

CAMPAIGN MEASUREMENT AND THE RELEVANCY OF AUDIO

Prince Debrah, Head of Product, Audio
January 2020

BACKGROUND

Campaign Overview



Radio Creative: Promoting cavity protection from candy

Campaign Overview



Radio Creative: Promoting holiday deals for a car manufacturer

Campaign Overview



Radio Creative: Promoting a mobile banking app

Campaign Overview



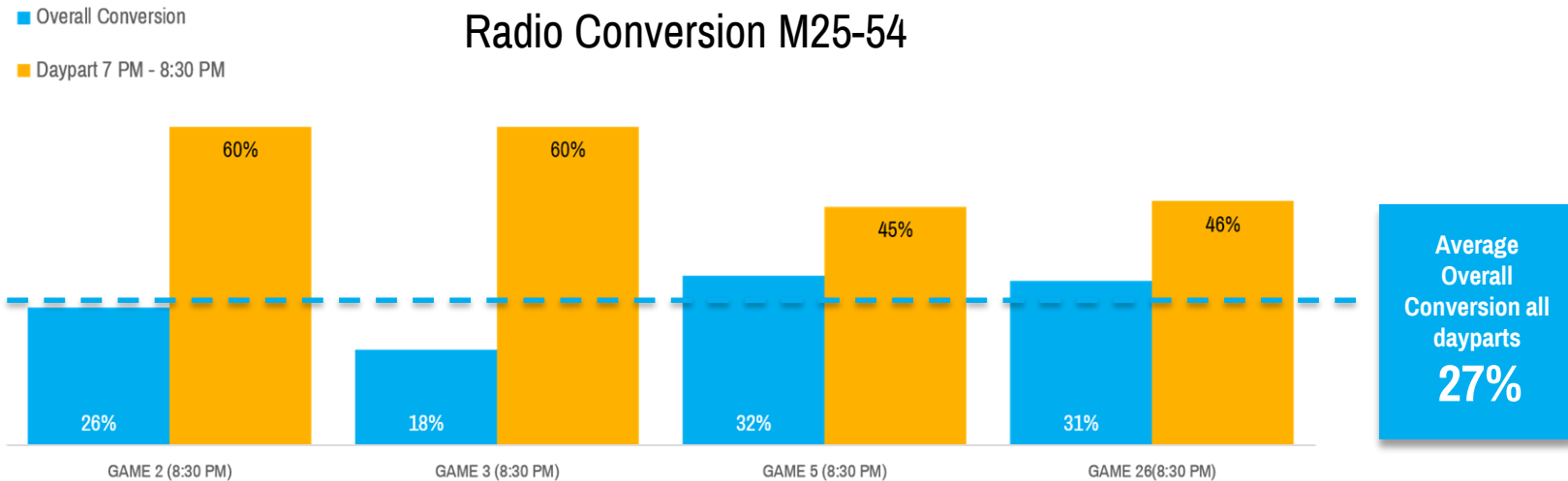
Radio Creative: Promoting the breakfast options of a CPG brand



#1 RADIO REMINDS

Radio recency matters and reminds consumers to take action closest to the point of intended outcome.

REGENCY



Spots airing within 90min of a sporting event drive over 2X higher conversion

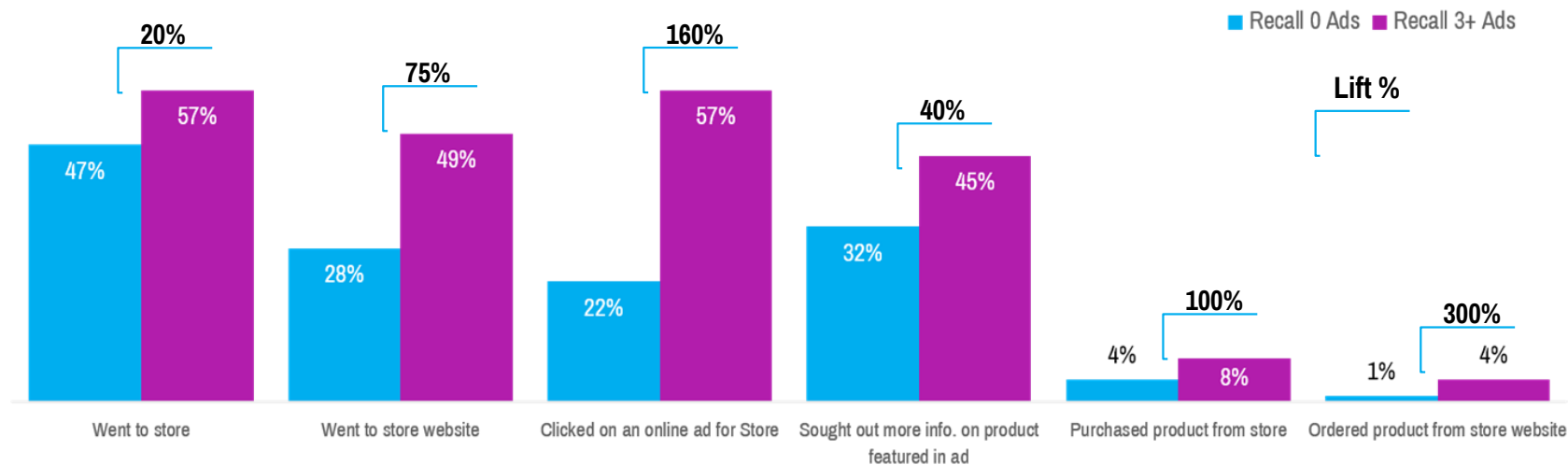


#2

RADIO REGISTERS

Radio registers with consumers and drives them to investigation on digital and purchase.

RADIO IS A POWERFUL DIGITAL & PURCHASE DRIVER



Recall of 3+ store audio ads drives significant lift in online research and website/store shopping

Base: Total 898

Q. Which of the following actions, if any, did you take after hearing the store ads?

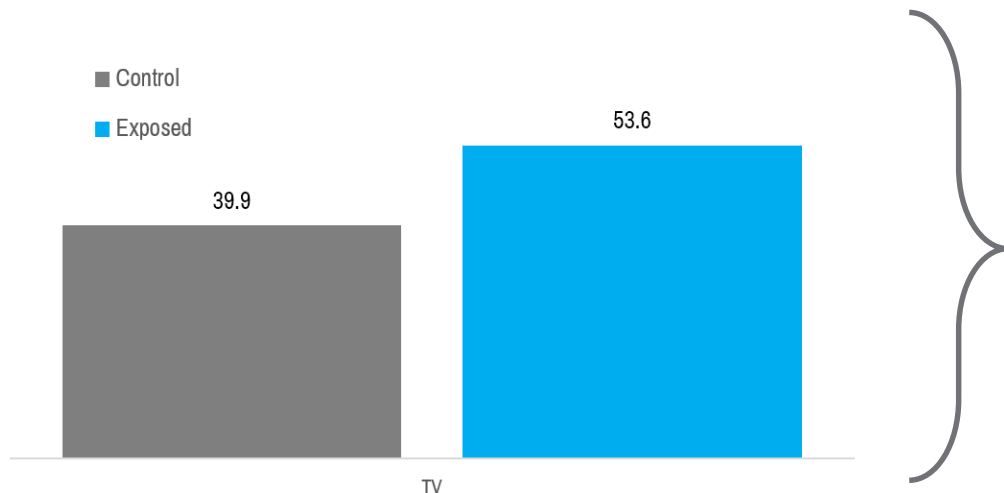


#3

RADIO REINFORCES

Radio reinforces the total media plan by driving up awareness of the same ads on other media.

RADIO ELEVATES THE MEDIA PLAN



Consumers who are exposed to ads on radio had a **35% higher awareness** of the same ad on TV.

Exposure to ads on radio lifts awareness of the same campaign on other media



#4

RADIO RELATES

Radio branding spots combined with celebrity voiced spots relate with consumers and deliver message memory, engagement and resonance.

BRANDING SPOTS & CELEBRITY POWER COMBINED OFFER A WINNING COMBINATION

Pre-recorded/Branding Spot

Engagement

Memory



Message Resonance

Celebrity Voiced Spot

Engagement

Memory



Message Resonance



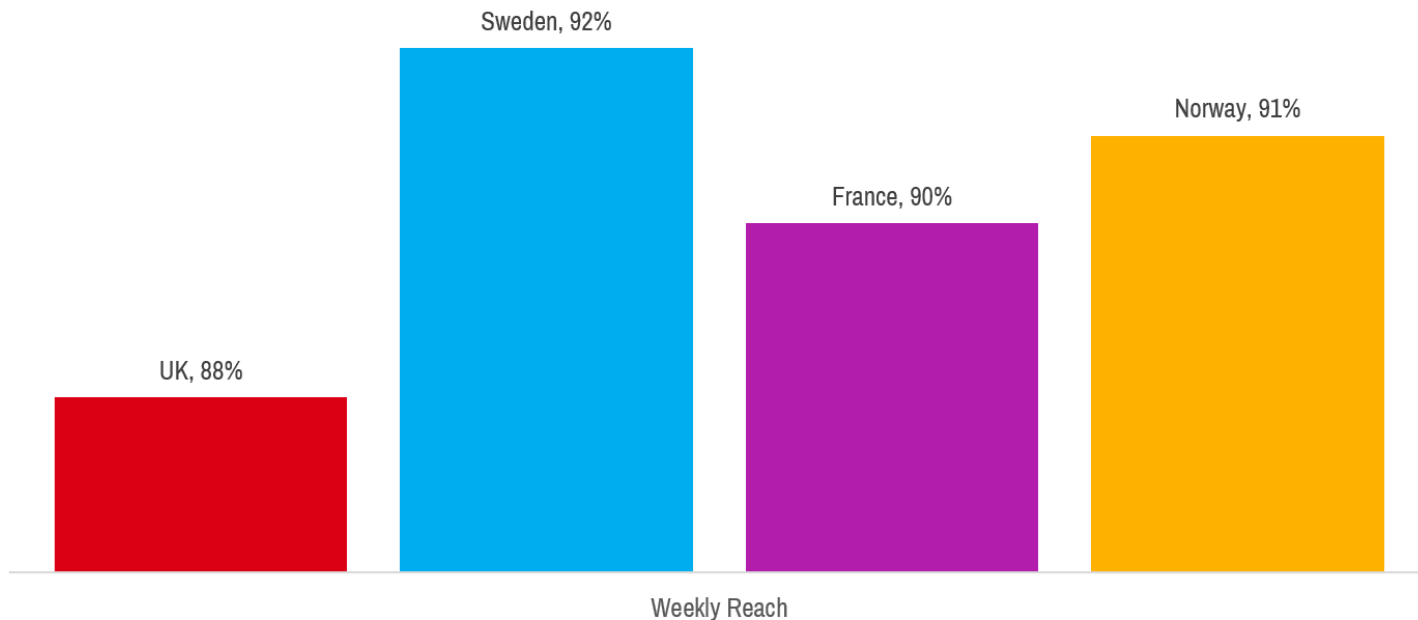


#5 RADIO REACHES

*Radio reaches 9 out of 10
people each week*

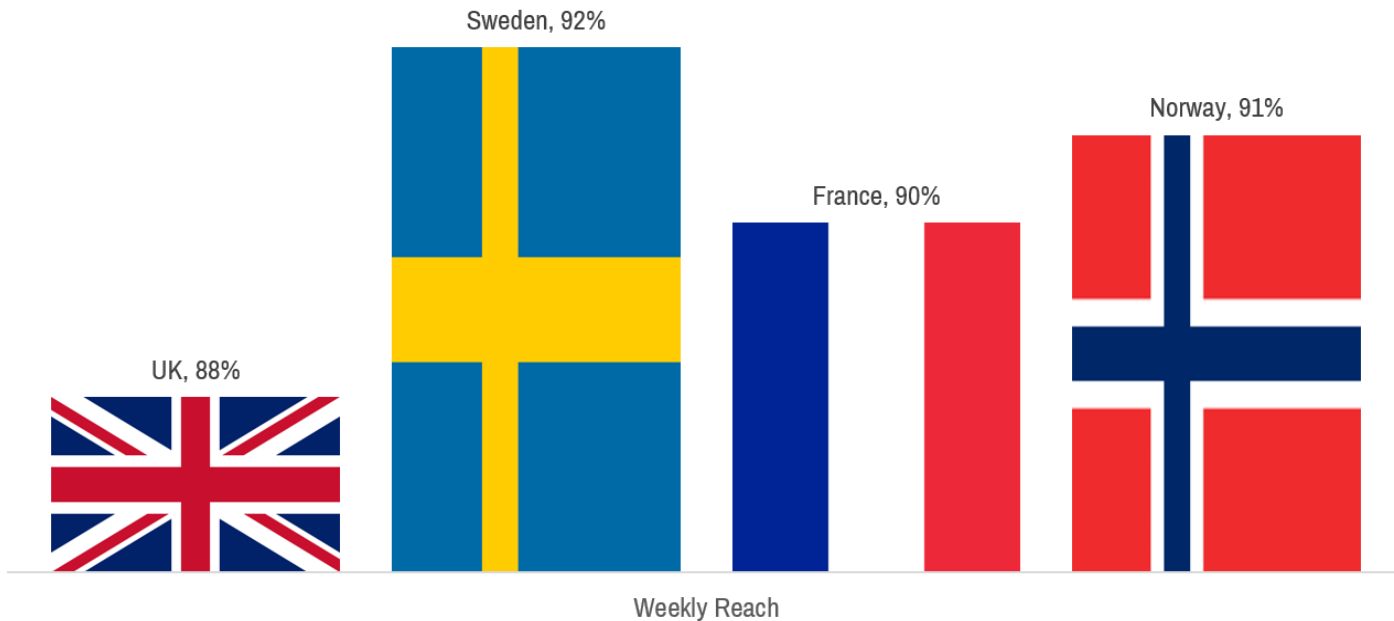
RADIO HAS THE HIGHEST REACH ACROSS MEDIUMS

Average Weekly Reach



RADIO HAS THE HIGHEST REACH ACROSS MEDIUMS

Average Weekly Reach



WEEKLY REACH% OF USERS 18+

Based on Total U.S. Population, 2019

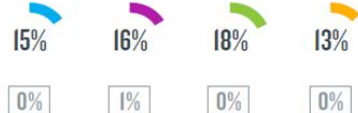
LIVE+TIME-SHIFTED TV



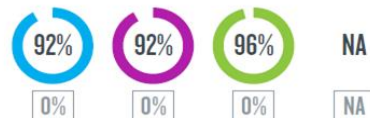
DVD/BLU-RAY DEVICE



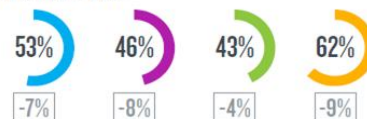
GAME CONSOLE



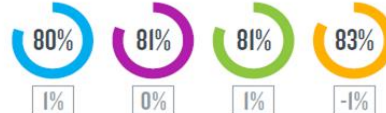
RADIO



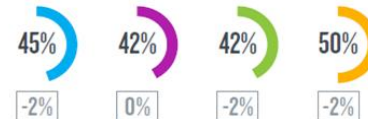
INTERNET ON A COMPUTER



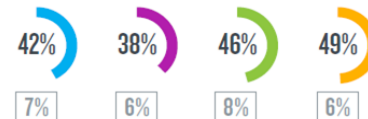
APP/WEB ON A SMARTPHONE



APP/WEB ON A TABLET



INTERNET CONNECTED DEVICE



Total

Black

Hispanic

Asian American

YOY Change



#6

RADIO RETURNS

Radio returns a positive return on ad spend across a variety of categories.

RADIO ADVERTISING POSITIVELY IMPACTS BOTTOM LINE SALES FROM MANY CATEGORIES



RADIO PAYBACK PER \$1 AD
INVESTMENT

RETAIL (B)	\$23.21
DEPARTMENT STORES	\$17.00
MASS MERCHANDISERS	\$16.37
TELECOM	\$14.00
RETAIL (A)	\$11.15
HOME IMPROVEMENT	\$9.48
SNACKS (A)	\$7.33
SNACKS (B)	\$4.33
BEER	\$4.17
SOFT DRINK (A)	\$3.81
CANDY	\$3.12
QSR	\$3.01
SOFT DRINK (C)	\$1.97
BREAKFAST BAR	\$1.81
SOFT DRINK (B)	\$1.38

LEVERAGE THE SIX “R’S” OF RADIO TO BUILD WINNING MEDIA PLANS FOR ADVERTISERS



A diagram consisting of six light gray circles arranged in a 2x3 grid. Each circle has a dashed blue border and contains one of the six 'R's of Radio in blue capital letters. The circles are: REMIND (top left), REGISTER (top middle), REINFORCE (top right), RELATE (bottom left), REACH (bottom middle), and RETURN (bottom right).

REMIND

REGISTER

REINFORCE

RELATE

REACH

RETURN



ONE MEDIA TRUTH™