

Radio bite: The Mood-Boosting Effect

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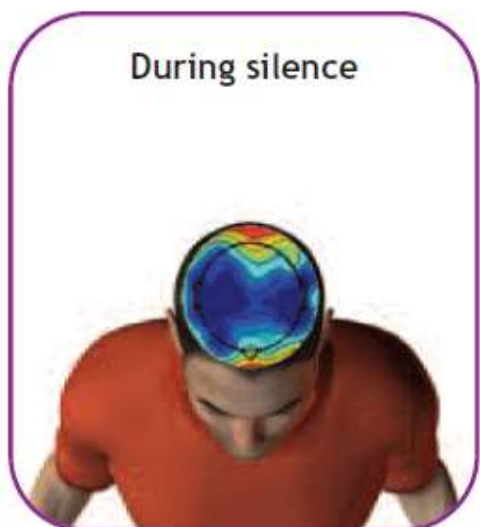
Radio is a powerful and often underutilised platform for advertisers. During these unprecedented times our Radio Bites series will give compelling reasons for brands to continue to be heard on the airwaves and why consumers will be listening.

We know from previous research that [listeners feel twice as happy when listening to radio](#). This is often due to the trust and loyalty that stations and presenters can build with their audiences, as they remain an important part of people's daily routine.

In times of crisis, radio provides the perfect avenue for people to come together and process things with a collective spirit. Presenters and stations can provide both a distraction and reassurance during testing times.

As listeners turn to radio to boost their mood, it provides the ideal environment for advertisers to deliver their message. The mood-boosting effect of radio is proven to extend into the ad break, enhancing engagement with advertising by 30% and making it the perfect place to reach listeners.

1. People positively engage with radio content



2. The radio content effect enhances positive engagement with advertising

