

RADIO CONNECTS

Marketing Radio To Drive Business
Advantage In An Expanding Audio
Landscape

July 2020



Who we are

Radio Connects | Radio Connexions is the not-for-profit trade association for the Canadian Radio Industry. As the advocate for Canadian Radio, Radio Connects | Radio Connexions promotes and markets radio advertising at the agency and client levels in English and French Canada.

Led by media veterans

Caroline Gianias | President

A known and respected media professional with extensive agency C-Suite and private consultancy experience. Caroline brings a wide-ranging knowledge base to her role. Caroline also represents Radio Connects as a member of the Numeris Radio Executive Committee and she is a member of the Canadian Marketing Association's Media Council. Caroline also holds the designation of Chartered Marketer from the CMA.



<https://www.linkedin.com/in/caroline-gianias-21b31a27/>

Lisa Dillon | Head of Insight

A media professional with an extensive background in media and research. Having worked at both agencies and vendors in Toronto and Vancouver, Lisa has developed keen insights on how information can be used to demonstrate the power of radio in the communication mix.



<https://www.linkedin.com/in/lisadillonmarketingresearch/>

Chantal Leblanc | Director, Client Services - Quebec

A leader in Quebec media with senior level experience garnered at Quebec's largest agencies and vendors. Chantal utilizes her broad skill set to ensure Radio Connexions delivers the unique needs of Quebec agencies and broadcasters.



<https://www.linkedin.com/in/chantal-leblanc-8018814/>

Radio Connects is supported by Canadian radio broadcasters.

Their financial support enables Radio Connects to invest in research and marketing initiatives that demonstrate the power of radio, its ability to drive business, validate ROI, and communicate radio's role in the path to purchase to Canadian advertisers.



Our members' support empowers our work

Proving to the advertising community through Communication, Research, Marketing and Education - advertising on radio generates business.



OBJECTIVE

Drive awareness of both commercial Radio advertising and Radio Connects.



MISSION

To work in partnership with members to create a more informed advertising and media community – one challenged and informed by a deeper understanding the role of commercial Radio has within the audio landscape.



KEYS TO SUCCESS

Lead open and continuous dialogue with the advertising and marketing communities that informs, educates, dispels and disputes inaccurate and misleading information.

What we do, and how we do it

Working in partnership with members to create a **MORE INFORMED ADVERTISING AND MEDIA COMMUNITY**, one that is challenged and informed by a deeper understanding the role of commercial radio has within the audio landscape:

- RESEARCH
- TRAINING AND EDUCATION
- PRESENTATIONS

Keeping AM/FM top of mind with advertisers.

Radio Connects keeps a constant flow of information in the marketplace, in both English and French, to inform, update and challenge conventional thinking about radio advertising. Radio Connects currently has over 6,800 Followers to our LinkedIn page and over 1,500 subscribers to our audio updates.



Some brands have notions about radio that are completely wrong. Insights from key researchers - Ipsos, Audience Insights, Radiocentre.org, The Advertising Research Foundation, Media Technology Report, and Numeris, debunk some of the myths around radio. Here are 5 of the largest misconceptions about the power of AM/FM and its ability to connect with consumers.



Key insights on how different generations connect with audio from Radio Connects to Consumers 2019.

Current target groups do not adequately reflect how different generations behave or what motivates them to engage with media. Understanding this behaviour empowers marketers to connect with their consumers with the right media, in the right tone, at the right time.

Younger Canadians chose AM/FM over social media in the past 12 months.



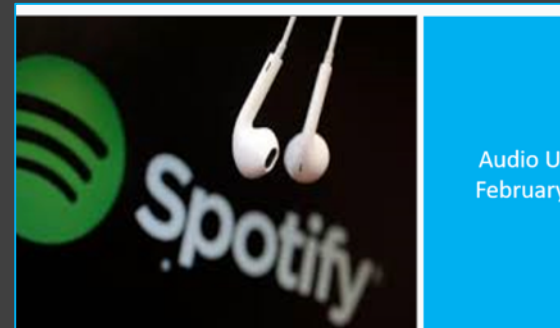
Radio adapts to changing needs.

It's always on.

Radio's versatility allows it to adapt and change as important stories and events develop.

Canada's broadcast industry offers a wide range of free and independent media sources provided by accredited and professional journalists and news teams. Whether it's extensive live reporting of breaking news, coverage of political statements, hourly updates, or something as simple as empathy, understanding and good humour, Radio's agility keeps Canadians connected.

Radio amplifies emotional well being.



Younger Canadians are disconnecting from Spotify ads.

A recent Ipsos' latest wave of "Radio On The Move" confirms that only 3% of Canadians 18+ are utilising ad-supported streaming services.

Radio On The Move - Fall 2018

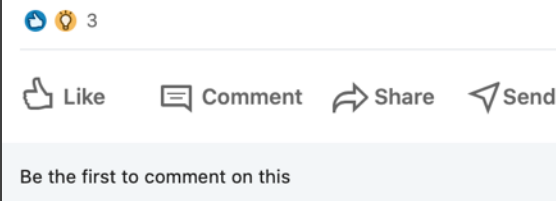


Canada Starts to Emerge • 17 pages

Canada Starts To Emerge

Many Canadians are planning an active summer, and AM/FM Radio will be their companion.

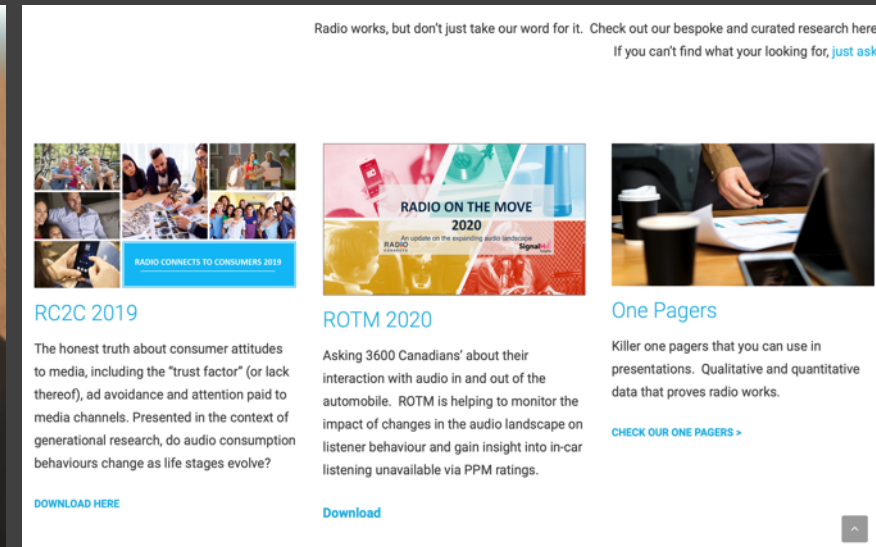
July 2020



Radio Connects		US Numerator Report : What categories YOY indexing well.... #insights #salesleads #salesprospecting									
Radio Connects		Weekly Index of Top 10 Total Promoted Products in the Non-Food Grocery and Health & Personal Care Department 2020 vs. 2019									
Week	Product	Index	Index	Index	Index	Index	Index	Index	Index	Index	Index
Apr 18	Picnic, Patio & Outdoor Living	110	100	116	53	101	105	47	144	71	48
Apr 25	Picnic, Patio & Outdoor Living	111	100	116	53	101	105	47	144	71	48
May 2	Picnic, Patio & Outdoor Living	71	53	100	104	91	72	24	56	98	130
May 9	Bundles	94	207	130	47	90	117	50	24	54	52
May 16	Picnic, Patio & Outdoor Living	95	205	128	46	89	115	50	24	54	52
May 23	Picnic, Patio & Outdoor Living	62	100	116	53	101	105	47	144	71	48
May 30	Office Supplies	62	100	116	53	101	105	47	144	71	48

radioconnects.ca.

Our website is a source for valuable insights and research. It is updated regularly with the necessary facts and information about AM/FM Radio that buyers and sellers need.



Keeping advertisers and agencies informed.

As the audio landscape continues to expand and be measured, Radio Connects works to ensure agencies and advertisers get the whole story, so they are better informed when it comes to developing audio strategies.

Killer One Pagers

Select a category to see our Killer One Pagers. You can download our slides to use in your own presentations.



RADIO WORKS WITH OTHER MEDIA

Radio works great on its own but works really well in tandem with other media platforms



PATH TO PURCHASE AND ATTRIBUTION

Radio doesn't get the credit it deserves when it comes to generating business for advertisers.



RETURN ON AD INVESTMENT

Radio pays back for every dollar spent. ROI data on key categories.



AUDIO STREAMING AND PERSONAL MUSIC

Latest info on the evolution of audio landscape and personal music



ALL ABOUT THE NUMBERS

Latest in syndicated research and reach information

Path to purchase and attribution

Killer One Pagers

[Radio works with other media](#)
[Path to purchase and attribution](#)
[Return on ad investment](#)
[Audio streaming and personal music](#)
[All about the numbers](#)

Radio doesn't get the credit it deserves when it comes to generating business for advertisers.

To use these fact sheets for your own presentations, click any image to expand. Right-click, then Save to your computer.



Membership has its privileges.

Members of Radio Connects have access to tools and resources they often don't have access to in market. This ranges from the latest insights summary of RTS data, global reports from WARC and EGTA to Global and North American reports, and in particular Radio Connects' bespoke reports, insights and studies

Members only

This reports on this page are available to Radio Connects members. If you would like to find out more about accessing our reports, please [contact us](#).

2019 / 2020

- [Download](#) Sales Directors Articles May 15th to June 14th 2020
- [Download](#) State of Audio in Canada 2017 / 2018
- [Download](#) Canadian Radio Info: CM 2018
- [Download](#) Cannabis Act Promotions Prohibitions English September 2018
- [Download](#) Cannabis Act Promotions Prohibitions French September 2018
- [Download](#) Nov 2019 CMA Permitted Cannabis Marketing Activities Guide
- [Download](#) Radio Connects to Business Webinar April 2019
- [Download](#) CMA Transparency for Consumer Guides
- [Download](#) EGTA 2019 Podcasting Insights
- [Download](#) EGTA 2019 NY Radio Study Overview of Presentations
- [Download](#) Why Choose a Career in Radio Sales (US Nielsen 2019)
- [Download](#) EGTA Strategy Tool Kit – The impact of Covid-19 on the Advertising Industry

Sales Directors Monthly Report

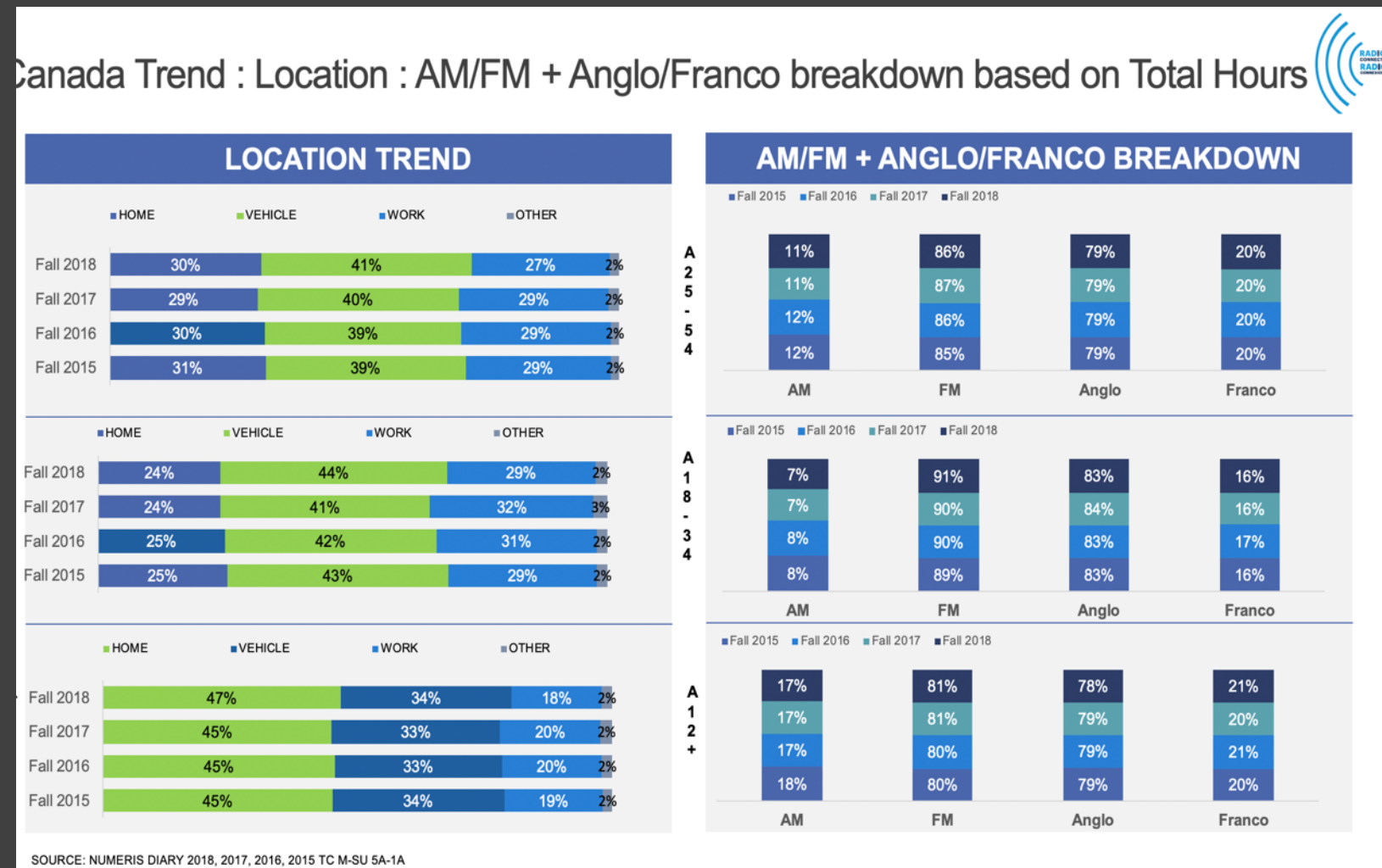
- [Download](#) Sales Directors Articles May 15th to June 14th 2019
- [Download](#) Sales Directors Articles Apr 15th to May 14th 2020
- [Download](#) Sales Directors Articles Jan 15th to Feb 14th 2020

Radio Connects Studies

- [Download](#) RAB Radio Drives Search AE Handbook
- [Download](#) Share of Ear Canada Webinar May 2017
- [Download](#) Share of Ear Canada Presentation May 2017
- [Download](#) Share of Ear Canada Presentation May 2017 French
- [Download](#) RAB Study Benchmarking Local Radio Online Revenue
- [Download](#) Spotify Update Feb 2018 -> ROTM data
- [Download](#) Spotify ROTM French
- [Download](#) Pierre Bouvard May 2018 Things Brands have Completely Wrong about Radio
- [Download](#) Truth in Audio Radio Connects Spring 2018
- [Download](#) Audio Creative Best Practices
- [Download](#) AdAge 200 US Leading National Advertisers 2018
- [Download](#) Critical Buying Path TV & Radio 2018 – 2019
- [Download](#) Radio Connects to Business SW AB Spring 2019
- [Download](#) Transition to Net \$ 2019
- [Download](#) Radio On the Move Spring 2019 Broadcasters
- [Download](#) EGTA NY 2019 Part 1
- [Download](#) EGTA NY 2019 Part 2

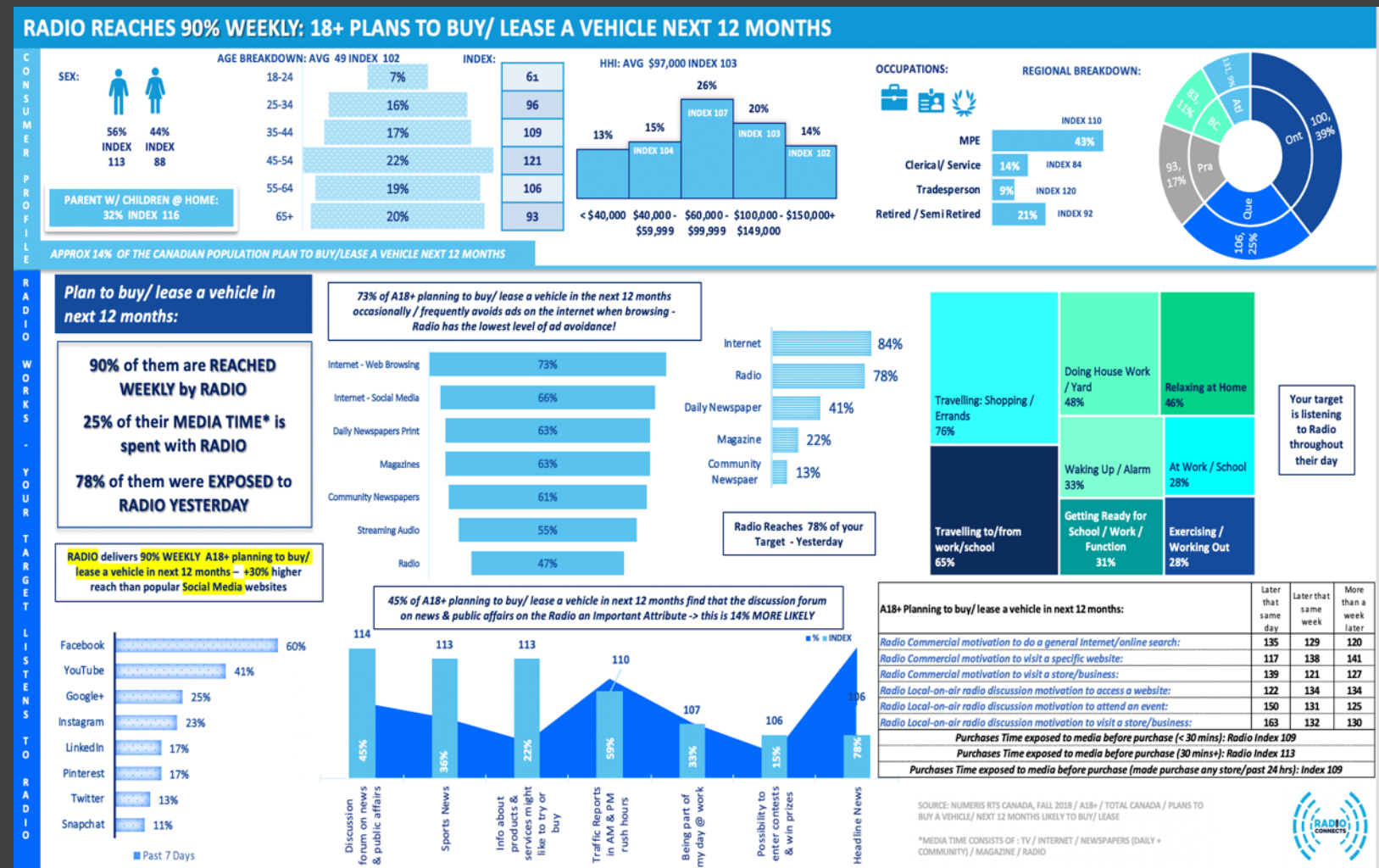
Helping members stay informed.

Radio Connects publishes “One Sheets” on listening trends in members’ markets and regions to give them quick insights into their market’s trends and tuning habits.



Helping members understand their customers.

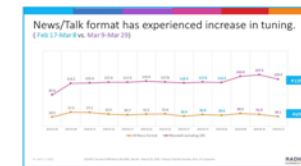
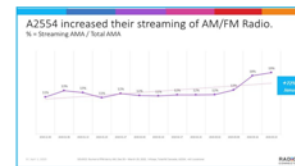
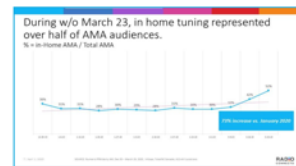
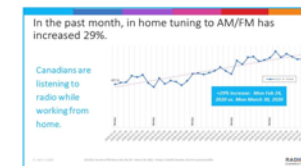
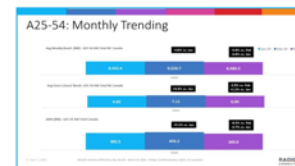
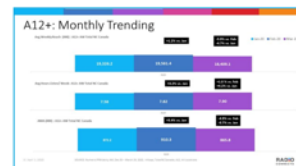
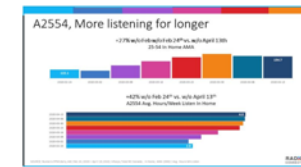
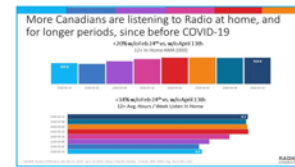
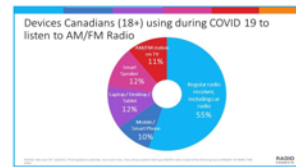
Radio Connects also empowers our members' knowledge base by providing comprehensive "One Sheets" on their clients' business categories.



Being responsive
to the changing
dynamics of the
landscape.

As Canada continues to be
challenged by the impact of
COVID-19, Radio Connects
created a COVID page where
we regularly publish important
insights demonstrating how
Canadians are connecting with
Radio during COVID-19.

COVID-19 Insights



Developing
insights with
respected third-
party researchers.

Radio Connects in partnership
with Maru Voices and Angus
Reid Forum, has been tracking
the impact of COVID and
Canadians' responses to it,
through the lens of how Radio
continues to be a source of
comfort for Canadians.



The Power of Radio.

Focusing on the “6 R’s”, this report provides the proof that no other audio source connects with Canadians as much as radio.



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.

1. Reach

“Mass reach is the key to new customer growth”.

SOURCE: Byron Sharp,
How Brands Grow 1&2

- The gurus of marketing effectiveness say the driver of sales lift is customer growth powered by mass reach & expanded media channels.
- Byron Sharp’s legendary marketing book *How Brands Grow* says broad reach is key to acquire new customers. With so many choices available to consumers, unavoidable turnover among a brand’s customer base makes increasing household penetration crucial to a brand’s sales volume. That requires broad and frequent reach.

1. Reach

“Target everyone who buys your category”.

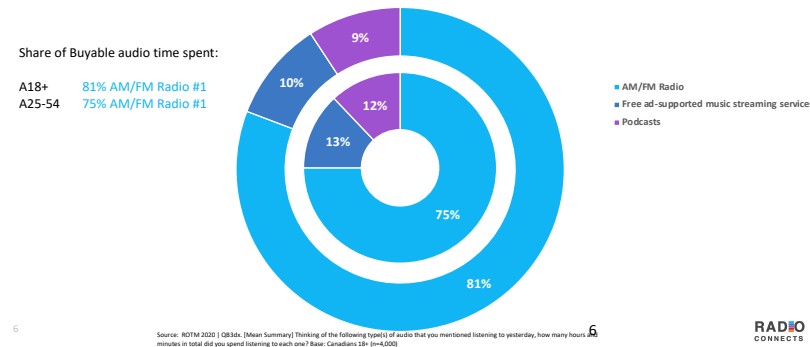
SOURCE: Les Binet & Sarah Carter ,
How Not To Plan: 66 Ways to Screw It Up

- Les Binet and Sarah Carter believe advertisers should target everyone who buys your category offers these recommendations to grow sales:
 - Always aim to get more customers from all segments of the market. It's the main way brands grow.
 - Talk to everyone who buys your category. Talk to them regularly. Advertising memories fade.
 - Go for reach, rather than frequency. Reach as many category buyers as possible.
 - Don't target too narrowly. It may be efficient, but it's rarely effective. Tight targeting means low sales and profits.

1. Reach

Radio builds brand awareness that feeds the purchase funnel. In order for a consumer to take action, they first have to notice, remember and trust the brand.

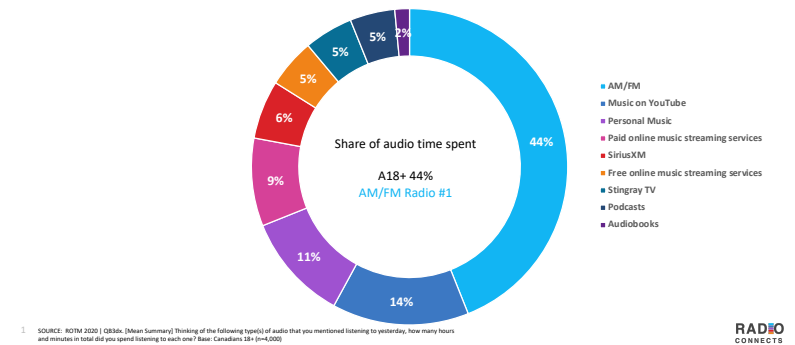
AM/FM Radio accounts for 81% of Buyable Audio available to reach Canadians, delivering maximum impressions in key demos.



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



Even with an expanding range of music and spoken word options, AM/FM Radio retains the lion's share of listening.



Radio is most-listened-to ad supported audio

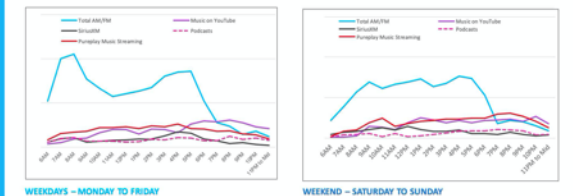
Radio connects throughout the day.

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.



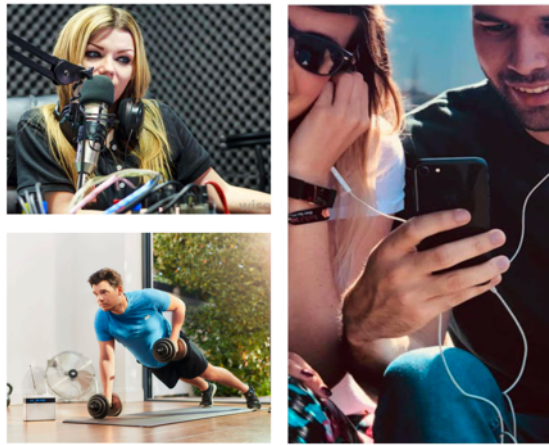
SOURCE: CMC And WHEN yesterday did you listen to each of the following media?
Base: Canadians 18+, interviewed Tuesday-Saturday (n=2,383) / Sunday-Monday (n=1,122)

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

RADIO CONNECTS

2. Relate

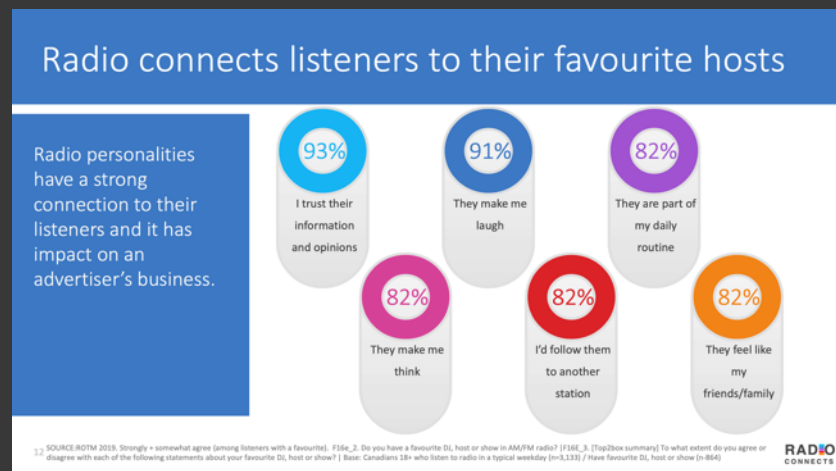
Radio makes an emotional connection. There is a direct correlation between mood, happiness, trust and openness to advertising messages. The happier we are, the better mood we are in, the more likely we are to process advertising messages in an emotional and instinctive way.



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



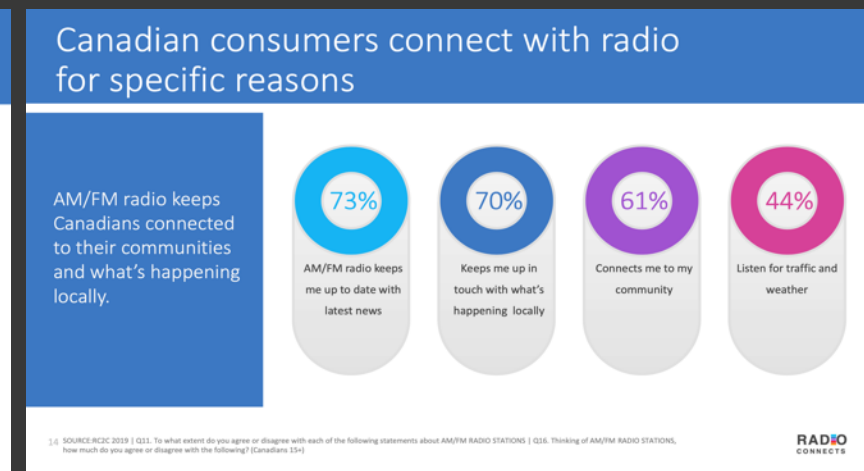
Listeners have a relationship with radio

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).

Statement	1. Live Radio	2. On Demand
Provide social currency	1. Live Radio	2. On Demand
Broaden my horizons	1. Live Radio	2. On Demand
Keep me in the loop	1. Live Radio	2. On Demand
Lift my mood	1. Live Radio	2. On Demand
Help me escape	1. On Demand	2. Live Radio
Amplify the moment	1. On Demand	2. Live Radio

1,3 SOURCE: Radio Connects to Consumer 2019 | Radiocentre.org/Audio Now 2019 | The Sound Research



RADIO CONNECTS



3. Remind

Radio's authenticity and ability to create a theatre of the mind helps listeners to generate ideas and prompts call to action.

Ads heard on AM/FM Radio are remembered, and results in consumers taking action. While it doesn't always get the credit, Radio is the soundtrack for the last mile in the path to purchase.



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

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%	78%	77%	76%	76%	76%
Stopped at the drug store or pharmacy	Went to a movie	Visited a car or truck dealership	Went to the bank	Visited a hardware or home improvement store	Serviced car or truck
75%	74%	74%	74%	73%	67%
Picked up groceries	Went to a shopping mall or plaza	Visited a fast food / drive thru	Stopped for wine, beer, liquor	Pick up lottery tickets	Stopped at a coffee shop

20 SOURCE: ROTH 2019 | CSE. And still thinking about the time you spent in a private vehicle yesterday, did you do any of these things while driving, or use your vehicle to get there? CSE. Were you listening to AM/FM radio in the car while doing or going to this? Base: Canadians, aged 18+, in private vehicle yesterday (n=2,752). Did activity yesterday (Base varies).

RADIO CONNECTS

Radio connects with listeners

AM/FM radio informs consumer behaviours.

Audio cues and frequency of messaging connects with consumers.

45%

Radio helps me discover stores or services in my town or city

33%

Radio lets me know about limited time offers

27%

Radio reminds me of brands or products I might need

21%

Have recommended product/service heard advertised on radio

18 SOURCE: RCJC 2019. Q11. To what extent do you agree or disagree with each of the following statements about AM/FM RADIO STATIONS? | Q16. Thinking of AM/FM RADIO STATIONS, how much do you agree or disagree with the following? (Please select one for each statement) (Canadians 18+)

RADIO CONNECTS

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.

50%

Canadians take action after hearing a radio ad

33%

Hearing an ad on the radio affected a purchase decision or location visited

30%

Ad 1834's who went online for more information after hearing an ad on the radio

19 SOURCE: * Radiocentre.org | ROTH 2019

RADIO CONNECTS

4. Reinforce

“Adding media channels increases reach and effectiveness”.

SOURCE: Peter Field & James Hurman, *The Effectiveness Code*



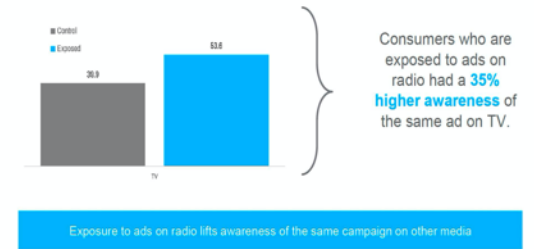
RADIO'S MULTIPLIER AFFECT

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

RADIO CONNECTS

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.

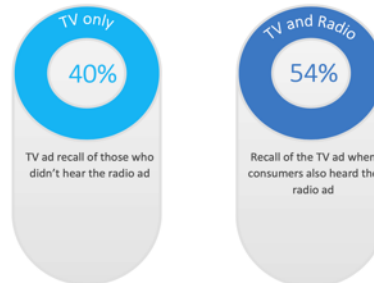


22 SOURCE: Nielsen Audio Report 2019

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.

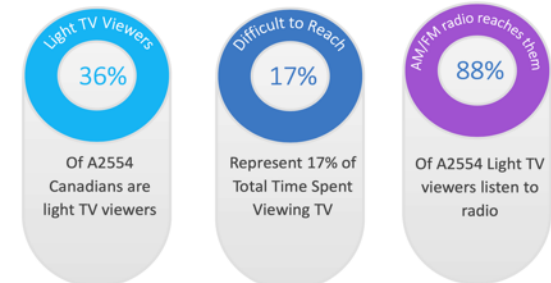
Adding AM/FM radio to the TV campaign boosted the overall impact and awareness of their product.



24 SOURCE: Nielsen 2018 study - Major U.S. insurance company

Radio is an effective way to reach light TV viewers

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



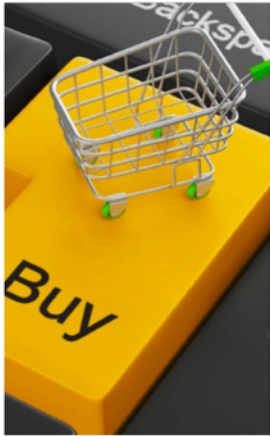


25 SOURCE: Numeris Fall 2019 | A2554 Total Canada

5. Research

In order for consumers to take action, they need to be aware of a product or service. Radio works well with digital but doesn't get the credit.

54% of Canadians say they took action after hearing an ad on the radio; they either purchased it, told someone else about it, or went online for more information*.

*Source: Radio on the Move 2019-2020



RADIO LISTENERS TAKE ACTION

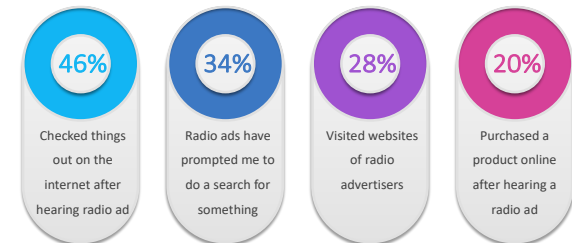
Research shows when consumers are exposed to radio advertising, they act.

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

RADIO CONNECTS

Radio works in tandem with the internet

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




33 SOURCE: RCSC 2019 | Q.11 To what extent do you agree or disagree with each of the following statements about AM/FM RADIO STATIONS? | Q.16 Thinking of AM/FM RADIO STATIONS, how much do you agree or disagree with the following? (please select one for each statement) | Q.14 Please indicate how much you agree or disagree with the following statements

RADIO CONNECTS

6. Returns

Most consumer goods are still purchased in store. Radio advertising primes shoppers to take more notice of brands they hear on the way to shop. Exposure to radio advertising just prior to the shopping occasion can reinforce existing brand loyalty and, additionally, encourage brand switching.



RADIO DELIVERS ROI











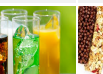

Radio has a proven track record to deliver a positive return on ad spend across a variety of categories.

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

RADIO CONNECTS

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, 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

35 SOURCE: Nielsen studies 2014-2019

RADIO CONNECTS

The 6 R's

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.

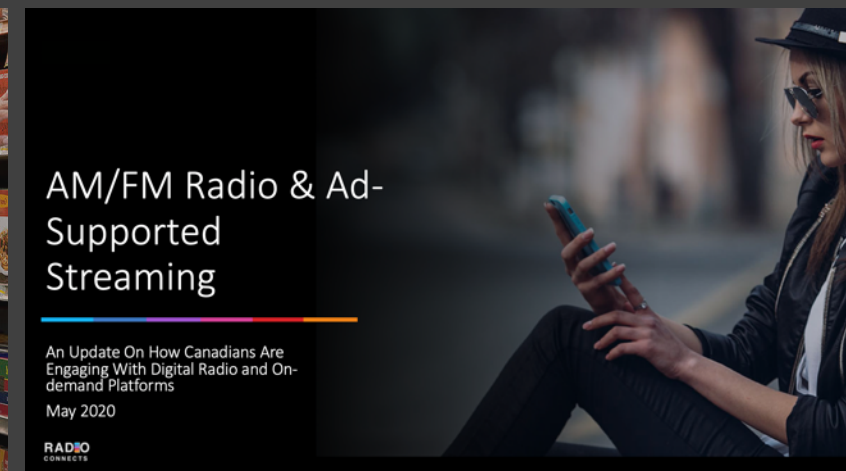
06

RETURN ON INVESTMENTS

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

Investing in research that demonstrates the value of radio.

While many advertisers have pulled back their advertising activity, Radio Connects has been publishing reasons why advertisers should continue to speak to consumers, and how AM/FM Radio is connecting with the ready to spend consumer.



Partnering with
well respected
voices in the
audio industry.

Radio Connects works in
collaboration with other
associations around the world
to bring insights and research
important to Canadian
advertisers.



Summary

- Radio Connects is here to dispel myths and mistruths about AM/FM Radio and to education the marketing landscape about the power and effectiveness of Radio.
- There are numerous resources available on the website to help buyers and sellers navigate the audio landscape.
- For members, there are additional resources found on the Members' pages. We are more than happy to help if there are specific requests needed to support sales.
- Sign up for our audio updates, and follow us on LinkedIn at Radio Connects, for daily insights on what's happening in the audio landscape.