



DISCOVER THE POWER OF RADIO

RADIO
CONNECTS



REACH



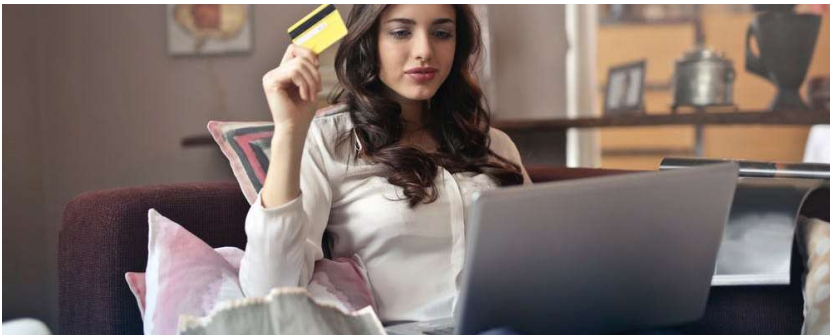
RELATE



REMIND



REINFORCE



RESEARCH



RETURNS

THE 6 R'S OF RADIO

No other audio sources connect with Canadians as much as radio. Across multiple platforms, Radio reaches over 27 million Canadians every week. Radio amplifies communication plans and provides the solid foundation upon which to build a comprehensive audio stack solution.



CANADIANS SPENT ALMOST *HALF A* *BILLION* HOURS WITH RADIO LAST WEEK*

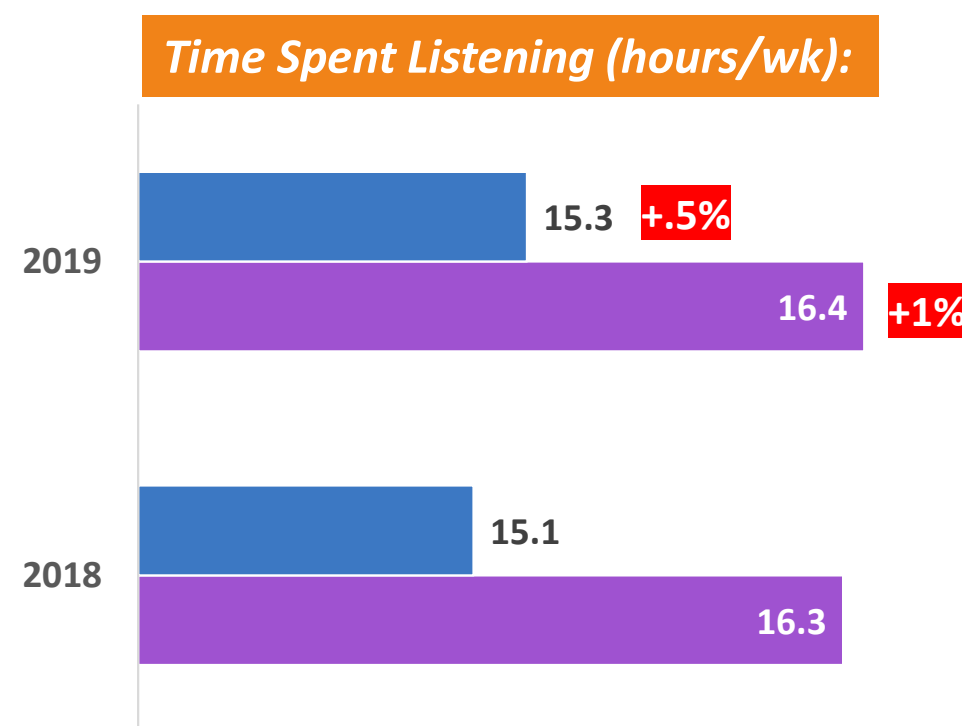
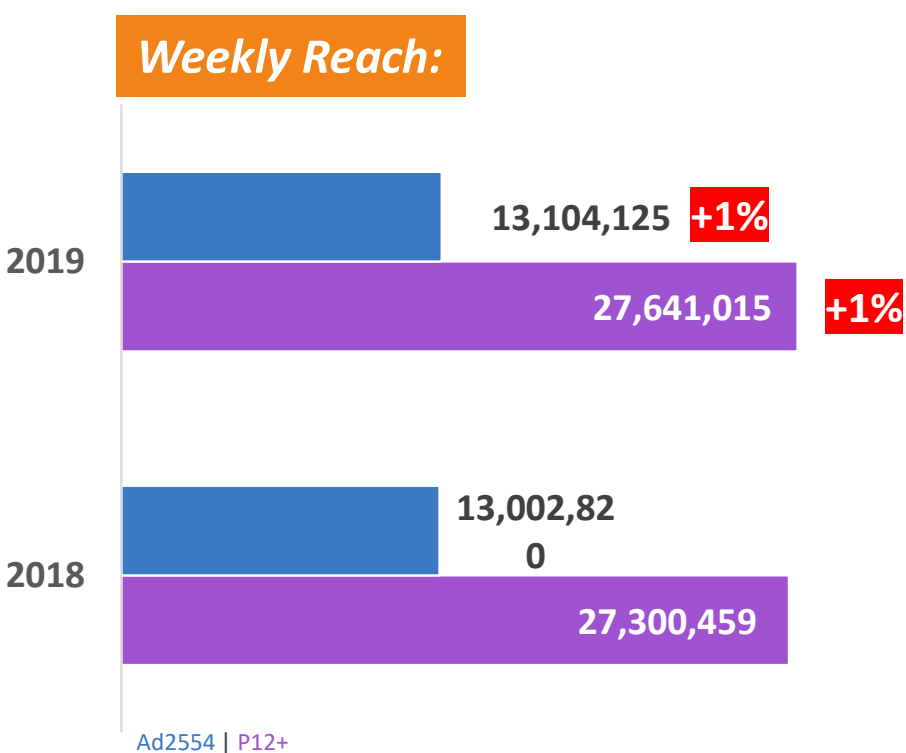
Across multiple devices, Radio is Canada's most prolific and listened to audio format. On average, Canadians spent over 453 million hours with radio in the past week. No other audio platforms connect with more Canadians.

* Source: Numeris Fall 2019 Total Canada

RADIO
CONNECTS

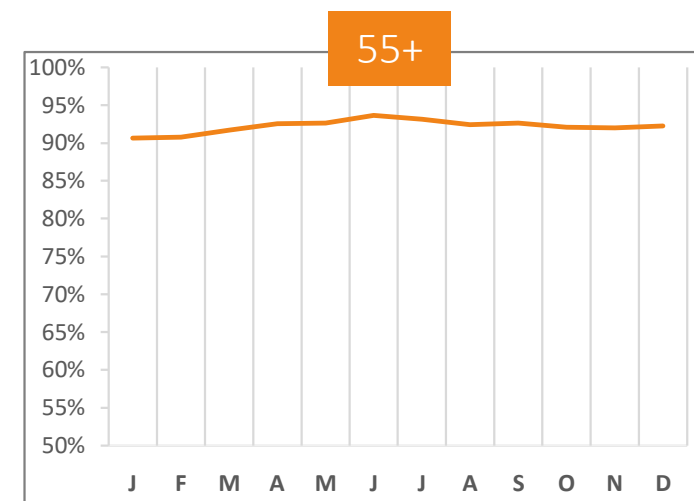
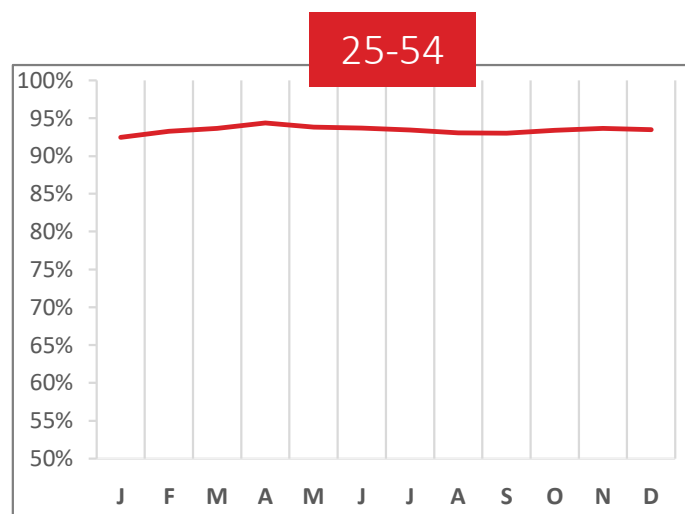
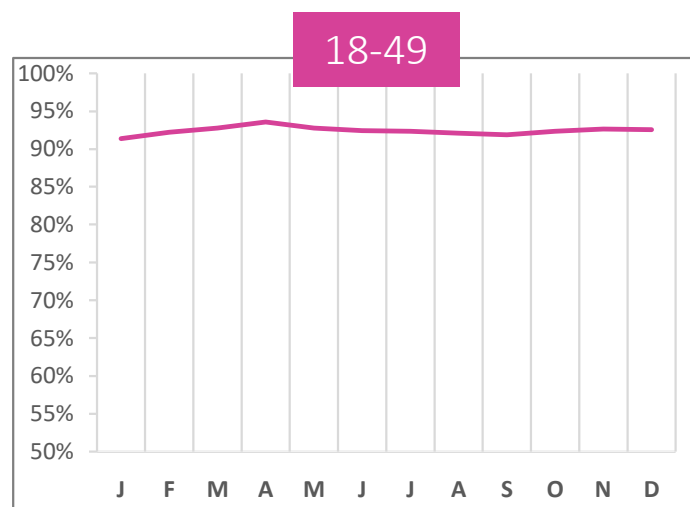
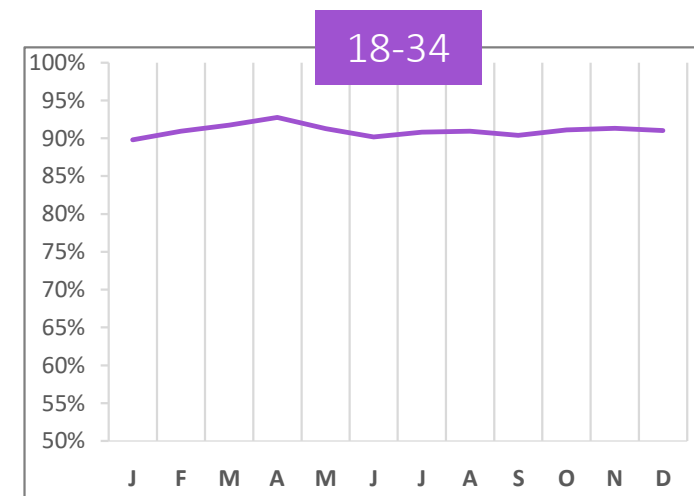
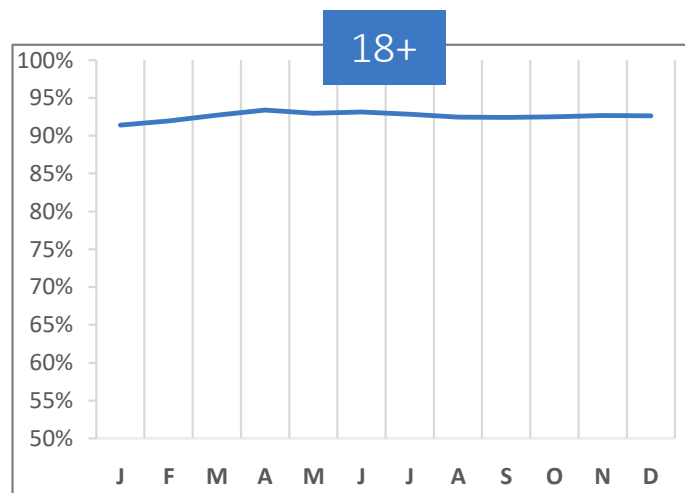
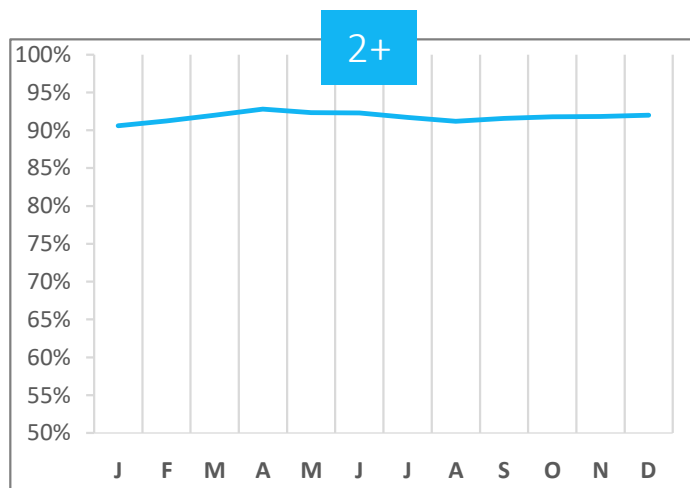
Radio is growing in Canada: Fall 2019 vs Fall 2018

As the audio landscape expands, Radio reach is keeping pace.



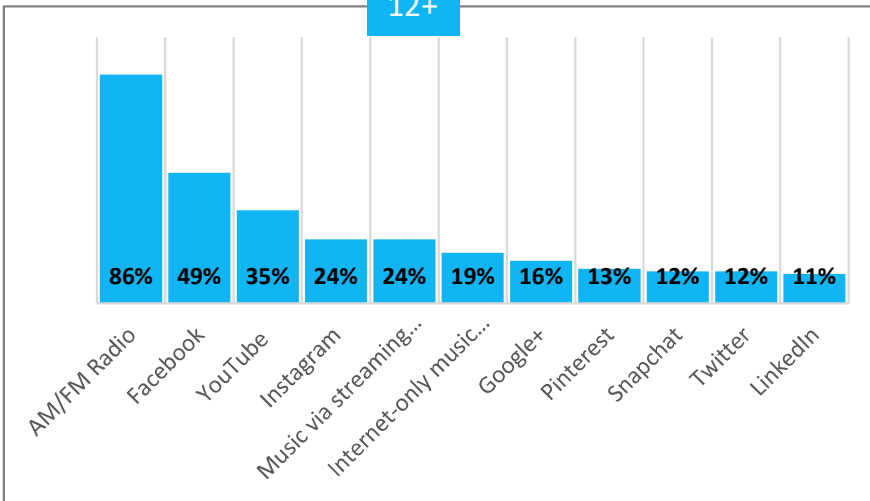
SOURCE: Numeris Diary M-SU 5A-1A 12+ / A25-54 FALL 2018/ Fall 2019

Radio's reach is consistent all year

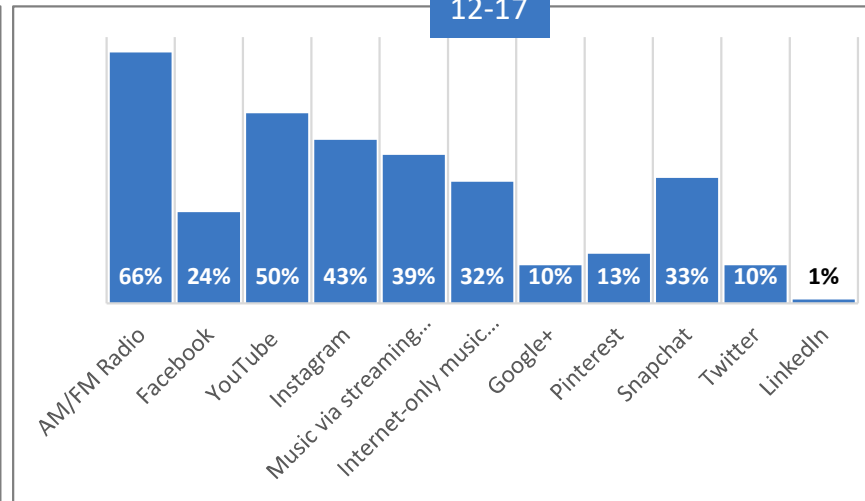


Radio can reach more Canadians in one week than any social platform, regardless of age

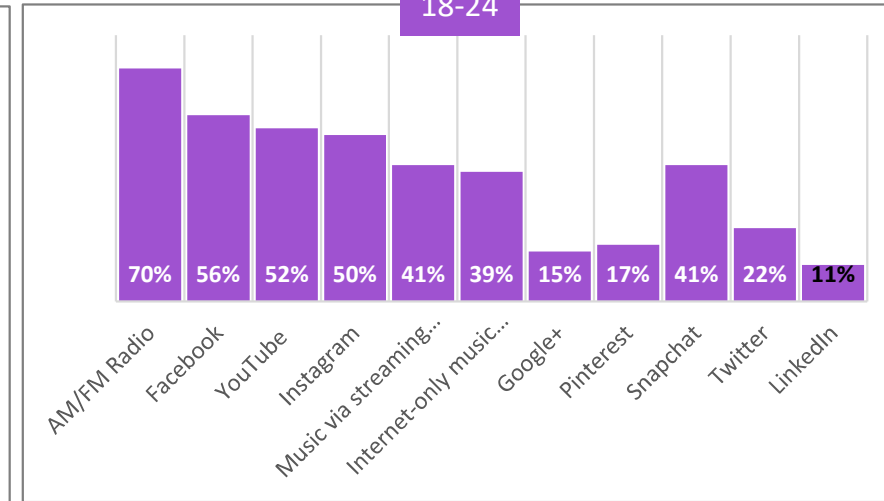
12+



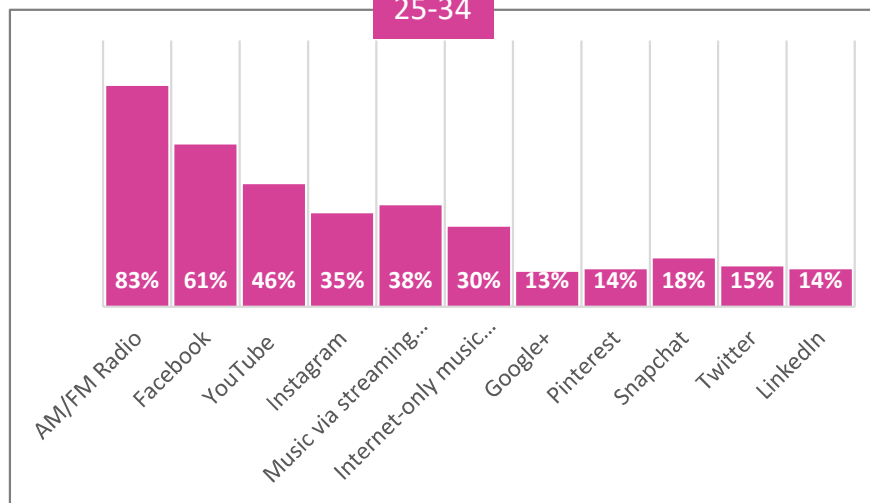
12-17



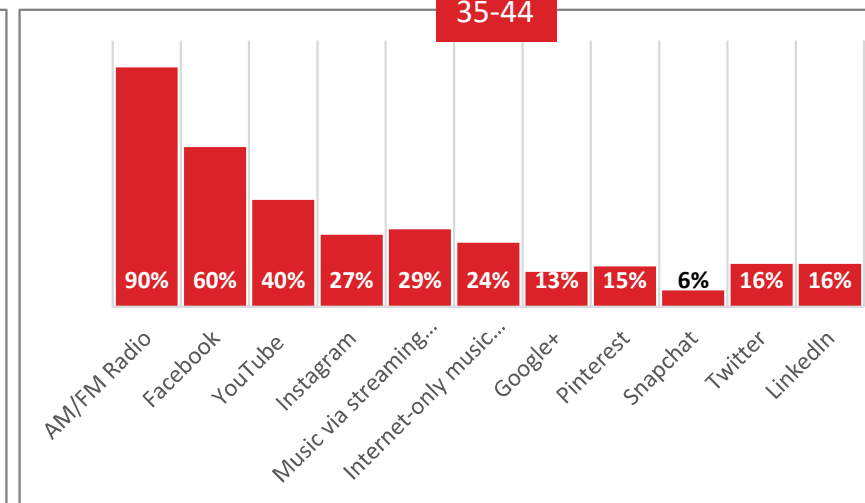
18-24



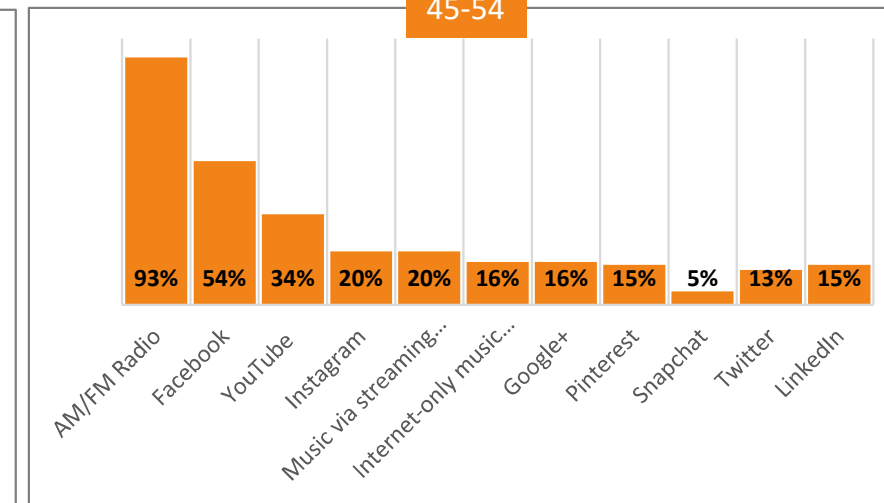
25-34



35-44



45-54



Radio is most-listened-to ad supported audio

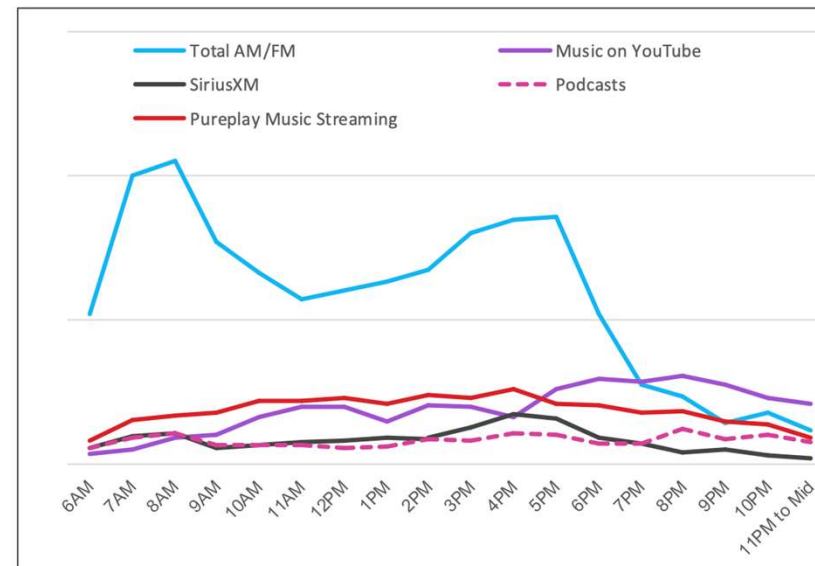
Radio connects throughout the day.

It dominates audio time spent with audio when retailers are open for business.

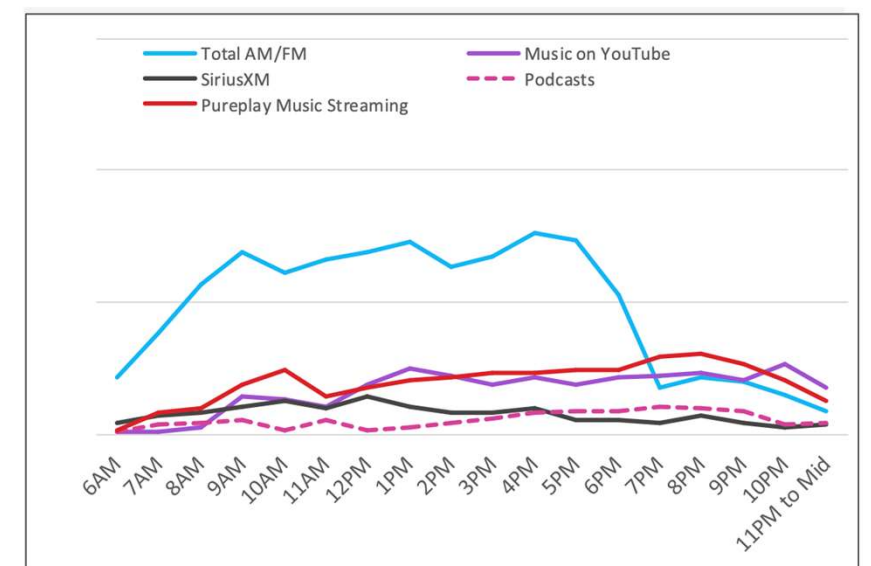
People are listening to personal music on “their own time.”

Radio Is On Even When Screens Are Not.

Radio reaches listeners at key purchase-relevant and unique touchpoints during the day.



WEEKDAYS – MONDAY TO FRIDAY



WEEKEND – SATURDAY TO SUNDAY

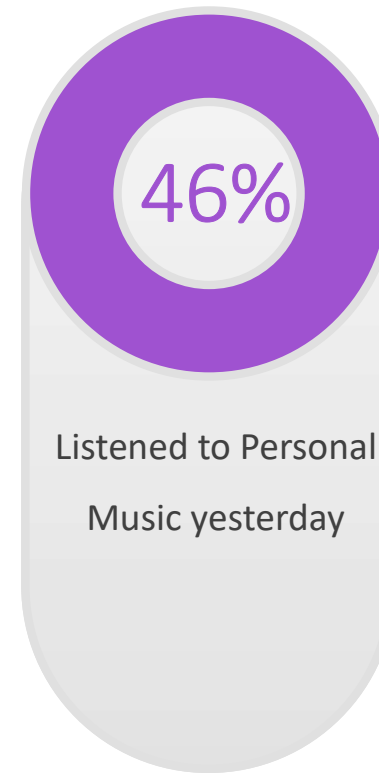
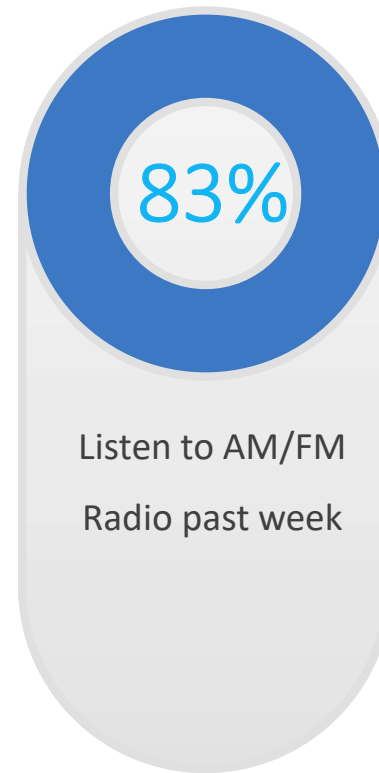
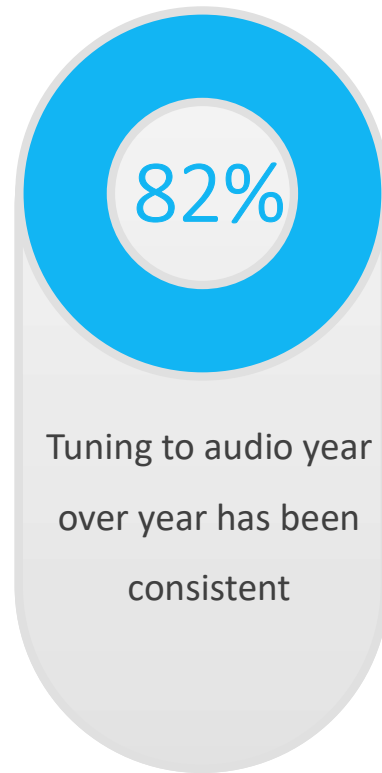
SOURCE: C1c. And WHEN yesterday did you listen to each of the following media?
Base: Canadians 18+, interviewed Tuesday-Saturday (n=2,383) / Sunday-Monday (n=1,122)

*Sirius and pureplay streaming include both ad-supported and ad-free channels/services

Canadians remain connected to audio

Tuning to audio year over year has been consistent.

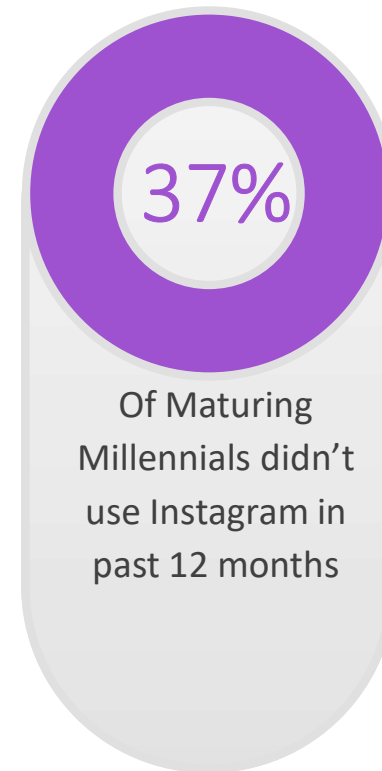
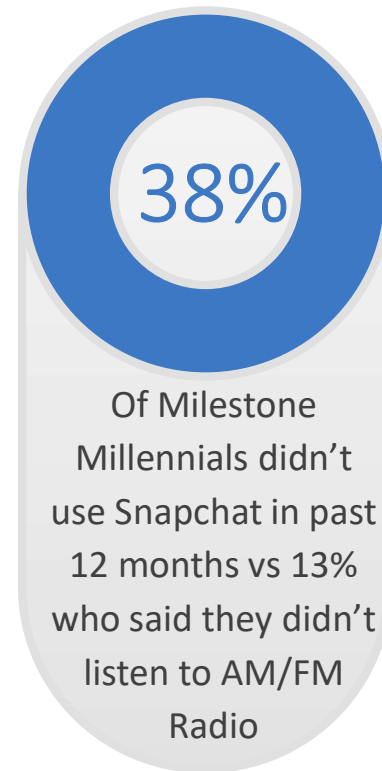
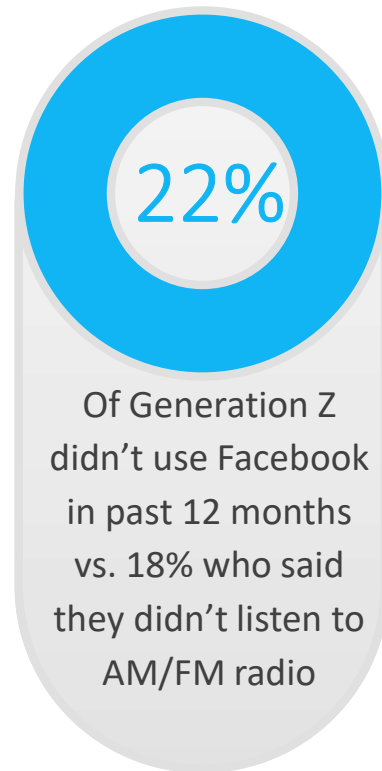
Canadians 15+ say their listening to AM/FM radio and personal music has remained steady in the past 12 months.



Younger Canadians chose Radio over social media in the past 12 months

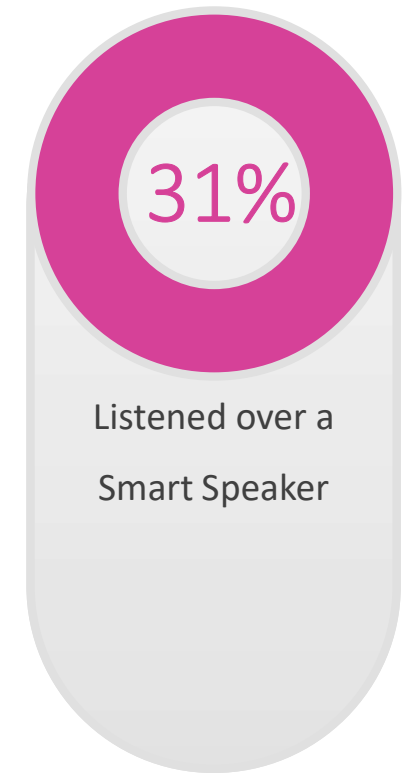
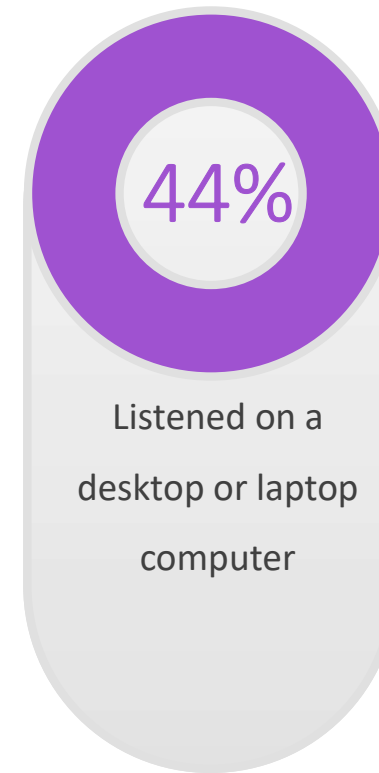
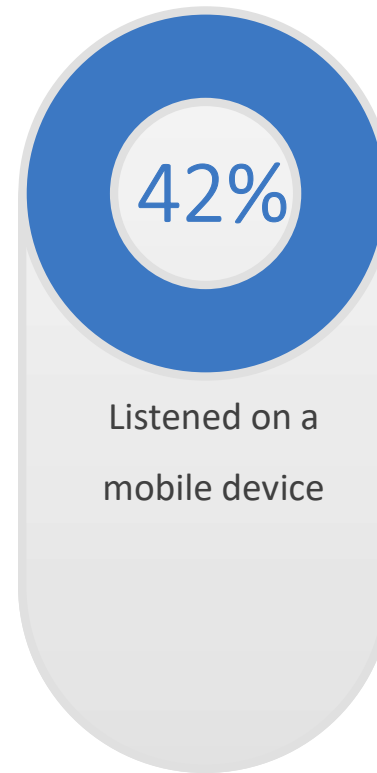
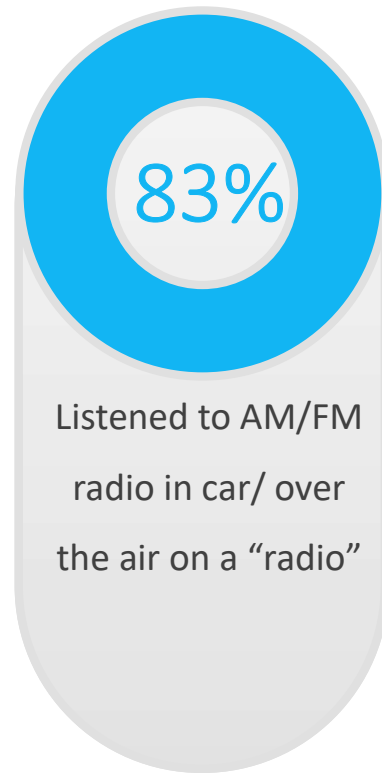
More Canadians 15+ have connected with AM/FM radio in past 12 months than with Social Media.

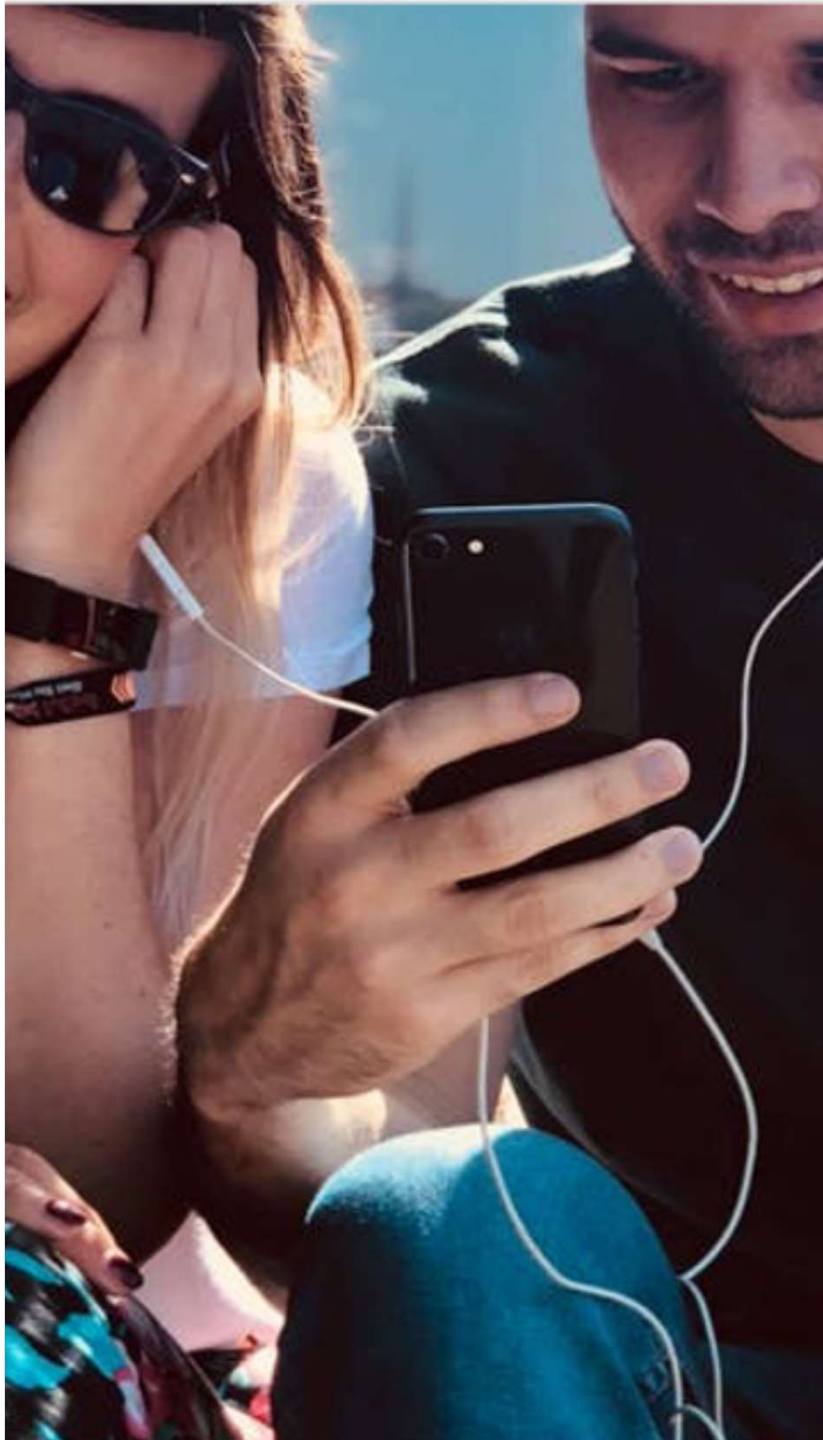
89% of Canadians tuned to AM/FM radio vs. 80% on Social Media (Facebook, Instagram, Twitter, Snapchat).



Radio is digital

Canadians are enjoying AM/FM across multiple platforms. Over the air and in car are the most widely used platforms, but radio is digital and people are connecting across different devices.





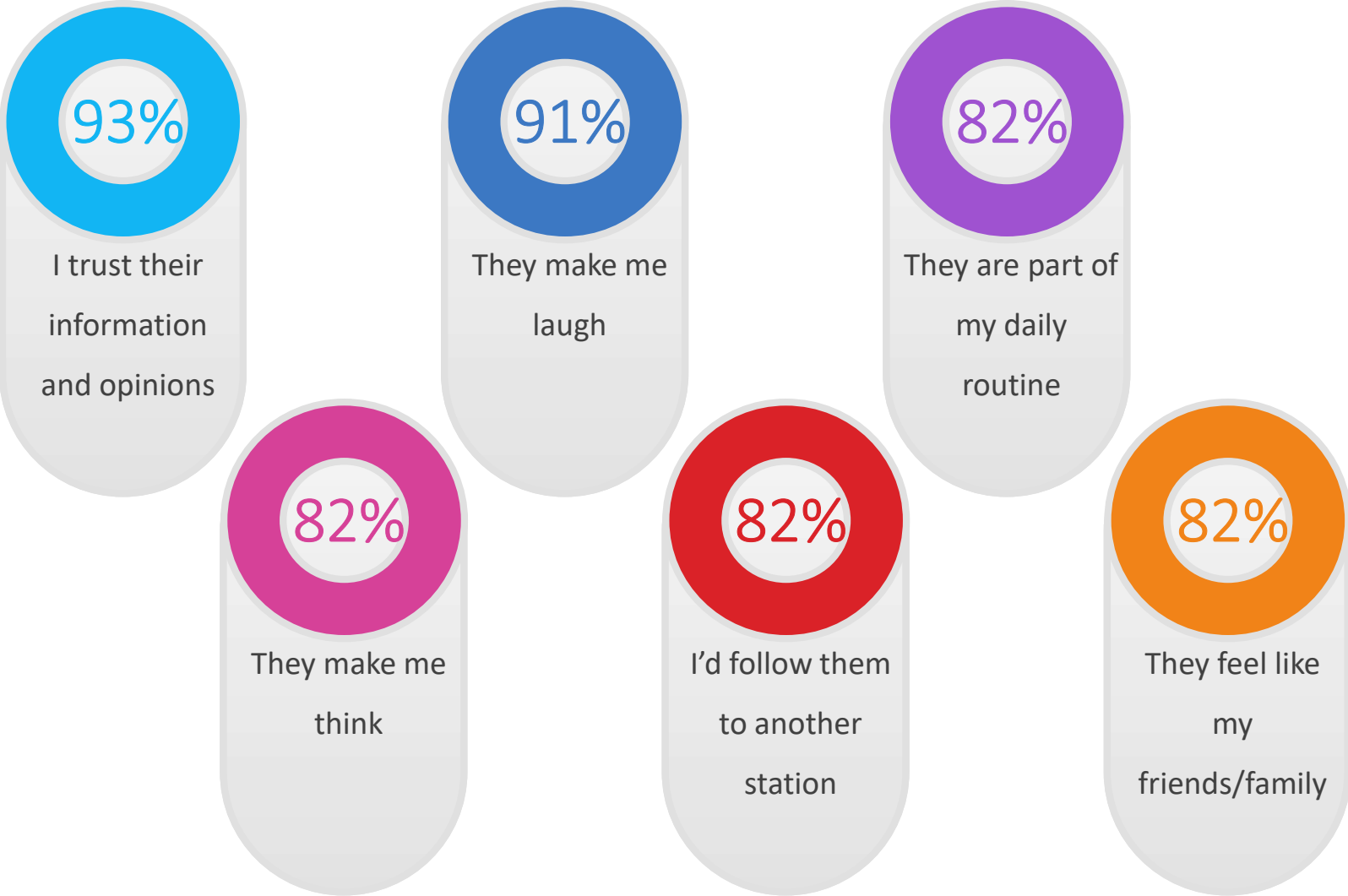
THE ORIGINAL INFLUENCER

Canadians have a relationship with radio and consumers relate with a familiar voice. Brand building radio spots combined with celebrity voiced spots resonate with listeners and create engagement and message memory.

Brands that connect with listeners see results.

Radio connects listeners to their favourite hosts

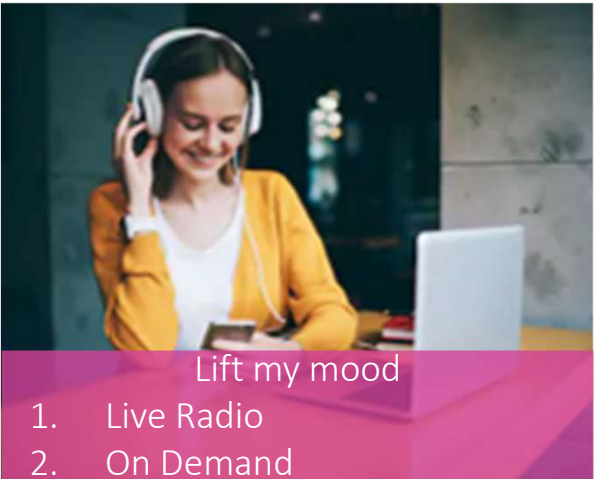
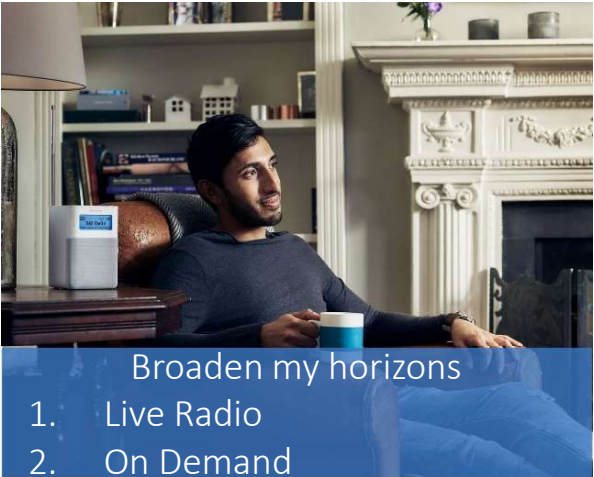
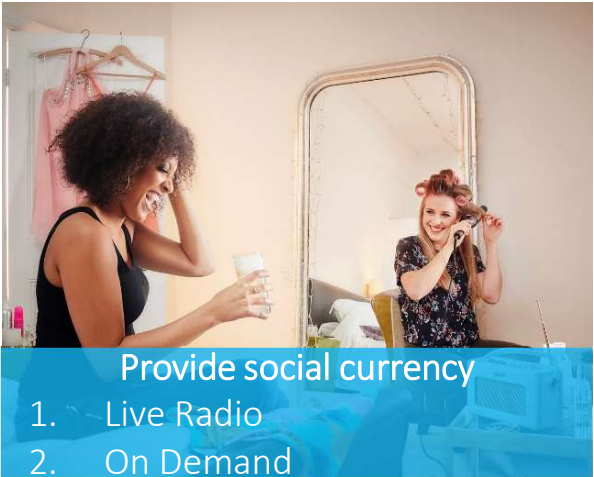
Radio personalities have a strong connection to their listeners and it has impact on an advertiser's business.



¹² SOURCE: ROTM 2019. Strongly + somewhat agree (among listeners with a favourite). F16e_2. Do you have a favourite DJ, host or show in AM/FM radio? | F16E_3. [Top2box summary] To what extent do you agree or disagree with each of the following statements about your favourite DJ, host or show? | Base: Canadians 18+ who listen to radio in a typical weekday (n=3,133) / Have favourite DJ, host or show (n=864)

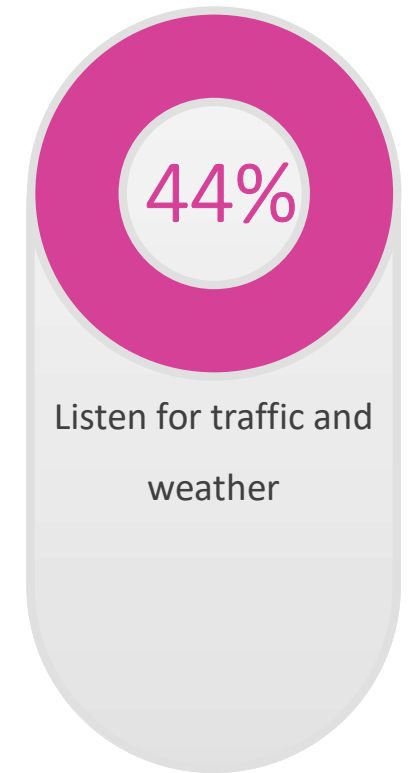
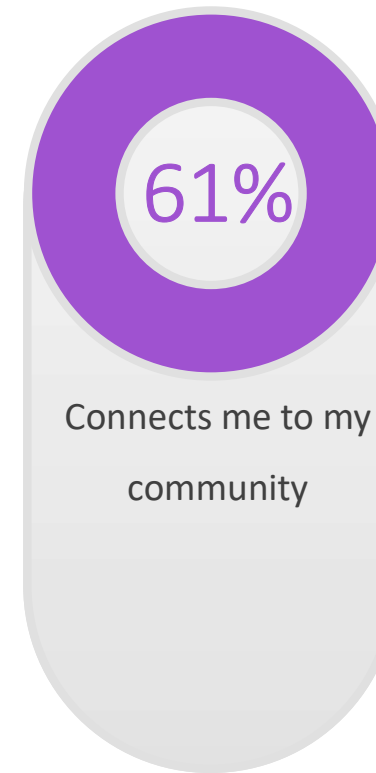
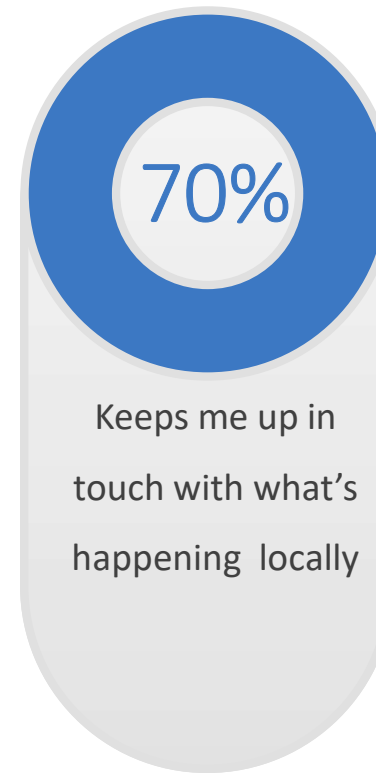
Listeners have a relationship with radio

Influencer marketing has lost some clout with Millennials. They've experienced a decline in agreeing to the statement *"they will change their mind about a product if they read/see/hear something positive about it"* - Maturing Millennials 47% (-20% vs. YA) | Milestone Millennials 45% (-22% vs. YA).



Canadian consumers connect with radio for specific reasons

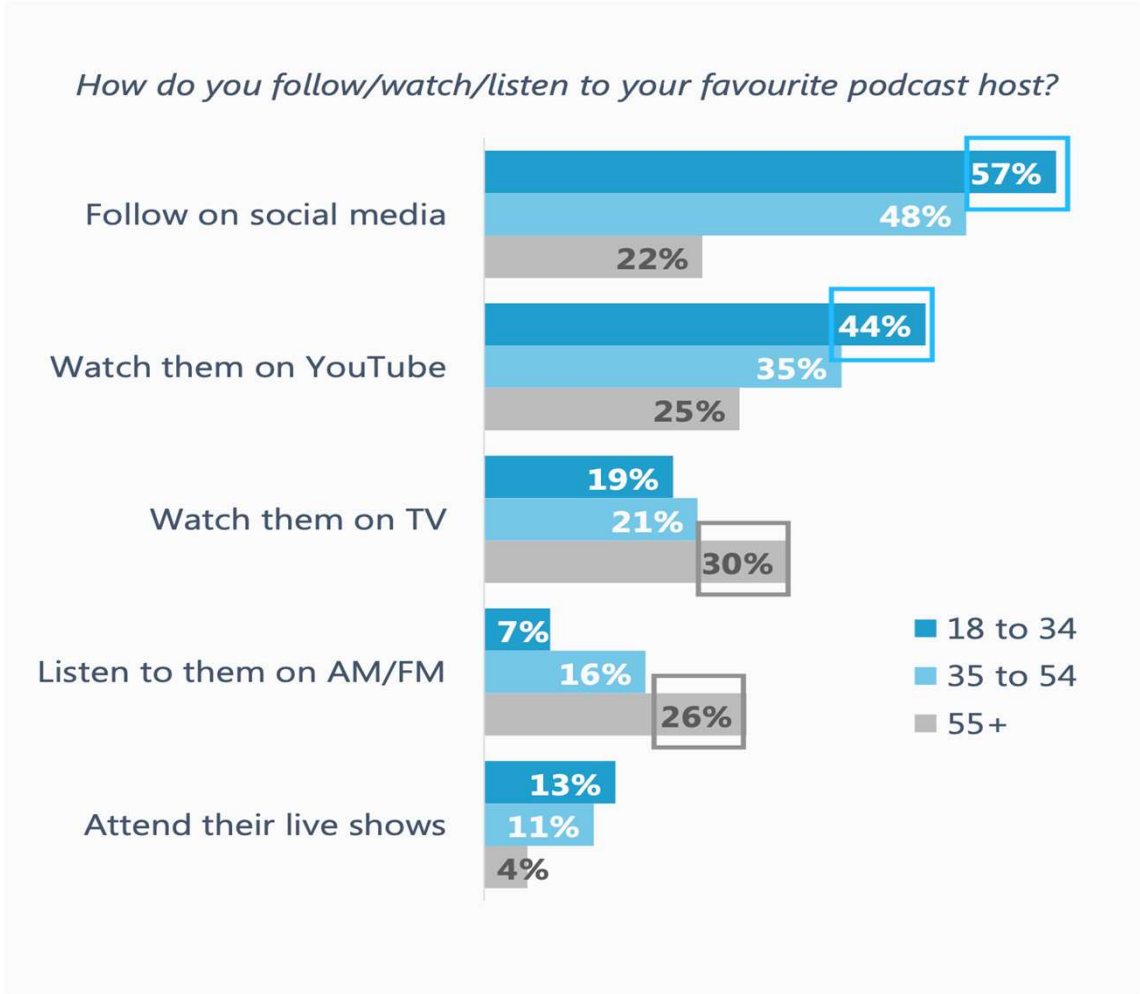
AM/FM radio keeps Canadians connected to their communities and what's happening locally.



Podcast hosts are a key source of engagement

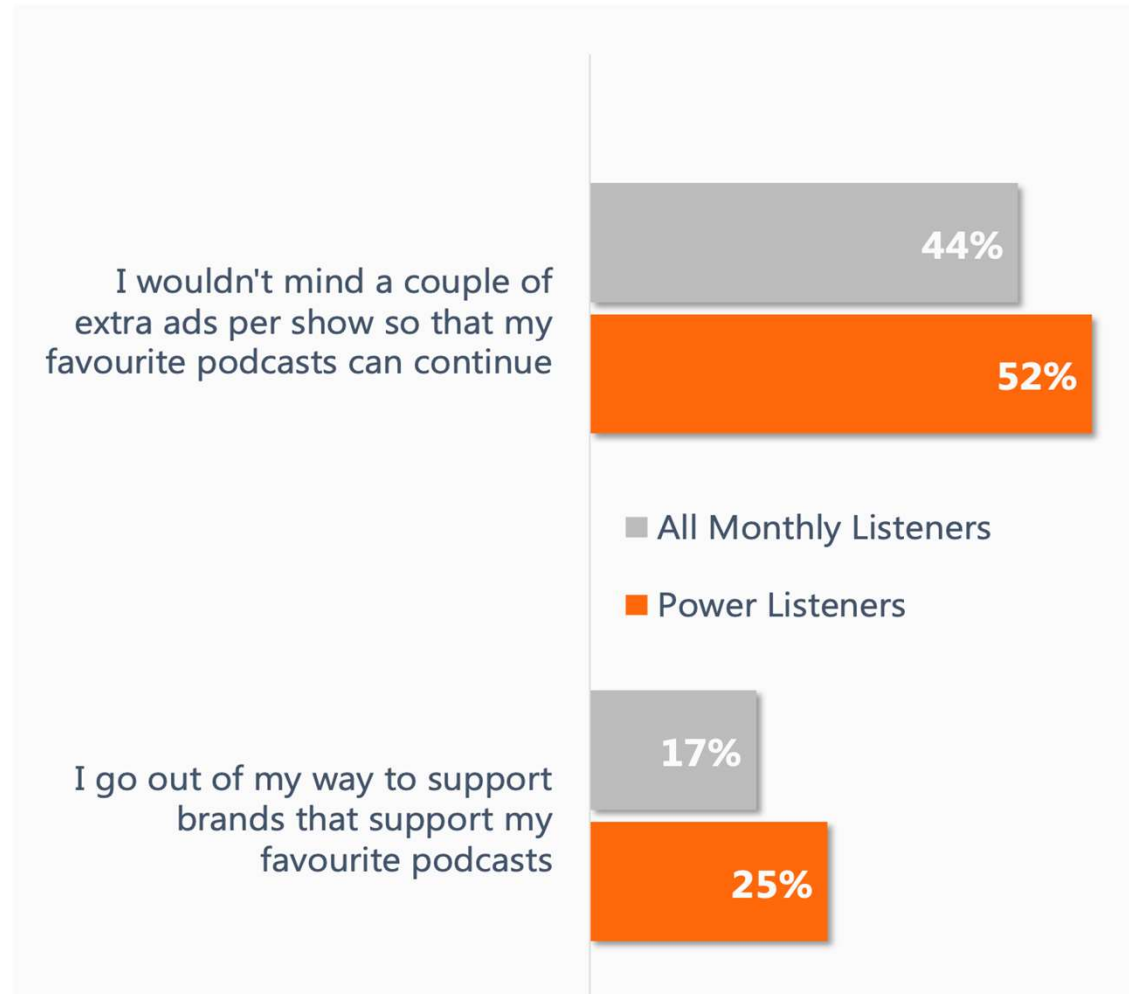
More than half of all podcast listeners (56%) said they have a favourite podcast host.

Most follow them on multiple platforms, including AM/FM radio.



Podcast benefits for advertisers...

Engaged podcast listeners connect ads with support for their favourite podcasts.





RADIO HAS YOUR ATTENTION

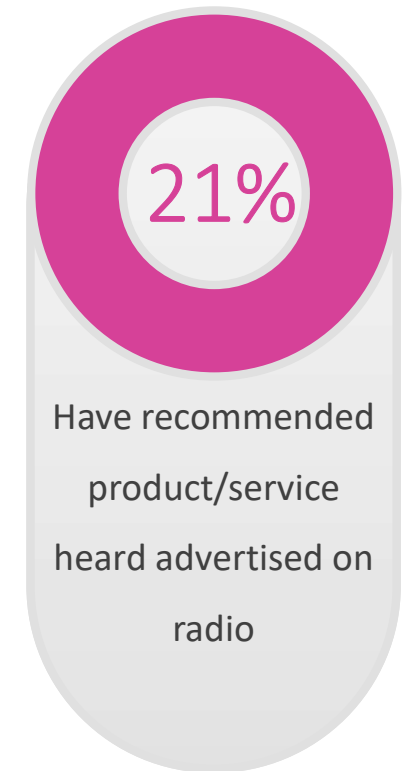
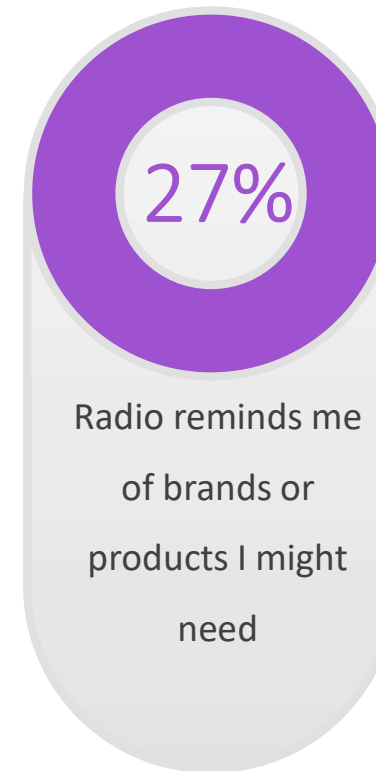
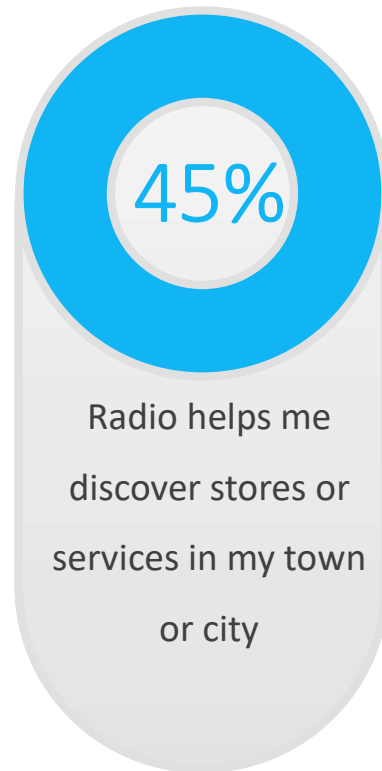
Advertising on radio works effectively at the forefront of the listener's attention and when heard in the background.

Radio reminds people of things they need and is often the last connection in the path to purchase.

Radio connects with listeners

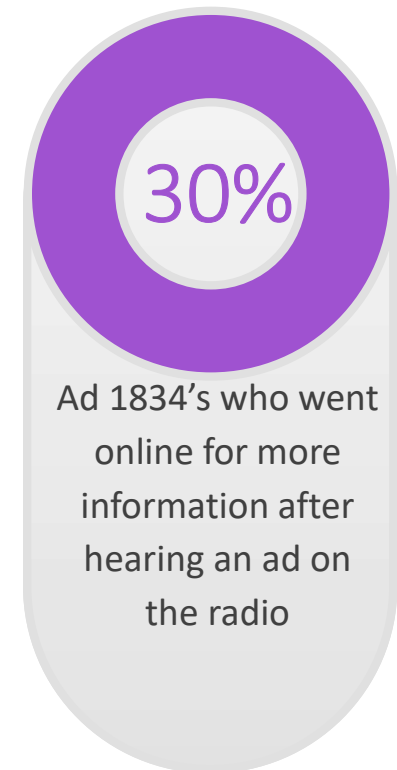
AM/FM radio informs consumer behaviours.

Audio cues and frequency of messaging connects with consumers.



Products advertised on radio are remembered

Ads on AM/FM radio work effectively in two modes, both when they are at the forefront of the listener's attention and when they are heard in the background. Unaided recall for brands *is 5X greater** when radio is included in the mix.



Radio provides the soundtrack for the last mile in the path to purchase

While consumers are out and about, they are tuned in to AM/FM radio.

Across multiple categories, Canadians are exposed to radio ads prior to doing one of these actions.



79%

Stopped at the drug store or pharmacy



78%

Went to a movie



77%

Visited a car or truck dealership



76%

Went to the bank



76%

Visited a hardware or home improvement store



76%

Serviced car or truck



75%

Picked up groceries



74%

Went to a shopping mall or plaza



74%

Visited a fast food / drive thru



74%

Stopped for wine, beer, liquor



73%

Pick up lottery tickets



67%

Stopped at a coffee shop

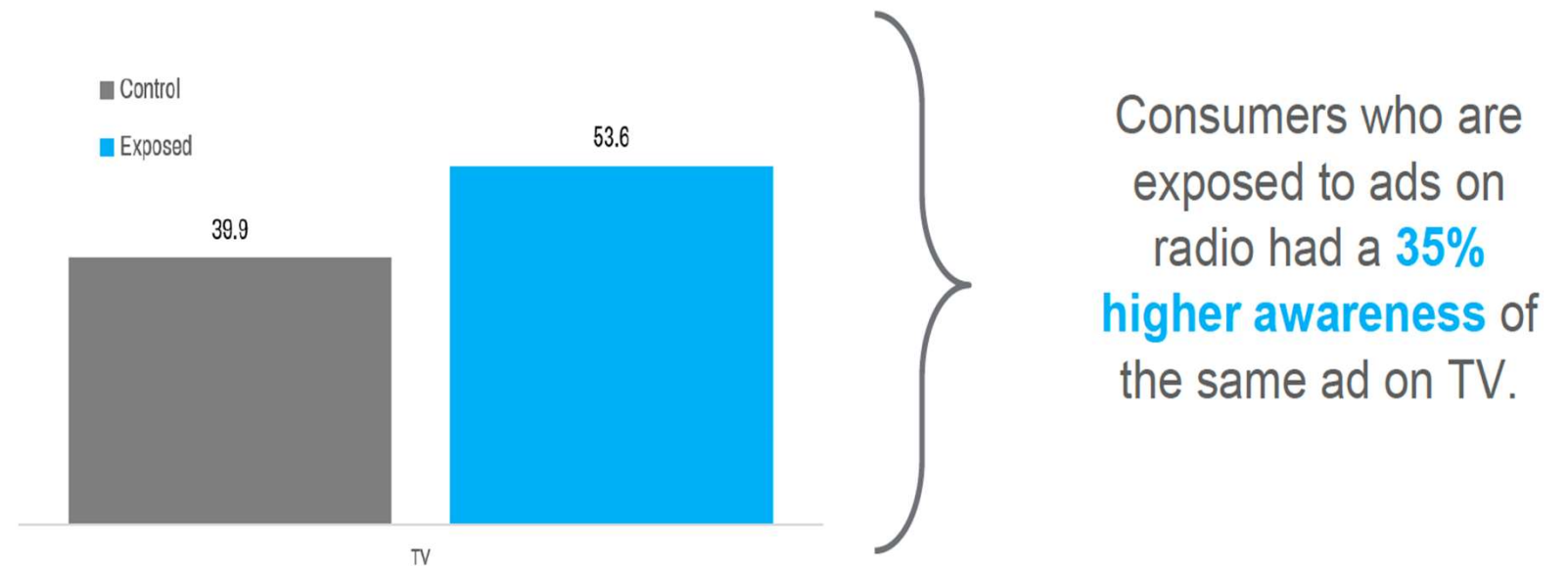


RADIO'S MULTIPLYER AFFECT

Radio works well with other media to support an advertiser's message. Adding radio the communication delivers increased business results.

Radio elevates media plans

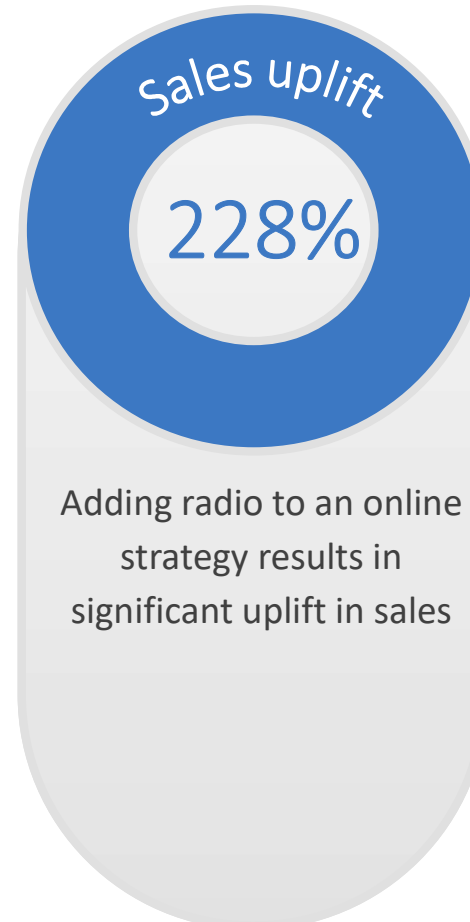
AM/FM radio reinforces the total media plan by driving up awareness of the same ads on other media. Consumers who are exposed to ads on radio had a 35% higher awareness of the same ad on TV.



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

Radio elevates media plans

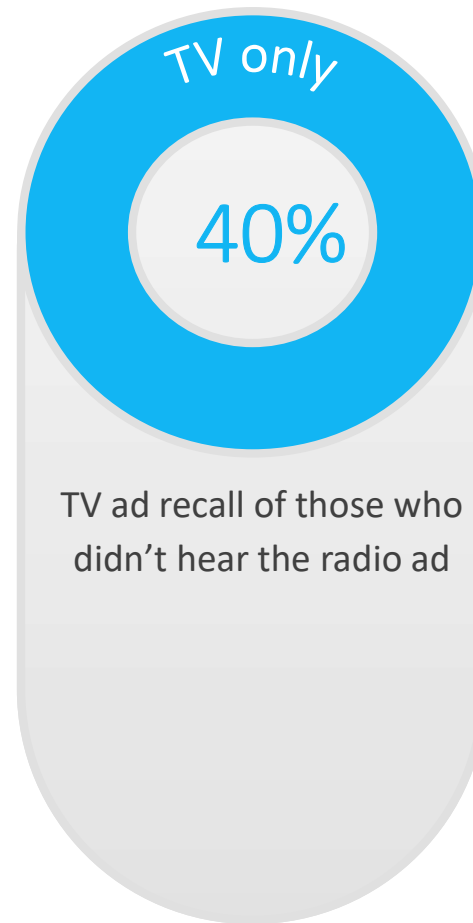
Adding AM/FM radio campaigns to Television and Online executions results in improved purchase consideration rates and an uplift in sales.



Radio boosts awareness of Television campaigns

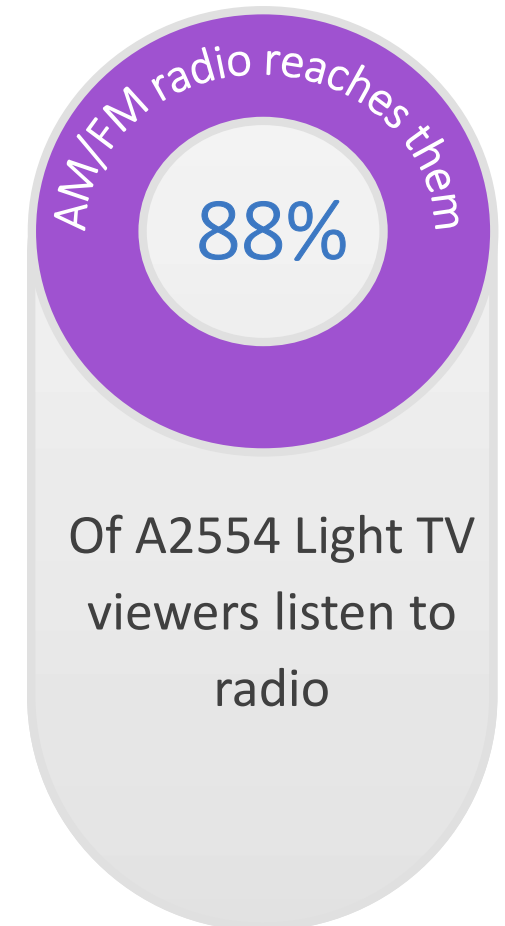
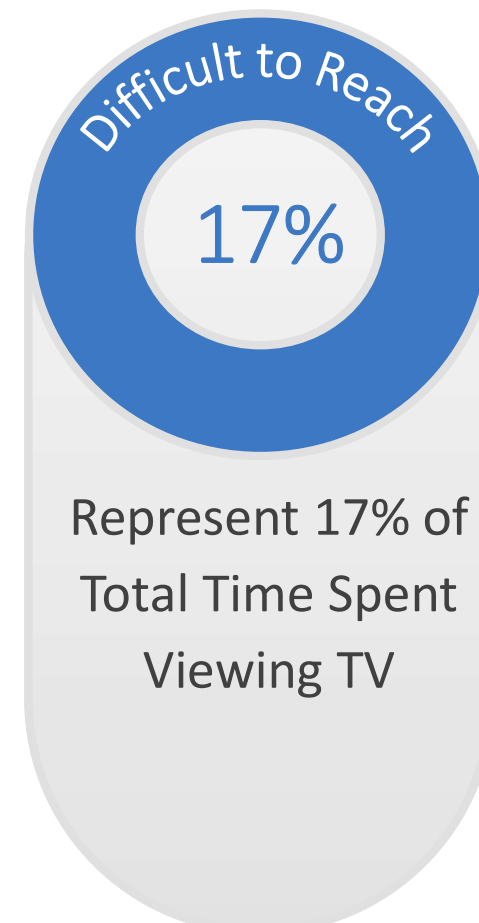
Consumers who heard the radio ad for a major insurance company had a 25% higher awareness of the same ad on television.

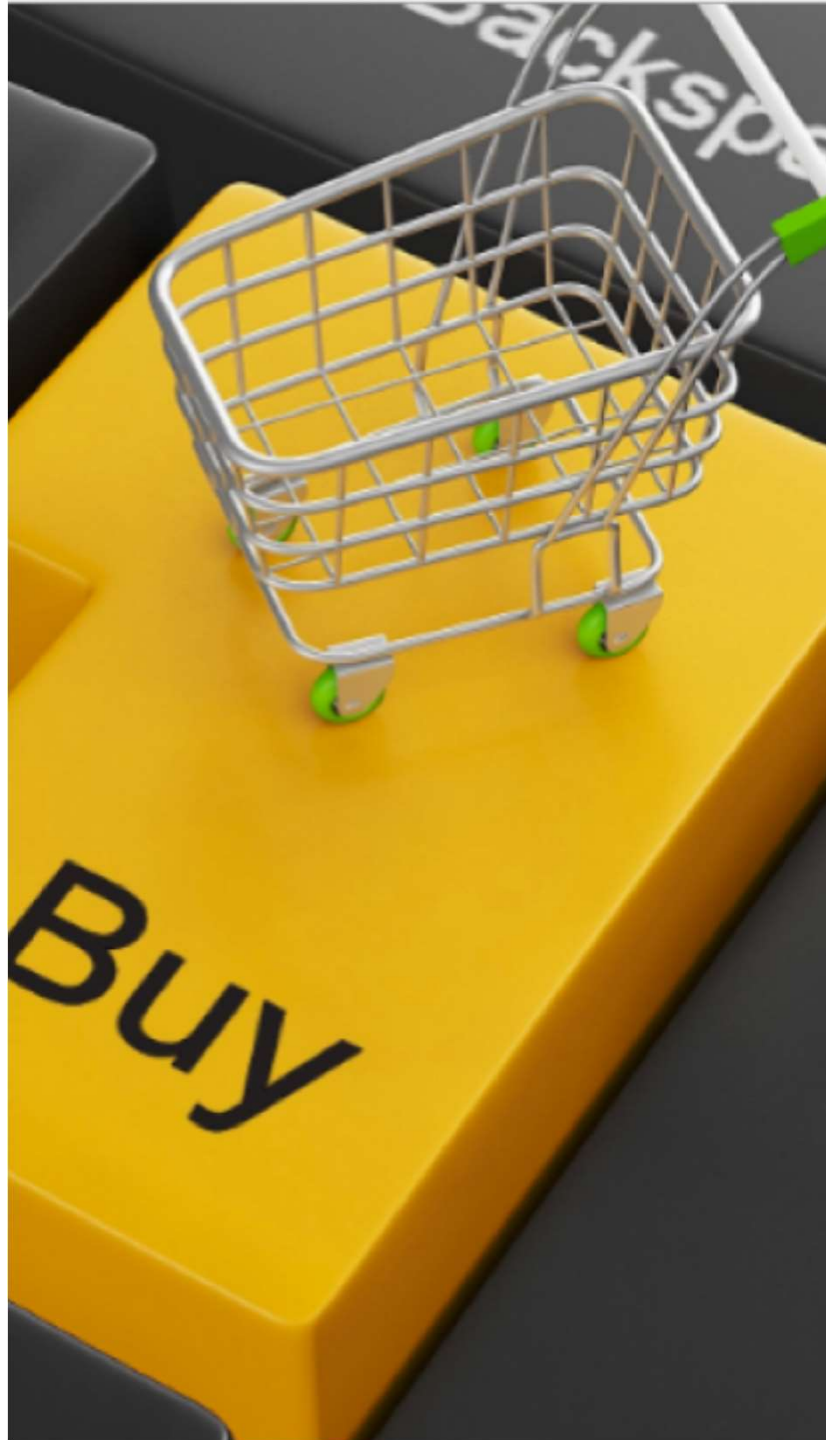
Adding AM/FM radio to the TV campaign boosted the overall impact and awareness of their product.



Radio is an effective way to reach light TV viewers

Adding AM/FM radio to video campaigns helps advertisers reach the light TV viewer.





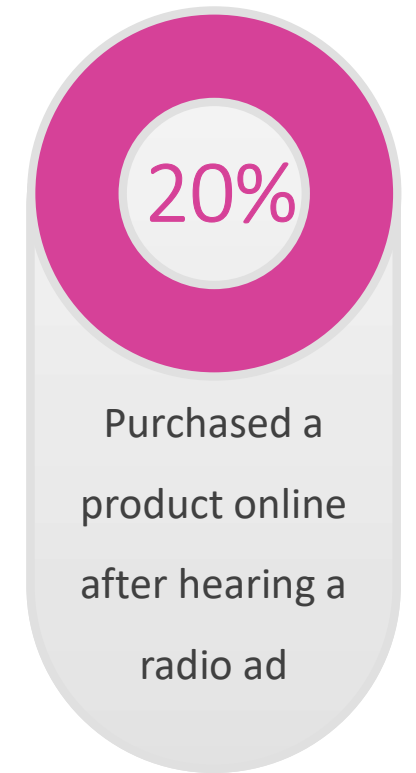
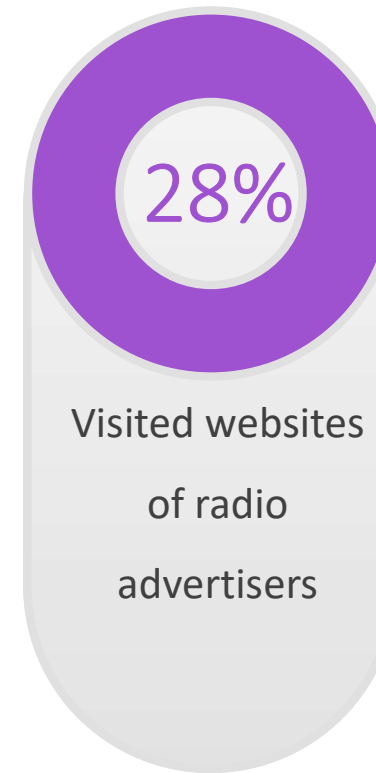
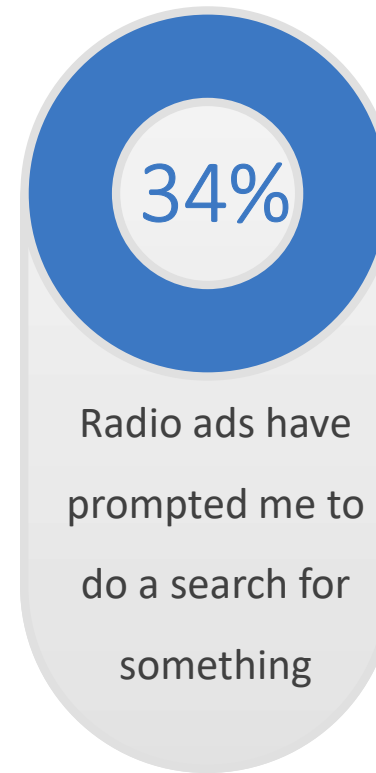
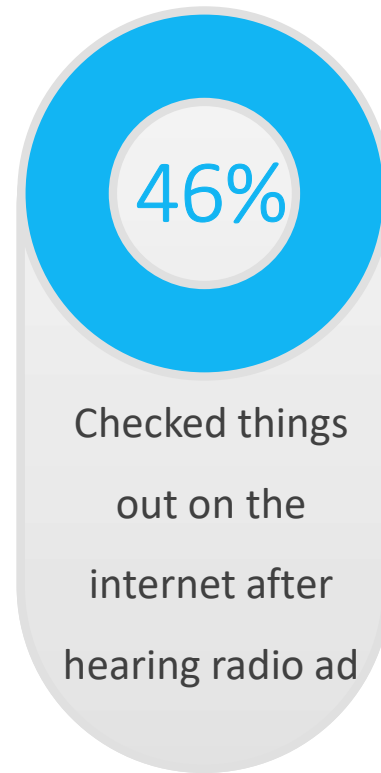
RADIO LISTENERS TAKE ACTION

Research shows when consumers are exposed to radio advertising, they act.

Radio advertising drives significant lift in online research and results in online and in store sales.

Radio works in tandem with the internet

When it comes to seeking out more information about a product or service, AM/FM radio doesn't get the credit it deserves for driving consumer online behavior.





RADIO DELIVERS ROI

Radio has a proven track record to deliver a positive return on ad spend across a variety of categories.

For each dollar spent in radio, advertisers see a positive return on their investment.

AM/FM radio provides the soundtrack for the last mile in the path to purchase

Nielsen Catalina 5-year study to evaluate ROI found on average for each **\$1 invested**, AM/FM radio advertising yields a **\$10 return** on advertising spend (R.O.A.S.).



\$23

Grocery



\$21

Autos and
Aftercare



\$17

Department
stores



\$15

Retail / Mass
merchandisers



\$14

Telco



\$9

Home
improvement



\$6

Snacks



\$4

Beer



\$3

Candy /
Chocolate



\$3

Quick service
restaurants



\$2

Soft Drinks



\$2

Breakfast bars

RADIO DELIVERS

01

REACH

Radio delivers the highest reach of all audio platforms. Building an audio plan without delivering reach sacrifices business results.

02

RELATES

A familiar and trusted voice, Radio has a relationship with the listener that builds brands and drives business results.

03

REMINDS

In the last mile on the path to purchase Radio reminds consumers of products or services they want and need.

04

REINFORCE

Adding Radio to the media mix extends a campaign's reach and has a multiplier effect on results .

05

RESEARCH

Radio doesn't get the credit for online activity it deserves. One third of those who heard an ad on the Radio took action online researching or purchasing the product.

06

RETURN ON INVESTMENTS

Every dollar spent on Radio delivers business results. Across different categories, investing in Radio advertising generates revenue beyond campaign budgets.