

# Radio and Over The Counter Remedies

A person is lying on a dark couch, partially covered by a grey blanket. They are holding a white rectangular object, possibly a box of tissues. In the foreground, on a dark surface, there is a large bottle of amber-colored liquid with a white cap, a smaller white bottle, and a crumpled white tissue. The background is slightly blurred, focusing attention on the person and the items in the foreground.

AM/FM Radio connects with  
Canadians looking for  
nonprescription relief

November 2020

# *AM/FM Radio connects with Canadian when their looking for relief.*

Non-prescription medications are a multibillion-dollar business in Canada.

Radio reaches 87+% of A18+ weekly, who have OTC medications in the past 7 days, and 22+% of their media time is spent with AM/FM Radio.

Radio's weekly reach against these consumers who use OTC remedies is higher than the reach of any of the social media platforms over the same time period and when it comes to audio in general, Radio reaches this consumer than any other audio platform.

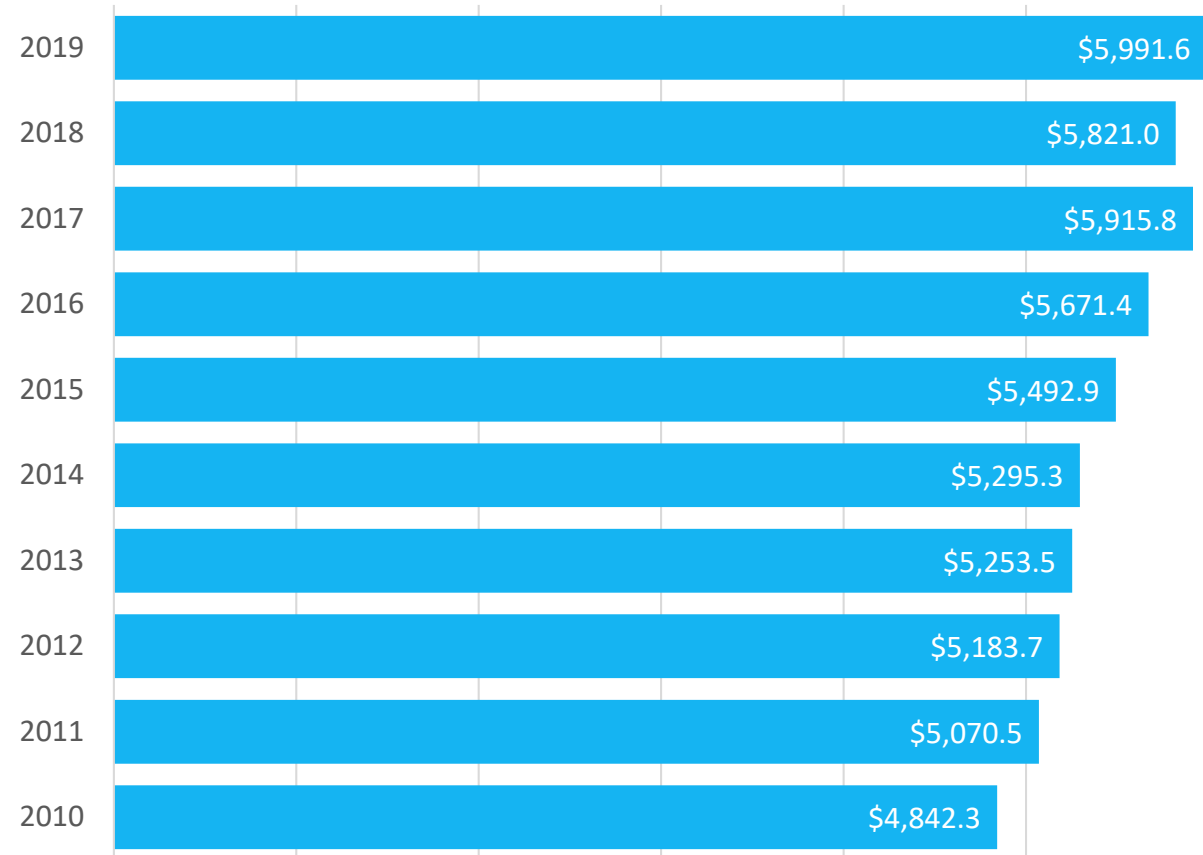
Ads on Radio are the least avoided by this consumers vs. any other media platform; ads on the internet (72+%) and social media (68+%) and magazines (63+%) are the most avoided

These consumers takes action after hearing ads on AM/FM Radio,

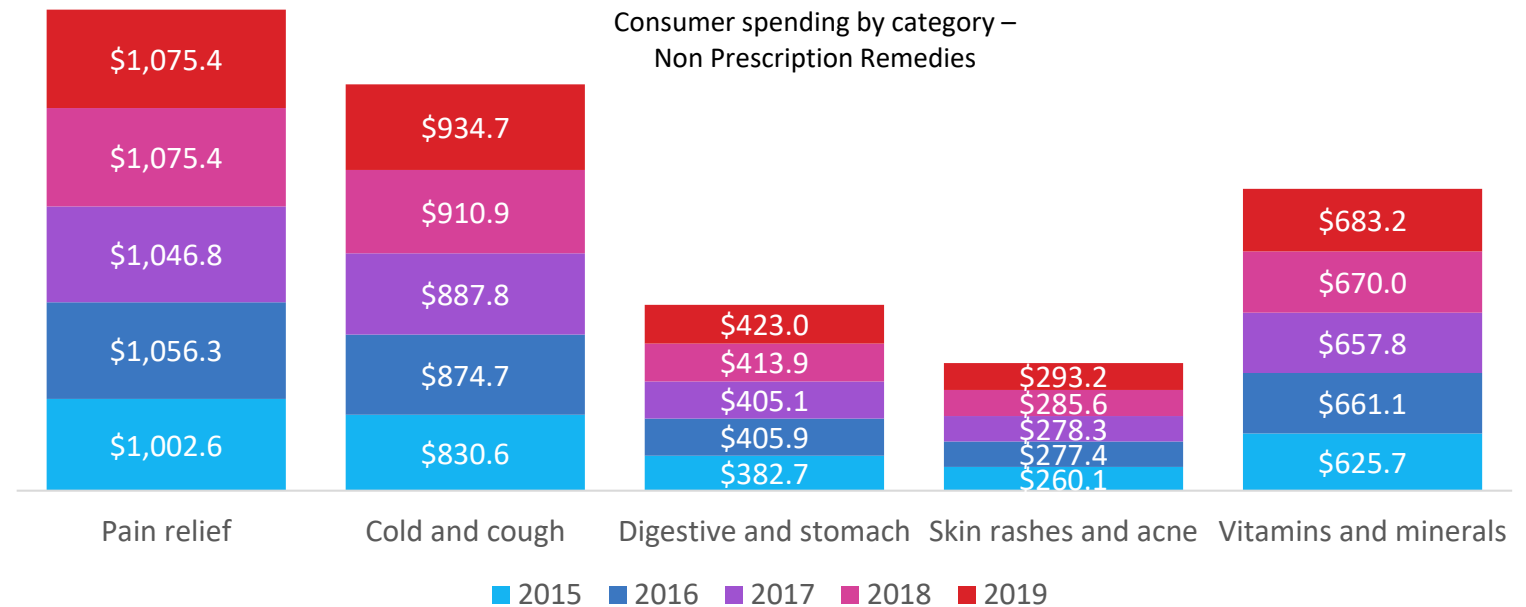
- Visit a specific website same day, later that week, and even 7+ days
- Hearing ads on the radio also motivates them to visit specific stores or locations

Prior to the outbreak of COVID 19, Canadians spent almost \$6 Billion on over-the-counter medications.

Expenditure on OTC medications  
2010 – 2019 (Millions CAD)



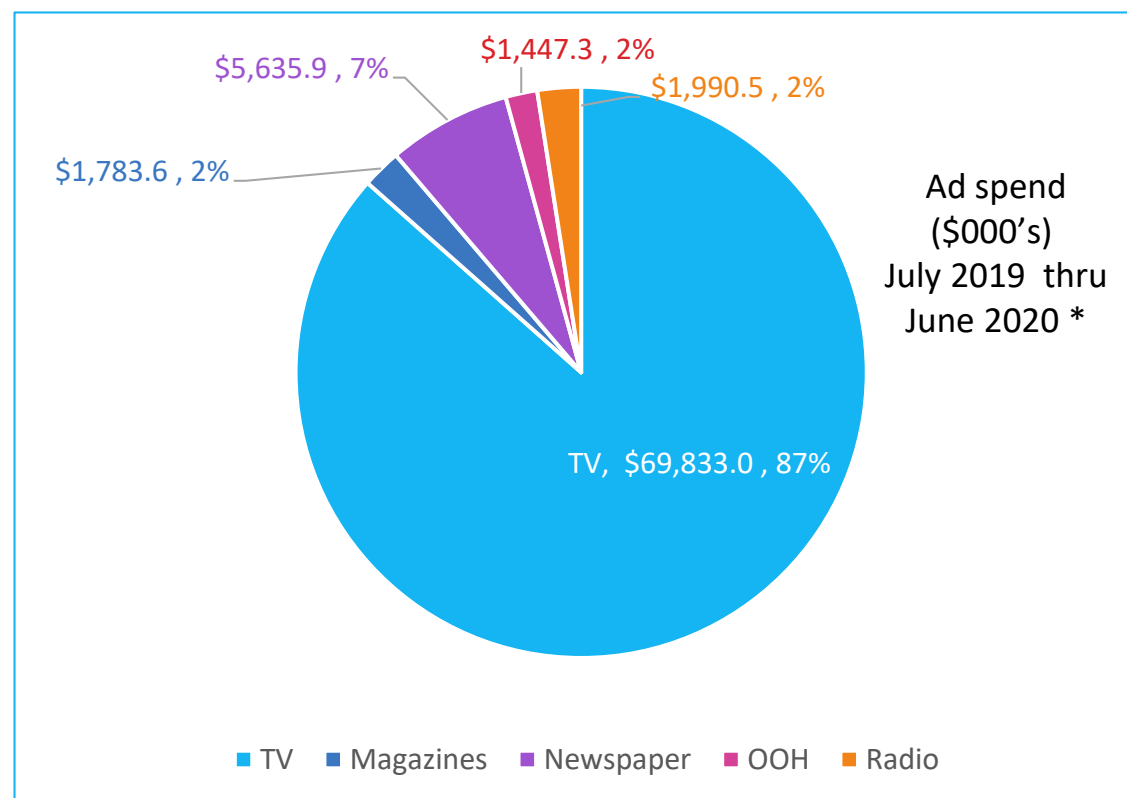
Pain relief and cough and cold remedies are purchased most often. Almost 60% of spending on over-the-counter remedies are spent on these 5 categories. The market is expected to grow annually by 4.5% (CAGR 2020-2025).



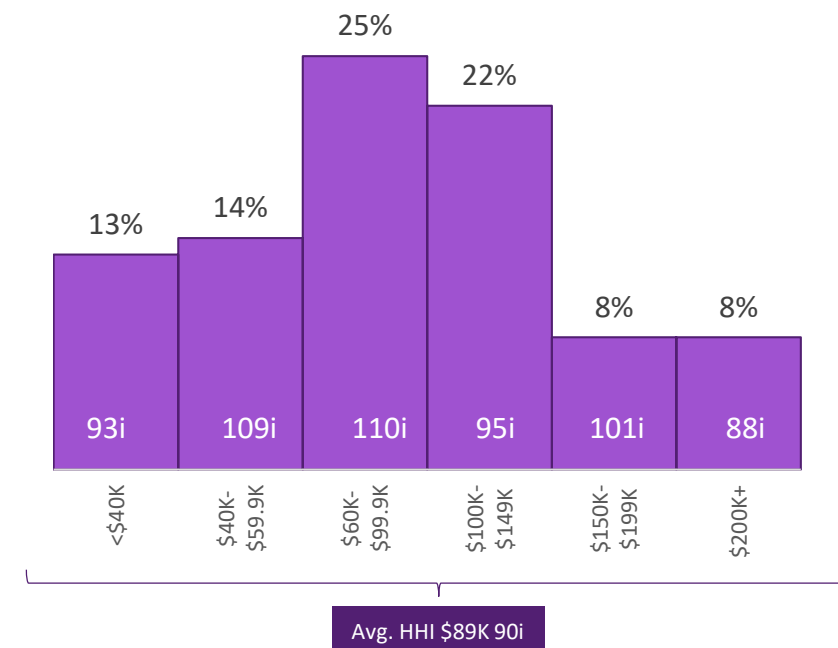
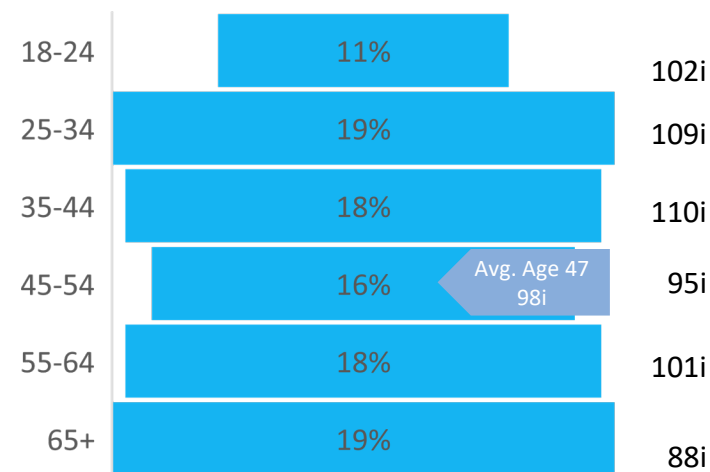
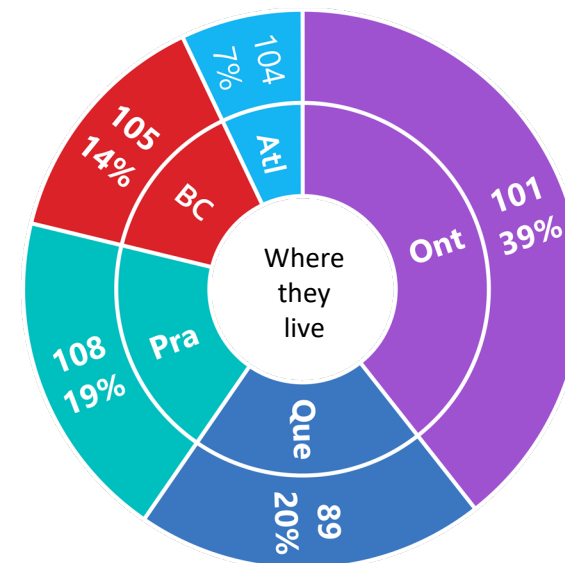
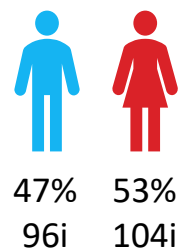
Surprisingly, one company spent over \$5 Million supporting analgesic lotions, rubs, cream and patches in newspaper, but did not use Radio.

Radio received just over 2% of the total investment made by these advertisers in non digital and social media. Radio reaches 89% of Ad18+ in Canada who are responsible for the purchase of these products.

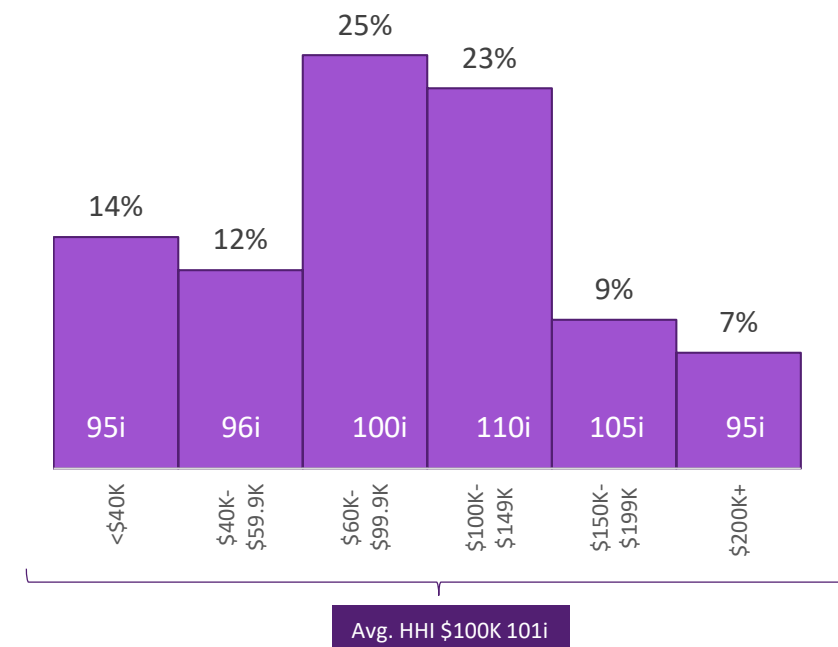
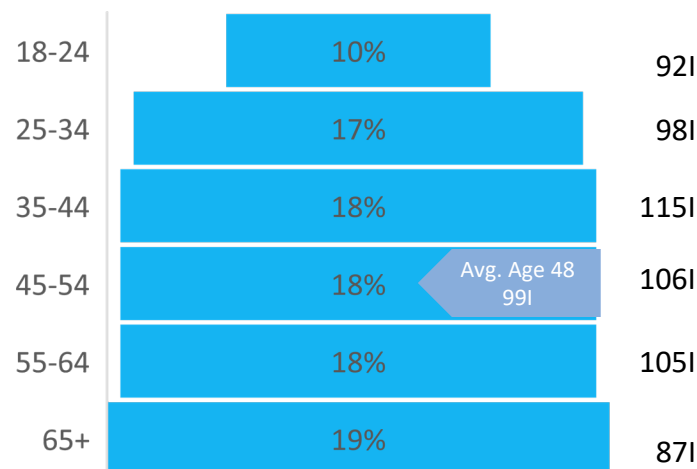
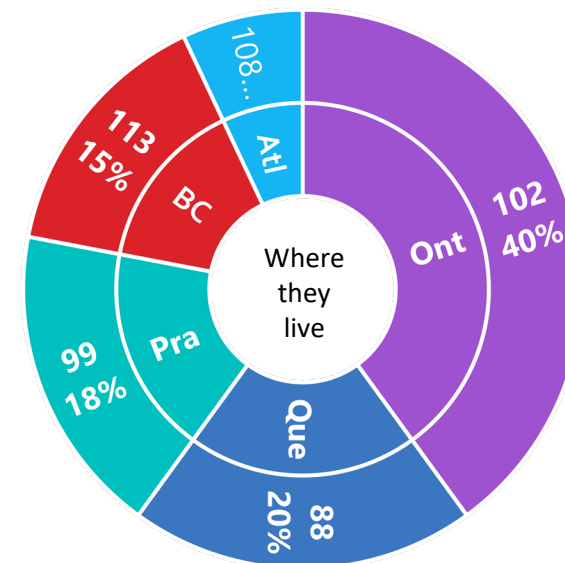
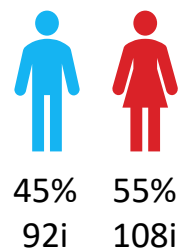
Over \$89 Million\* was spent in advertising over the counter remedies for allergies, cough & colds and pain relief in 2019



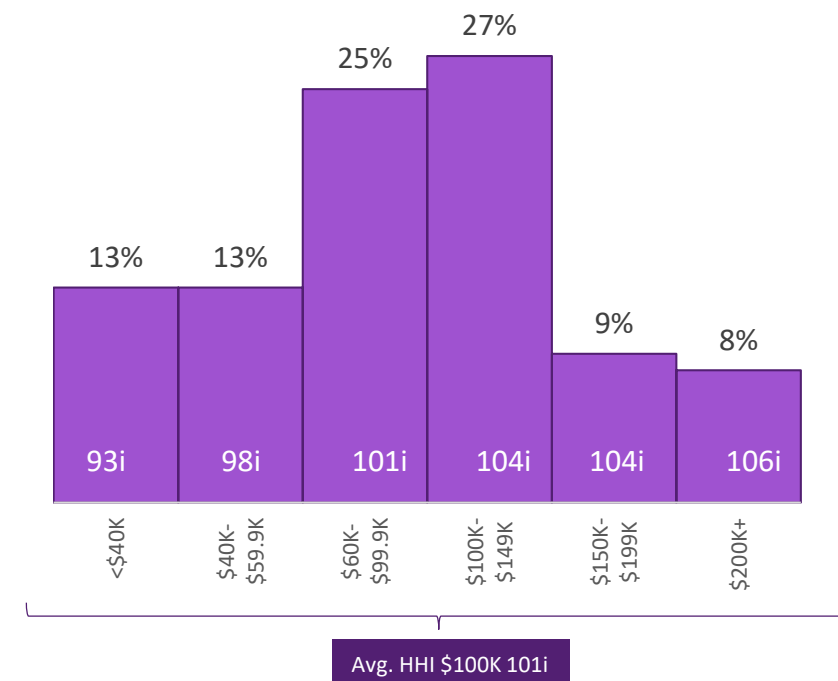
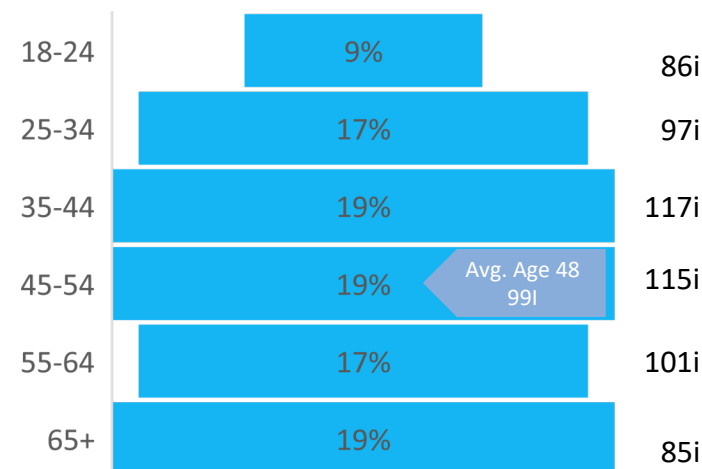
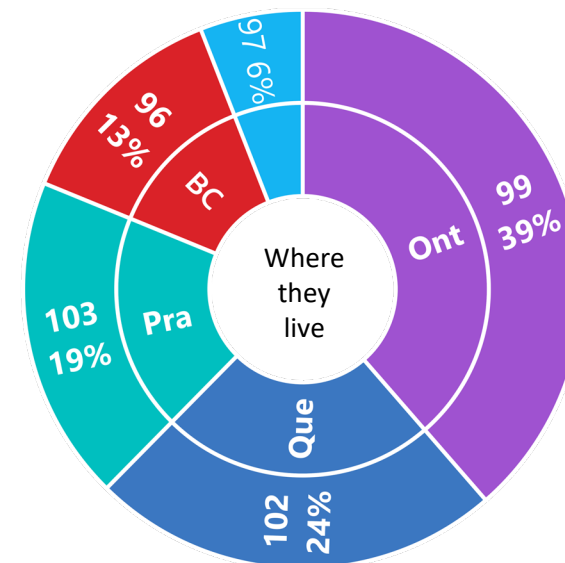
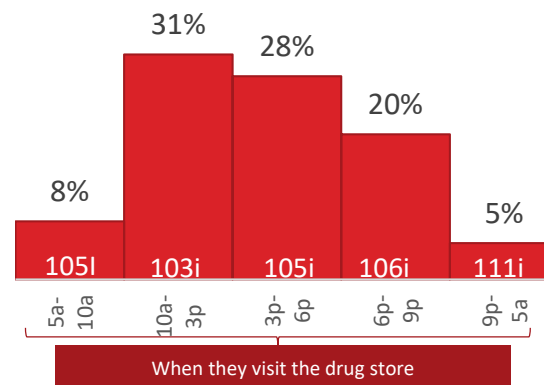
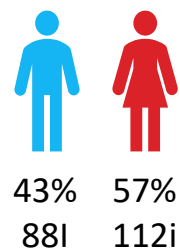
Approx. 28% of Canadians A18+ have have used cough/cold remedies in the past 30 days.



Approx. 21% of Canadians A18+ have used seasonal allergy/sinus medication in past 30 days.

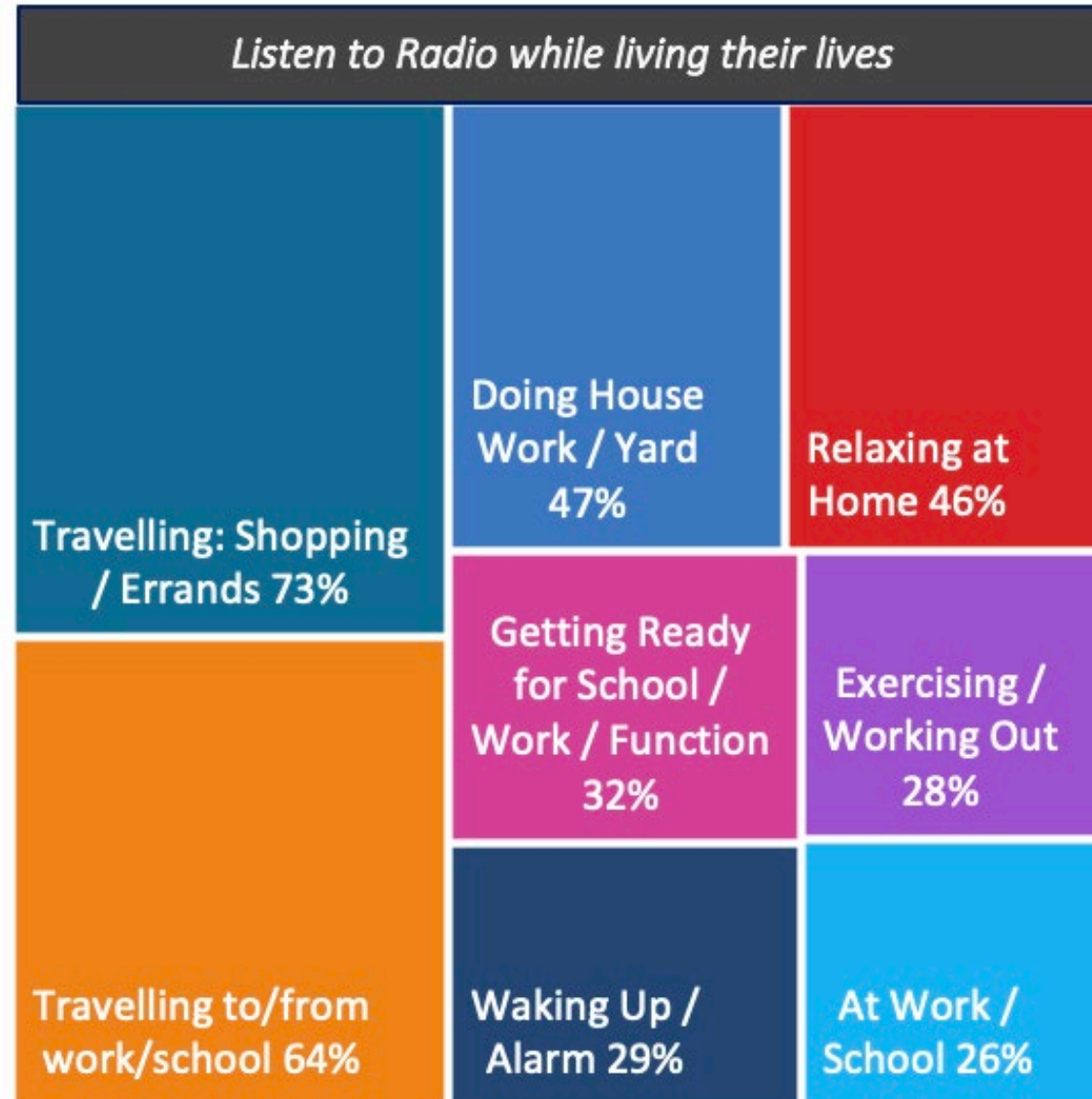


Approx. 59% of Canadians A18+ have used OTC headache or pain relief remedies in the past 30 days.

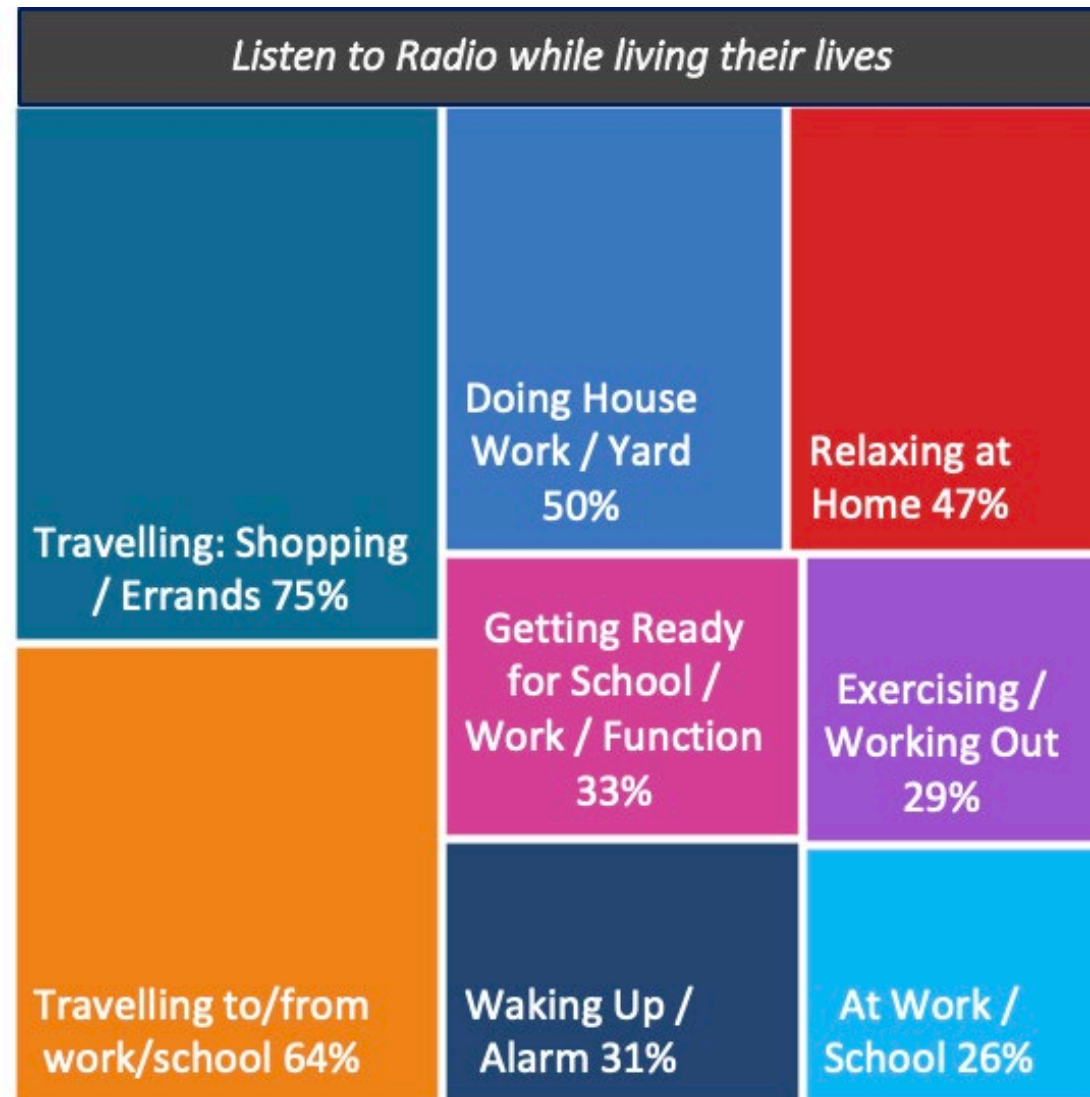




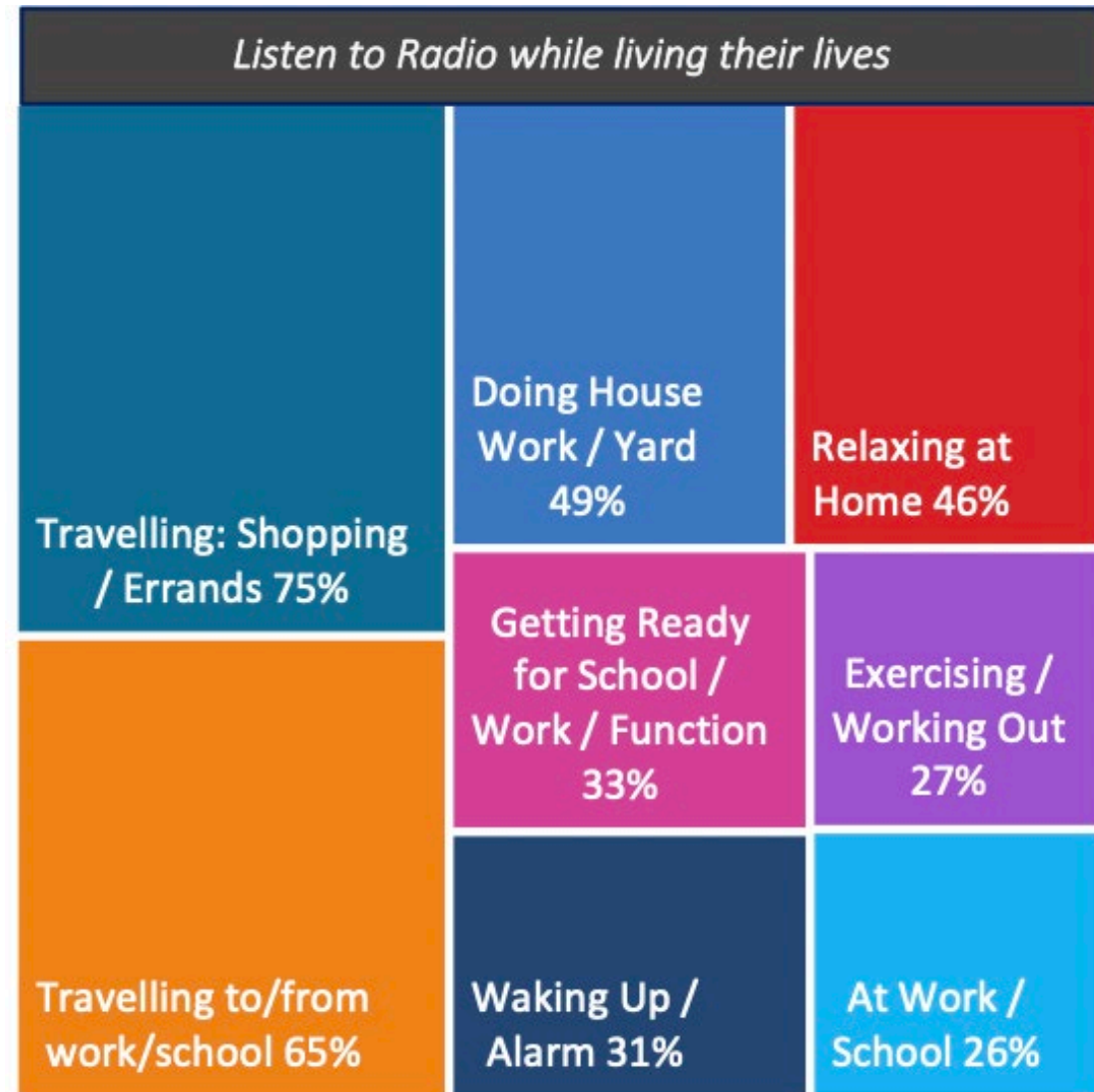
87% of Canadians who used an OTC cough/cold remedy in the past 30 days are reached weekly by AM/FM Radio.  
22% of their *media time*\* is spent with AM/FM Radio, and 76% were *exposed to Radio yesterday*.



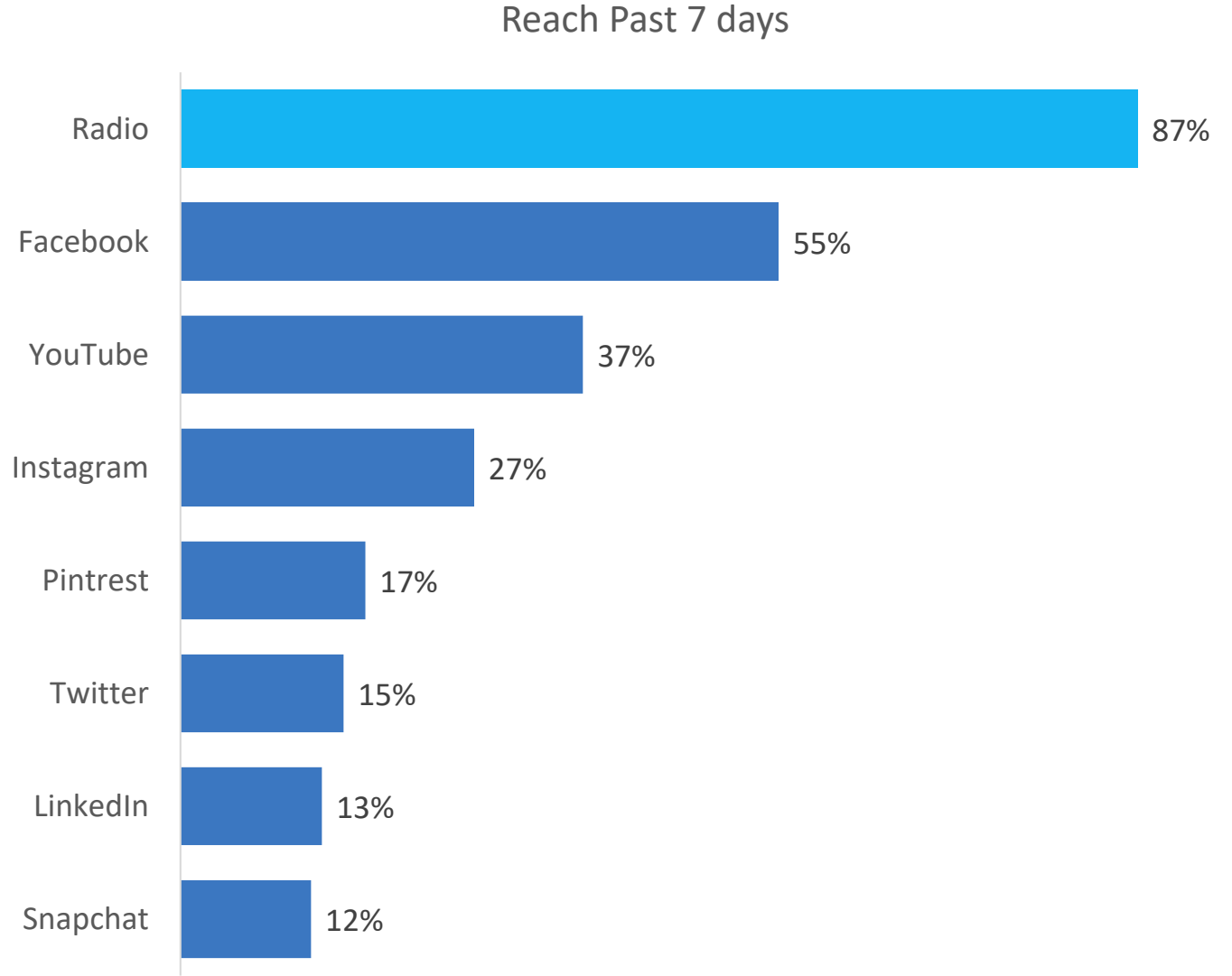
88% of Canadians who used an OTC sinus/allergy remedy in the past 30 days are reached weekly by AM/FM Radio.  
22% of their *media time*\* is spent with AM/FM Radio, and 73% were *exposed to Radio yesterday*.



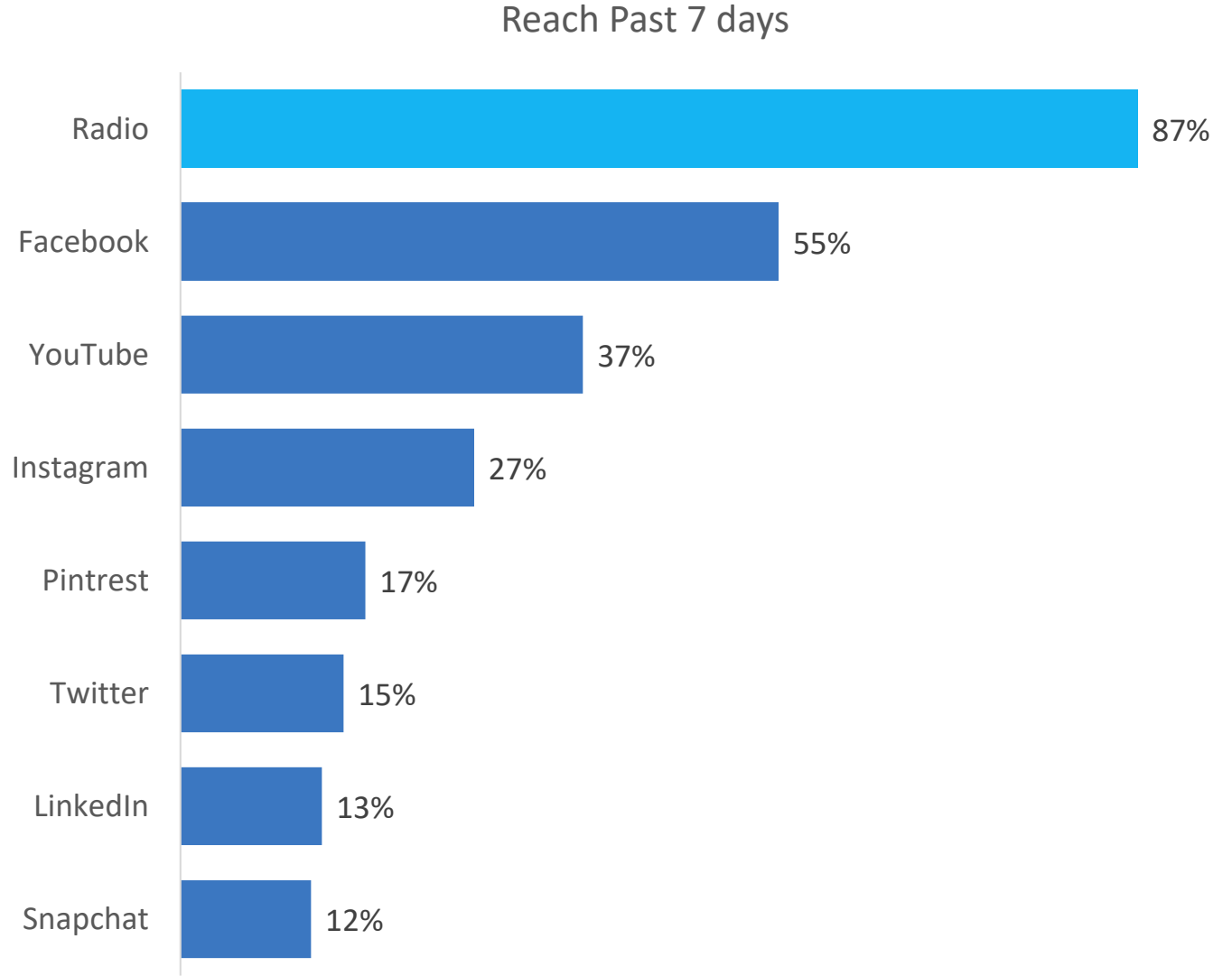
88% of Canadians who used an OTC headache or pain relief remedies in the past 30 days are reached weekly by AM/FM Radio.  
23% of their *media time*\* is spent with AM/FM Radio, and 74% were *exposed to Radio yesterday*.



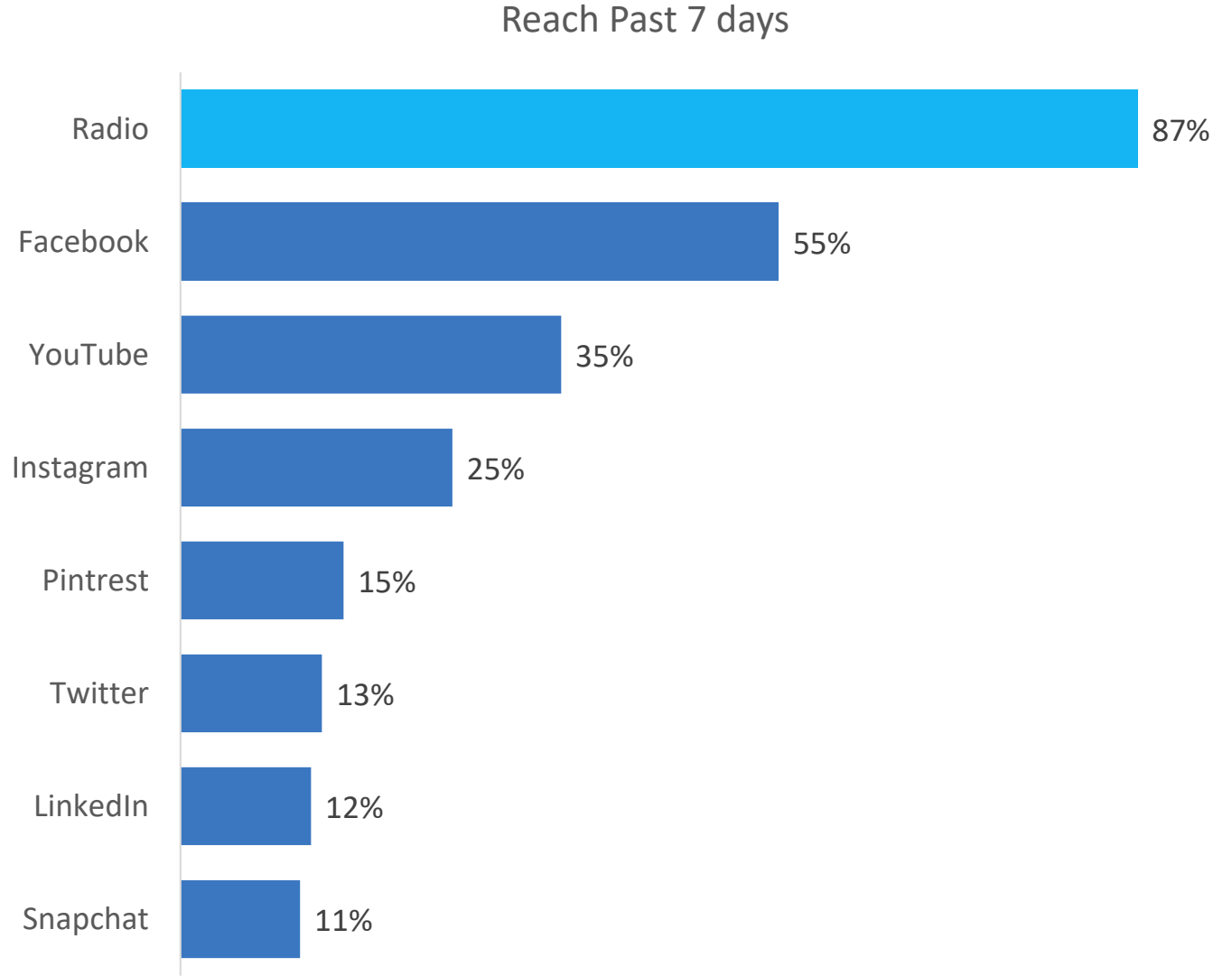
Radio delivers more reach than any popular social media websites against those who used an OTC cough/cold or remedy in the past 30 days.



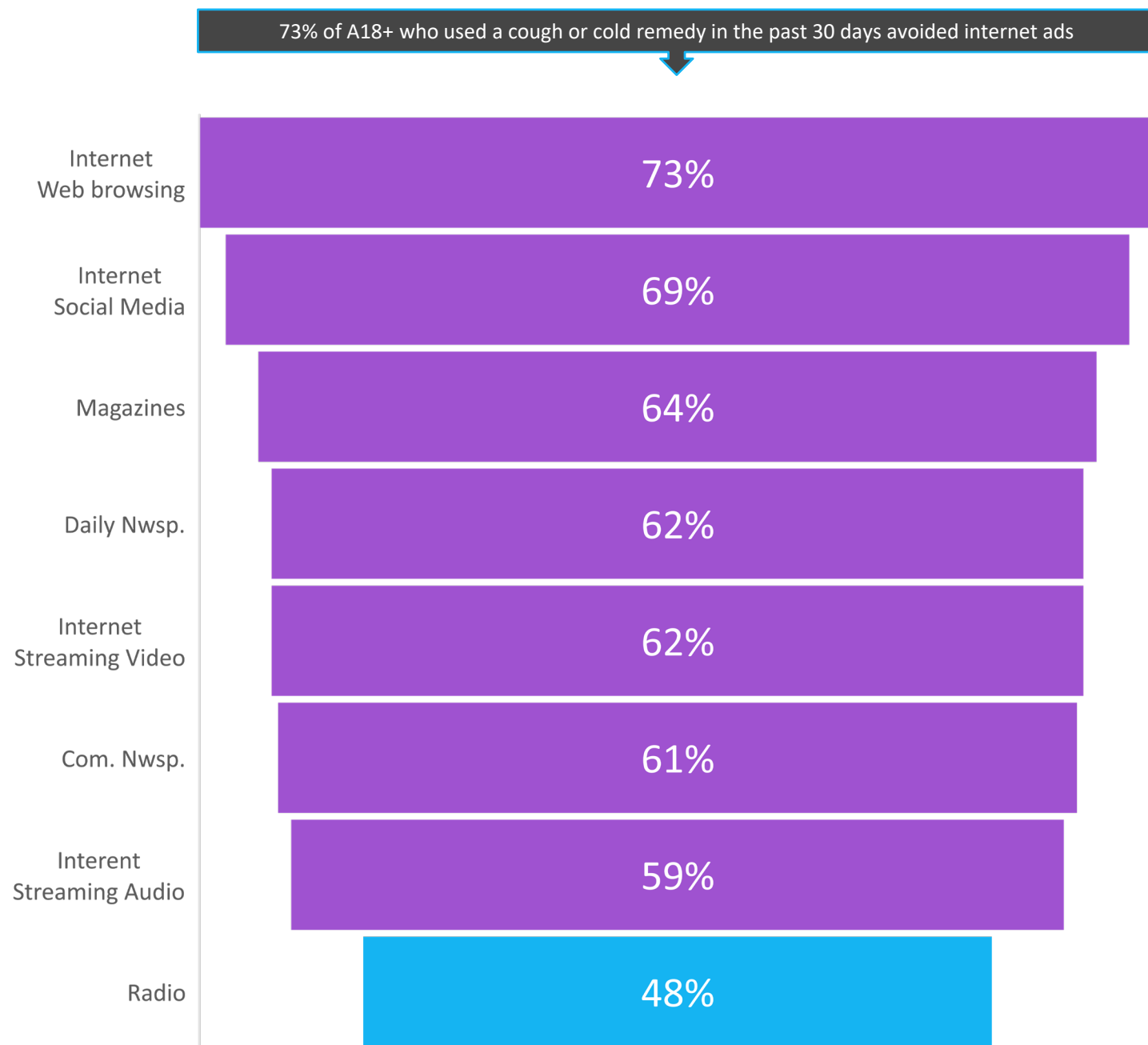
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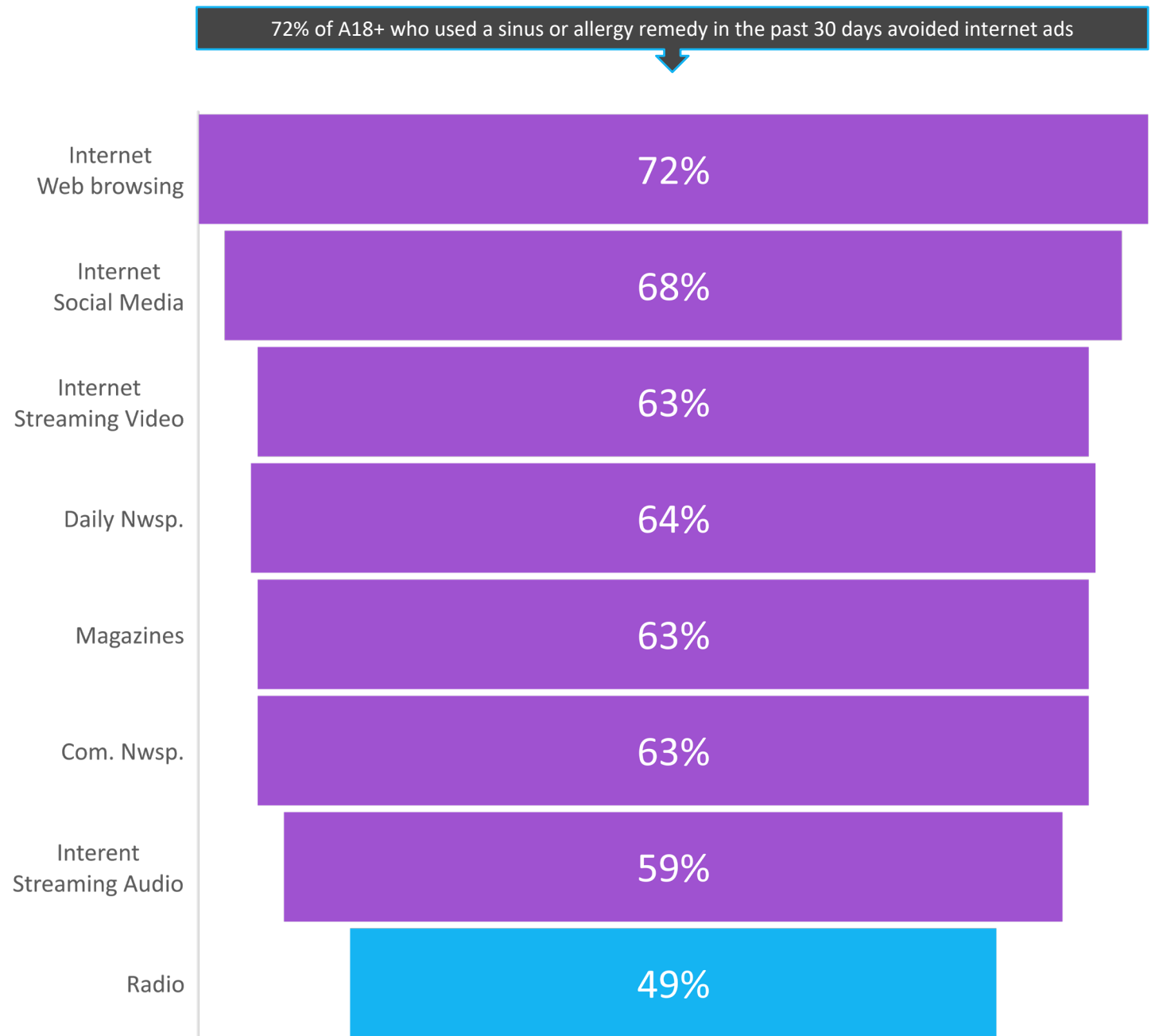
Radio delivers more reach than any popular social media websites against those who used OTC headache or pain relief remedies in the past 30 days.



When it comes to ad avoidance, ads on AM/FM Radio are the *least avoided* by those who have shopped used an OTC cough/cold remedy in the past 30 days.

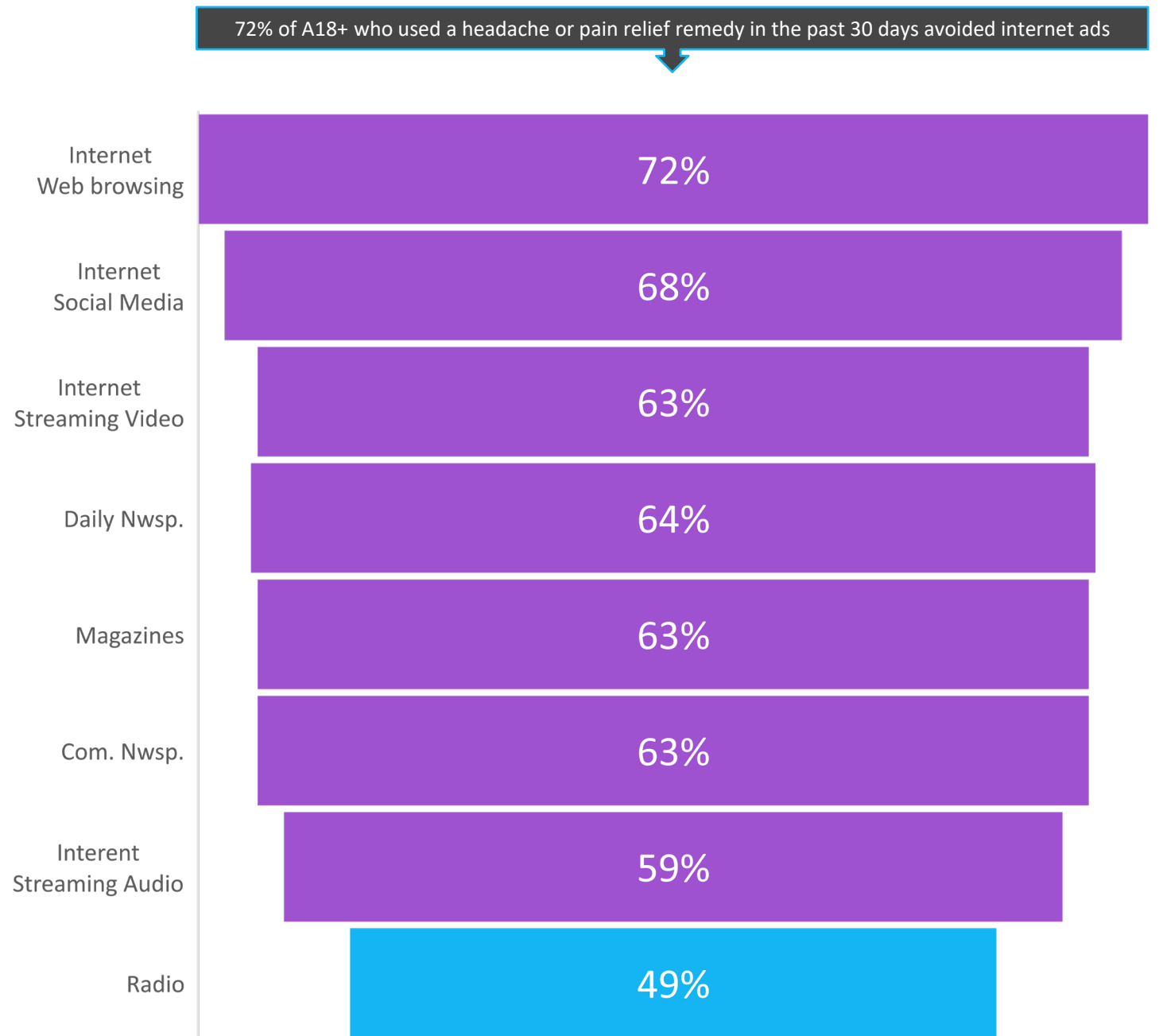


When it comes to ad avoidance, ads on AM/FM Radio are the *least avoided* by those who have shopped used an OTC sinus/allergy remedy the past 30 days.

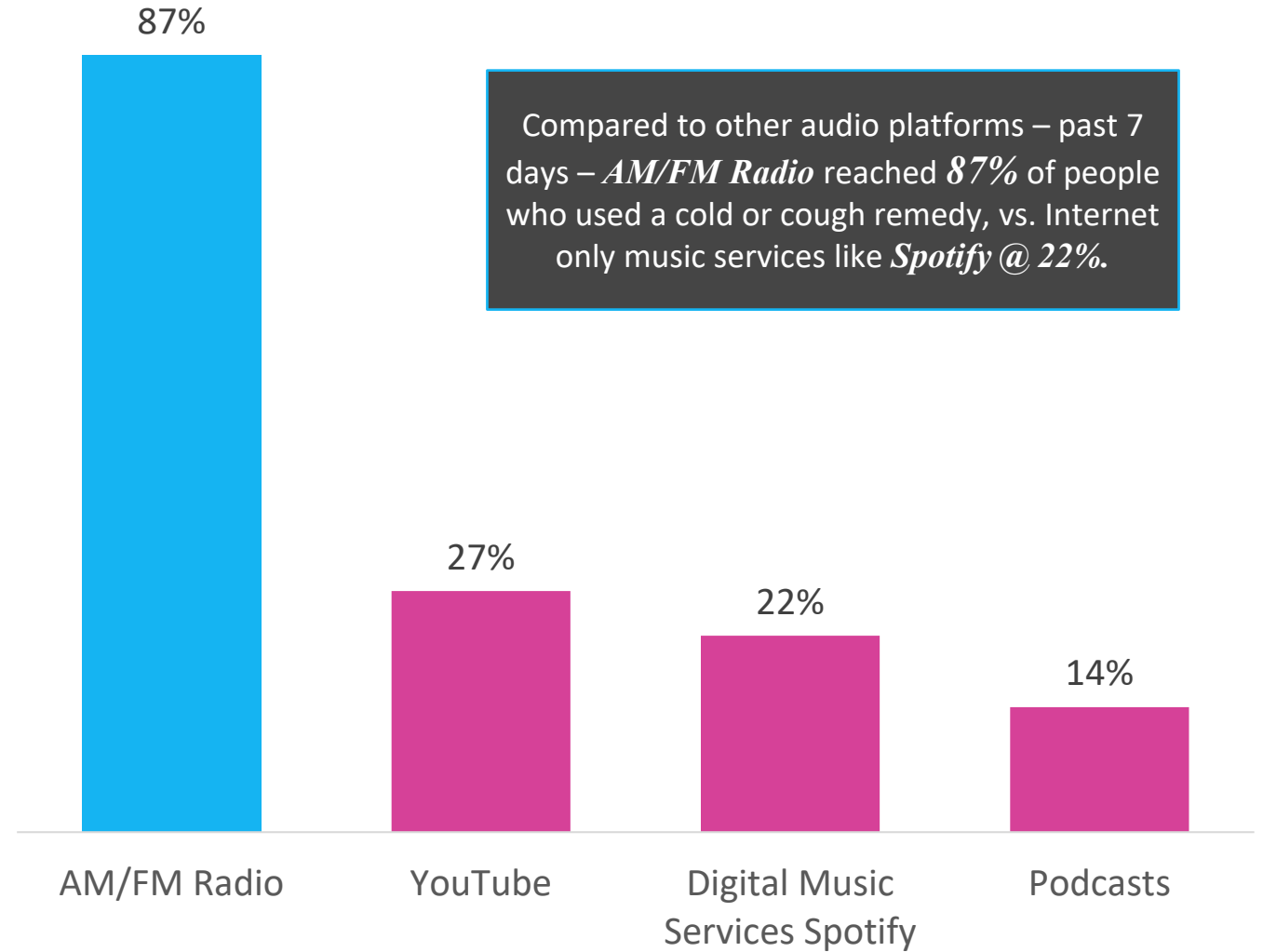




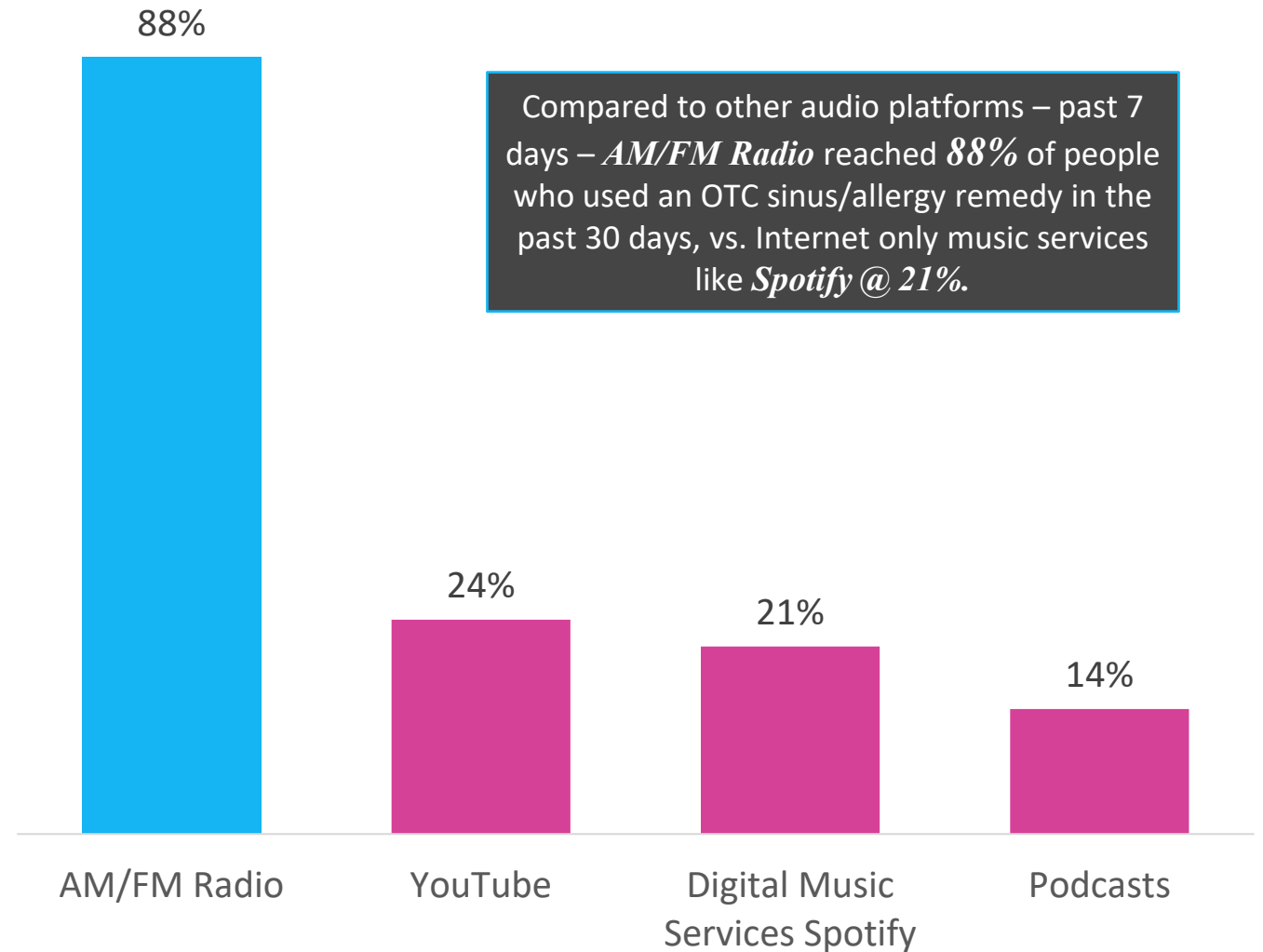
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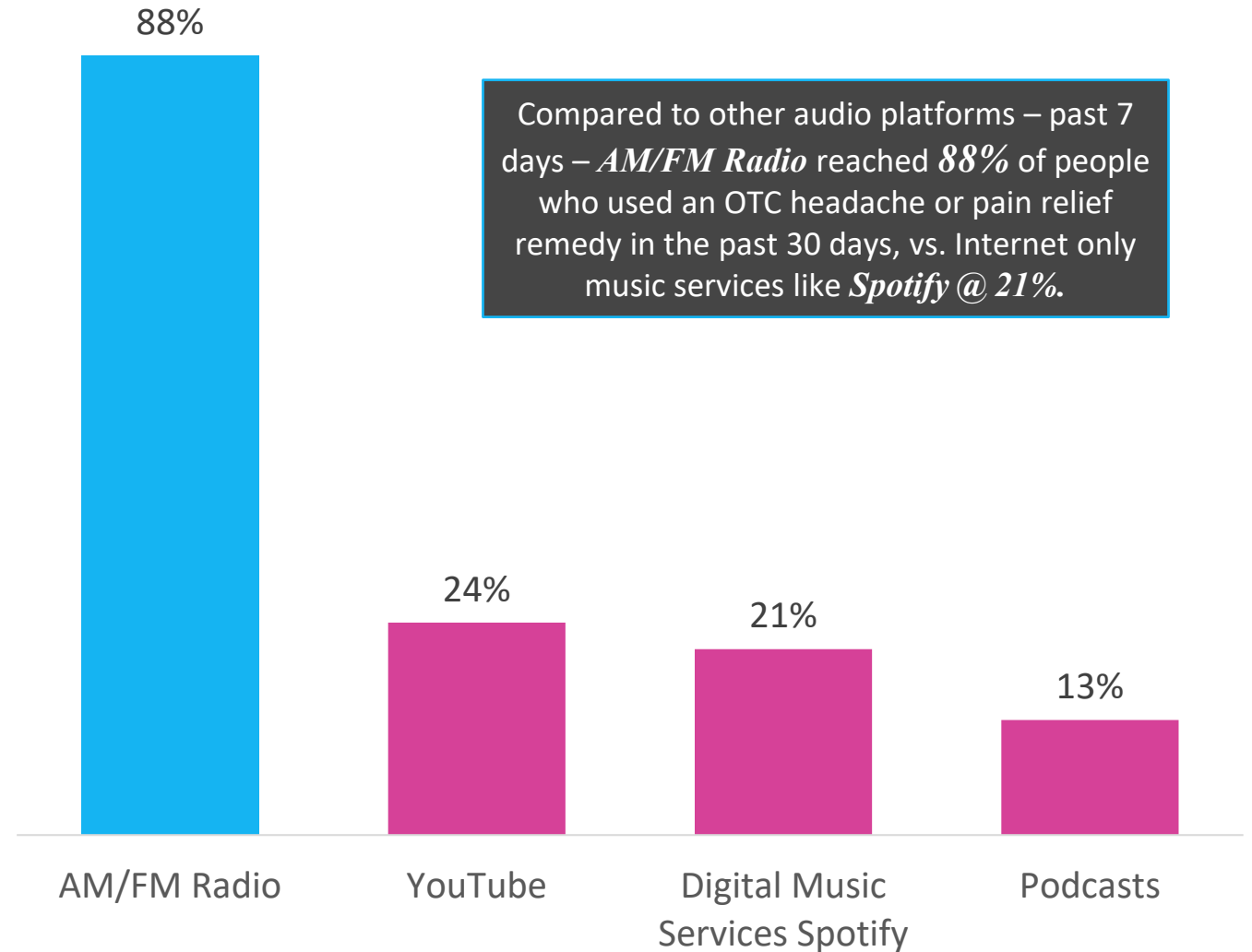
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Hearing an ad  
on AM/FM  
Radio motivates  
users of OTC  
cough/cold  
remedies to take  
action.

A18+ WHO HAVE USED COLD/ COUGH/ SINUS REMEDIES IN THE PAST 30 DAYS (INDEX):	Later that same day	Later that same week	More than a week later
Radio Commercial motivation to visit a store/business:	117	116	120
Radio Commercial motivation to visit a specific website:	110	120	155
Radio Commercial motivation to visit a store/business:	130	115	123
Radio Local on-air radio discussion motivation to access a website:	116	117	140
Radio Local on-air radio discussion motivation to attend an event:	149	125	121
Radio Local on-air radio discussion motivation to visit a store/business:	147	121	122
Purchases Time exposed to media before purchase (<30 mins): Radio Index 105			
Purchases time exposed to media before purchase (30 mins+): Radio Index 108			
Purchases time exposed to media before purchase (made purchase any store/past 24 hrs): Index 103			

Hearing an ad on  
AM/FM Radio  
motivates users  
of OTC  
sinus/allergy  
remedies to take  
action.

A18+ THAT HAVE USED SEASONAL USAGE OF ALLERGY/ SINUS MEDICATION IN PAST 30 DAYS (INDEX):	Later that same day	Later that same week	More than a week later
Radio Commercial motivation to learn more/Internet/online search:	138	139	143
Radio Commercial motivation to visit a specific website:	136	137	155
Radio Commercial motivation to visit a store/business:	140	129	136
Radio Local-on-air radio discussion motivation to access a website:	128	130	142
Radio Local-on-air radio discussion motivation to attend an event:	162	130	129
Radio Local-on-air radio discussion motivation to visit a store/business:	156	142	140
Purchases Time exposed to media before purchase (<30 mins): Radio Index 111			
Purchases time exposed to media before purchase (30 mins+): Radio Index 111			
Purchases time exposed to media before purchase (made purchase any store) past 24 hrs: Index 105			

Hearing an ad on  
AM/FM Radio  
motivates users  
of OTC headache  
or pain relief  
remedies to take  
action.

A18+ WHO HAVE USED HEADACHE REMEDIES/ PAIN RELIEVERS NP IN PAST 30 DAYS (INDEX):	Later that same day	Later that same week	More than a week later
<i>Radio Commercial motivation to do a general Internet/online search:</i>	106	109	111
<i>Radio Commercial motivation to visit a specific website:</i>	111	111	113
<i>Radio Commercial motivation to visit a store/business:</i>	111	112	111
<i>Radio Local-on-air radio discussion motivation to access a website:</i>	108	108	108
<i>Radio Local-on-air radio discussion motivation to attend an event:</i>	110	108	109
<i>Radio Local-on-air radio discussion motivation to visit a store/business:</i>	110	108	108
<i>Purchases Time exposed to media before purchase (&lt;30 mins): Radio Index 108</i>			
<i>Purchases Time exposed to media before purchase (30 mins+): Radio Index 105</i>			
<i>Purchases Time exposed to media before purchase (made purchase any store/past 24 hrs): Index 105</i>			