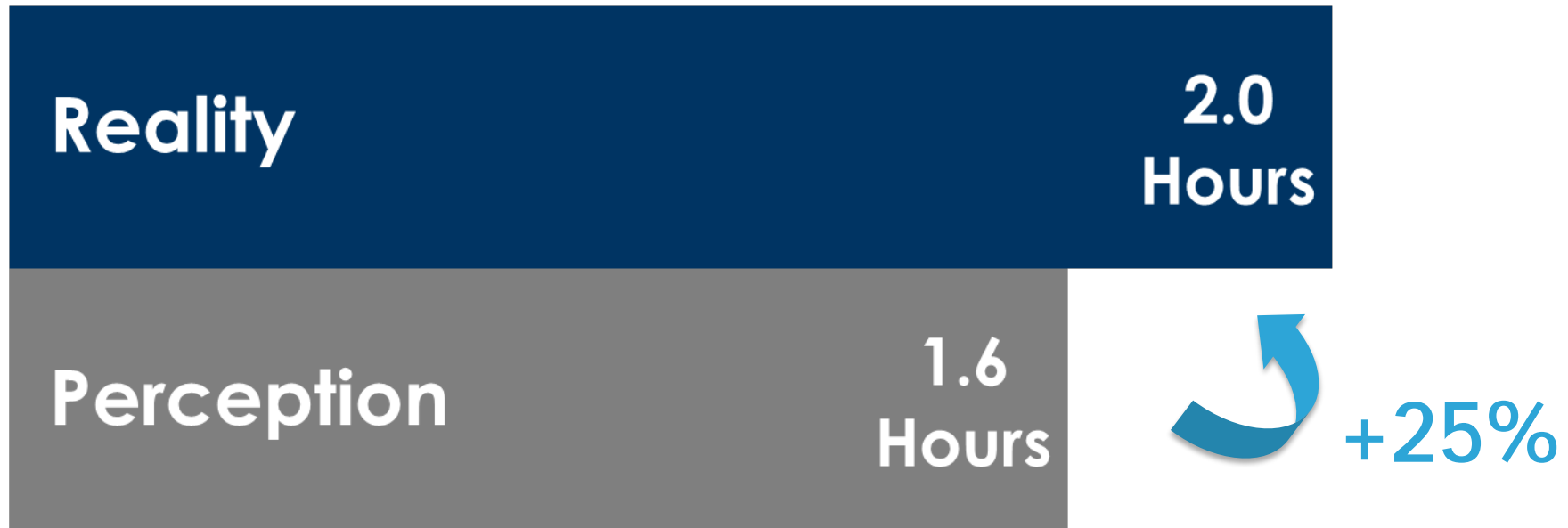
Perception

1.6
Hours



Reality: Canadians spend 25% more time with AM/FM radio

“How many hours a day do Canadians spend with AM/FM radio?”



The Canadian audio landscape



Compared to the U.S., AM/FM radio's share of audio is greater in Canada

Share of time spent with audio

Canada: AM/FM radio

61%

United States: AM/FM radio

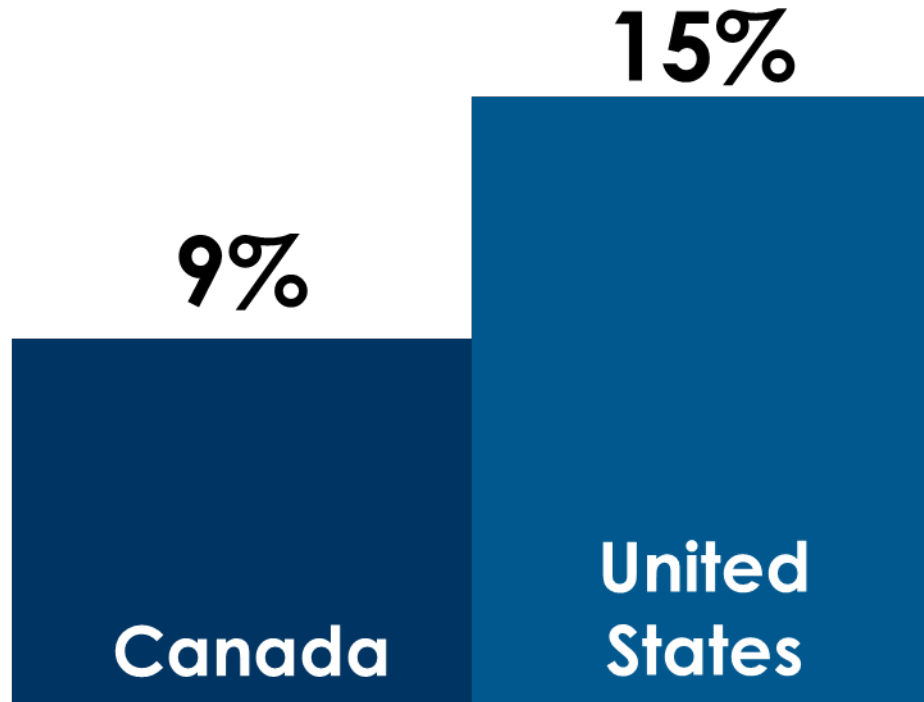
54%

 **+13%**

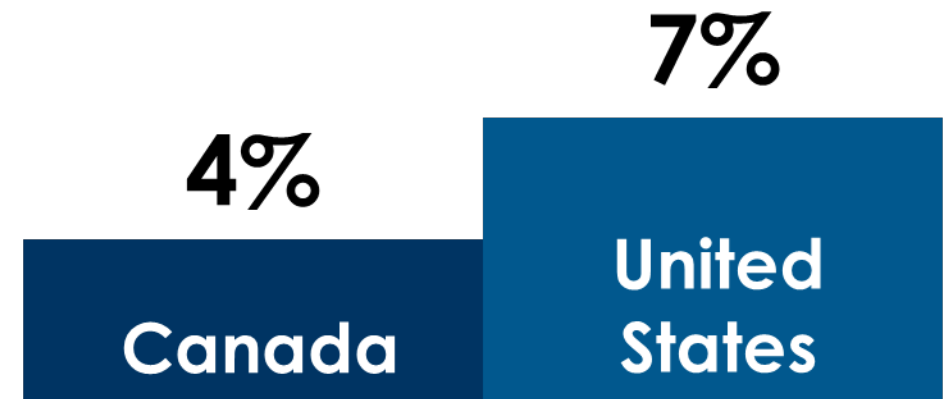


Canadians spend less time with streaming and SiriusXM than Americans

Share of time spent with audio



Streaming

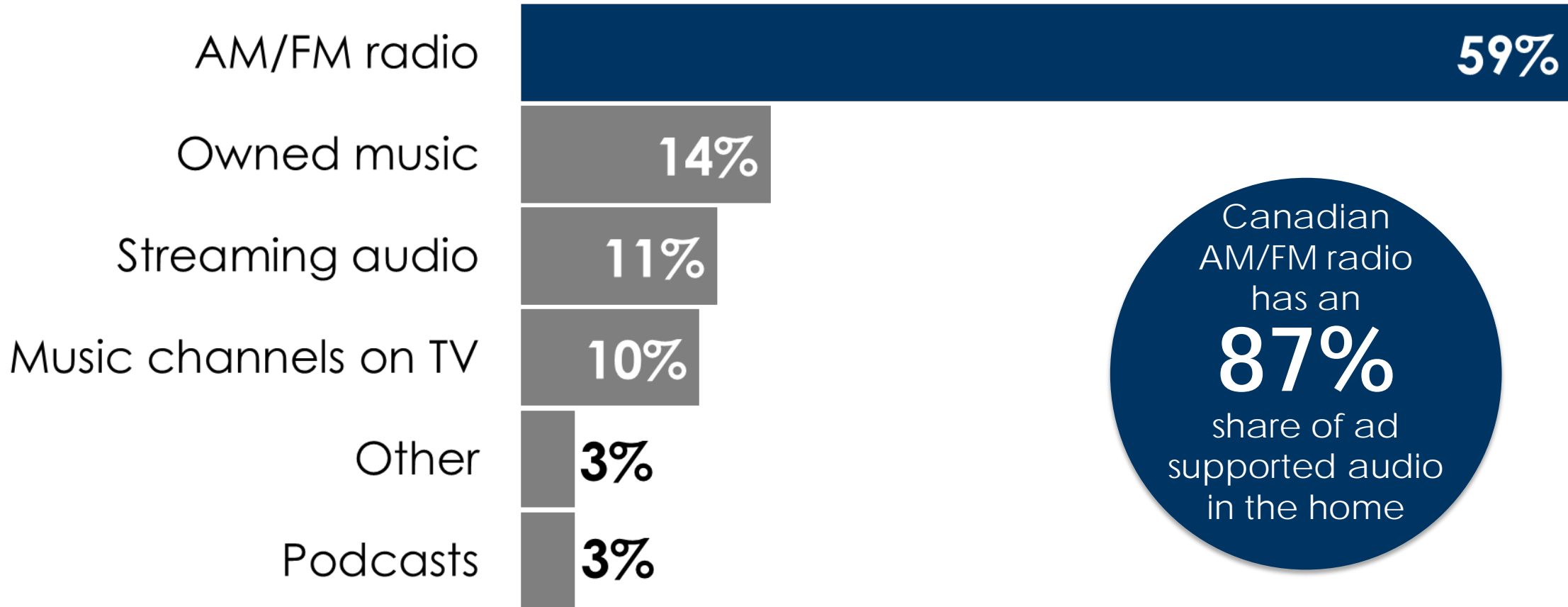


SiriusXM



Canadian AM/FM radio dominates audio at home

Canadian share of audio time spent at home

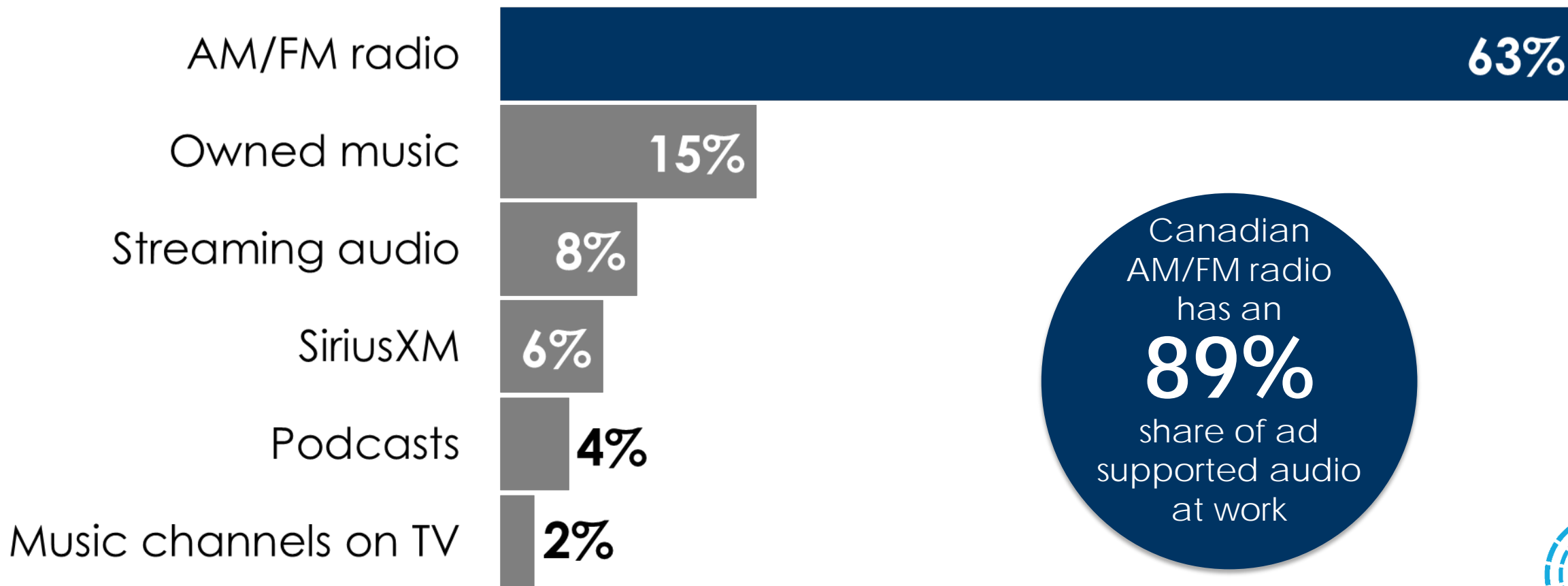


Canadian
AM/FM radio
has an
87%
share of ad
supported audio
in the home



Canadian AM/FM radio dominates audio at work

Canadian share of audio time spent at work

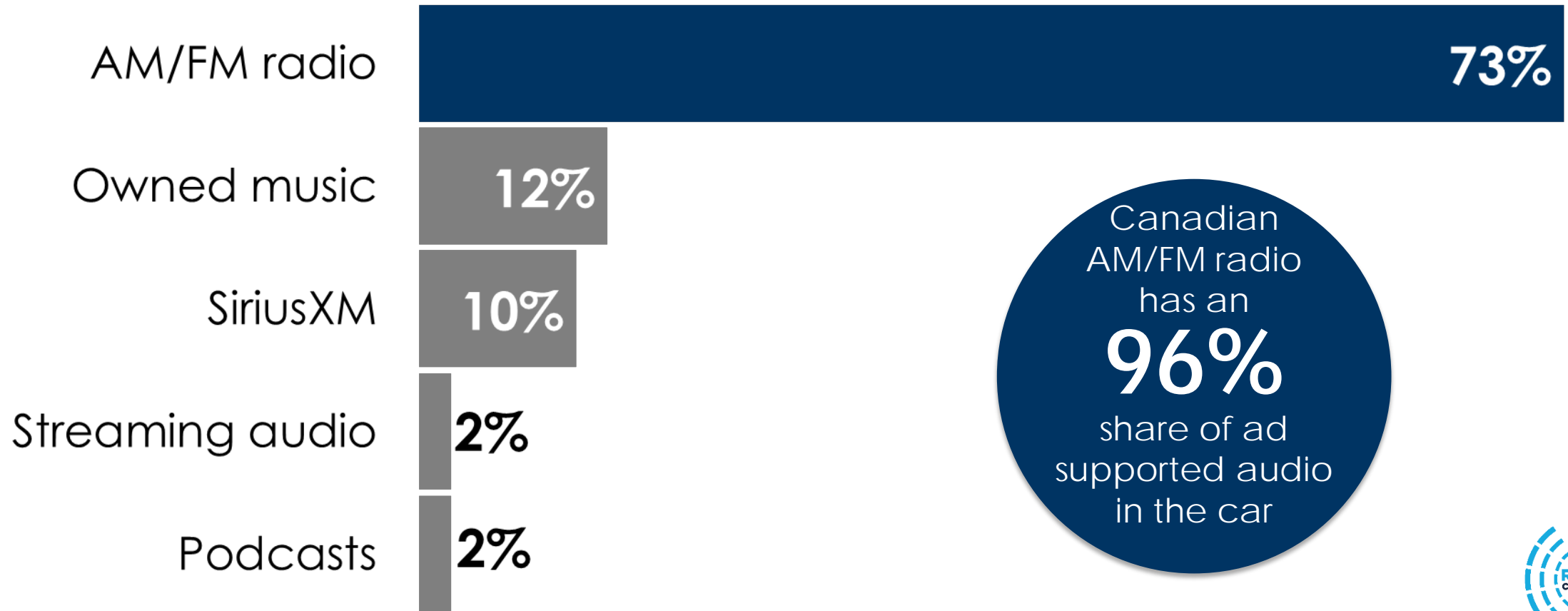


Canadian
AM/FM radio
has an
89%
share of ad
supported audio
at work




Canadian AM/FM radio dominates audio in the car

Canadian share of audio time spent in the car



Canadian AM/FM radio
reaches shoppers on
the path to purchase

82% 

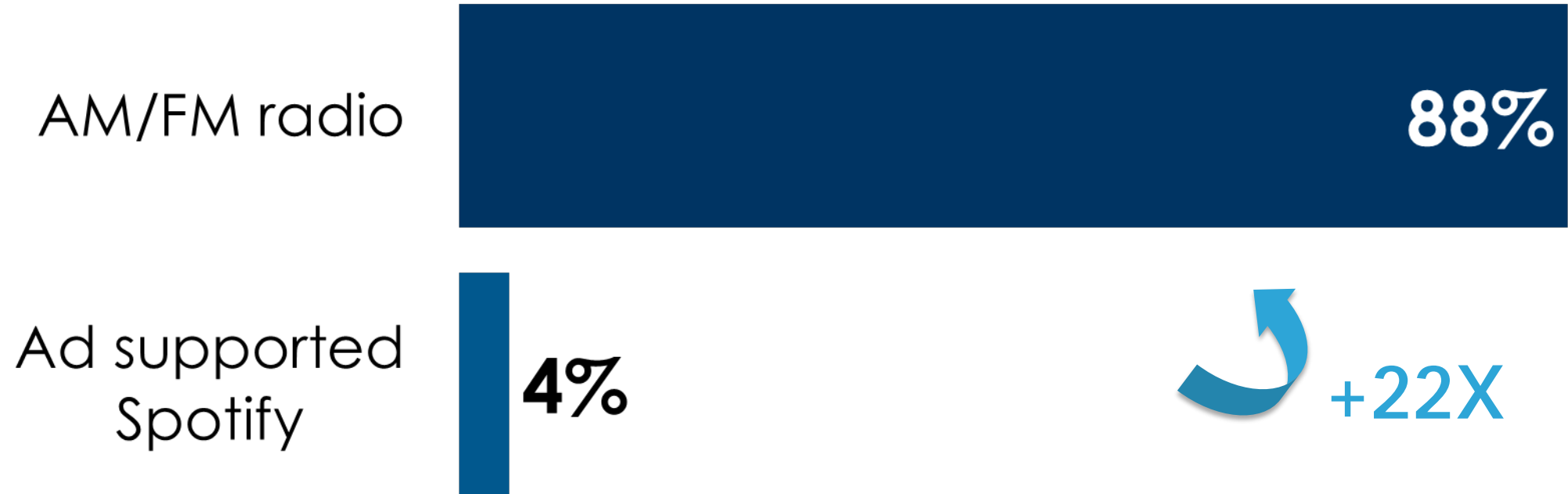
of in-car consumers
made a shopping trip
in the past 24 hours



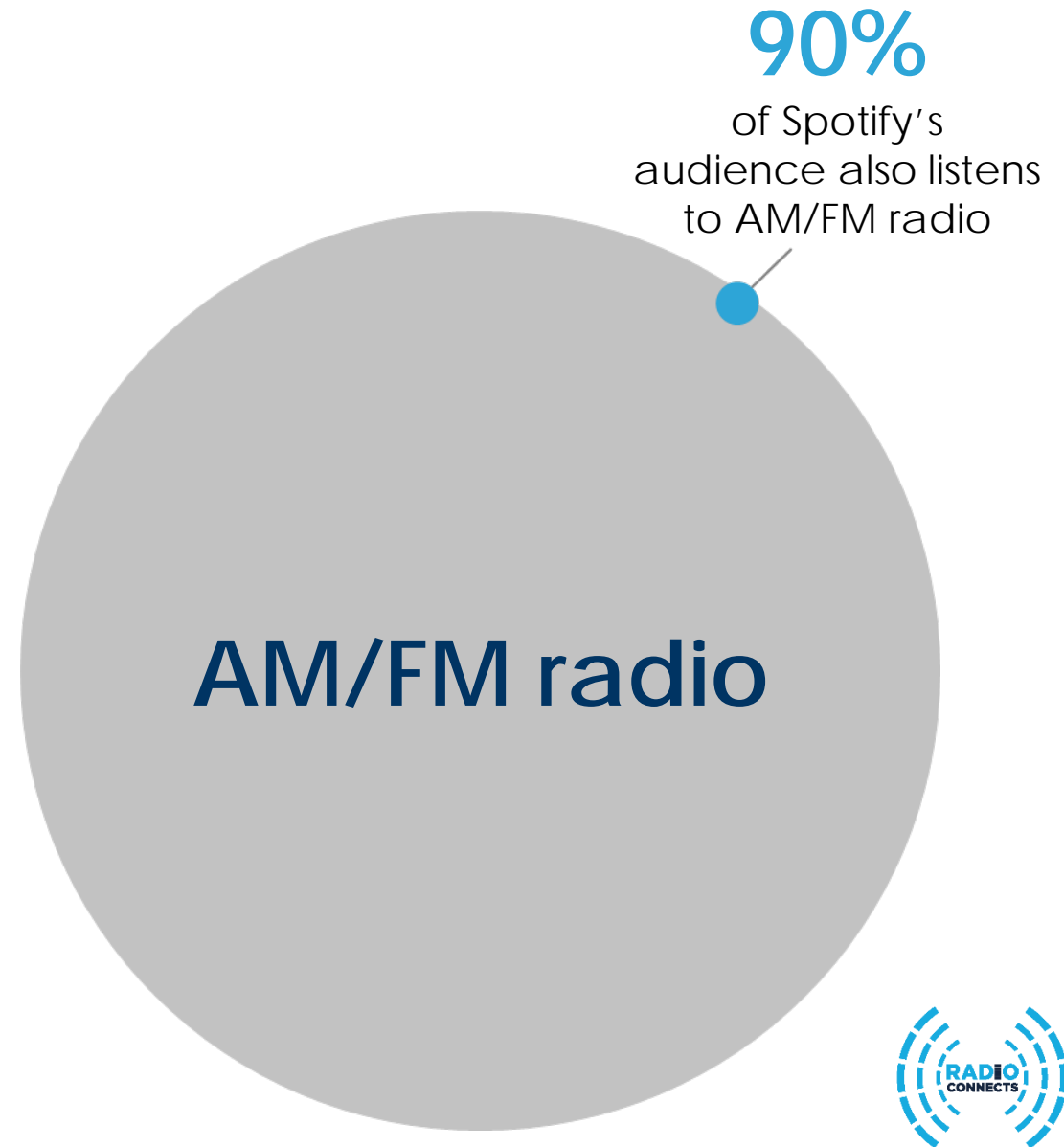
In Canada, AM/FM radio reaches significantly more listeners than ad supported Spotify

Each day, 96% of Canadians are not reached by ad supported Spotify

Daily reach



When you buy
ads on Canadian
AM/FM radio, you get
almost all of Spotify's
audience for free



American listeners hear ads on AM/FM radio; Pandora/Spotify? Not so much

“I can hear what people are talking about when I’m listening to...”

AM/FM radio

84%

Pandora

54%

Spotify

54%



Source: Vision Critical/MARU National Study of 2617 Persons 18+, November 2017; Pandora/Spotify: at home.
AM/FM radio: average of at home, at work, and in car listening

Guess who is
rediscovering
AM/FM radio...



Big brands



**“Radio has what
P&G wants —
unmatched reach”**

Inside Radio, September 11, 2017

“After a decades-long absence, Procter & Gamble is back in business with radio. During a NAB Radio Show panel Thursday afternoon, one of P&G’s top media and marketing execs said the company will increase its new plan to spend on radio.”

“We are spending more and you’re going to see more in the next couple of quarters,” John Fix, analyst/manager—North America Media & Marketing at P&G, told a packed room of broadcasters during his first appearance at a radio event.”



Digital fraud and alarming TV audience erosion caused P&G to return to radio

Inside Radio, September 11, 2017

"P&G and other CPG giants have grown frustrated by narrow digital-ad targeting. P&G wants to speak to everyone, not a narrow target," Fix explained, which is why it has rediscovered radio.

"P&G wants to reach as much of America as it can, once a week", Fix explained. While TV has been its media cornerstone, it's a costly investment to use television to reach 72% of the U.S. "The brands are looking to get the reach they want and They can't get it with TV," Fix said. "Knowing that, radio seemed to be an option."

P&G is now augmenting its media portfolio with radio buys for some of its biggest brands to reach Americans it can't get through TV. "You saw 93% of household are listening to radio. That's the scale I need for my brands to reach the people that buy them," Fix said.

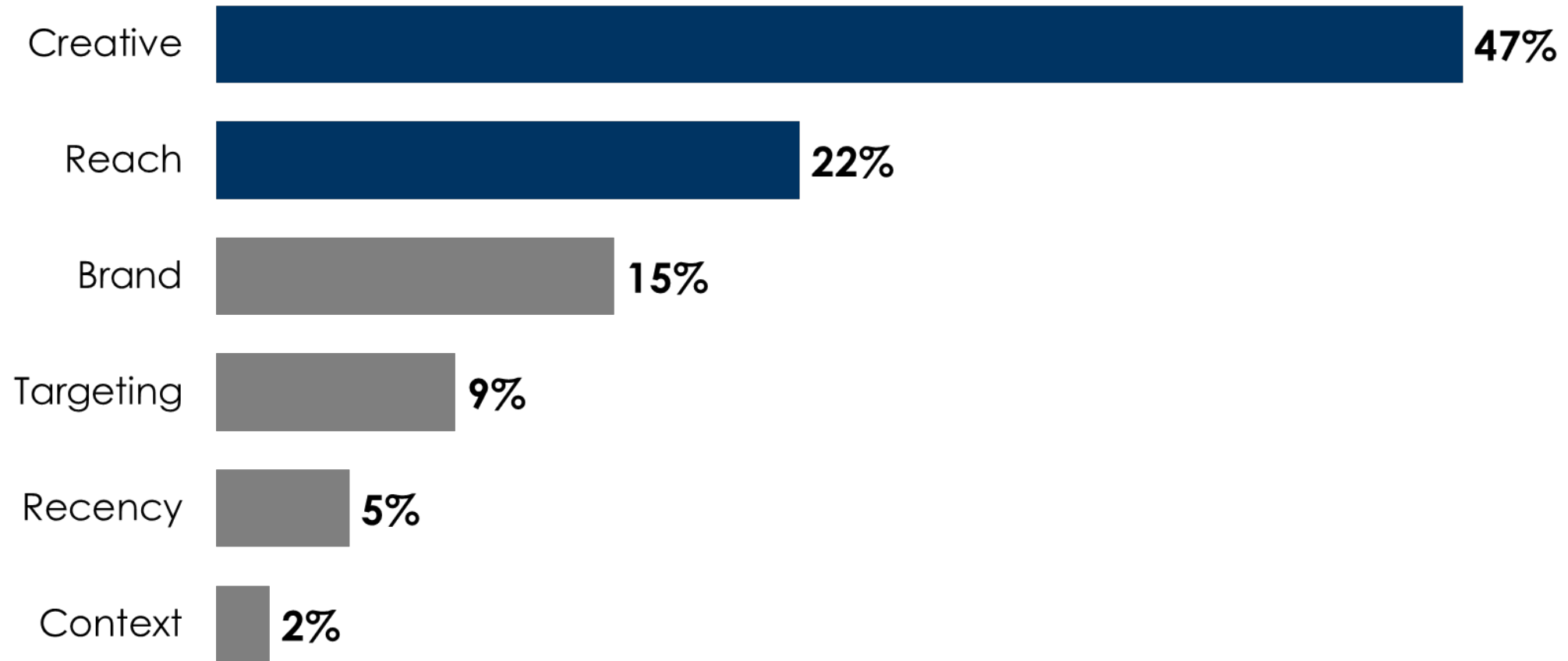


Radio Brand Effect and ROI Case studies

O N E W A Y T O S M A R T

Creative and reach drives sales

Nielsen study of 500 advertising campaigns and elements that contribute to sales





There's **OneWay** to Smart. Westwood One

OneWay provides smart data-based solutions with mass audience scale:

- Reach The Right Consumer
- With The Right Message
- Prove Impact





Westwood OneWay

OneWay provides smart data-based solutions with mass audience scale:

- Reach The Right Consumer
- With The Right Message
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nielsen
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NIELSEN MARKETING CLOUD

VISIONCRITICAL®

maru/matchbox



Commspoint

o)) veritone



CUMULUS

WestwoodOne

Westwood One Creative Testing

We partner with industry leaders
to provide valuable insights on
what makes creative effective

Westwood One utilizes a nationally representative panel of consumers for audio creative testing

- Listeners are asked to rate ads on a series of criteria, then scores are compared with national norms
- We test for likeability, memorability, relevance, and engagement
- Ad recall and intention to purchase is also tested as well as the ad's association with specific emotional descriptors, ie. funny, motivating, or informative

nielsen
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maru/matchbox

VISIONCRITICAL®

VERITONIC

 SEQUENT
Partners

The new Insurance Firm outperformed the old ads

Ads ranked by overall score

		Insurance Firm ad	Overall score	% difference from VERITONIC average
New ads	{	Underdogs :15	80	+29%
		She Shed :30	76	+23%
		Pothole :30	75	+21%
		She Shed :15	74	+19%
		Underdogs :30	72	+16%
		Tailgate	70	+13%
		House	69	+11%
		Late Nights	69	+11%
		24 Years	68	+10%



Optimism for the new Insurance Firm ads was rated higher than the old ads

Ads ranked by optimism

		Insurance Firm ad	Optimism score	% difference from VERITONIC average
New ads	{	Underdogs :15	80	+21%
		She Shed :30	76	+15%
		Pothole :30	76	+15%
		She Shed :15	76	+15%
		Underdogs :30	74	+12%
		Tailgate	70	+6%
		Late Nights	70	+6%
		House	68	+3%
		24 Years	68	+3%



Audio creative best practices



EFFECTIVE CREATIVE



Radio creative best practices

The Message

- Have a conversation, don't shout
- Communicate benefits
- The first five seconds matter
- The longer the ad, the greater the impact
- Brand early and often
- Tell a story with emotion

The Media

- Fit the radio station programming format
- Align to consumer purchase mindset

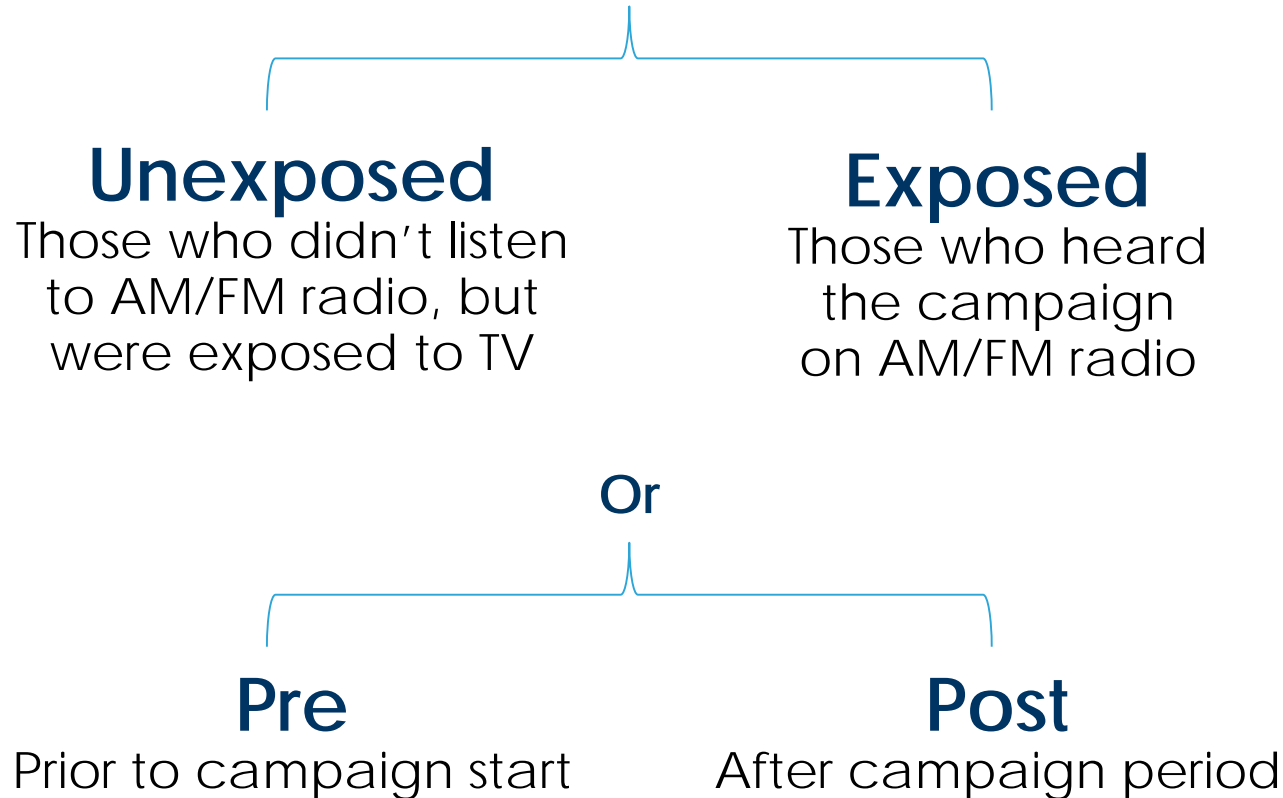
The Tools

- Use music for branding
- Create a sonic logo
- Leverage the appeal and trust of radio personalities
- Target your core audience



Campaign Effect Study

Online survey of two groups



Analysis

Compares the differences between the two groups to determine AM/FM radio's impact on:

- Aided awareness
- Unaided awareness
- Preference
- Brand perceptions
- Ad recall
- Purchase intent

Consideration: Streaming Music Service grew with heavy audio users

Q: Please indicate how likely you would be to try or continue using each of the following music streaming services:
(% who answered "Very Likely")

	November 2017	January 2018	% difference
Total	18%	17%	-6%
Heavy AM/FM Radio Listeners	30%	36%	+20%
Heavy Streaming Listeners	35%	38%	+9%
Heavy TV Viewers	26%	23%	-12%
Amazon Prime Members	30%	32%	7%
Smart Speaker Users	33%	32%	-3%
Music Curators	31%	30%	-3%

How to read: Following the campaign, 36% of heavy radio listeners would be very likely to try or continue using Amazon Music Unlimited.

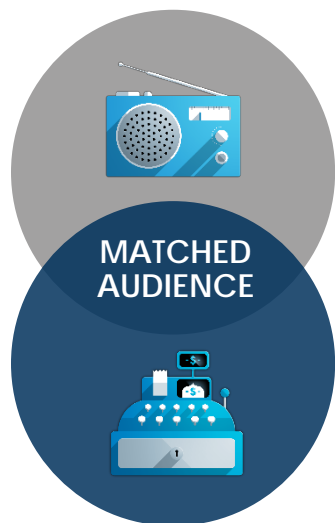


Nielsen Sales Effect Study

Methodology

Step 1

Nielsen does a household match on the address level using Portable People Meter panel data and credit/debit or shopper card purchase behavior



Step 2

Audience is broken into groups based on Media Monitors ad occurrence



Step 3

Nielsen measures the sales impact of the two groups



Analysis


- Sales/spend lift
- Buyer penetration
- Transaction/trips per buyer
- \$ per transaction
- \$ per buyer
- Share of category
- Incremental sales return per advertising dollar



Case study: AM/FM radio delivers strong ROI for a men's personal care brand

Sales driver

The parent brand saw a

+8% 

sales lift among male
AM/FM radio listening
households

Positive return on advertising spend

For every \$1 spent on
AM/FM radio, the men's
personal care brand saw

\$1.23

in return on advertising spend
among male AM/FM radio listeners,
while the parent brand saw

\$11.96

in return on advertising spend
among all households

Market share growth

The parent brand saw a

+ .8% 

increase in category share



Nielsen Radio Promo Effect Study: TV Tune-In ROI

Methodology

Step 1

Nielsen uses 80,000 person Portable People Meter panel for AM/FM radio and television audiences



Step 2

Audience is broken into groups based on Media Monitors tune-in radio ad occurrence



Step 3

Nielsen measures the tune-in conversion impact of the two groups



Analysis

- Tune-in conversion by demographic
- Conversion by frequency of ad exposure
- Live, live +3, live +7
- Pre-produced ads versus DJ endorsements
- Existing network audience versus new viewers
- Existing series audience versus new viewers
- Network TV promos + paid radio ads

AM/FM radio drives TV tune in for TV Network

Major Mini Series

Exposure boosted tune-in

AM/FM radio
campaign
exposure drove a

44%



higher rate of tune-in

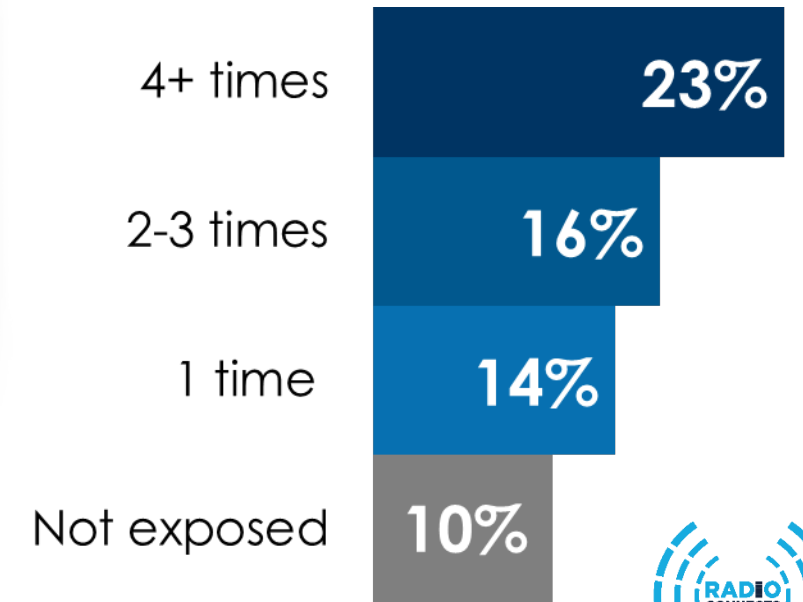
Attracted new viewers

88%

of viewers delivered
by AM/FM radio
were new/light
PBS viewers

High frequency drove more tune-in

% exposed to the radio campaign
who also tuned in

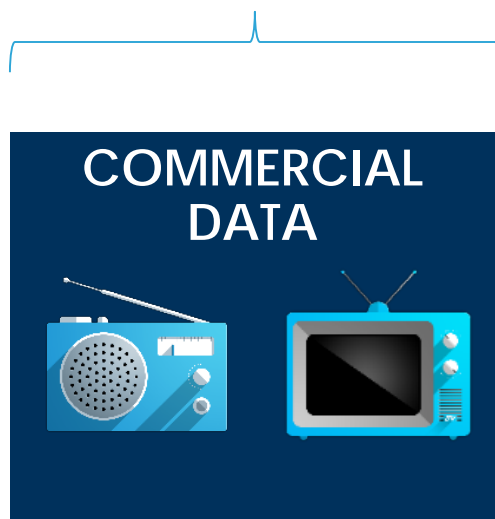


Nielsen AM/FM Radio and TV Incremental Reach Study

Methodology

Step 1

Nielsen uploads commercial advertising occurrence data for television campaign (Ad Intel) and radio campaign (Media Monitors)



Step 2

Advertising occurrence data is matched to the 80,000 person Nielsen Portable People Meter panel in the top 48 markets to determine commercial audience exposure



Analysis

- Commercial audience reach for those exposed only to the AM/FM radio campaign, those exposed only to the TV campaign, and those exposed both to the radio and TV campaign
- Incremental reach generated by AM/FM radio campaign by demographic
- Frequency amplification generated by AM/FM radio campaign against consumers with light, medium, and heavy TV campaign exposure



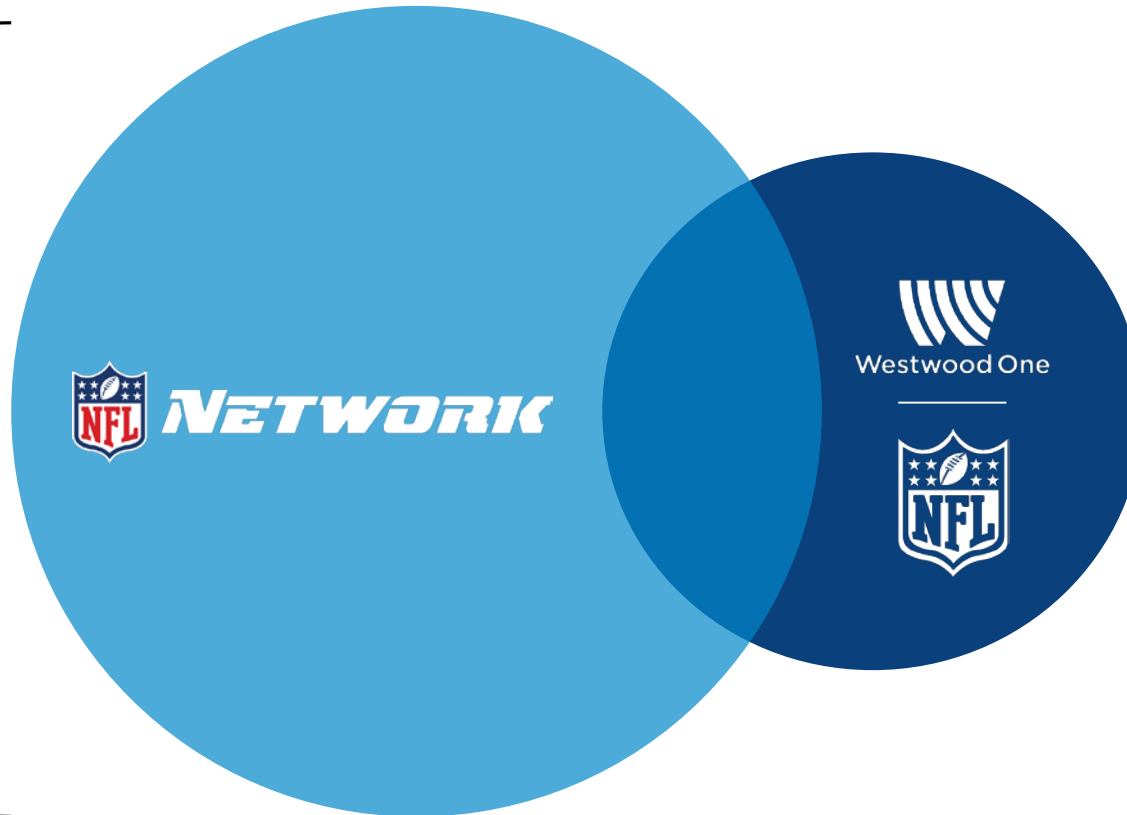
Case study Adding Westwood One NFL increases overall campaign frequency

Advertiser campaign on both NFL Network plus Westwood One

The addition of Westwood One increased total campaign frequency

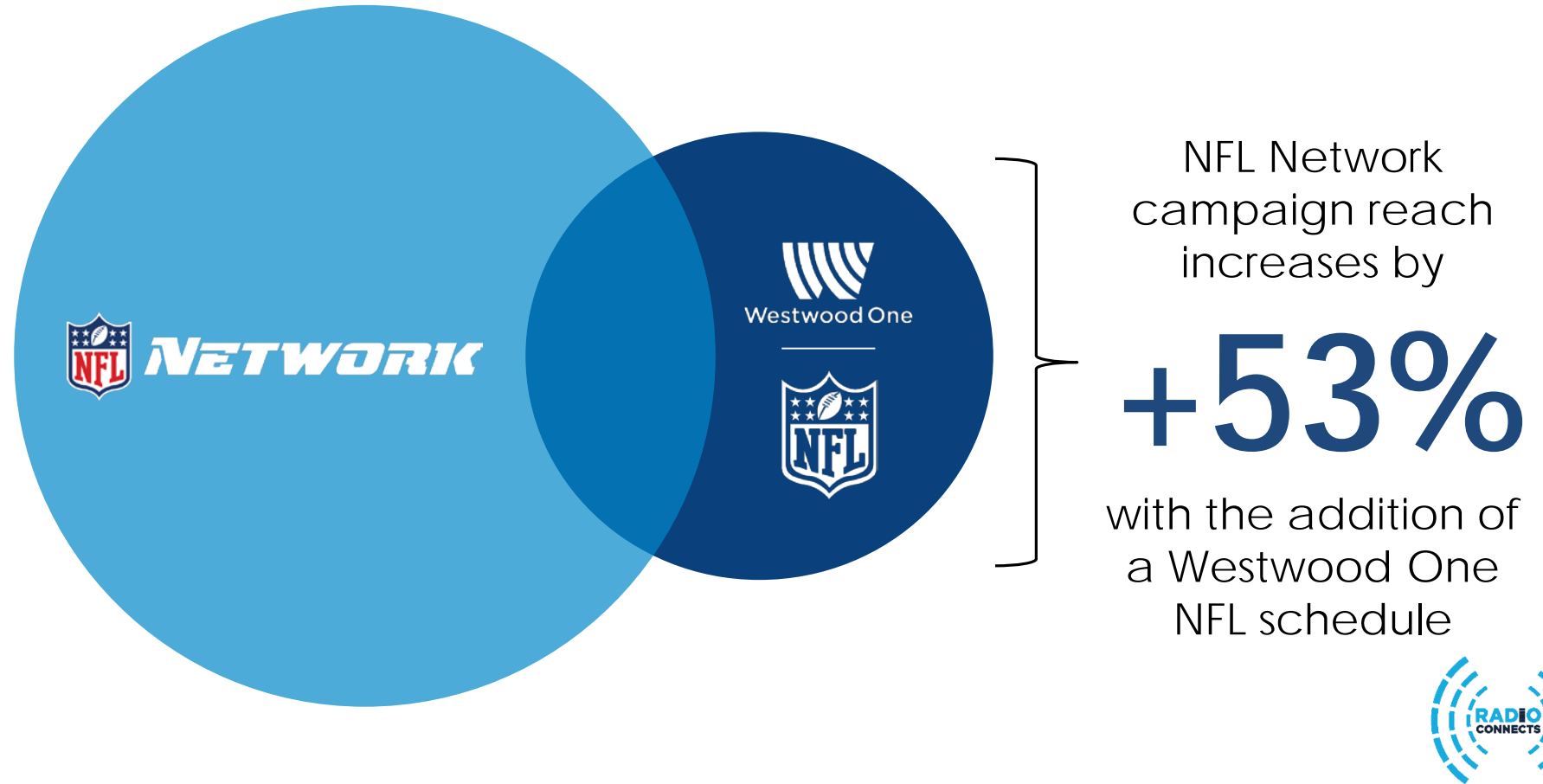
+19%

among those who were exposed to the advertiser's TV campaign on the NFL Network.



Adding Westwood One NFL generates incremental reach

Advertiser campaign on both NFL Network plus Westwood One





There's **OneWay** to Smart. Westwood One

OneWay provides smart data-based solutions with mass audience scale:

- Reach The Right Consumer
- With The Right Message
- Prove Impact





Thank You



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