

# The Power of Radio



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How the 6 R's of Radio Connect with Consumers.



REACH



RELATE



REMIND



REINFORCE



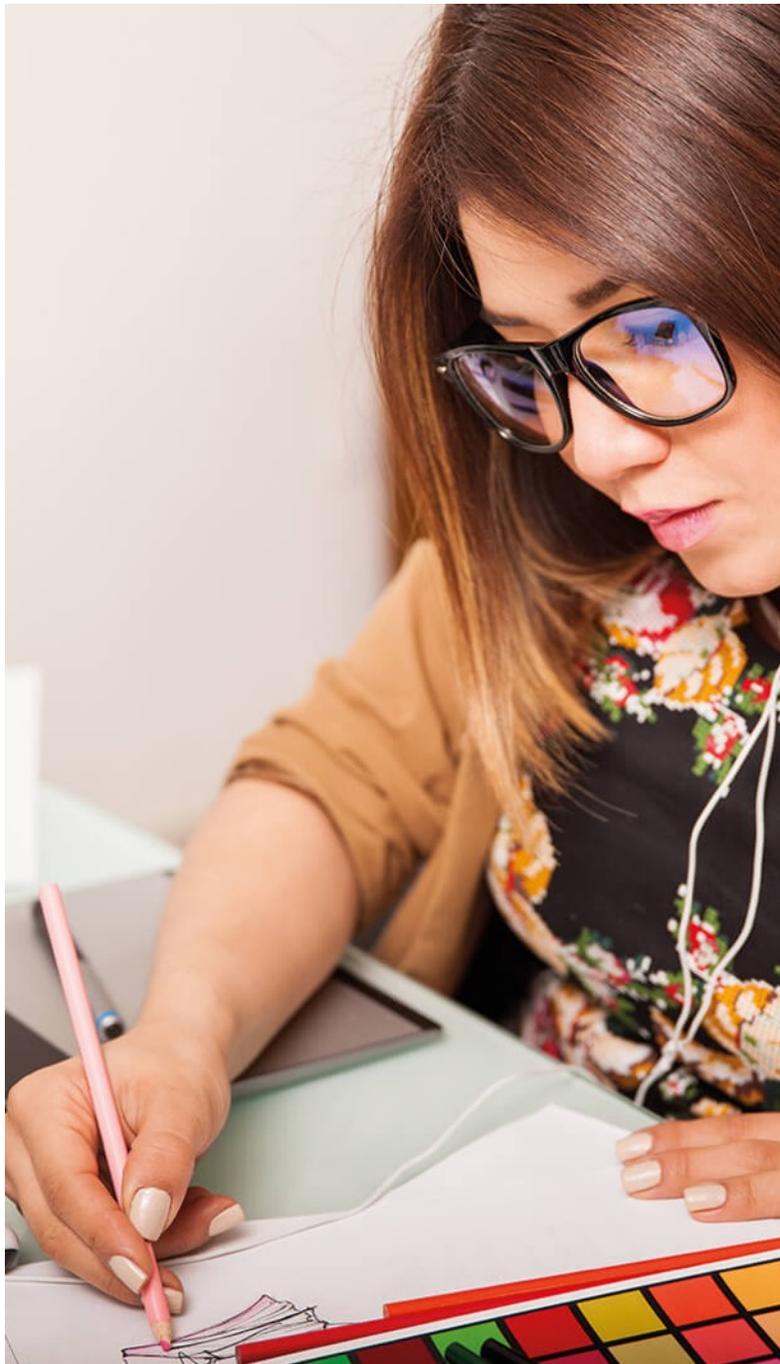
RESEARCH



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\*

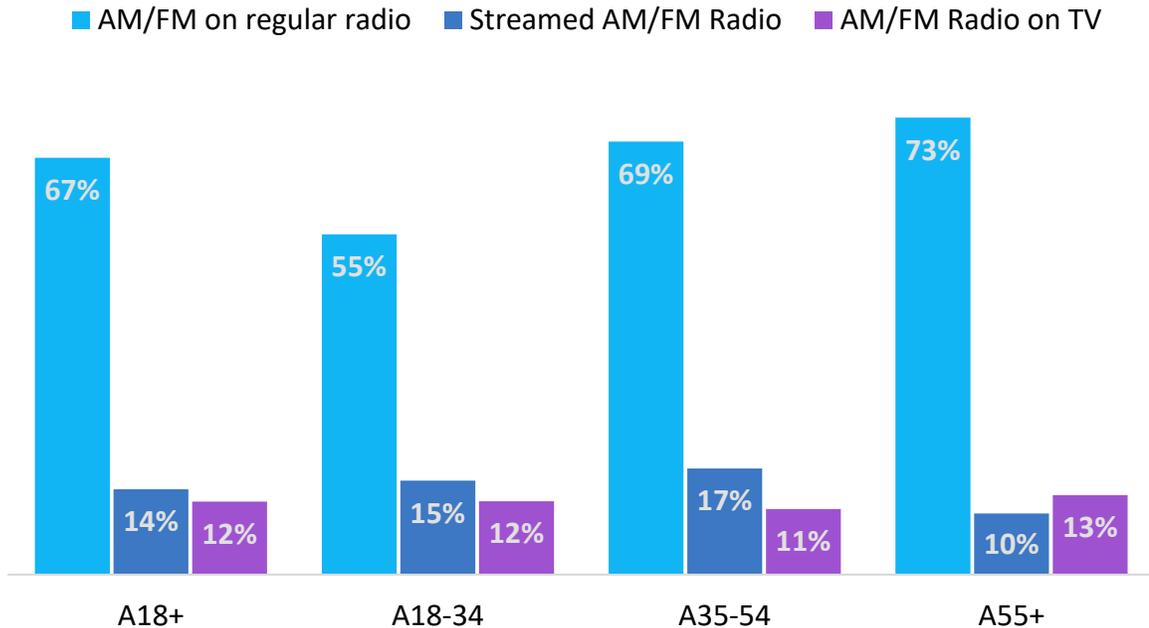
Across multiple devices, Radio is Canada's most prolific and listened to audio format. On average, Canadians spent over 453 million hours with radio in the past week. No other audio platforms connect with more Canadians.

\* Source: Numeris Fall 2019 Total Canada

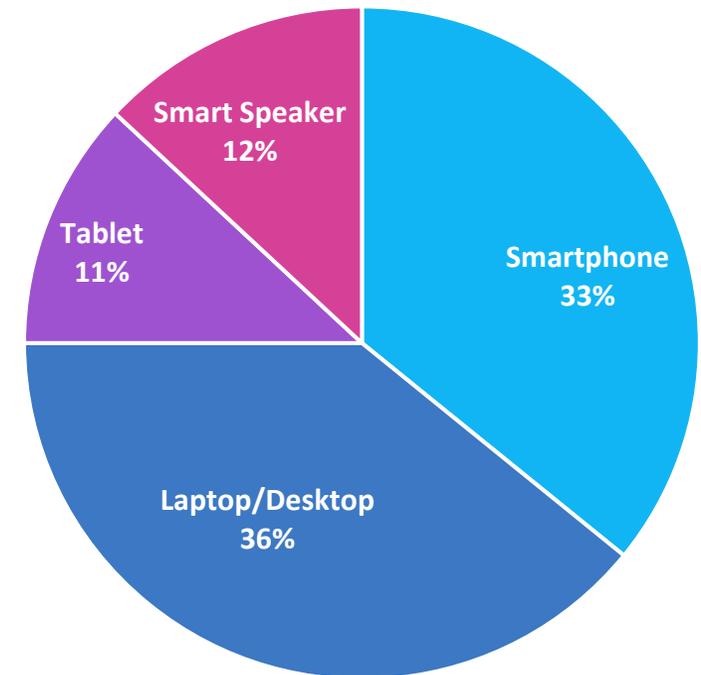
# Radio is everywhere – Listeners never had so much access

67% A18+ use regular radio, 12% TV and 14% of AM/FM radio is streamed on various devices

Past week use of AM/FM Radio



Devices used for listening to each media in the past week (by past week users)

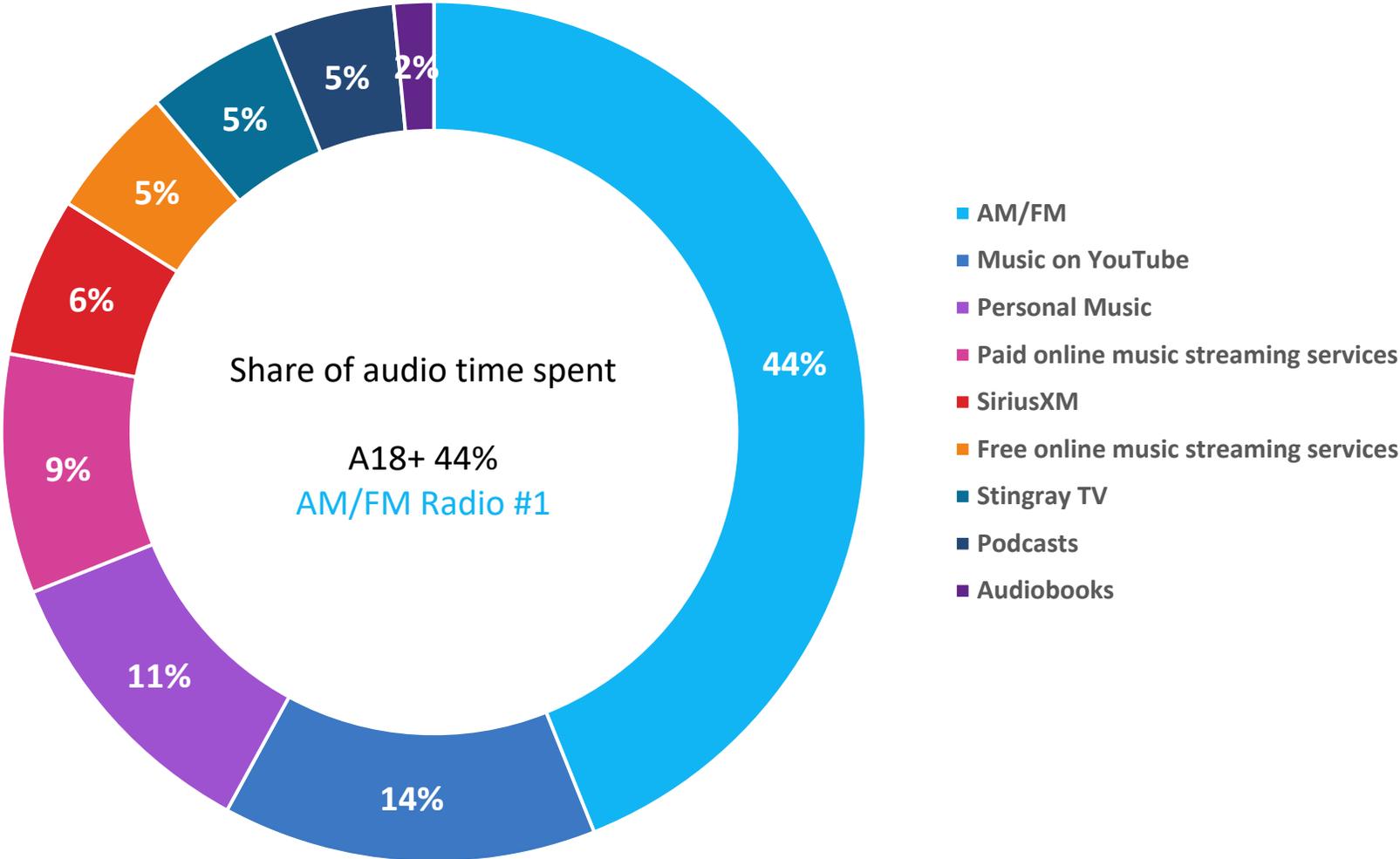


**How to read:** 36% of those who streamed AM/FM Radio in the past week used their laptop or desktop to do so. Boxes indicate most commonly used device for each media.

SOURCE RADIO ON THE MOVE 2020 : B3b. [Past Week Summary] When is the most recent time, if ever, you listened to the following types of audio on ANY DEVICE?

Base: Canadians 18+ (n=4,000), 18-34 (n=1,128); 35-54 (n=1,206); 55+ (n=2,094) B3e. Thinking back to the PAST WEEK, which devices did you use to listen to each of the following media? Base: Canadians 18+, listened to each type of audio in the past week, Podcasts (n=565), Audiobooks (n=216), Free music streaming (n=694), Paid music streaming (n=681), Streamed AM/FM (n=548), Music on YouTube (n=1,536), Owned Music (n=1,339), SiriusXM (n=571)

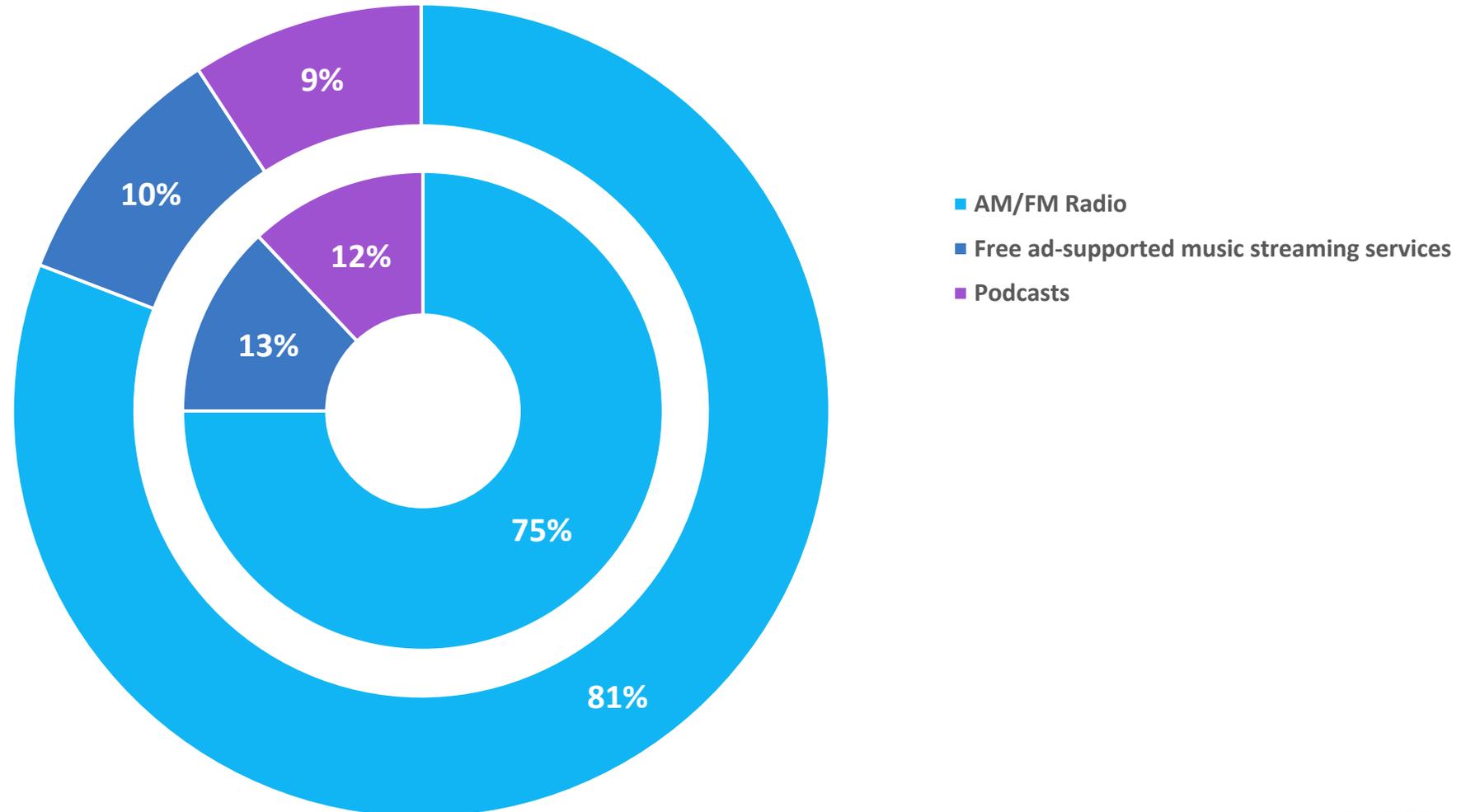
# Even with an expanding range of music and spoken word options, AM/FM Radio retains the lion's share of listening.



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

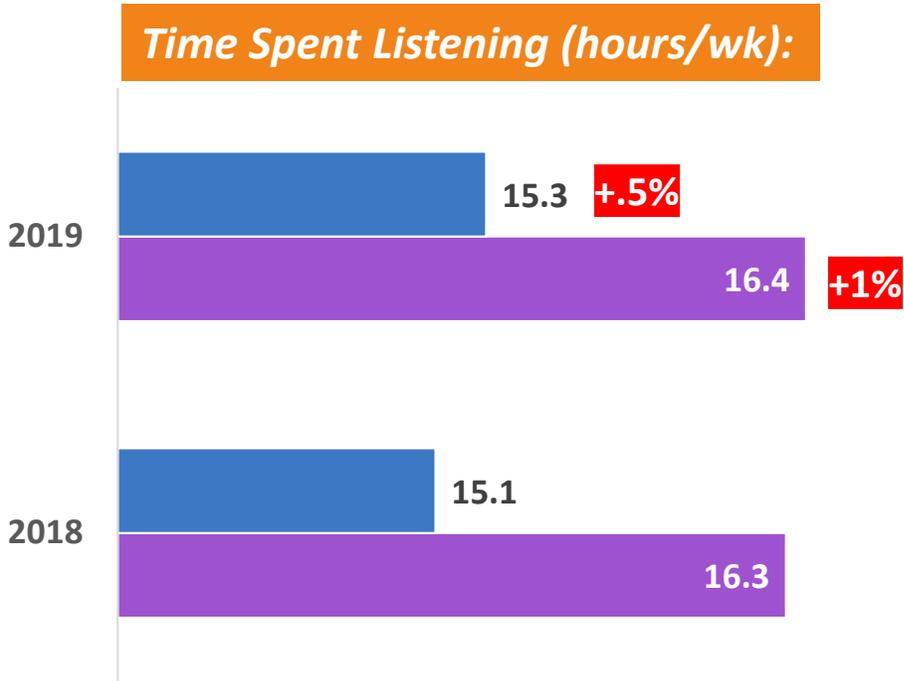
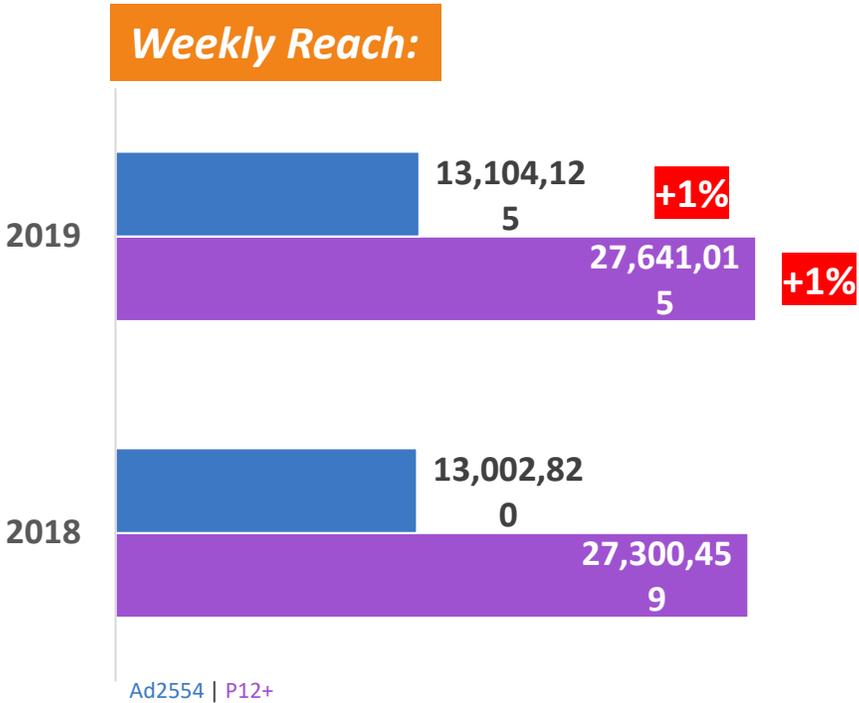
Share of Buyable audio time spent:

A18+ 81% AM/FM Radio #1  
A25-54 75% AM/FM Radio #1

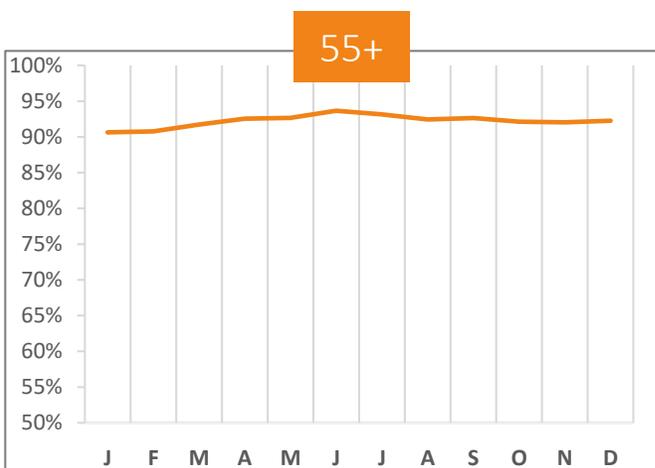
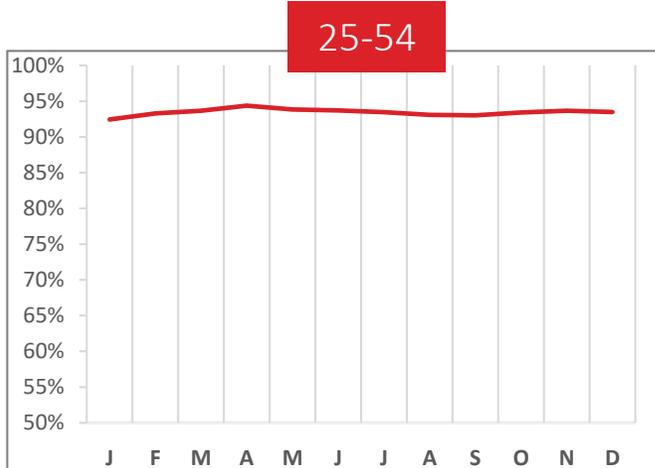
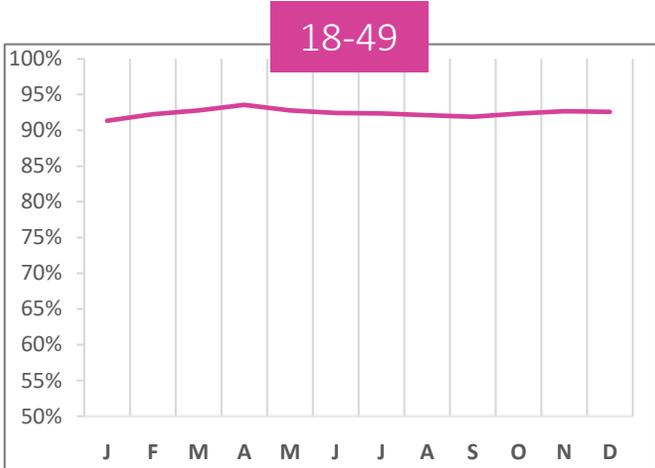
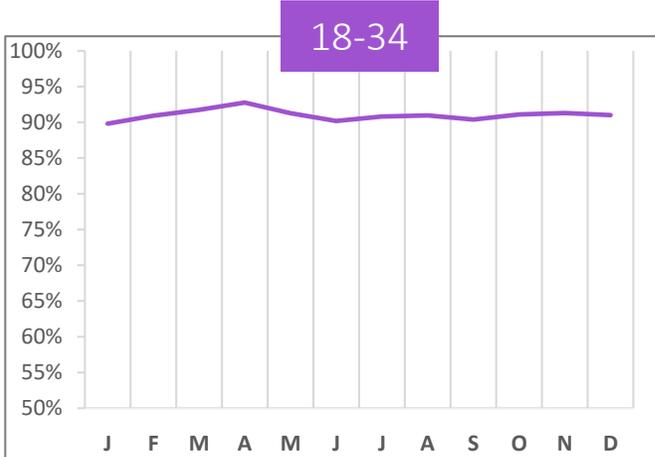
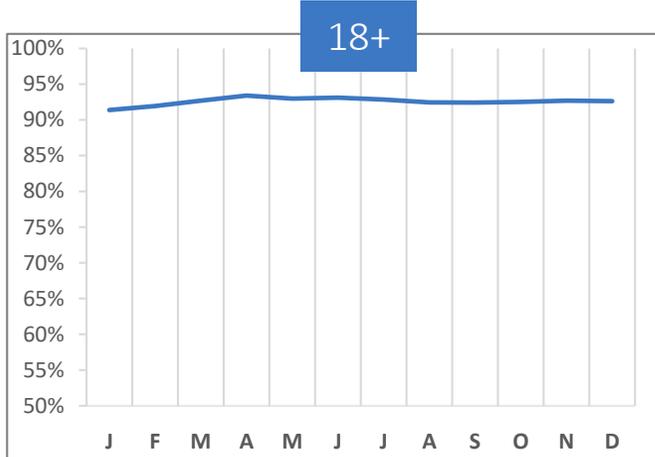
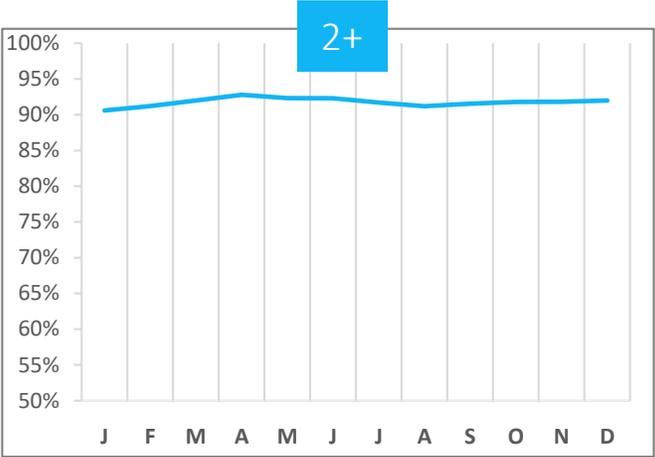


# Radio is growing in Canada: Fall 2019 vs Fall 2018

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

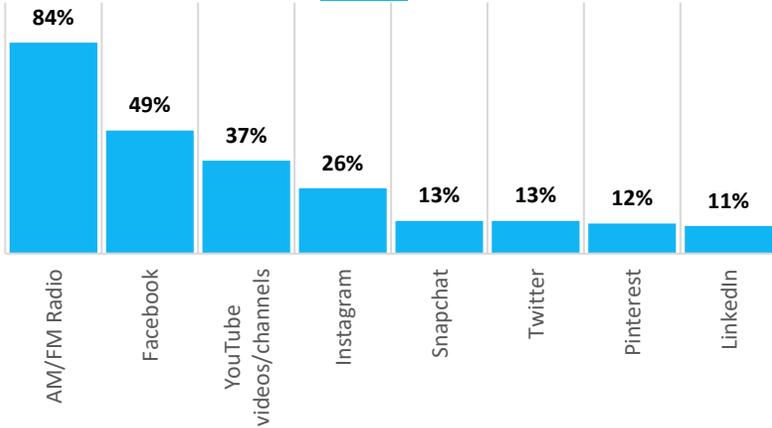


# Radio's reach is consistent all year

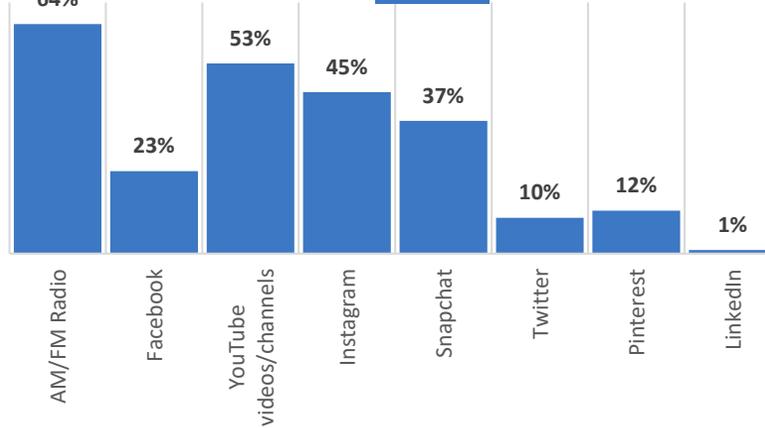


# Radio can reach more Canadians in one week than any social platform, regardless of age

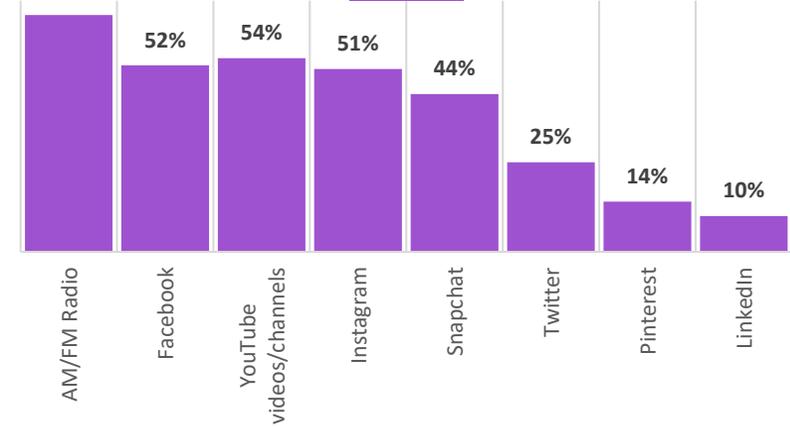
12+



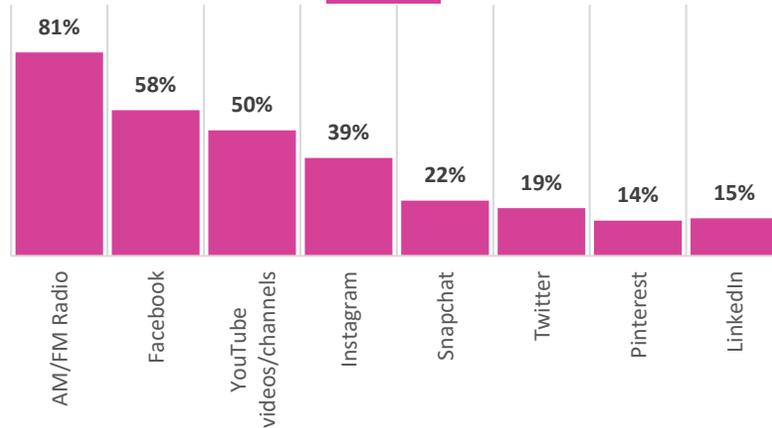
12-17



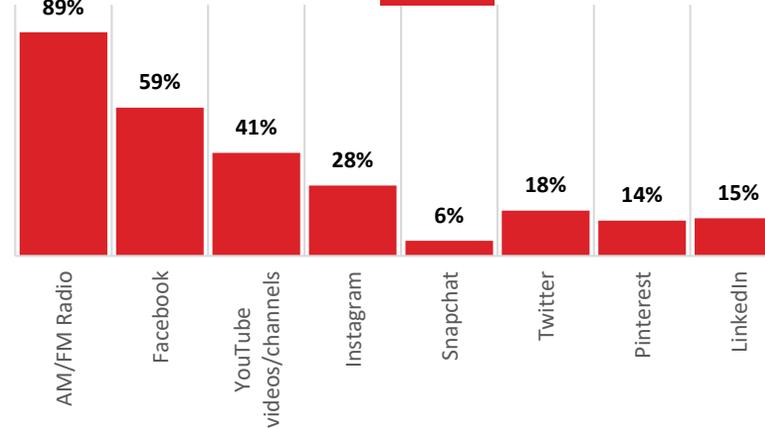
18-24



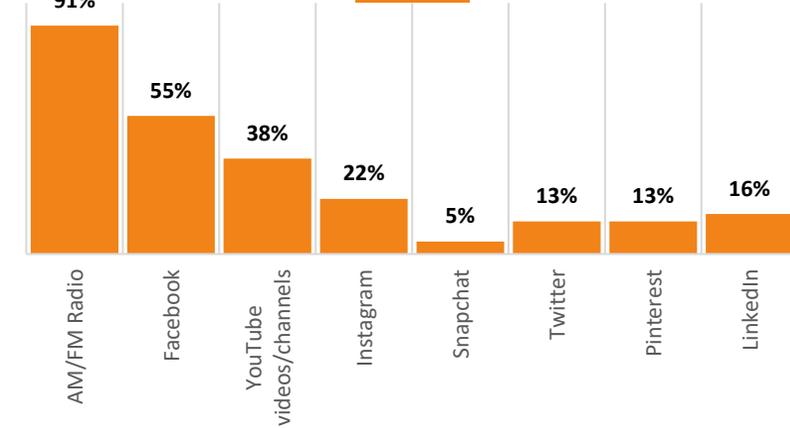
25-34



35-44

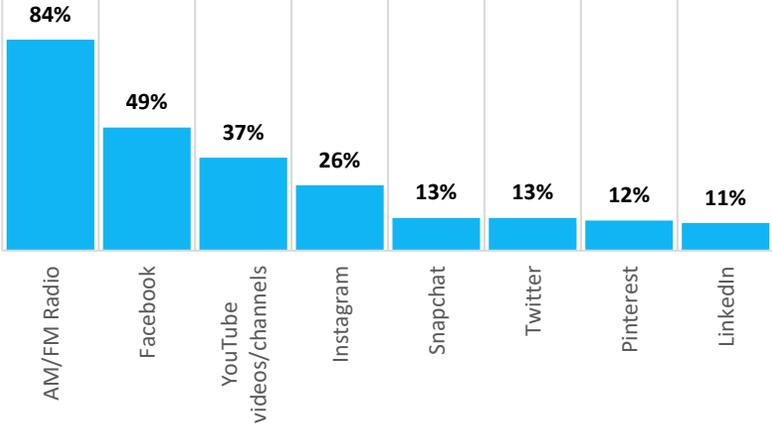


45-54

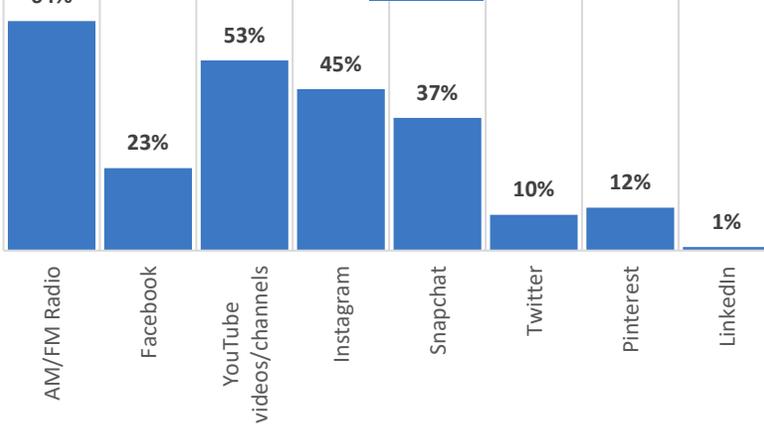


# Radio can reach more Canadians in one week than other audio, regardless of age

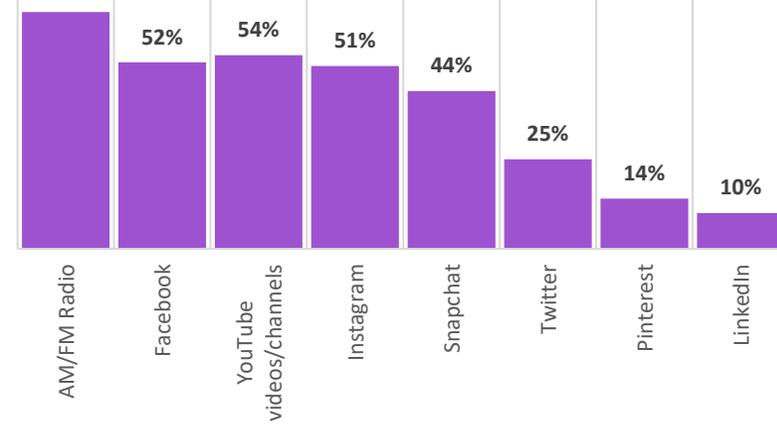
12+



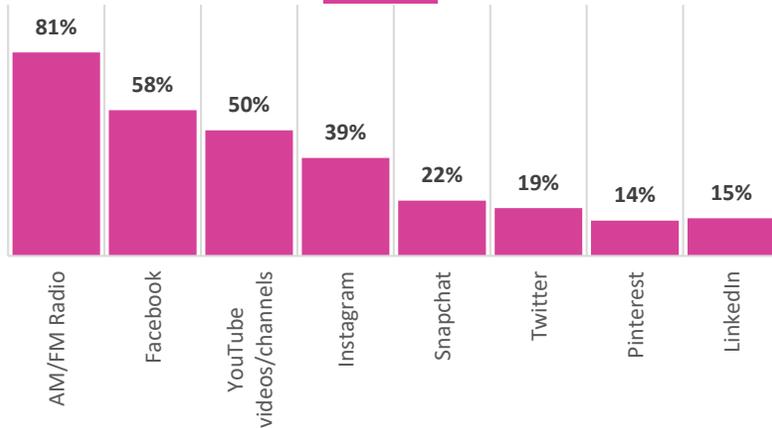
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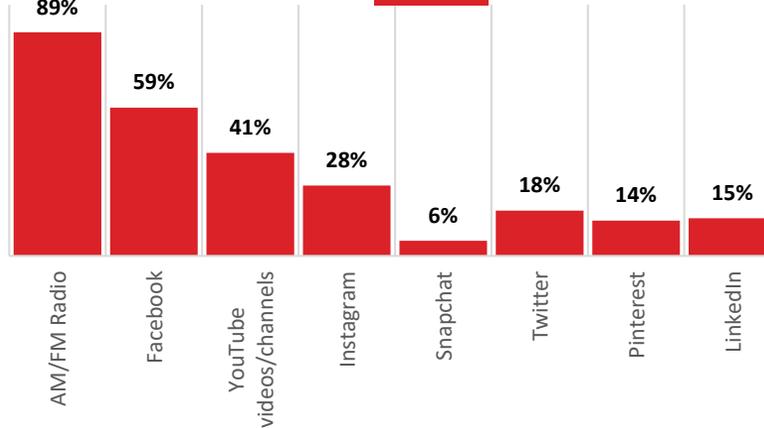
18-24



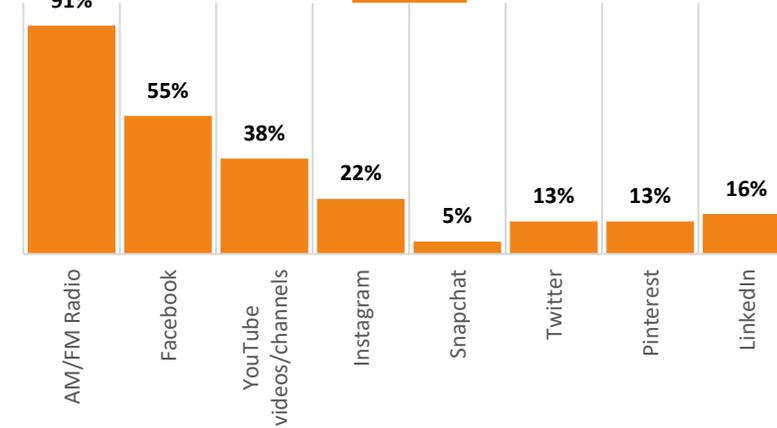
25-34



35-44



45-54

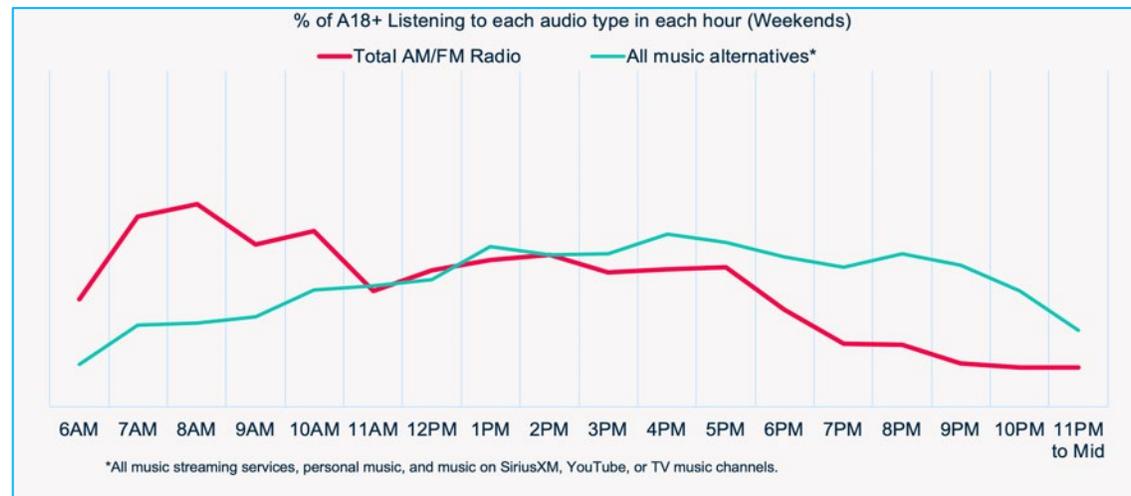
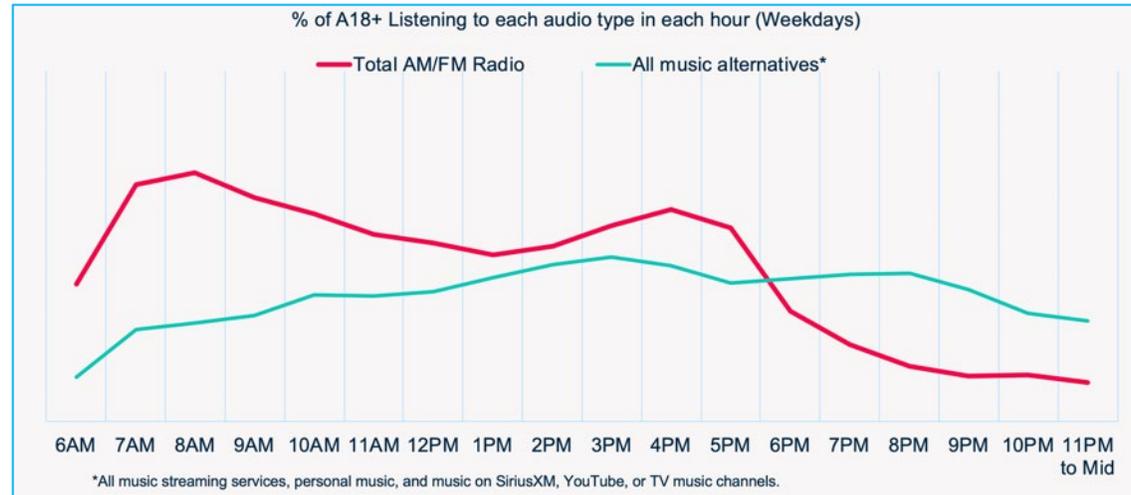


# AM/FM most-listened-to ad supported audio

AM/FM connects throughout the day.

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

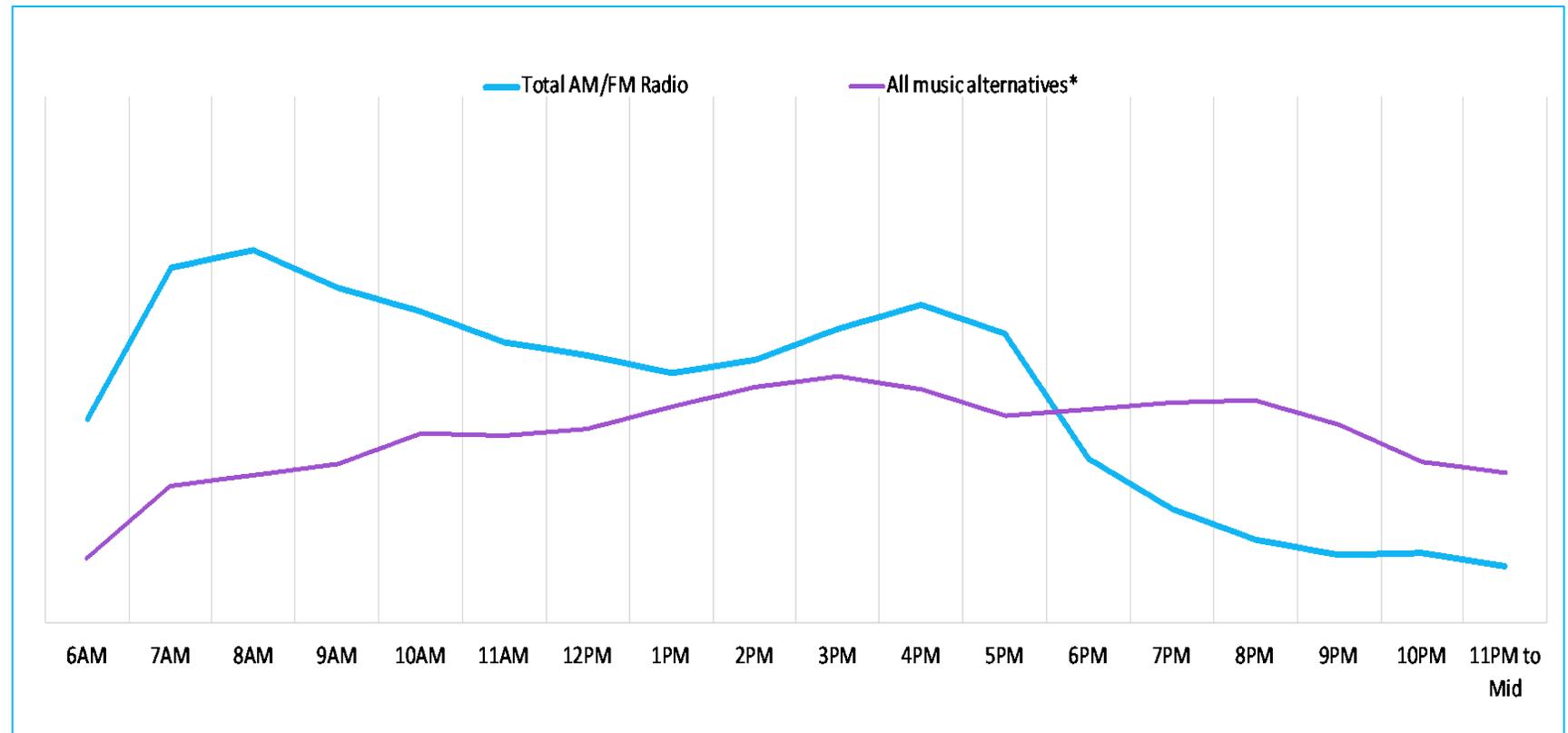
People are listening to personal music on "their own time."



# AM/FM Radio Rules Canadians during the workday

Canadians stay connected with AM/FM while working, commuting and shopping— and disconnect later in the day with other music.

% of A18+ Listening to each audio type in each hour (Weekdays)

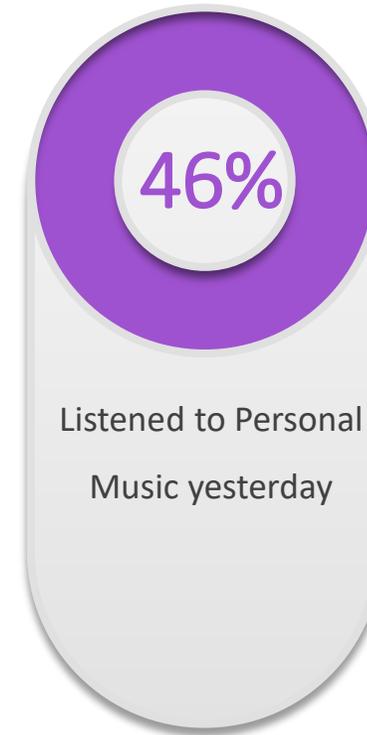
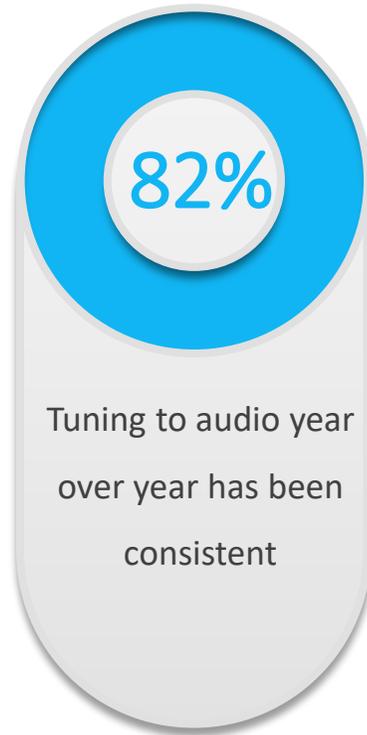


\*All music streaming services, personal music, and music on SiriusXM, YouTube, or TV music channels.

# 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 AM/FM over social media in the past 12 months

More Canadians 15+ have connected with AM/FM in past 12 months than with Social Media.  
89% of Canadians tuned to AM/FM vs. 80% on Social Media (Facebook, Instagram, Twitter, Snapchat).

22%

Of Generation Z didn't use Facebook in past 12 months vs. 18% who said they didn't listen to AM/FM radio

38%

Of Milestone Millennials didn't use Snapchat in past 12 months vs 13% who said they didn't listen to AM/FM Radio

37%

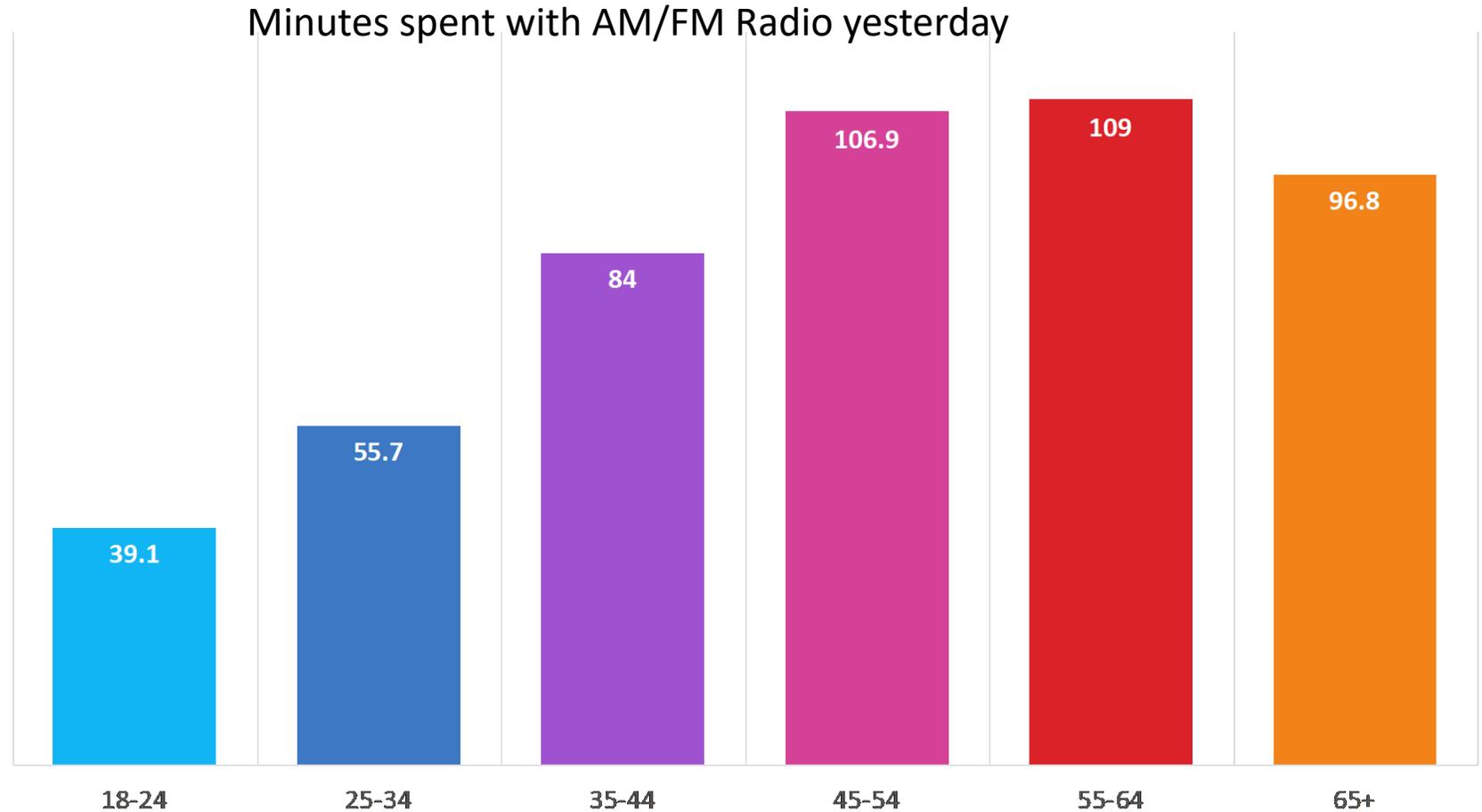
Of Maturing Millennials didn't use Instagram in past 12 months

59%

Of Milestone Millennials didn't use Twitter in past 12 months

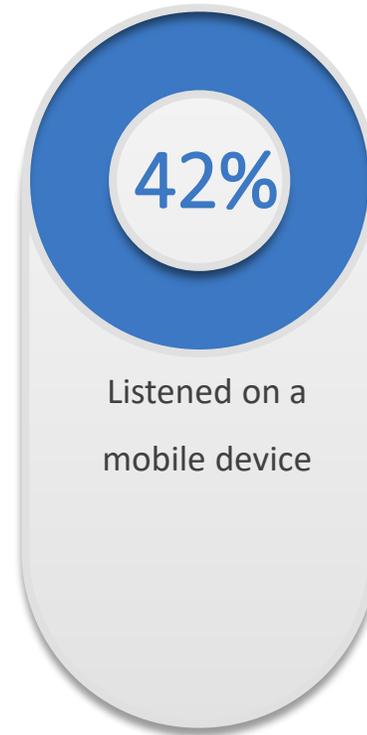
# AM/FM Radio tuning increases with life stages

As people move through different life stages, their time spent with AM/FM Radio increases.



# Radio is digital

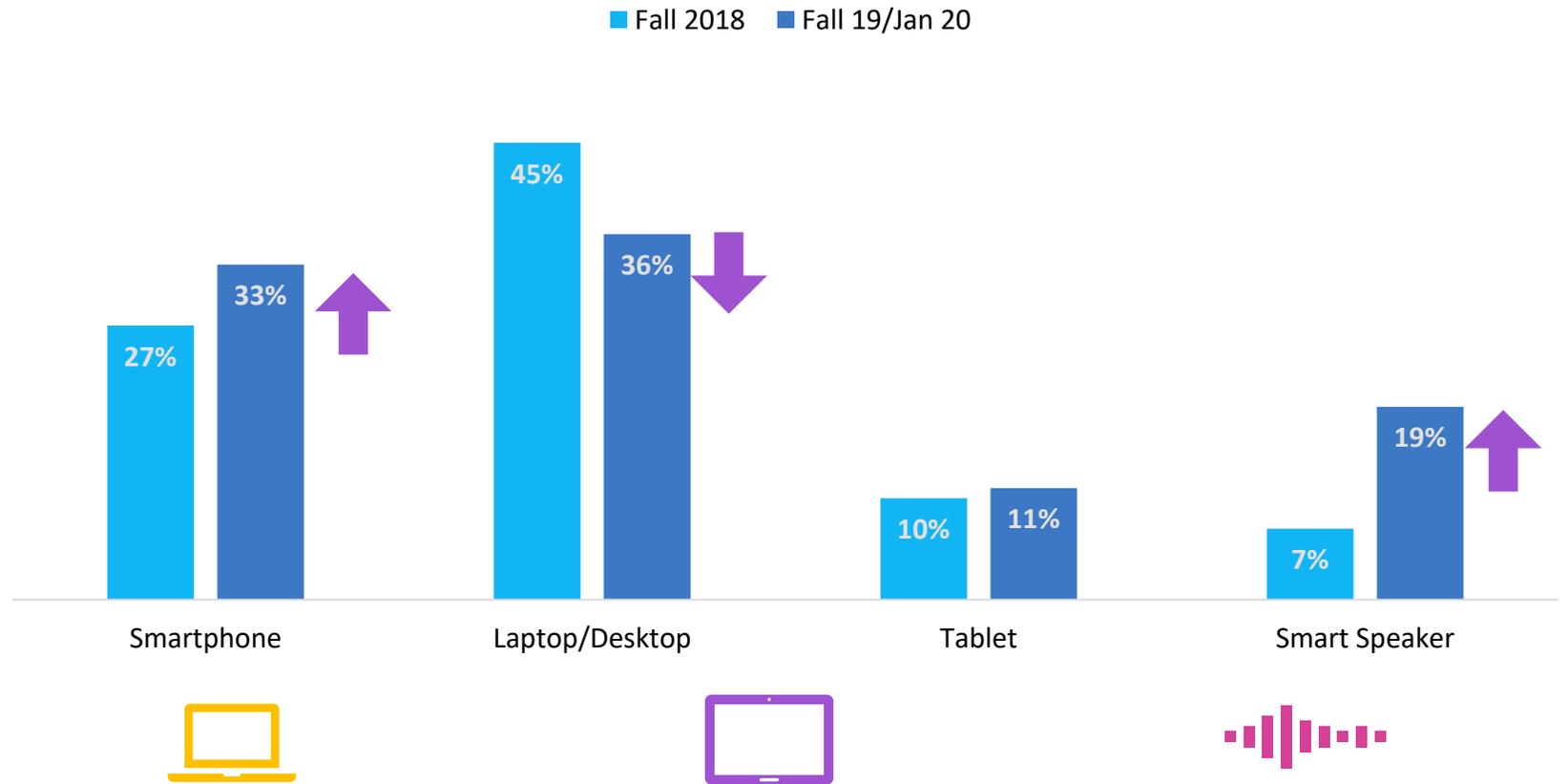
Canadians are enjoying AM/FM across multiple platforms. Over the air and in car are the most widely used platforms, but radio is digital and people are connecting across different devices.



# Listening to AM/FM Radio is growing on Smart Speakers

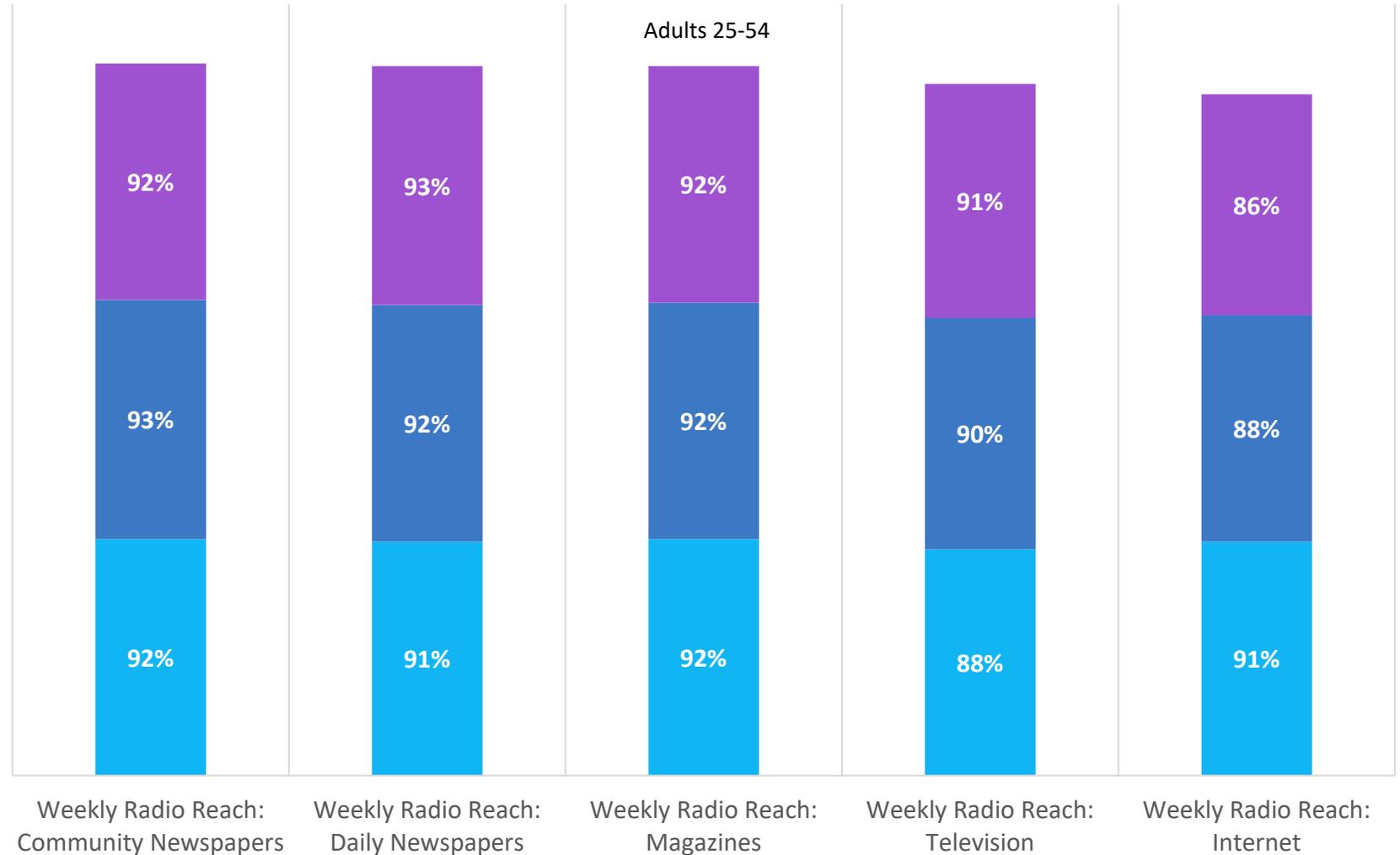
Smart speakers are taking their place as a natural fit for streaming AM/FM Radio.

Devices used for Streaming AM/FM Radio in the past week (by past week users)



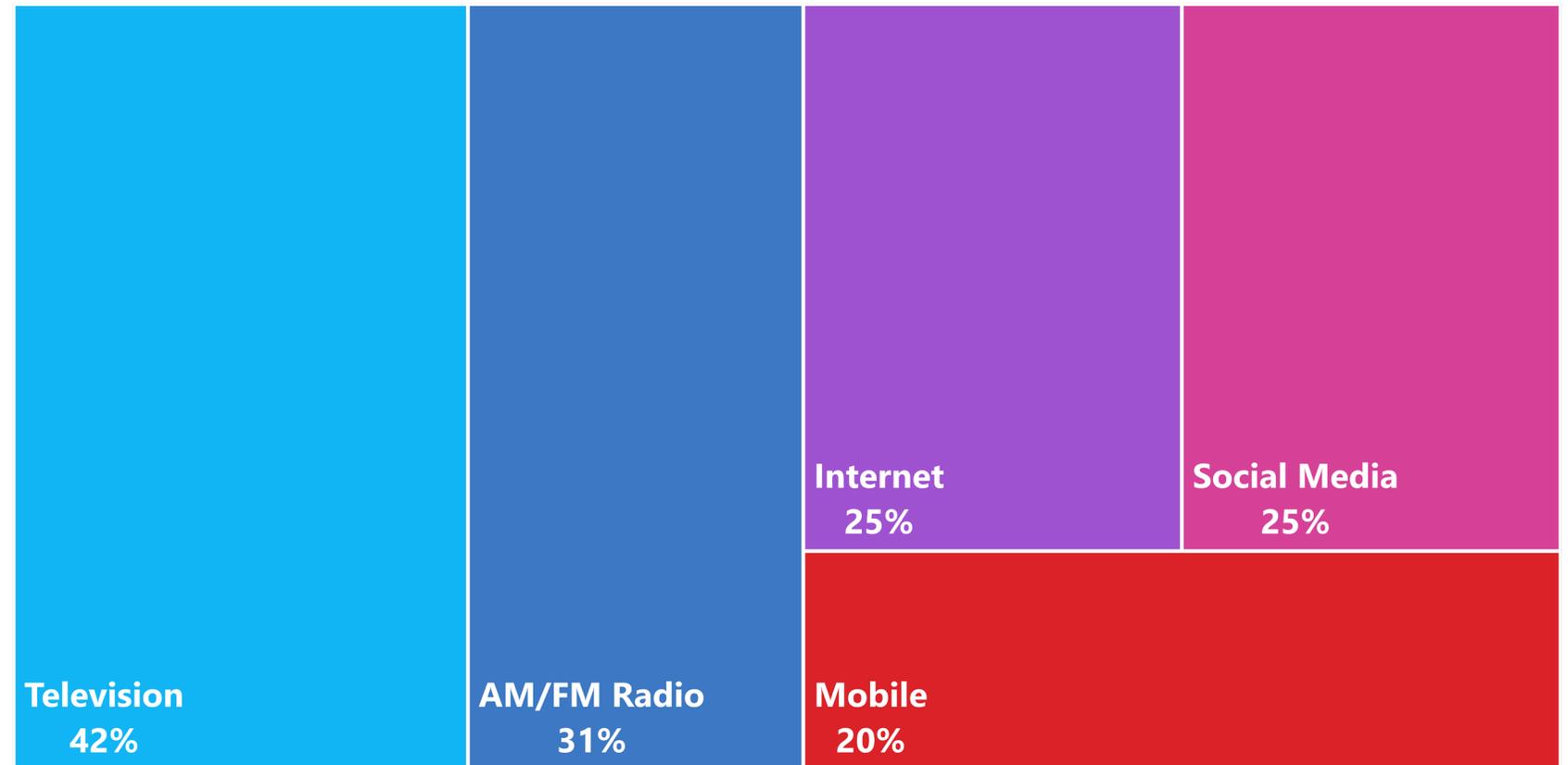
# AM/FM Radio reaches light users of other media

AM/FM Radio is effective in reaching light and medium users of other media. Radio reaches 91% Ad 25-54 hard to reach light TV Viewers.



# AM/FM Radio & Television confers trust for brands

When faced with a bombardment of commercial messages from multiple platforms, consistently Canadians choose broadcast media as a trusted source for advertising.



# AM/FM Radio is a safe & trusted place to build brands



Free – No subscriptions



Robust measurement



Quality Sound



Brand safe content & pre-cleared ads



Sound on



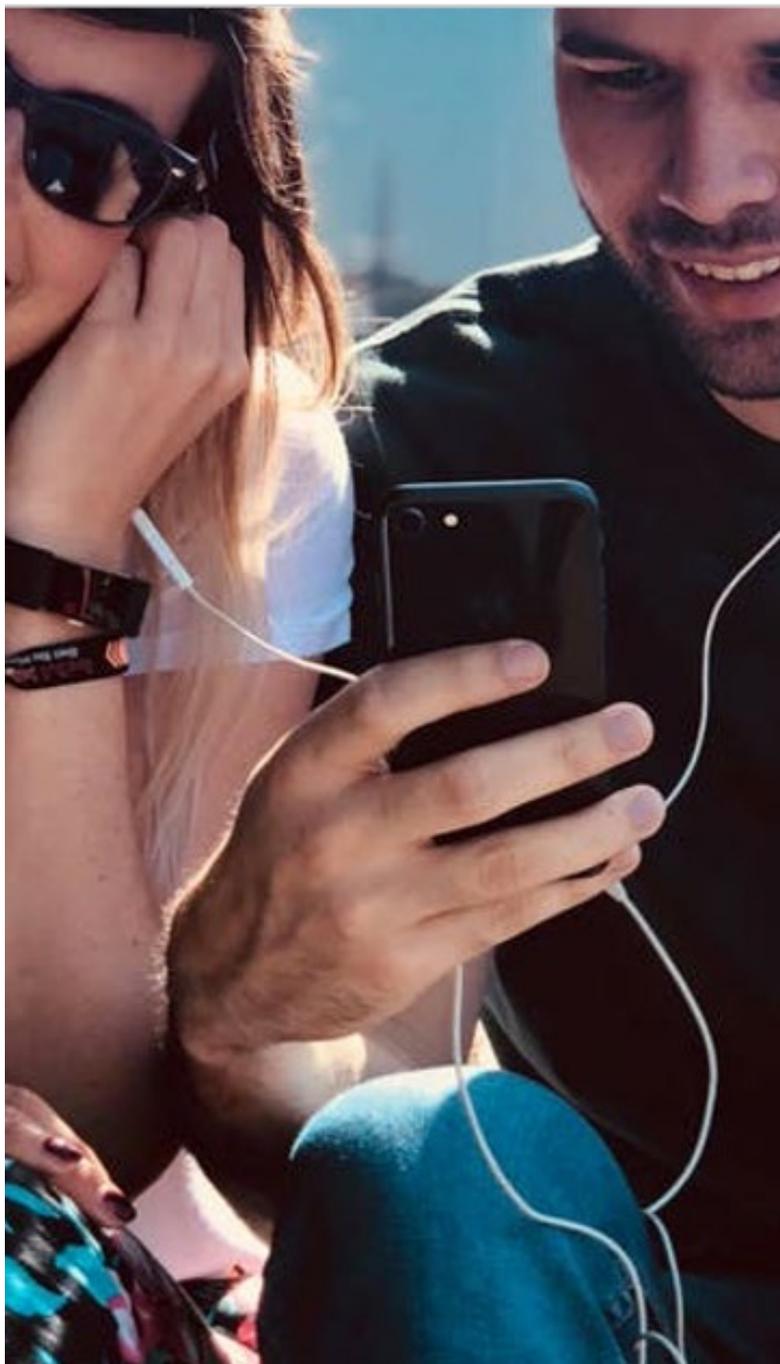
Listening on the path to purchase



Listened to by humans



Advertisers Invested 1.5 Billion\* in AM/FM Radio in 2019



## THE ORIGINAL INFLUENCER

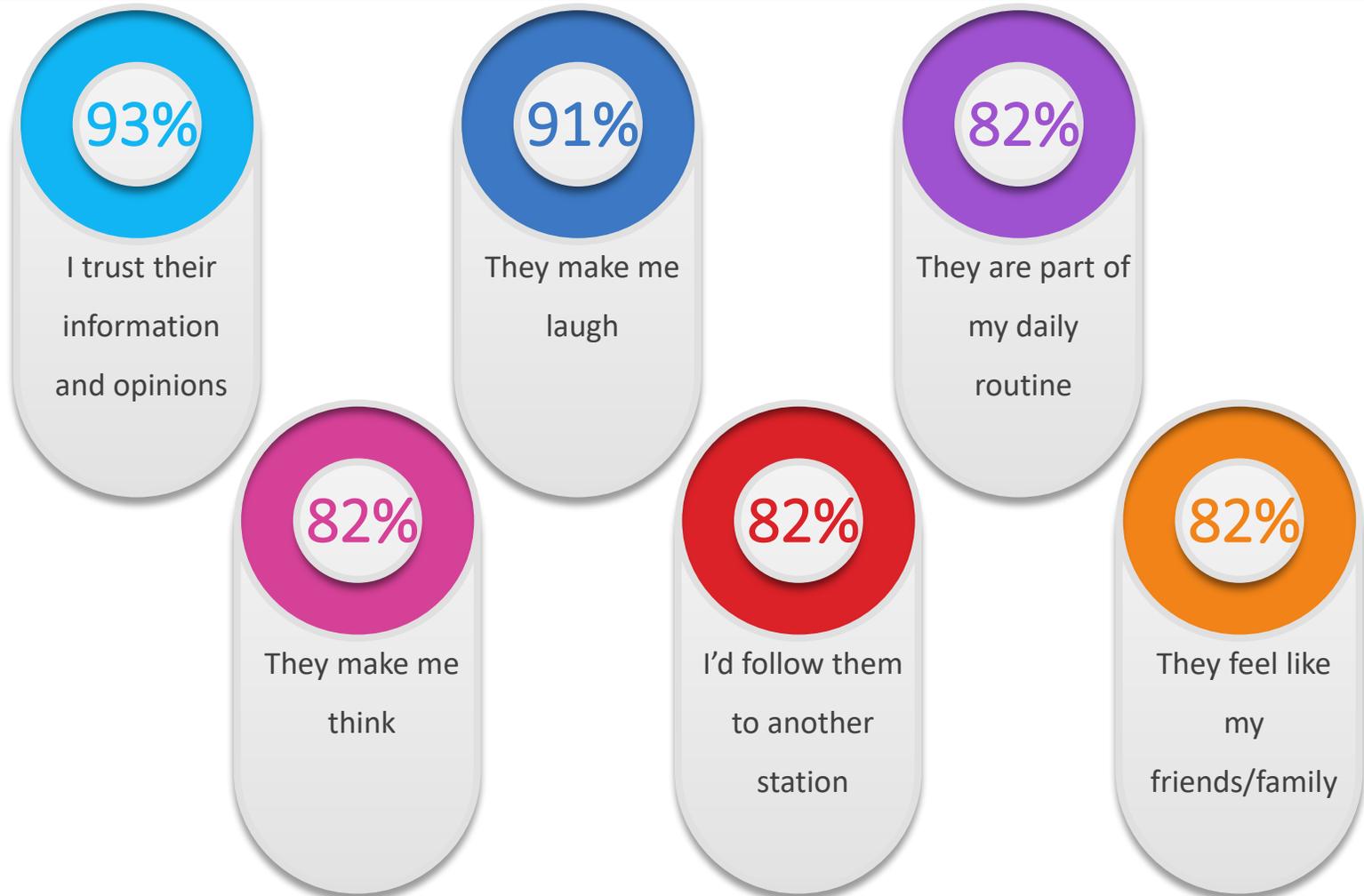
Canadians have a relationship with radio and consumers relate with a familiar voice. Brand building radio spots combined with celebrity voiced spots resonate with listeners and create engagement and message memory.

Brands that connect with listeners see results.



# Radio connects listeners to their favourite hosts

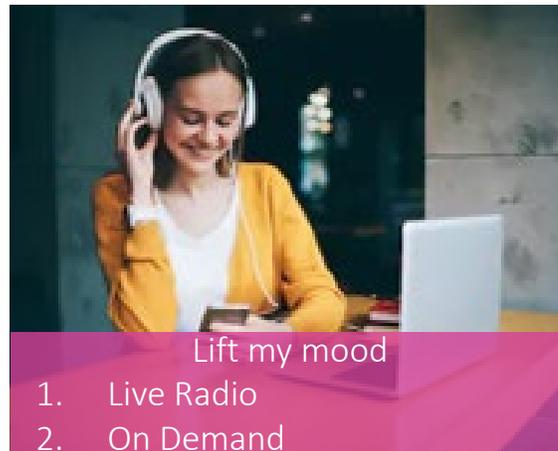
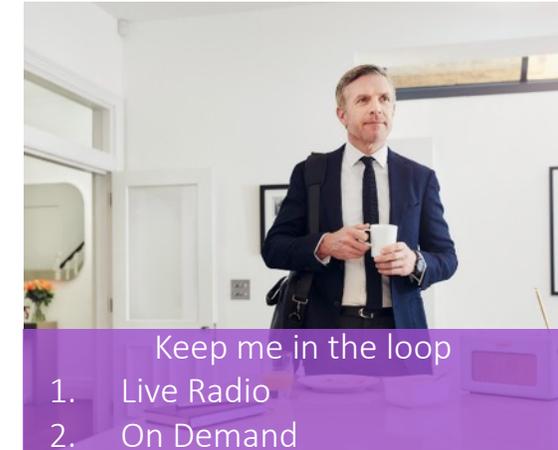
Radio personalities have a strong connection to their listeners and it has impact on an advertiser's business.



SOURCE: RADIO ON THE MOVE 2020 | 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)

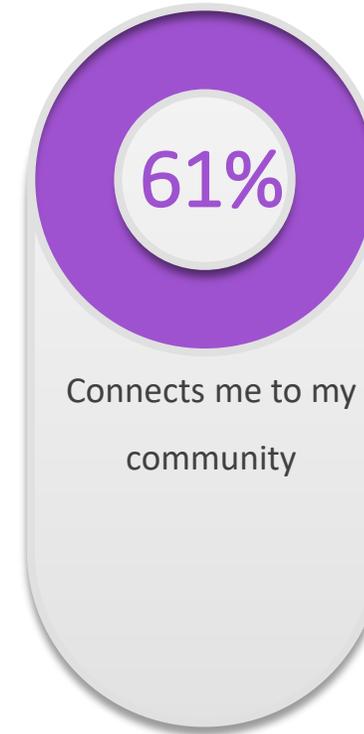
# Listeners have a relationship with radio

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

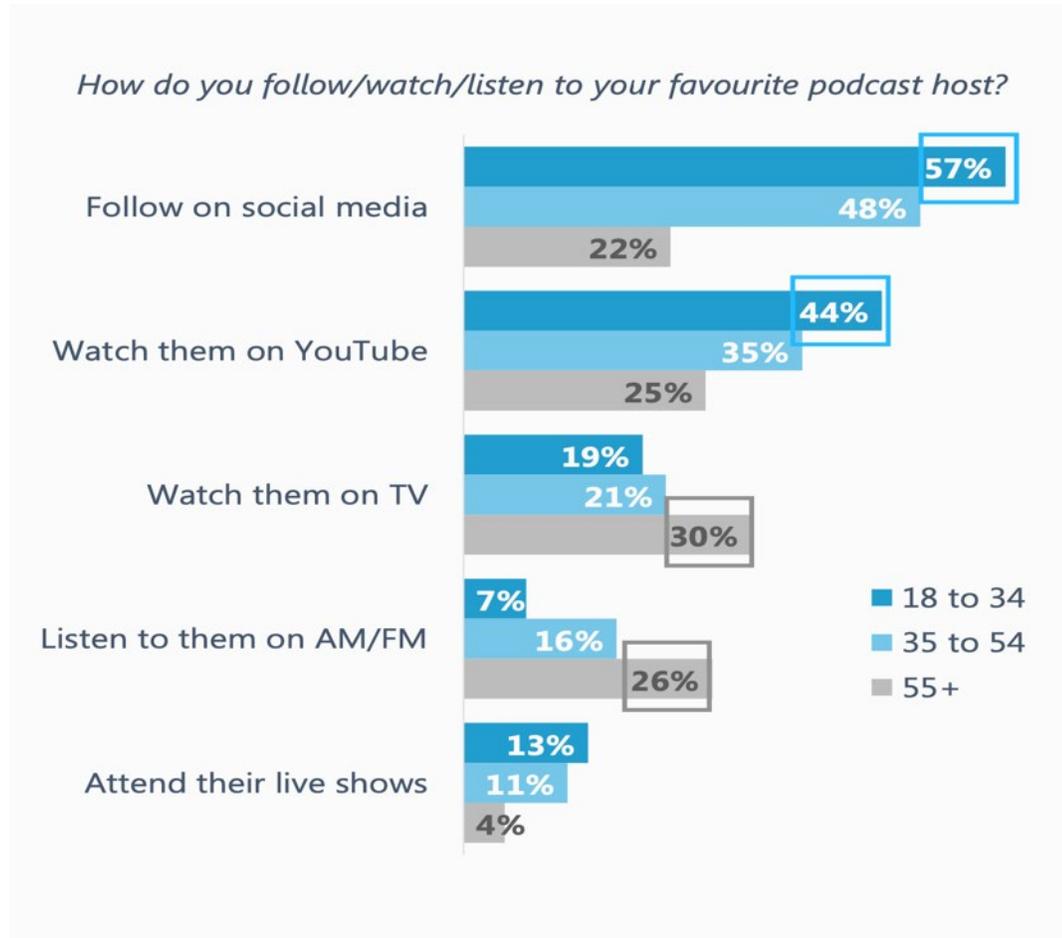
AM/FM radio keeps Canadians connected to their communities and what's happening locally.



# Hosts are a key source of engagement

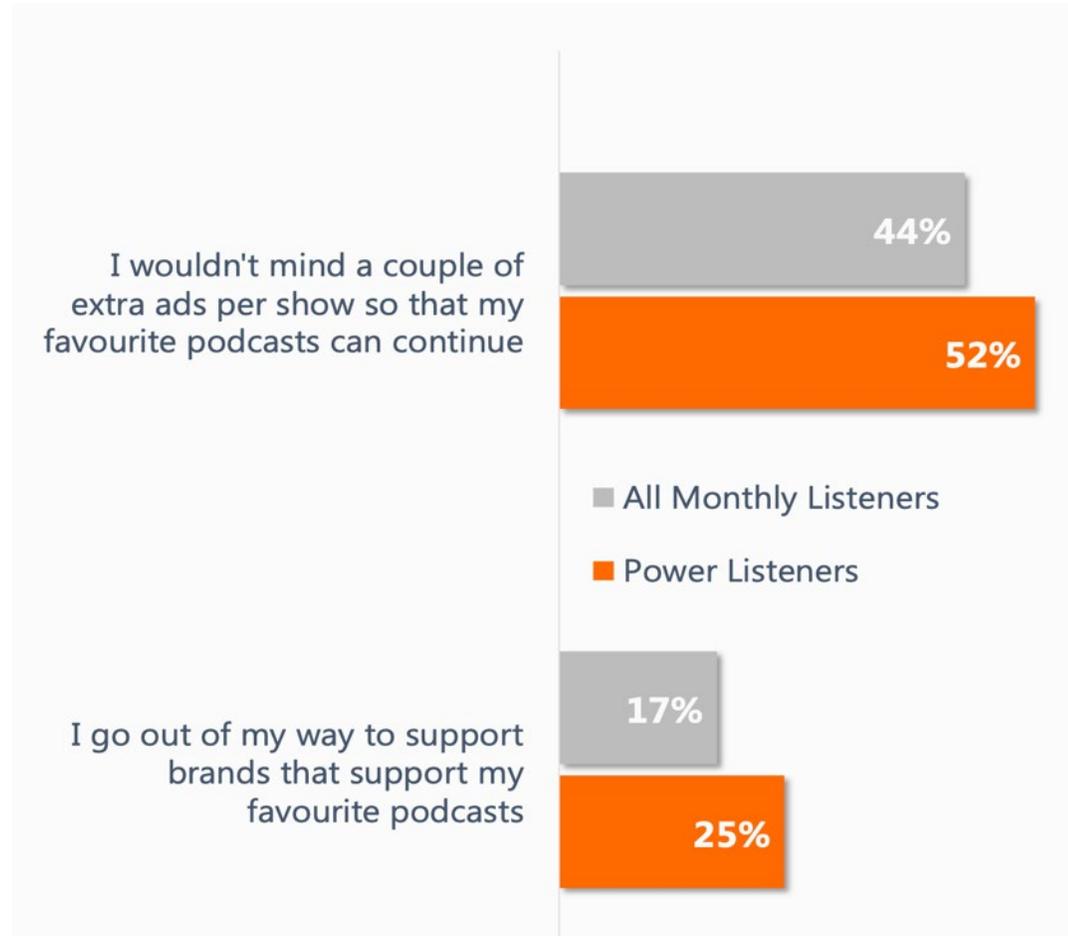
More than half of all podcast listeners (56%) said they have favourite podcast host.

Most follow them on multiple platforms, including radio.



# There are 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.

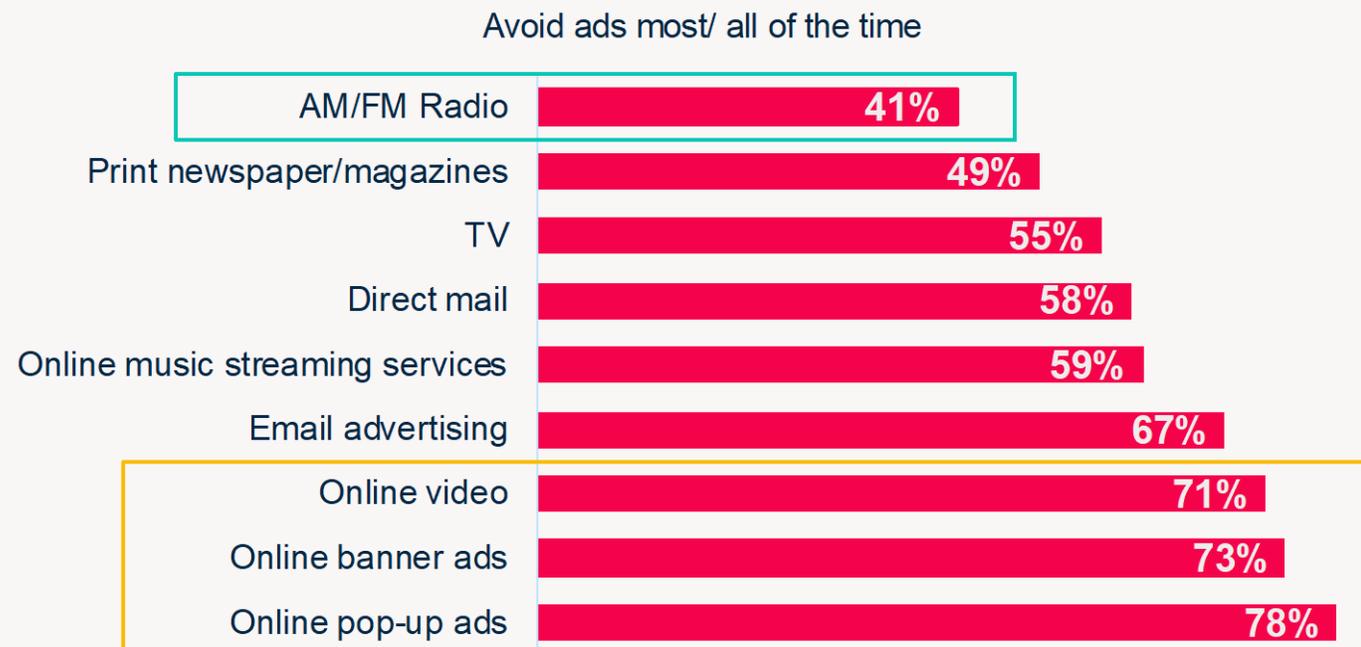
Radio reminds people of things they need and is often the last connection in the path to purchase.

# Ads on AM/FM Radio are the least avoided commercials.

When it comes to commercial avoidance, Canadians most commonly avoid online video, banner, and pop-ups ads,

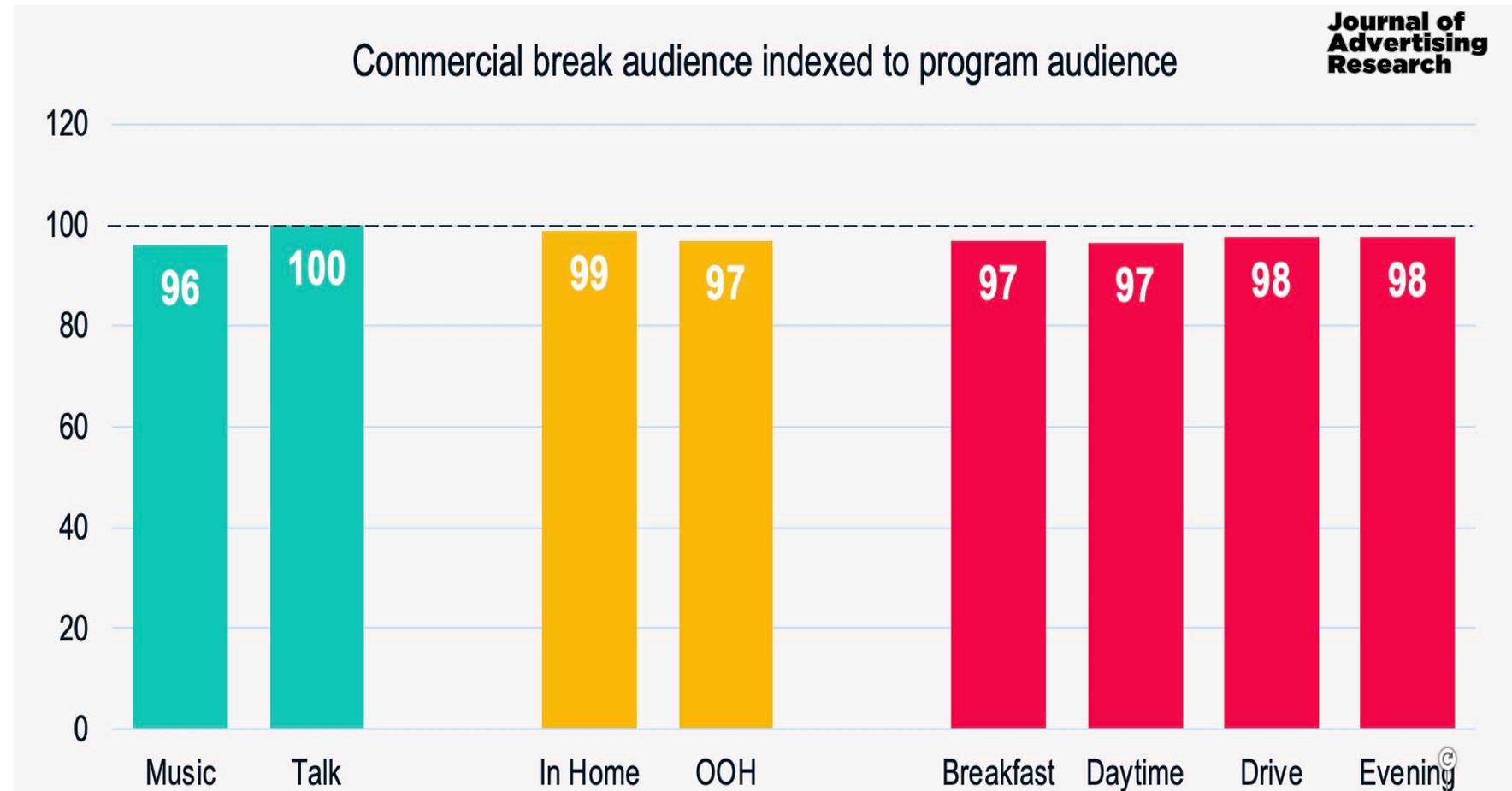
## ADS ON AM/FM RADIO ARE THE LEAST-AVOIDED

Canadians most commonly avoid online video, banner, and pop-ups ads



# Independent study: AM/FM LISTENERS STAY TUNED IN AD BREAKS

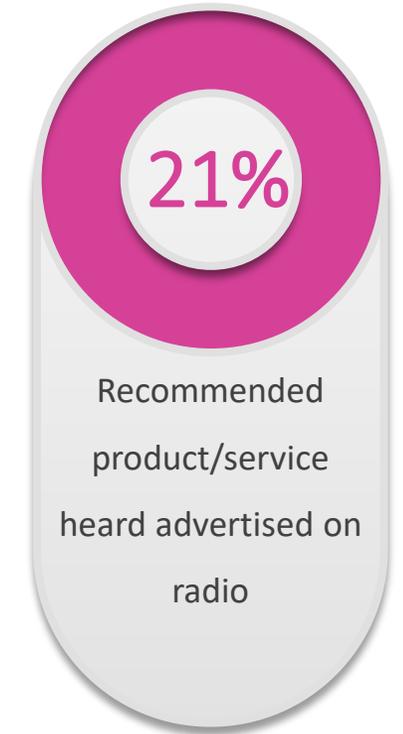
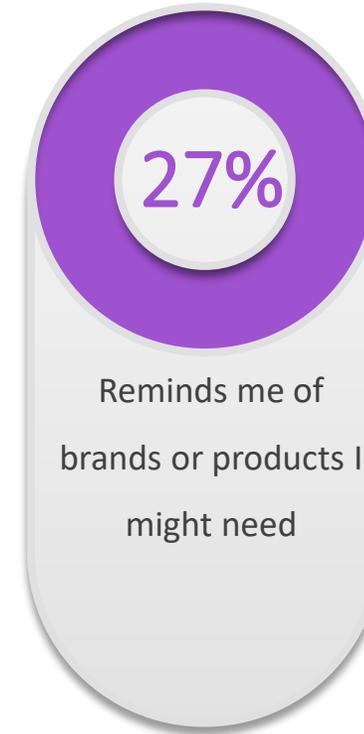
Confirmed by an analysis of four months of Vancouver PPM data (2016) by Australia's Ehrenberg-Bass Institute for Marketing Science.



# Radio connects with listeners

Radio informs consumer behaviours.

Audio cues and frequency of messaging connects with consumers.



# Products advertised on radio are remembered

Ads on 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.



# AM/FM 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



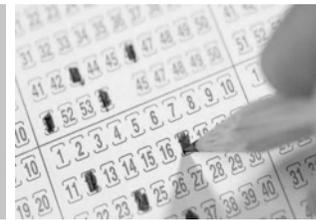
74%

Visited a fast food / drive thru



74%

Stopped for wine, beer, liquor



73%

Pick up lottery tickets



67%

Stopped at a coffee shop

SOURCE: RADIO ON THE MOVE 2020 | C5d. 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? C5e. 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)



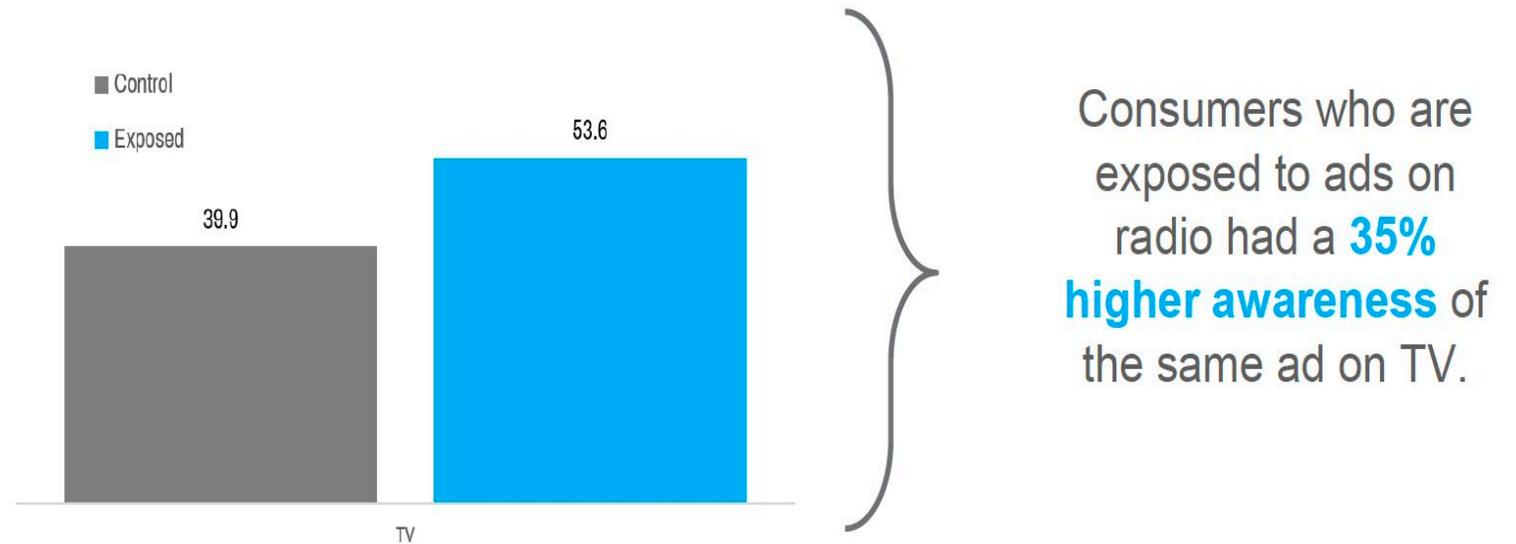
## RADIO'S MULTIPLIER AFFECT

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



# Radio elevates media plans

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.



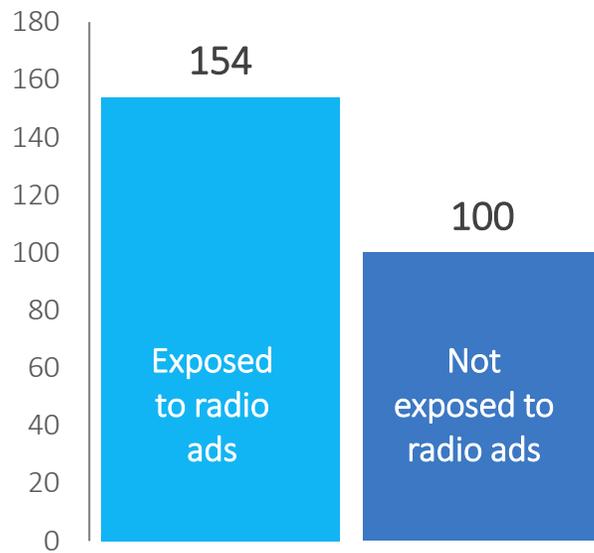
Consumers who are exposed to ads on radio had a **35% higher awareness** of the same ad on TV.

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

# Advertising on Radio Increases Awareness & Relevance.

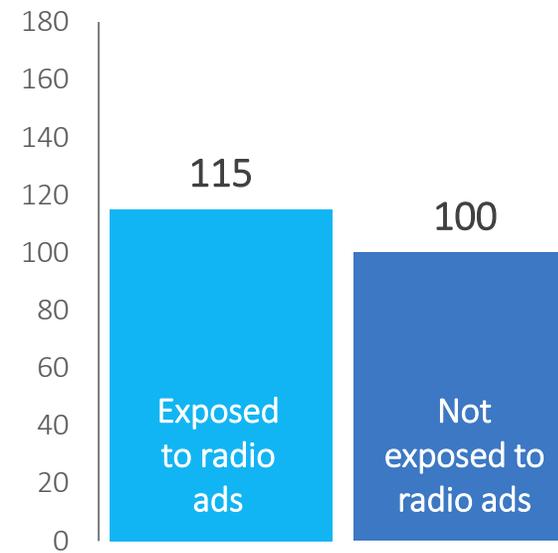
Radio increases **AD AWARENESS** by **+54%** for FMCG campaigns

Average uplift in ad awareness, exposed to radio ads vs. not exposed to radio ads



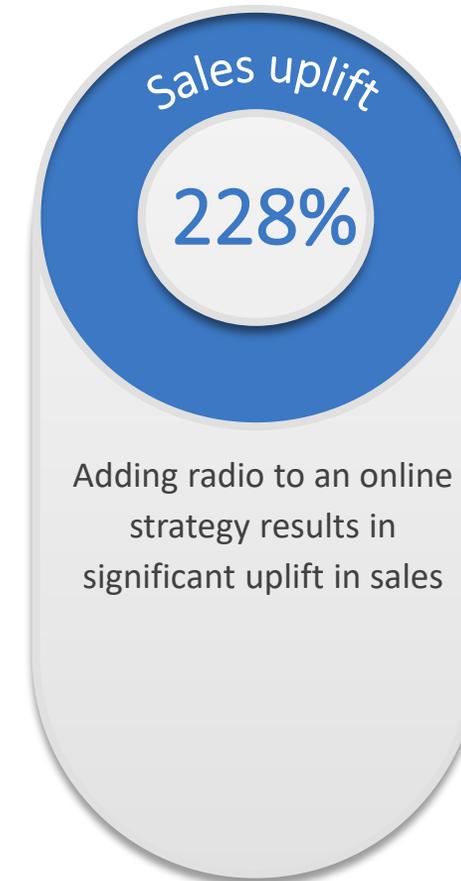
Radio increases **BRAND RELEVANCE** by **+15%** for FMCG campaigns

Average uplift in 'this brand is for people like me' score, exposed to radio ads vs. not exposed to radio ads



# Radio delivers increases in consideration and sales

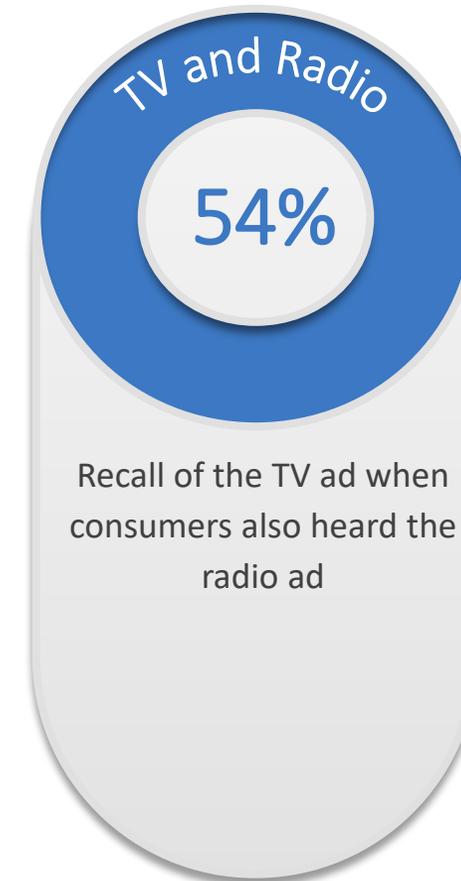
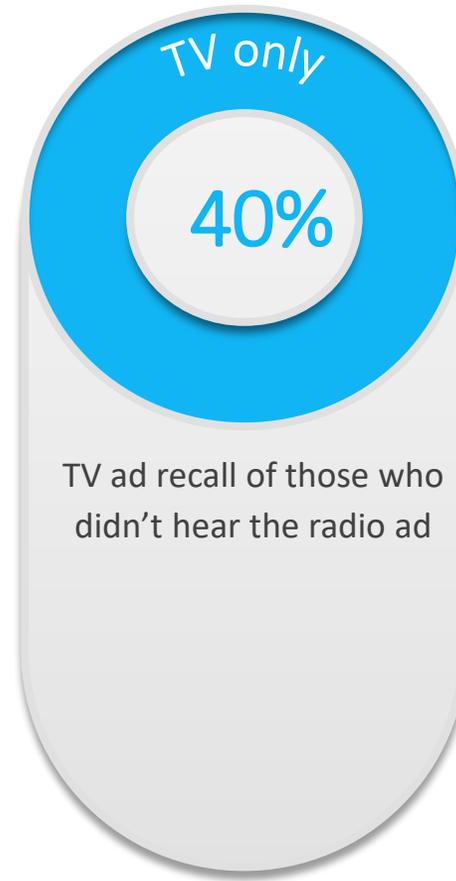
Adding radio campaigns to Television and Online executions results in improved purchase consideration rates and an uplift in sales.



# Radio boosts awareness of Television campaigns

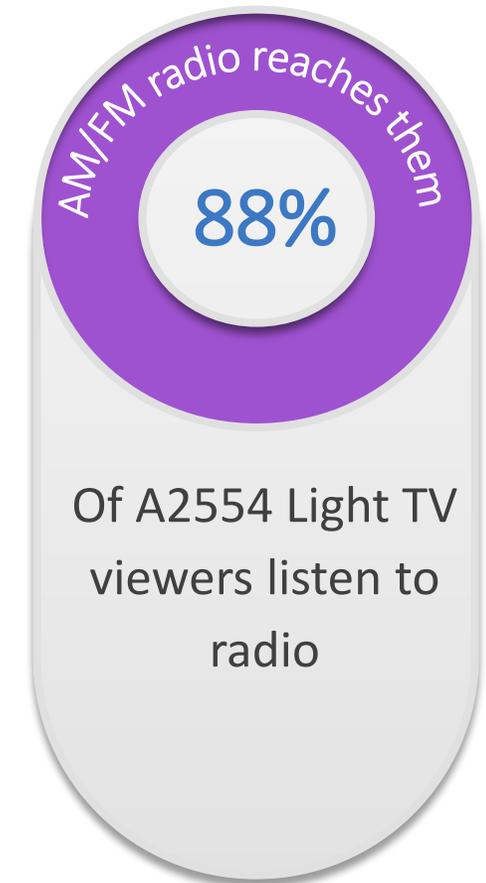
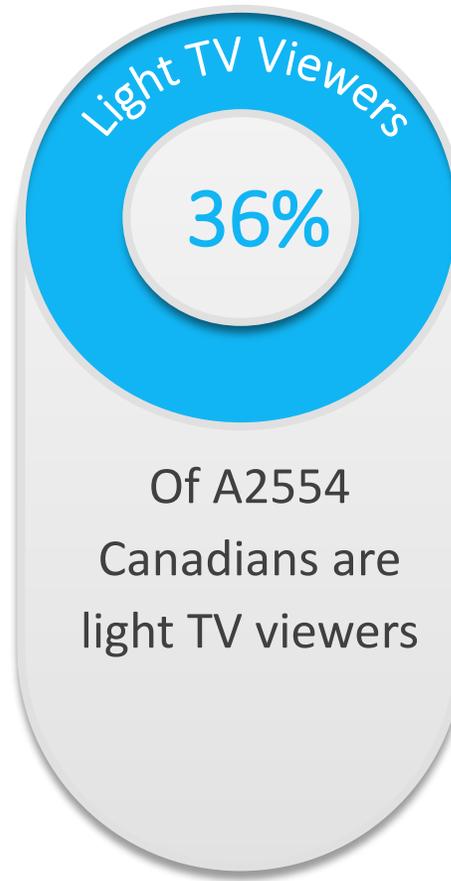
Consumers who heard the radio ad for a major insurance company had a 25% higher awareness of the same ad on television.

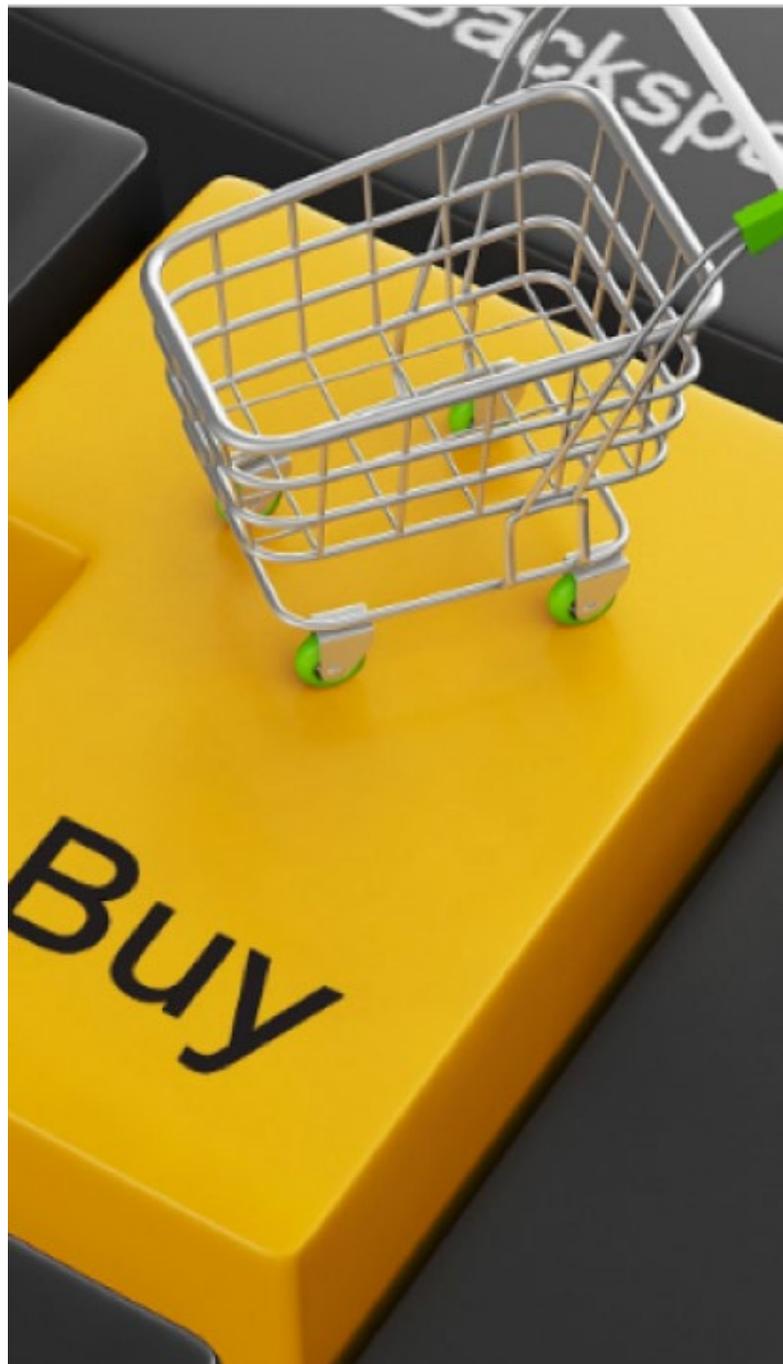
Adding radio to the TV campaign boosted the overall impact and awareness of their product.



# Radio is an effective way to reach light TV viewers

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





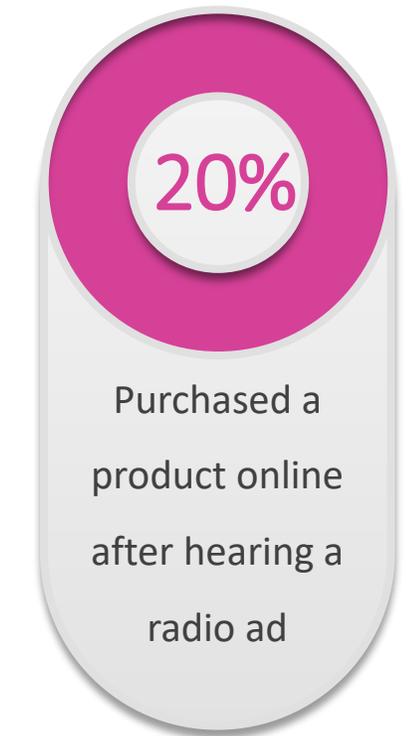
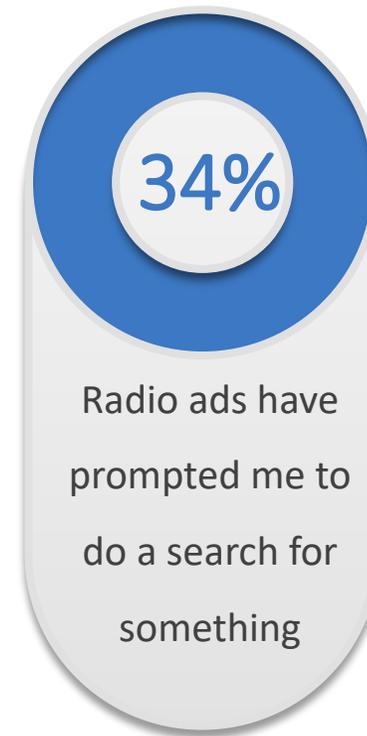
## RADIO LISTENERS TAKE ACTION

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

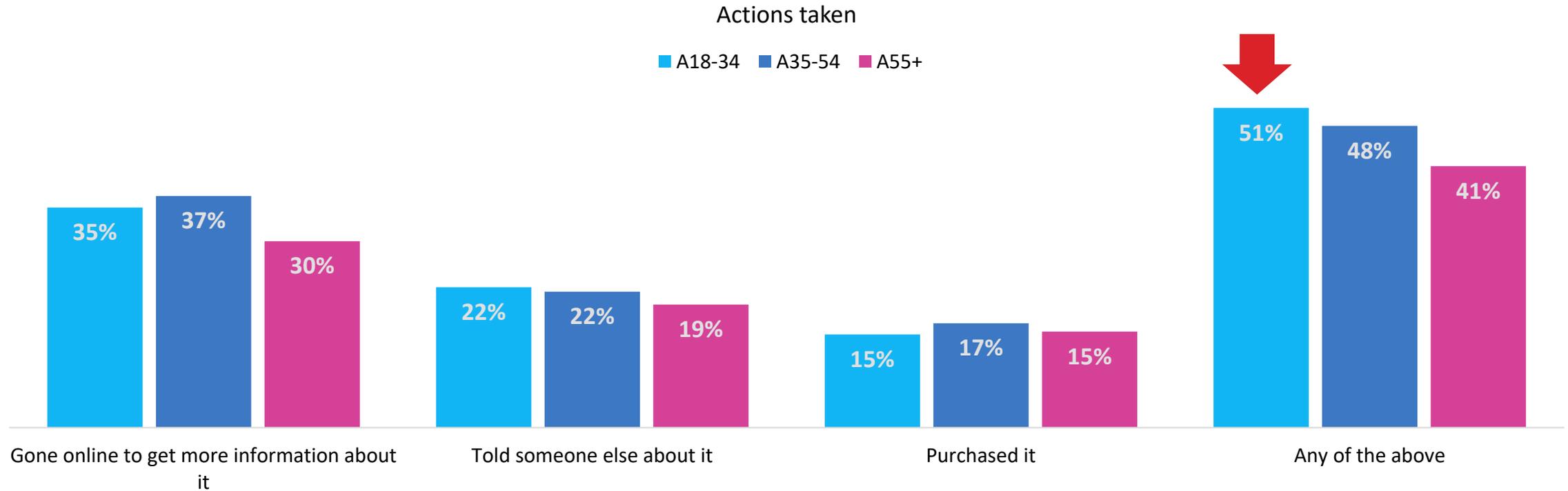
Radio advertising drives significant lift in online research and results in online and in store sales.

# Radio works in tandem with the internet

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



# AM/FM Radio drives action in younger adults too





## RADIO DELIVERS ROI

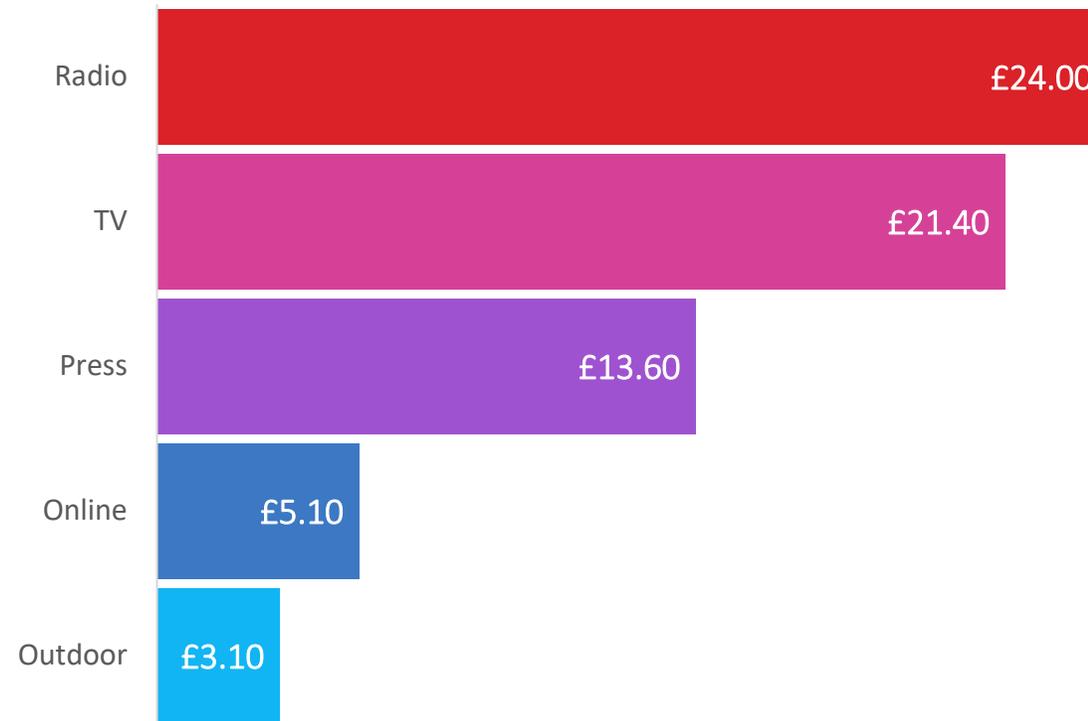
Radio has a proven track record to deliver a positive return on ad spend across a variety of categories.

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

# Allocating budget to radio increases total campaign ROI for Consumer Goods' brands

In the Brand Multiplier Study by U.K.'s Radiocentre, the top performing FMCG brand achieved revenue ROI of £24.00 per £1 spend from radio, exceeding the best ROI performance of any other medium.

FMCG best ROI performance by medium



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

Nielsen Catalina's 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

# 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.