

SUMMARY 2019 RADIO SURVEYS

Measure the efficiency of the Radio medium as well as the Indés Radios offering



01/13/2020

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2. SNPTV ECONOMETRIC MODELIZATION
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DTW STUDY WITH REALITICS

- DETERMINE THE GLOBAL IMPACT OF A RADIO CAMPAIGN ON A BRAND'S ON-LINE TRAFFIC
- FIND CREATIVE AND MEDIA PLANNING LEVERS TO OPTIMIZE TRAFFIC INCREASE


SCOPE OF THE SURVEY AND ELIGIBILITY CRITERIA



ALL SECTORS



28 ADVERTISERS



55 CAMPAIGNS FROM 2015 TO 2018 (I.E. 40 PURE PLAYERS AND 15 MULTI-CHANNEL)



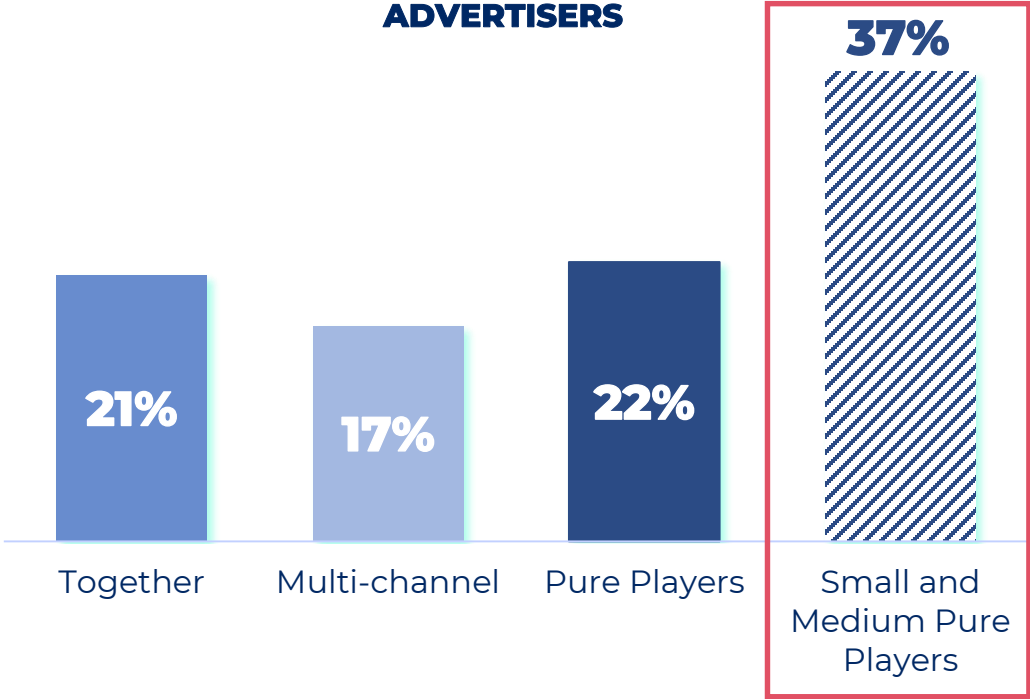
ROBUST TRAFFIC BACKGROUND: AT LEAST 14 DAYS OF CONSECUTIVE TRAFFIC PRIOR TO THE RADIO CAMPAIGN TO CALCULATE THE INCREASE BROUGHT ABOUT BY THE LIVE MESSAGES.



NO LIVE MESSAGES ON TV DURING THE RADIO CAMPAIGN.

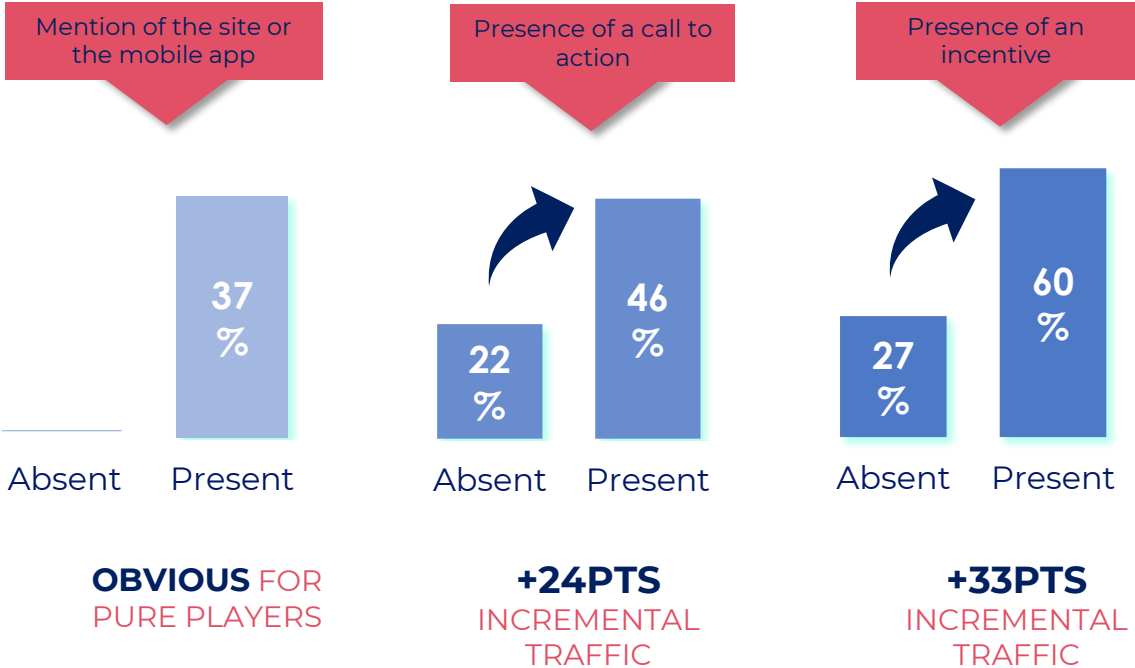
INCREASE YOUR ON-LINE TRAFFIC

AVERAGE TRAFFIC INCREASE
DEPENDING ON TYPES OF
ADVERTISERS



The average increase is calculated in relation to the advertiser's natural traffic on their website (Direct+SEO+SEA) and/or their mobile app outside of the campaign. We distinguish between two types of advertisers depending on their distribution circuits. Small & Medium Pure players = <1M monthly impressions

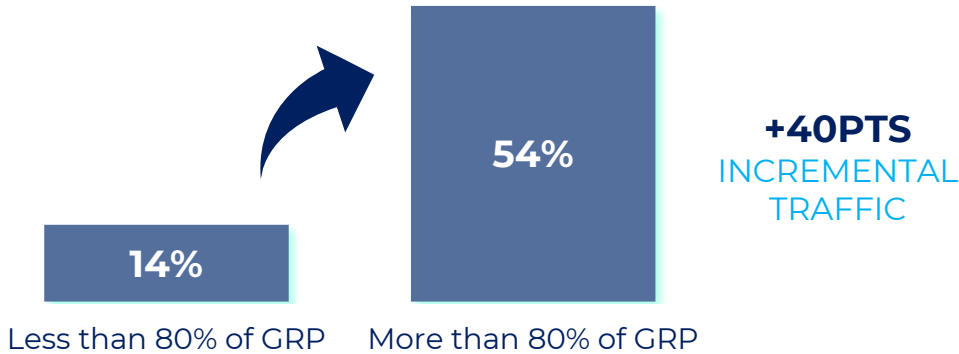
OPTIMIZE THIS INCREASE THANKS TO
YOUR SPOT



Source: Realytics – The efficiency of radio on brands' on-line business – March 2019 / Scope: Small & Medium Pure players (<1M monthly impressions)

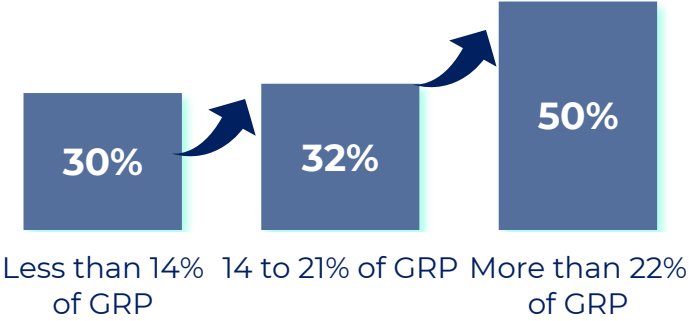
OVERWEIGHT PRESSURE
MONDAY TO FRIDAY

AVERAGE TRAFFIC INCREASE DEPENDING
ON GRP PRESSURE DELIVERED IN THE
WEEK



“The campaigns that deliver more than 80% of their GRP during the week have an average traffic increase of 54%”

OPTIMIZE THIS INCREASE BY
REMOVING THE DRIVE



“Traffic increase proportional to the weight of GRP in drive”

The average increase is calculated in relation to the advertiser's natural traffic on their website (Direct+SEO+SEA) and/or their mobile app outside of the campaign. We distinguish between two types of advertisers depending on their distribution circuits. Small & Medium Pure players = <1M monthly impressions

Source: Realytics – The efficiency of radio on brands' on-line business – March 2019 / Scope: Small & Medium Pure players (<1M monthly impressions)

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SNPTV SNPTV ECONOMETRIC MODELIZATION

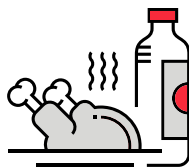
→ DETERMINE THE CONTRIBUTION TO SALES AND R.O.I. OF MEDIA

- ▶ Analyze the performance of the different factors that contribute to value for campaigns covering 5 of the largest advertising sectors on TV.
- ▶ From the different levers activated, isolate the total contribution of media to sales.
- ▶ Then determine the contribution and ROI of each of the media implemented.
- ▶ Via econometric modeling of the actions of 15 brands / products over 3 years.

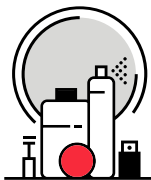
CORPUS OF THE ANALYSIS

5

ADVERTISING SECTORS STUDIED



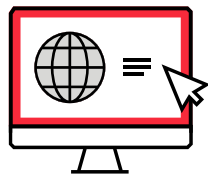
Food



Hygiene & Beauty



Automotive



Pure Players



Bank & Insurance

15

ECONOMETRIC MODELS ANALYZING THE FACTORS THAT CONTRIBUTE TO VALUE OVER 3 YEARS

5

CONTRIBUTING AGENCIES



pour



Source: SNPTV 2019 Survey

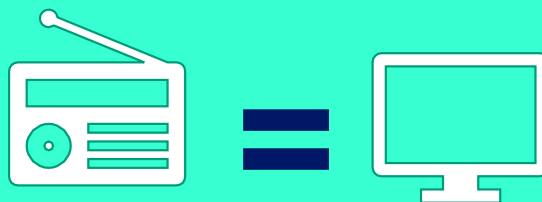
THE RADIO MEDIUM IS EFFECTIVE ON ROI

€1

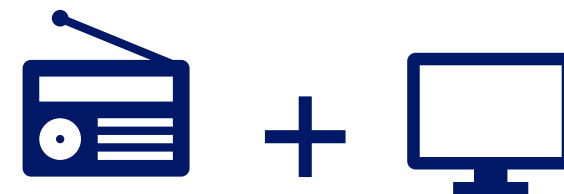
SPENT
ON RADIO

€4.9

GENERATED

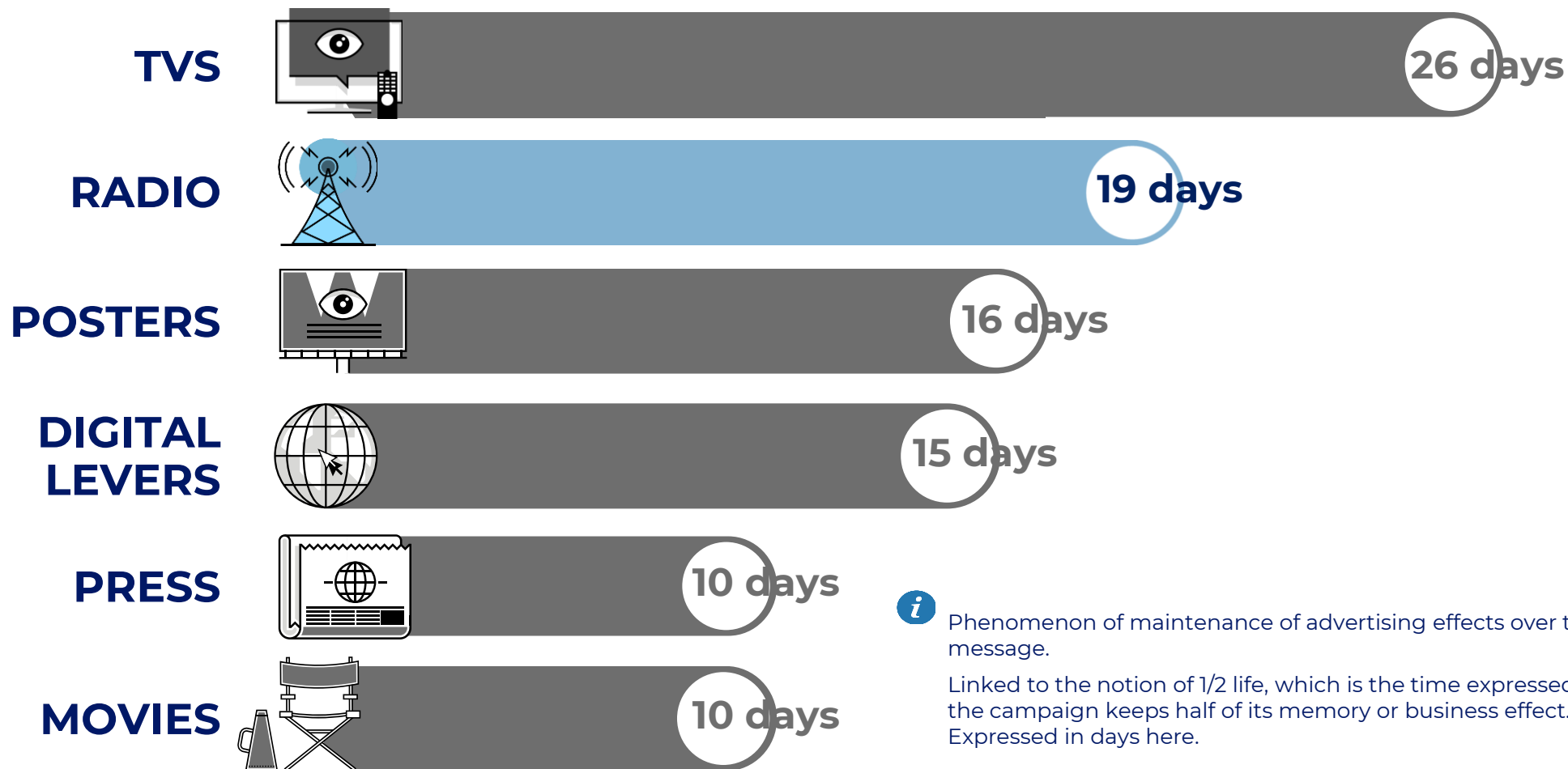


THE EFFICIENCY OF A RADIO
CAMPAIGN COMBINED WITH TV



INCREASE OF **+38%**

RADIO IN SECOND POSITION ON THE REMANENCE EFFECT OF THE MEDIUM ON SALES



Source: SNPTV 2019 Survey

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KANTAR WORLDPANEL ANALYSIS

- WHAT IS THE IMPACT OF RADIO ON SALES?
- LEVERS FOR EFFECTIVENESS TO OPTIMIZE YOUR RADIO CAMPAIGNS



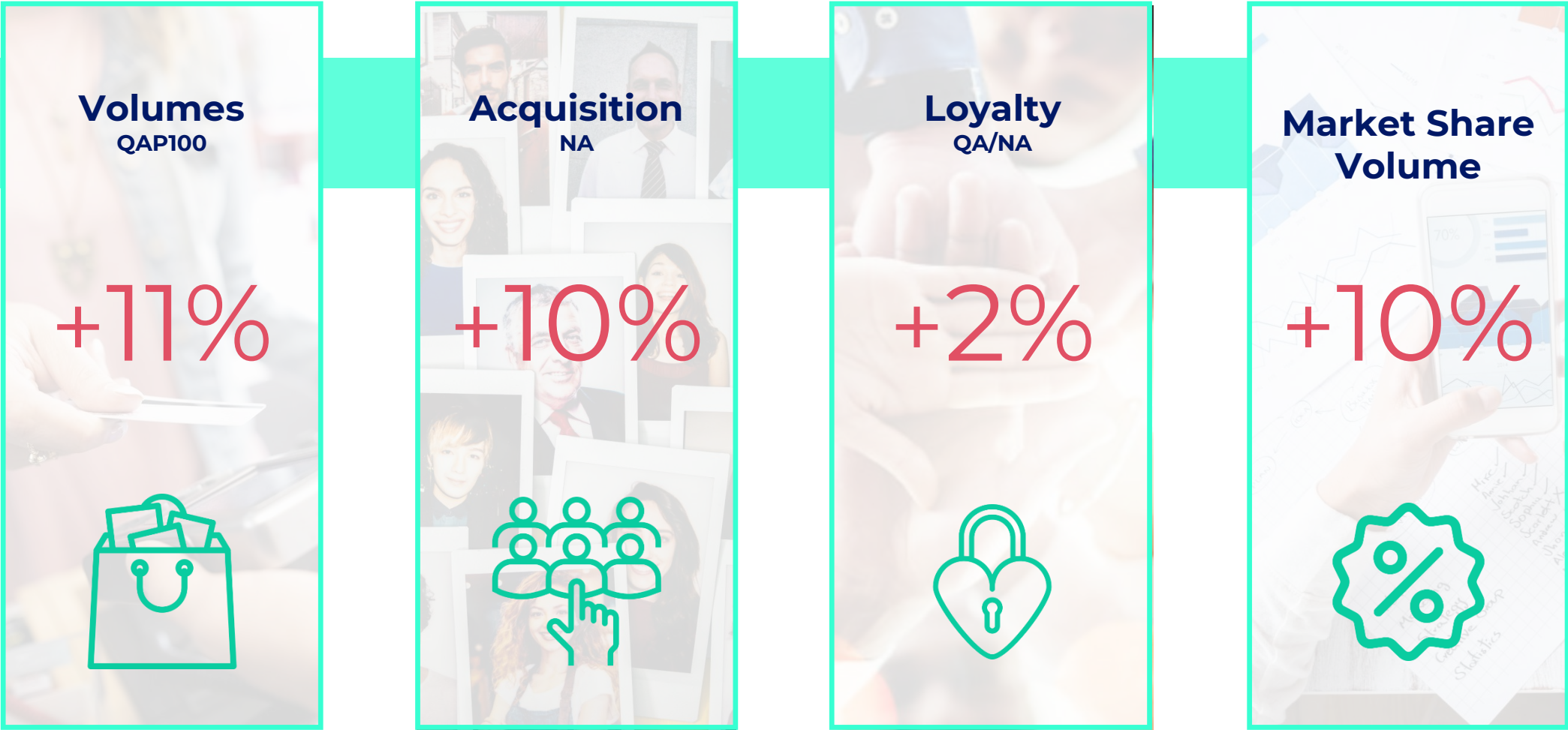
CONDUCTED ON 100 FMCG CAMPAIGNS



CAMPAIGN COMMUNICATED BETWEEN 2012 AND 2018 ON RADIO ONLY OR ON RADIO + TV.



MEASUREMENT OF THE IMPACT OF THE RADIO CAMPAIGN ON SALES WITH AND WITHOUT INDÉS RADIOS IN THE ADVERTISING MIX



AVERAGE EFFICIENCY OVER 100 CAMPAIGNS TESTED IN 2012-2018 - KANTAR WORLD PANEL - EFFICIENCY OF PEOPLE EXPOSED VS. NOT EXPOSED

THE CHOICE OF INDÉS RADIOS
TO OPTIMIZE SALES AND ACQUISITION



All Campaigns included

AVERAGE EFFICIENCY OVER 100 CAMPAIGNS TESTED IN 2012-2018 - KANTAR WORLD PANEL - EFFICIENCY OF PEOPLE EXPOSED VS. NOT EXPOSED

