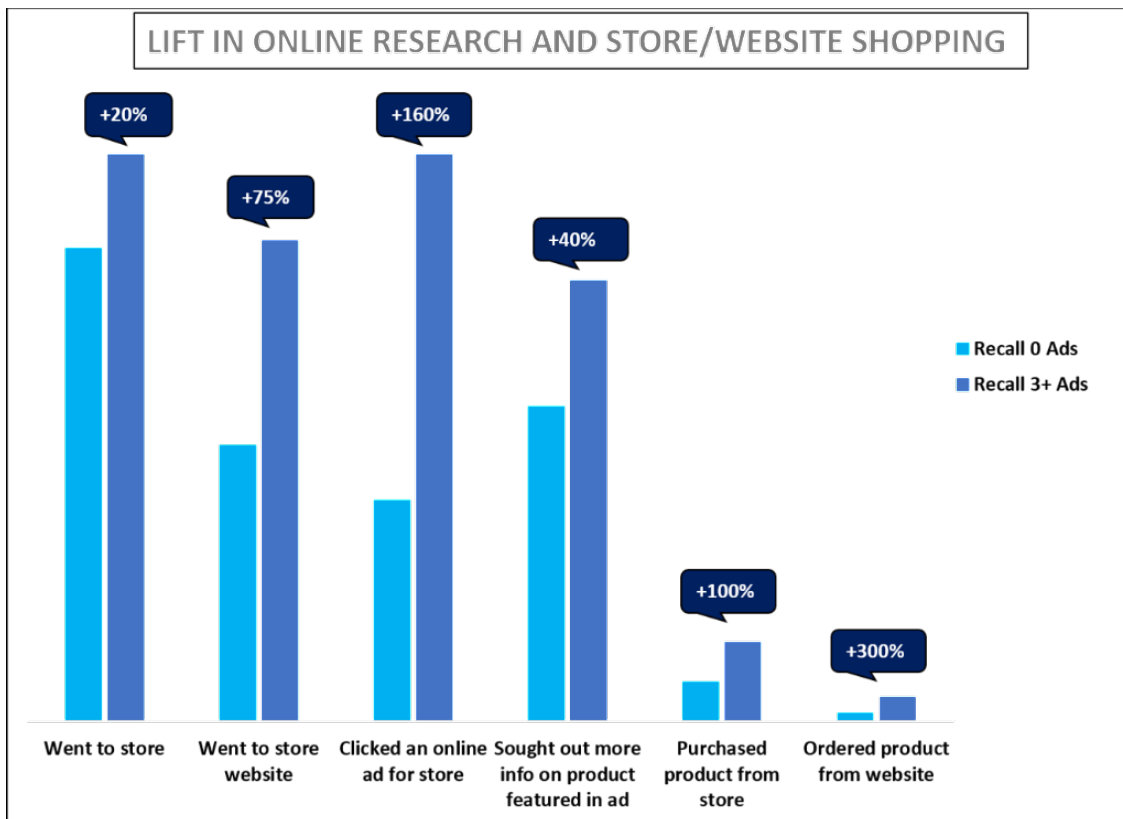




Recall of radio ads has a significant impact on business.

A recent Nielsen study showed gains a big box retailer made in in-store and website traffic amongst consumers who heard 3 or more of the retailer's radio ads.

Source: Nielsen Study July 2018. Q. Which of the following actions, if any, did you take after hearing the store ads? (n898)



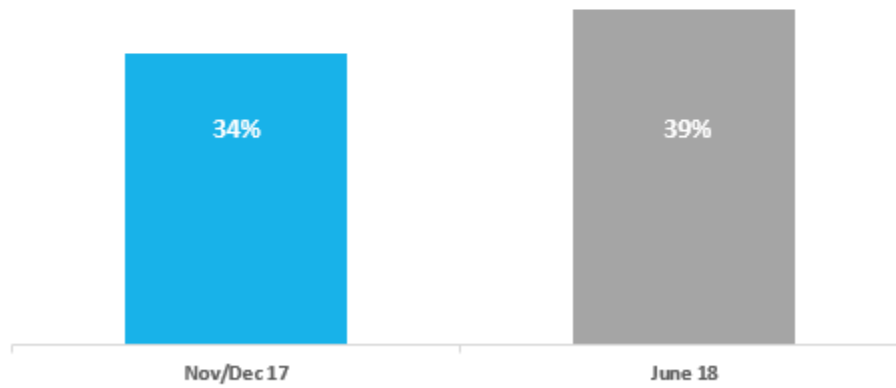
A 20% lift in in-store visits and a 75% boost in website traffic resulted in significant business gains when radio was included as part of the media mix.

More Canadians are going online after hearing a radio ad. And, amongst Canadian consumers with spending power, hearing an ad on the radio means business for advertisers

AM/FM Radio drives digital search.

Though typically un-attributed to radio, nearly 4-in-10 Canadian adults say that hearing an ad on AM/FM radio led them to seek out more info online, up 5-points from late 2017.

Ever gone online for more info



SOURCE: Radio on the Move

Ad1. Whether listening in the car or elsewhere, have you ever taken any of the following actions after hearing a brand, product or service advertised on AM/FM radio? [Gone online to get more information]
 Base: Canadians, aged 18+, (Nov/Dec n=3470) / (June n=2035)

AM/FM Radio activates affluent consumers.

\$100K HH more likely to take action.

➤ Nearly two-thirds of Canadian adults in these affluent households report having acted on an ad they heard on the radio,

Especially on the last mile in the path to purchase.

➤ Canadians in affluent households spend more time in their cars or trucks, making them much more likely than those in lower income households to have been influence by an ad they heard in the car.

Ever gone online for more info, purchased, or told someone about a product, service or brand after hearing an ad on radio



Ever heard something on the radio in the car that affected a purchase you were about to make / store you were about to visit



Source: The Canadian Podcast Listener—a Landscape Study / Summer 2017 & May 2018

Ad1. Whether listening in the car or elsewhere, have you ever taken any of the following actions after hearing a brand, product or service advertised on AM/FM radio?

Ad3. Has something you heard on the radio in the car ever affected a purchase you were about to make, or a store/location you were about to visit?
 Base: Canadians, aged 18+ (HHI <50k: n=731; HHI 50-100k: n=645; HHI 100k+: n=361)

Radio, it's on time, it's online, and it's on target. It works.



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