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Springtime Surge: Home Improvement Retailers Roar Back At Radio.

Apr 25, 2023



Justin Sullivan

Home improvement retail giant The Home Depot has more often than not landed outside radio's top 20 advertisers so far this year, according to the weekly national spot count from Media Monitors, although it has appeared in the top 10 a couple of times. But with spring planting and mulching season here, the retail giant and its direct competitor have amped up their ad spend accordingly.

For a second consecutive week The Home Depot is in radio's top 10 – No. 7 for the week of April 17-23 with 33,531 spots, down one position from sixth the week before. The two consecutive weeks mark The Home Depot's highest rank since Nov. 21-27, 2022 when it was advertising Black Friday discounts, doorbusters and all manner of pre-holiday sales. Now it is promoting its "Spring Black Friday" sale, which runs through April 30.

Springtime is one of the times Home Depot and Lowe's ramp up their marketing spend the most. In fact, Lowe's is also back in the top 10, rising 16-8 with 28,972 spots for its highest rank since the week of Jan. 30 – Feb. 5, 2023. Lowe's is promoting its "SpringFest Savings." Elsewhere in the Home Centers and Hardware Stores category, Menard's is No. 58 with 8,857 spot airings.

The warm weather has people out and about and is driving more traffic through fast food drive-thru windows. There are five Fast Casual – Quick Serve Restaurants in the latest spot compilation, led by McDonald's at No. 13, Wendy's at No. 28, Chick-fil-A at No. 48, KFC at No. 72 and Dunkin' at No. 94.

Bank of America, meanwhile, ranks at its highest position since the week of June 28-July 4, 2021. The financial giant has been a regular in the top 25 for much of 2023. But with 24,878 spots in the latest tracking week, it has turned up the gas on its radio presence. That puts it out in front of Capital One (No. 21 with 17,260 spots) in the Banks-Credit Unions-Mortgage-Finance Services category. Chase is No. 35, and Accredited Debt Relief is No. 77.

For the week of April 17-23, 2023, the top ten on the Media Monitors tally are, Upside at 1, iHeartRadio at 2, Progressive at 3, Babbel at 4, Indeed at 5, ZipRecruiter at 6, The Home Depot at 7, Lowe's at 8, Grainger at 9 and "On Purpose With Jay Shetty, a podcast, at 10.



National Radio

April 17 - 23, 2023

Monitored data for the most aired spots Nationally.

TW	LW	Account	Instances
1	2	Upside	65436
2	1	iHeartRadio	64471
3	4	Progressive	54869
4	7	Babbel	48967
5	3	Indeed	48296
6	5	ZipRecruiter	45813
7	6	The Home Depot	33531
8	16	Lowe's	28972
9	10	Grainger	28560
10	28	On Purpose With Jay Shetty Podcast	26413