

February 2024



WORLD  
**RADIO**  
ALLIANCE

[www.worldradioalliance.com](http://www.worldradioalliance.com)

# Radio builds brands



# 7 ways radio builds brands



**#1**

## **Trust, engagement and community**

Radio stands out as a trusted medium that fosters companionship and connection with listeners



**#2**

## **Emotional connection**

Radio establishes deep emotional connections with its audience, leaving a lasting impact on brand perception



**#3**

## **Attention and memory**

Radio drives attention, nurturing brand memory and recall, thereby enhancing overall brand performance



**#4**

## **Creativity & theatre of the mind**

Radio empowers creative storytelling and ignites listeners' imagination



**#5**

## **Sonic branding**

Sonic branding carves a distinctive identity in the auditory landscape, making the brand more memorable in the mind of the listener



**#6**

## **Brand integration**

Radio's unique capabilities extend beyond traditional 30-second spots, offering opportunities for creative and original brand experiences



**#7**

## **Synergy with other media**

Radio seamlessly amplifies other advertising channels. A cross-media marketing strategy amplifies brand awareness and recognition



# Radio is...



**Trust**



**Attention**



**Creativity**



**Synergy**

**Emotion**



**Connection**



**Sonic**





1

# Trust, engagement and community

...

Radio stands out as a trusted medium  
that fosters companionship and  
connection with listeners



# 1. Trust, engagement and community



## Radio is the most trusted medium

### EU net trust Index

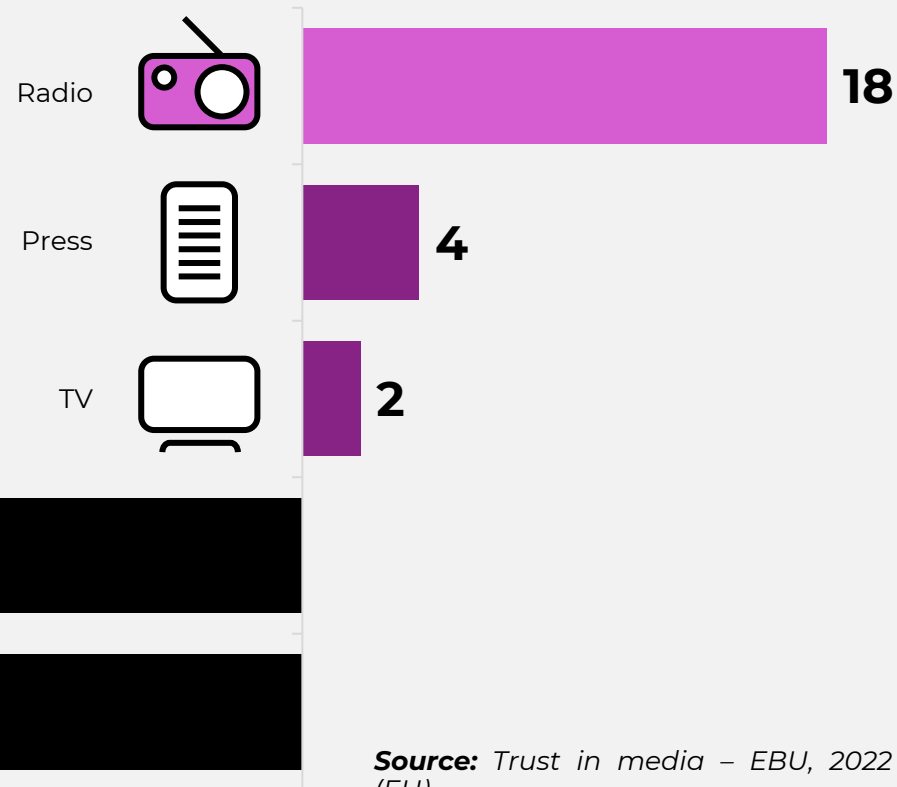
NET TRUST INDEX = '% of people who tend to trust' – '% of people who tend not to trust'

Average net trust in legacy media (radio, written press, TV) = 8

Average net trust in all media = -9

Average net trust in online media = -34

**Note:** Survey results at EU level represent a weighted average across the 27 EU Member States, applying official population figures provided by EUROSTAT



-19



-48

**Source:** Trust in media – EBU, 2022 (EU)



# 1. Trust, engagement and community

## Radio ads are more trusted and reliable

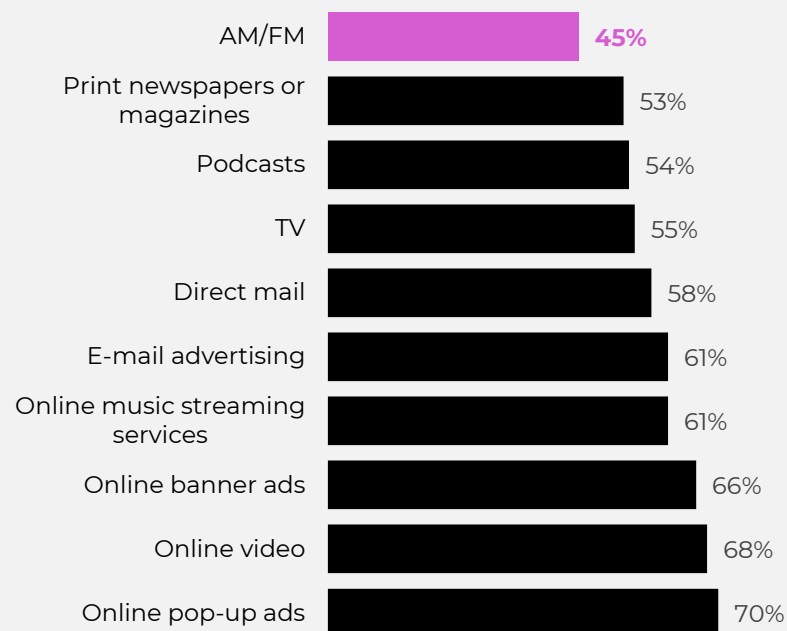


# 3x

**more trusted  
than  
digital ads**

Ads heard on AM/FM Radio are the most trusted by A25-54 – nearly 3x the trust granted to digital ads

### Radio ads are the least likely to be avoided



**Source:** Radio On The Move, 2022 & 2021 (Canada)



# 60%

**of radio advertising  
is reliable**

Almost 60% of 18-34 declare radio advertising is reliable

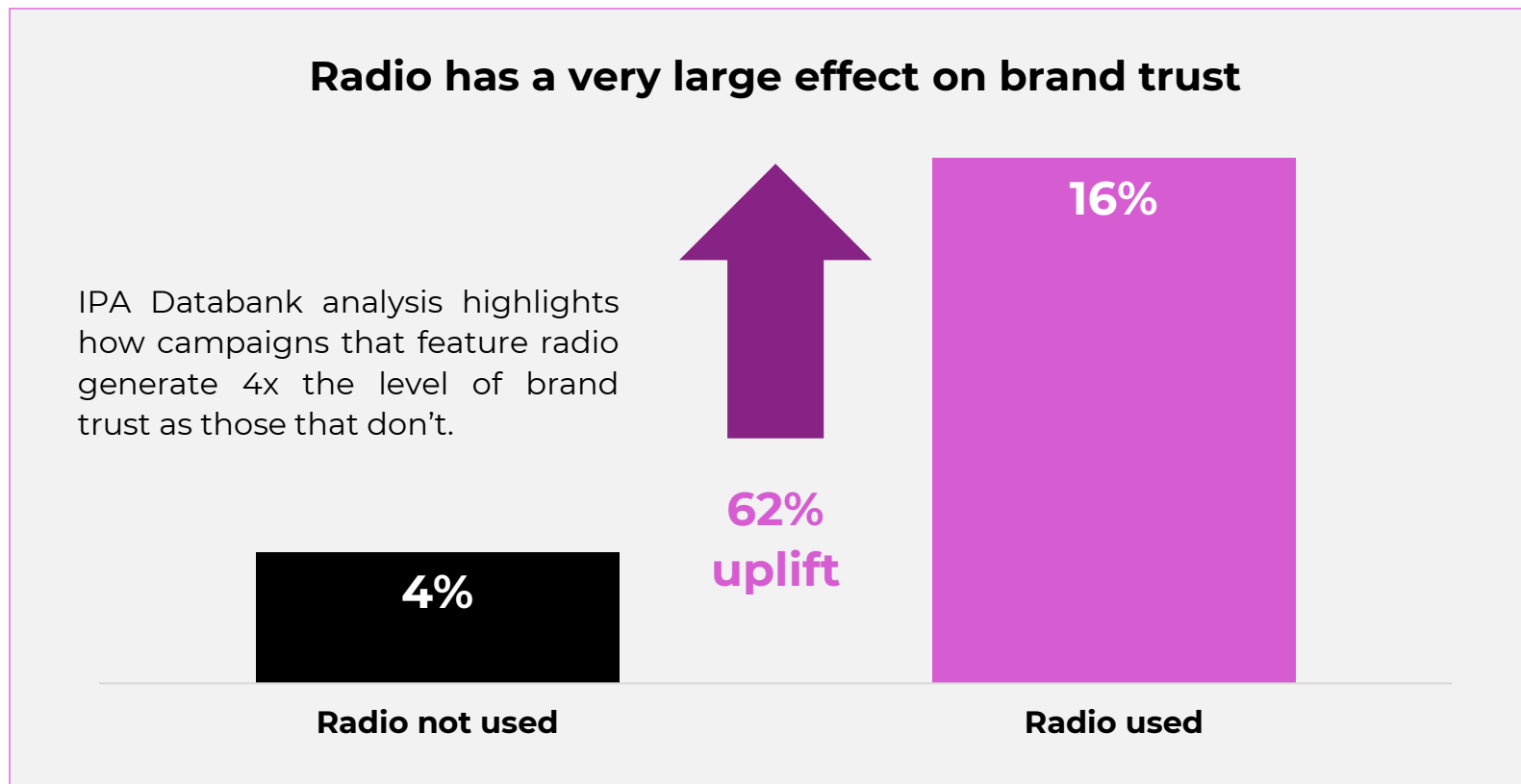
**Source:** Etude d'impact publicitaire, 2022 – Swiss Radio World AG (Switzerland)



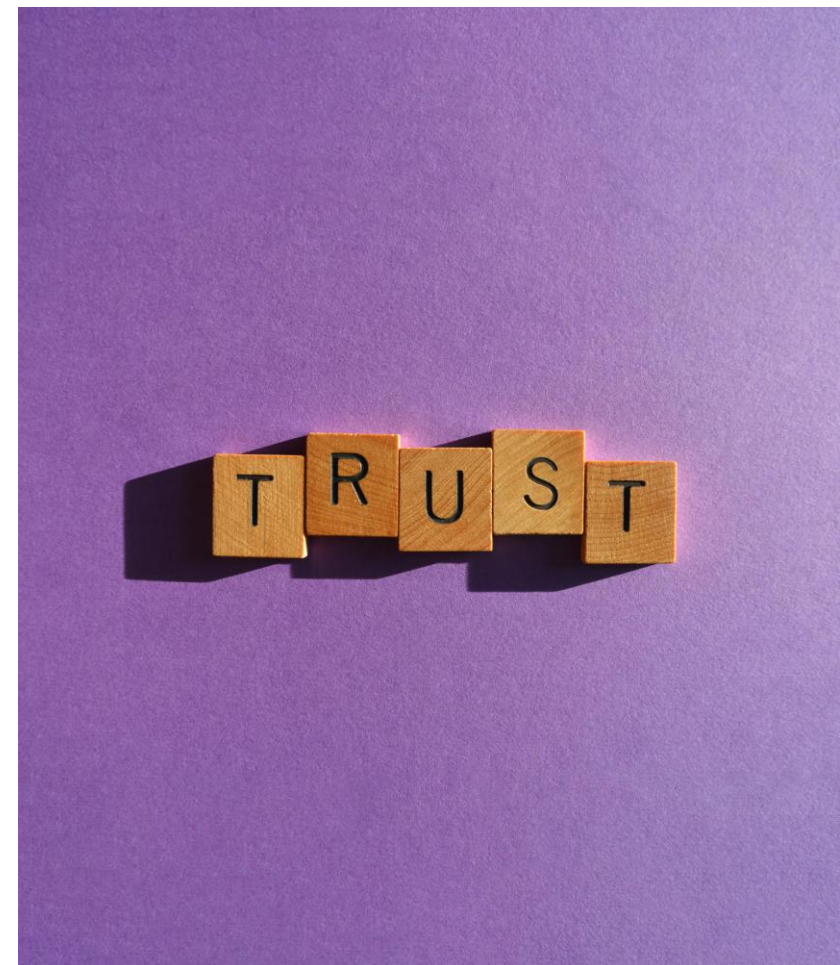
# 1. Trust, engagement and community



## Radio in campaigns increases brand trust



**Source:** Radio for building brand trust – Radiocentre, 2023 (U.K.)

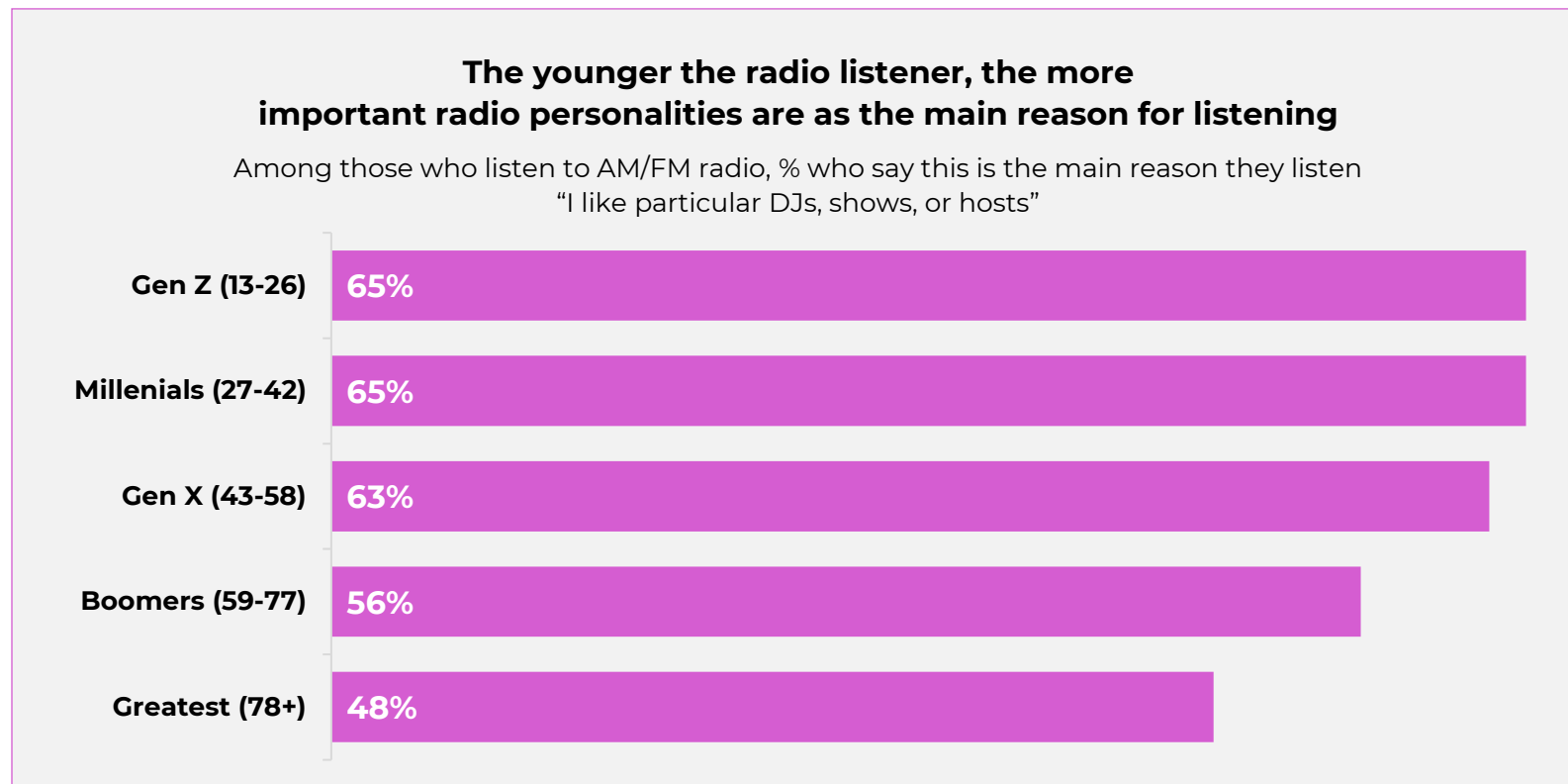




# 1. Trust, engagement and community



## Radio personalities engage all generations...



**Source:** Jacobs Media Techsurvey 2023: Personalities are the primary reason for listening to AM/FM radio  
- Jacobs Media, 2023 (U.S.)





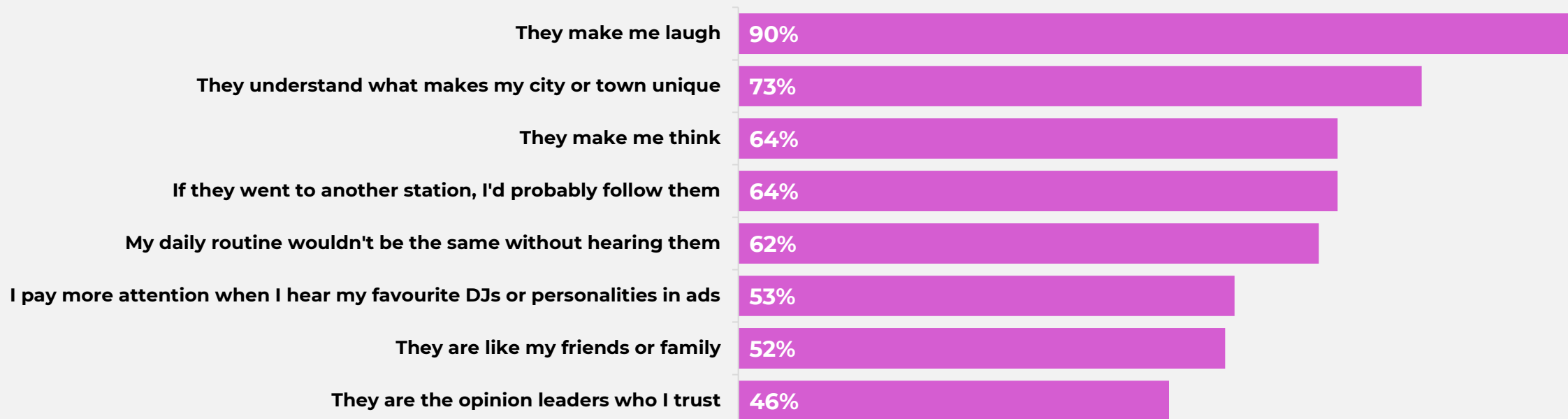
# 1. Trust, engagement and community



## ...and connect with listeners

### Listeners form meaningful connections with radio personalities

% who strongly or somewhat agree with the statement when thinking about their favourite AM/FM radio DJ personality or show



**Source:** MARU Matchbox National Study, adults 18+, 2020 (U.S.)



2

## Emotional connection

...

Radio establishes deep emotional connections with its audience, leaving a lasting impact on brand perception



## 2. Emotional connection

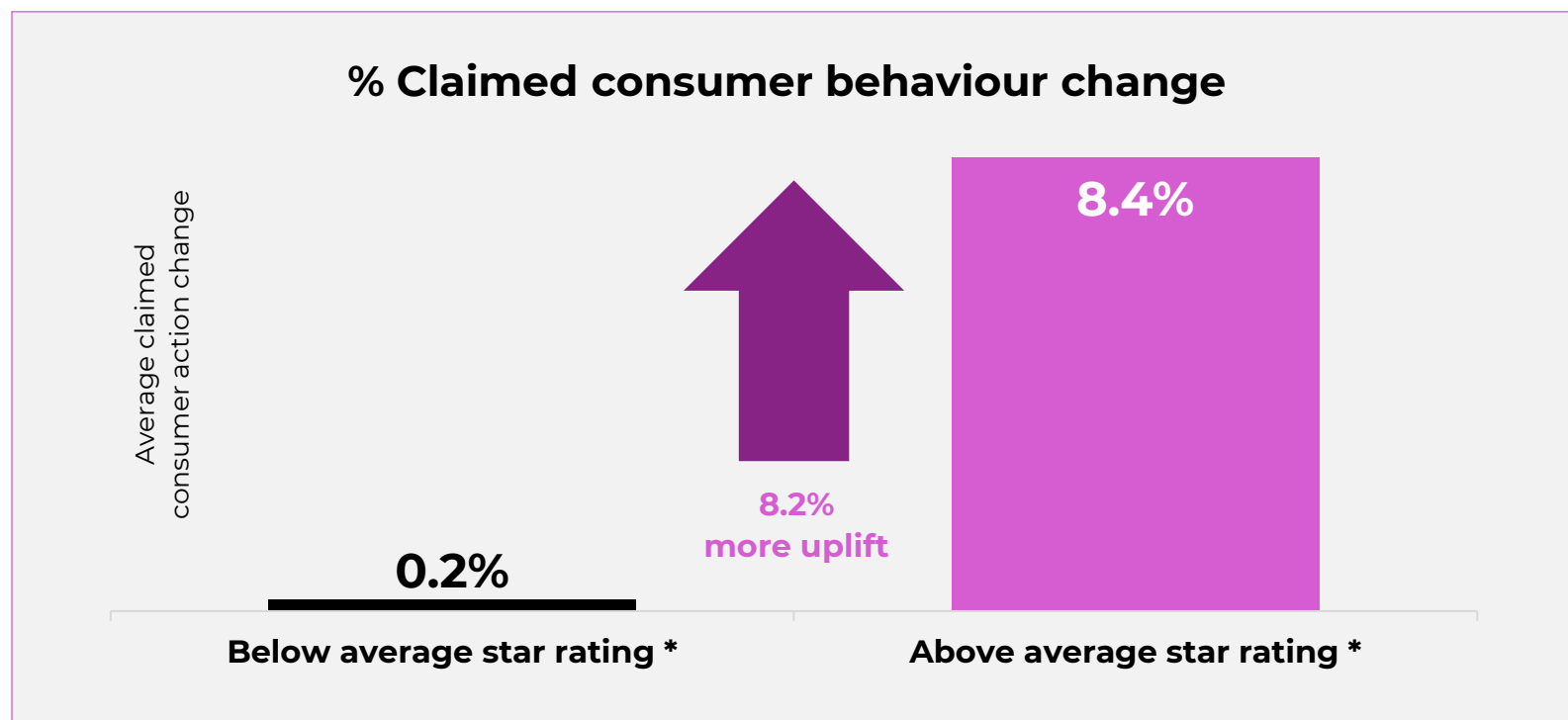


**“People think  
about what  
they see,  
but they feel  
what they hear.”**

**Source:** Sound Creative – Audacy and Veritonic, 2023



## Feel-good audio ads change consumer behaviour and deliver long-lasting brand effects



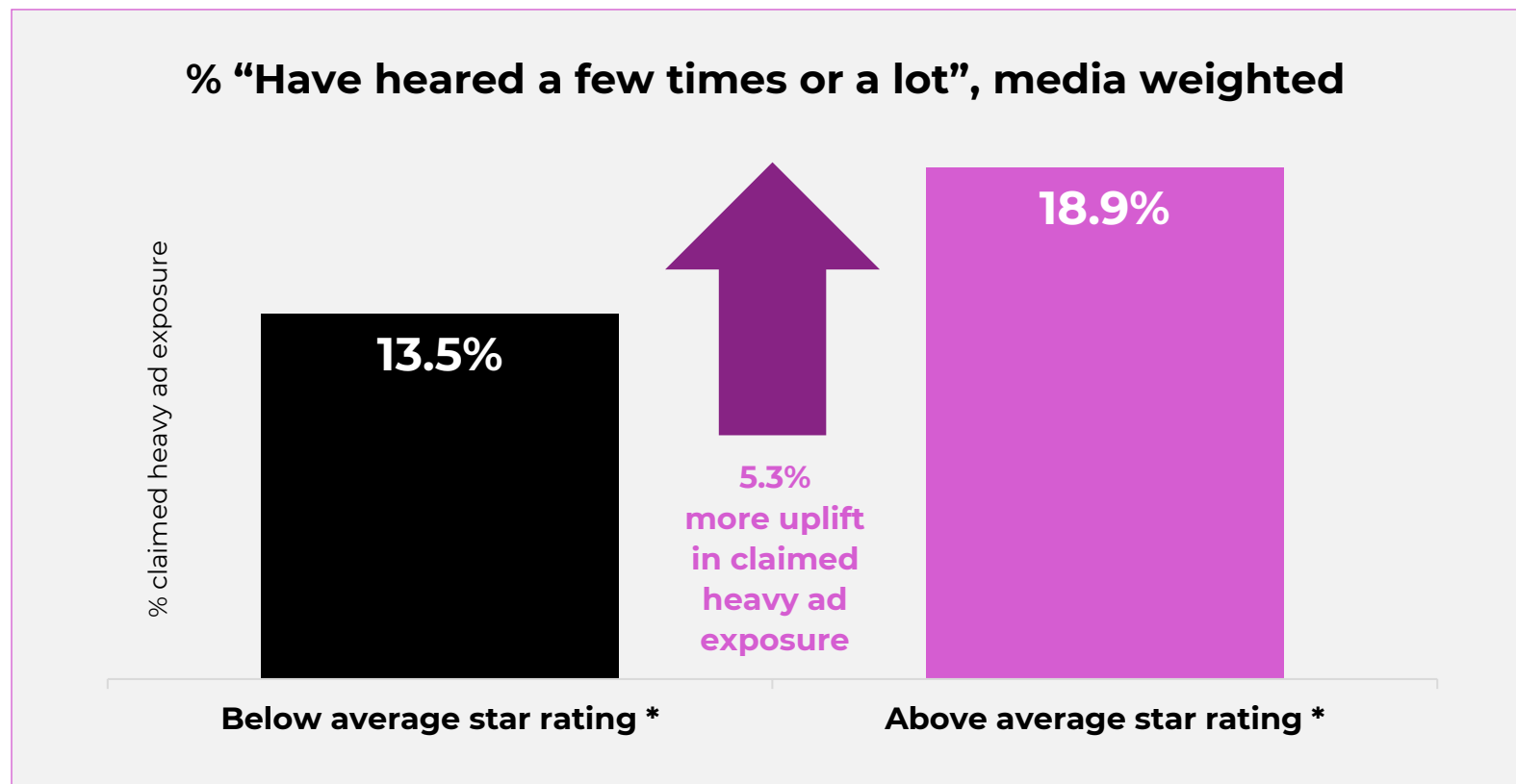
**Campaigns that make people feel more positive cause significantly more consumer action change, including brand purchase and use.**

*\* The Star Rating is based on how positively listeners respond to the ad. It predicts the potential of an ad to contribute to long-term brand growth and runs from 1- to 5-Stars. The higher the Star Rating, the more brands should invest in and build campaigns around the ad.*

**Source:** Listen Up! Report – System1 and Radiocentre, 2023 (U.K.) - System 1 and Radiocentre, 55 campaigns & 44000 UK respondents. Weighted with total campaign media weight (GRPs).



## Feel-good audio ads make ad campaigns more famous



Radio campaigns that created more positive emotion see large increases in Word-of-Mouth and Sharing on Social uplifts.

This made the campaign feel bigger than it was, an indication of a fame effect.

\* The Star Rating is based on how positively listeners respond to the ad. It predicts the potential of an ad to contribute to long-term brand growth and runs from 1- to 5-Stars. The higher the Star Rating, the more brands should invest in and build campaigns around the ad.

**Source:** Listen Up! Report – System1 and Radiocentre, 2023 (U.K.) - System 1 and Radiocentre, 55 campaigns & 44000 UK respondents. Weighted with weekly media frequency.

A woman with long brown hair, wearing a light grey t-shirt and blue jeans, is sitting on a wooden bench in a lush garden. She is smiling and holding a terracotta watering can, pouring water onto some plants. In the background, there is a grey outdoor sofa and a brick wall. On the table next to her is a light blue vintage-style portable radio with a wooden speaker grille, a red mug, and some gardening tools. The scene is set in a garden with various green plants and purple flowers in the foreground.

3

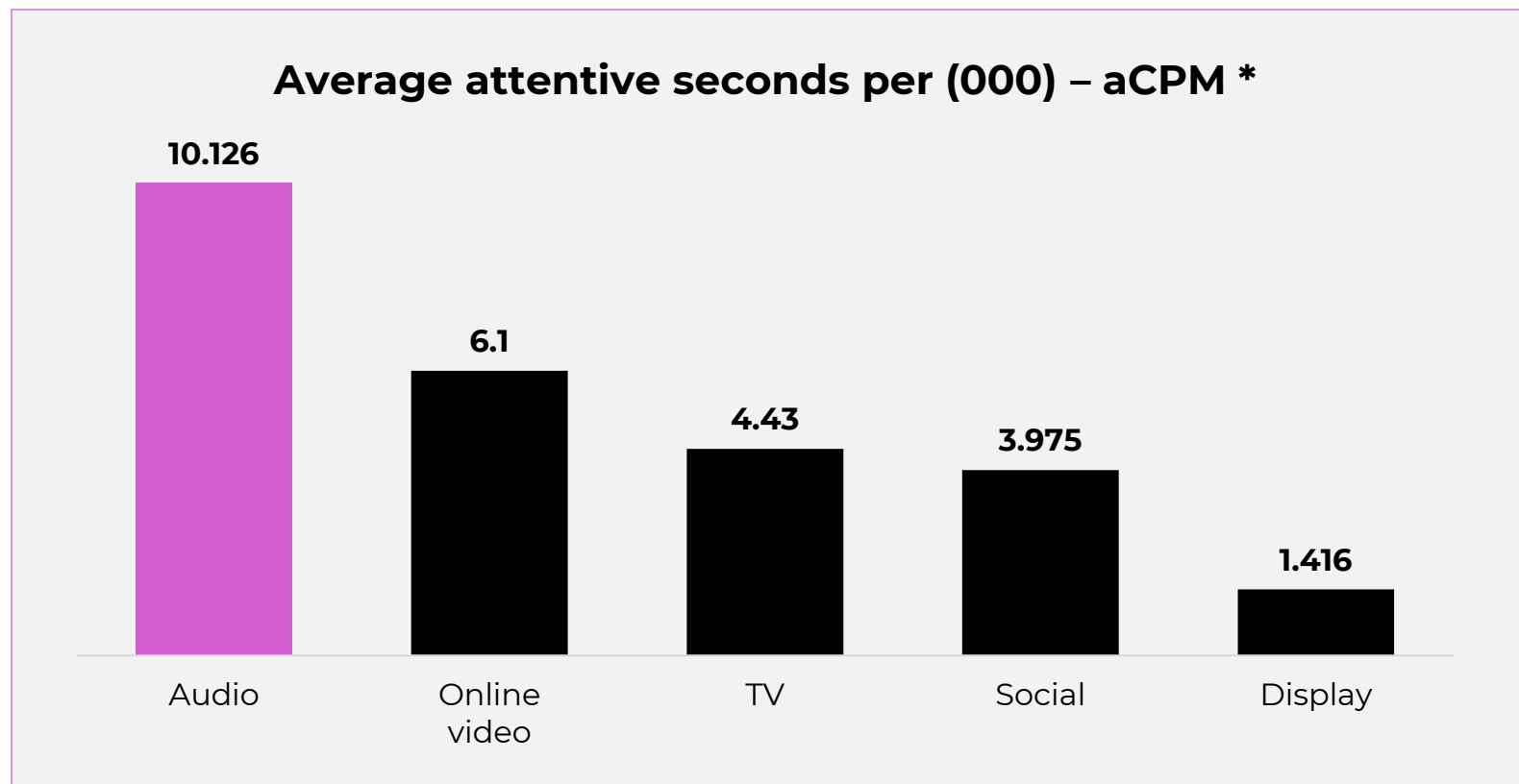
## Attention & memory

...

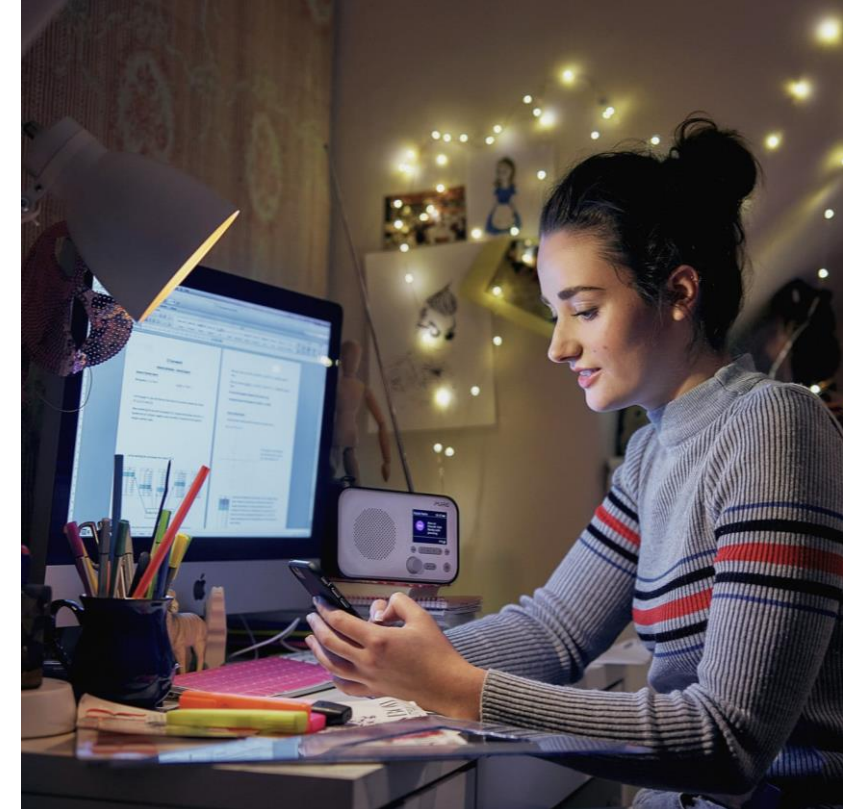
Radio drives attention, nurturing brand memory and recall, thereby enhancing overall brand performance.



## Audio ads stimulate high levels of attention



**Source:** dentsu Attention Economy Study - Lumen, 2023 (U.S.)

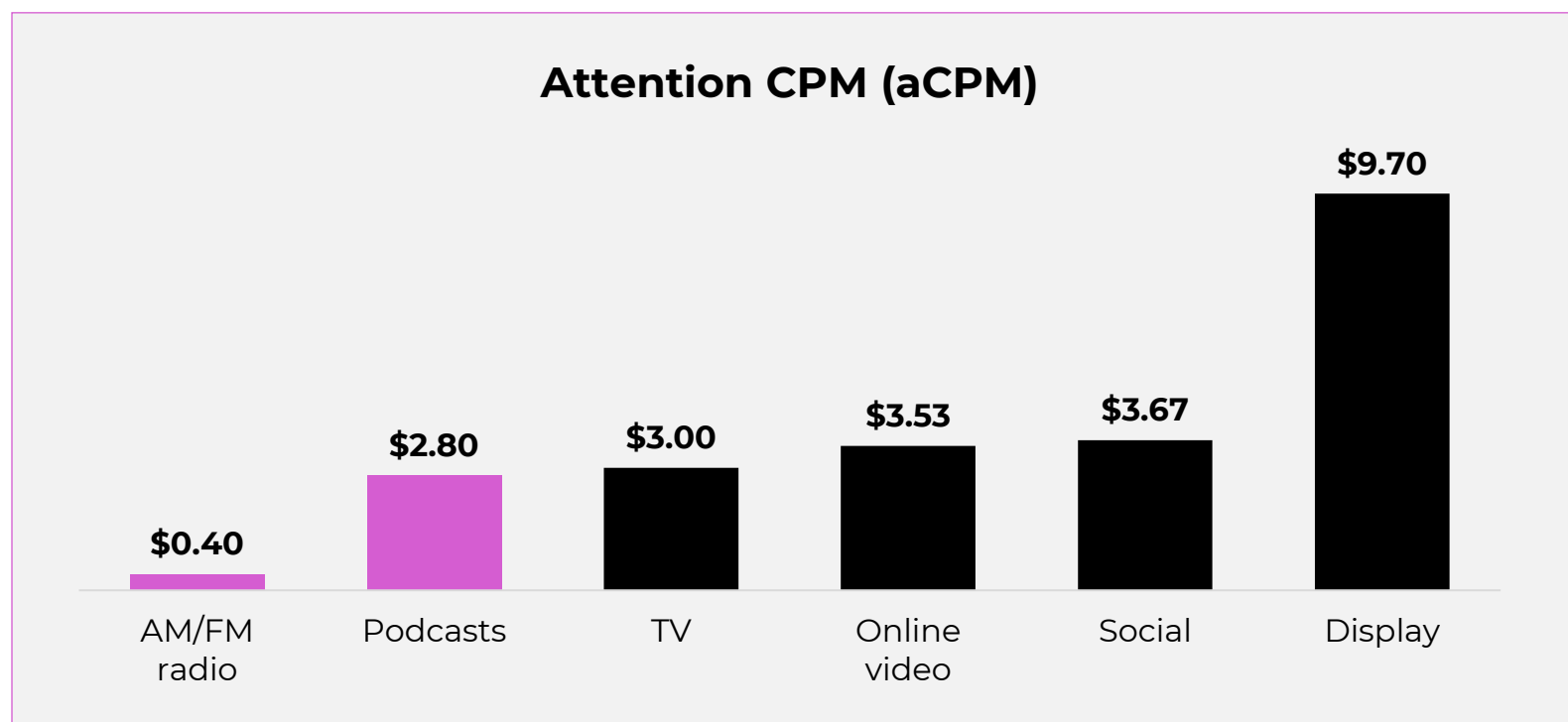


\* aCPM = how much does it cost to generate 1000 seconds of attention to advertising.

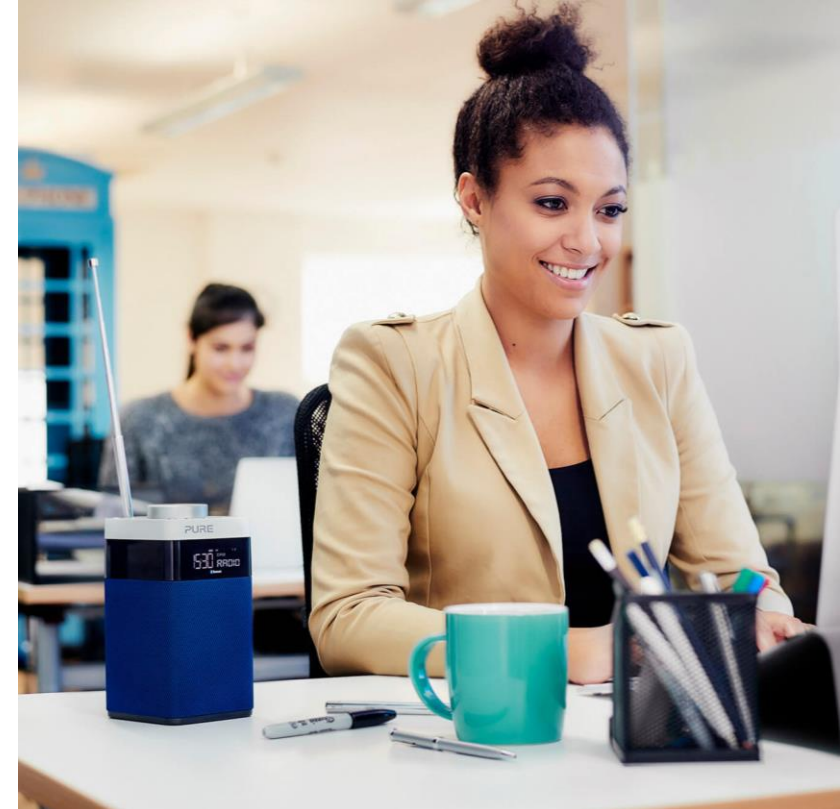
### > 3. Attention & memory



## Radio and podcasts ads have the most cost-efficient attention CPM



**Source:** dentsu Attention Economy Study - Lumen, 2023 (U.S.)





## Audio generates greater brand recall

Radio listeners remember more brands and mention them more often



**223**

BRANDS

**785**

MENTIONS

**3.5**

MENTIONS X BRAND



**204**

BRANDS

**354**

MENTIONS

**1.7**

MENTIONS X BRAND

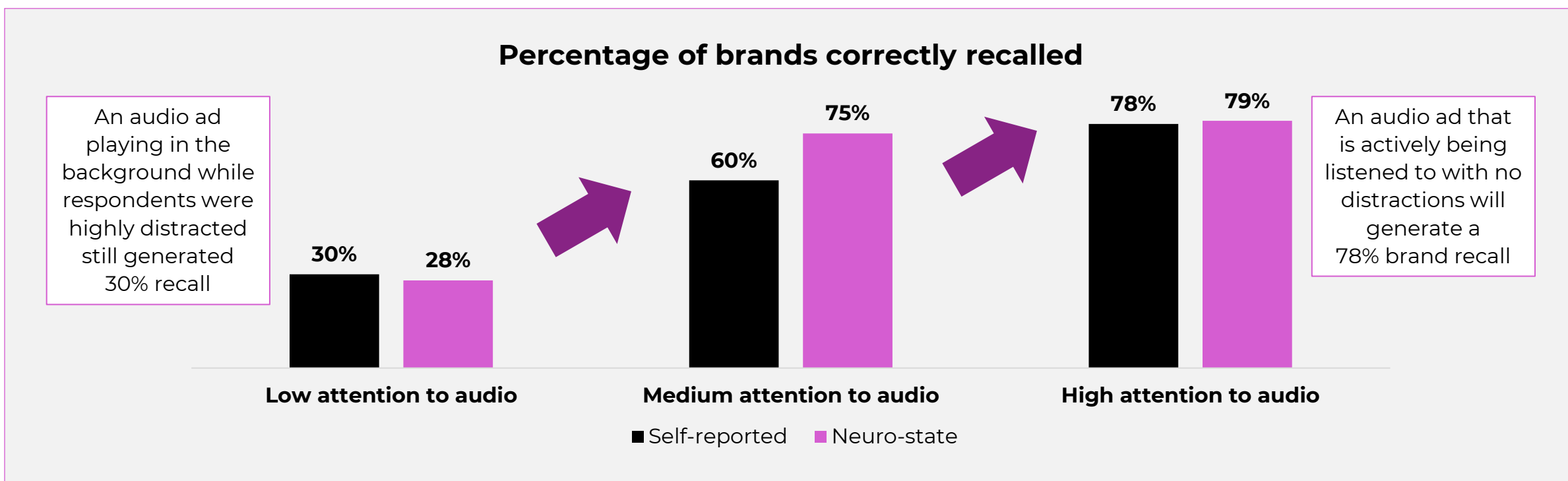
**Digital:** hyperfragmented memory



**Source:** *The Paradox of Media Planning / Advertising Effectiveness Study* – AERC, 2023 (Spain)



**Audio is a powerful influencer whether you are paying attention or not. You simply can't shut your ears!**



**Source:** Sound Check: Ears Wide Open – Neurolab, 2023 (U.S.)

4

# Creativity & theatre of the mind

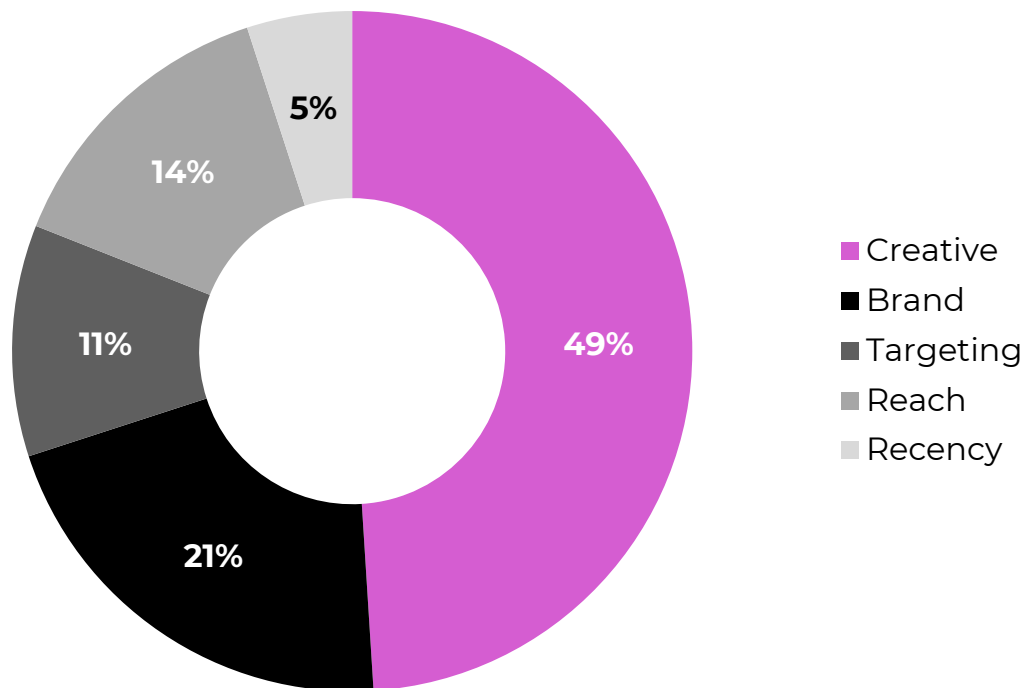
...

Radio empowers creative storytelling  
and ignites listeners' imagination



### Creative is a key driver of advertising effectiveness in radio

% Contribution to incremental sales (2023)



**Source:** Five Keys to Advertising Effectiveness – NC Solutions, 2023 (U.S.)



### Radio ads with music drive higher results in both recall and purchase

Ads with multiple  
voices  
**increase recall**  
by **10%**

Incorporating music into ads **propels:**

**Intent to  
purchase**  
by  
**over 5%**

**Recall**  
by  
**over 4%**

**Energic  
emotion**  
by  
**over 3%**

*Source: Sound Creative – Audacy and Veritonic, 2023 (U.S.)*

5

## Sonic branding

...

Sonic branding carves a distinctive identity in the auditory landscape, making the brand more memorable in the mind of the listener



# Audio logos drive recall on radio more than ads without sonic branding

Sonic branding  
**increases ad recall**  
by **over 17%**  
in **radio** and  
**over 14%**  
in **podcasts**

**Radio ads with sonic branding** are heard as

**+7%**  
more  
trustworthy

**+6%**  
more  
likeable

**+5%**  
more  
empowering

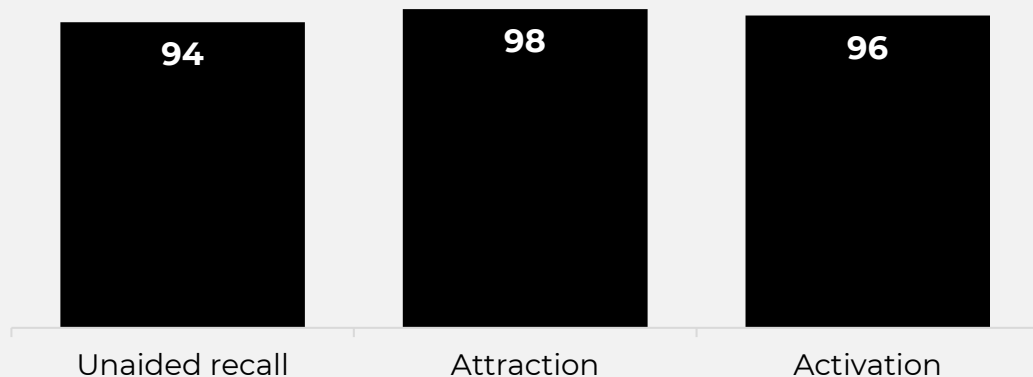
**+4%**  
more  
relevant

*Source: Sound Creative – Audacy and Veritonic, 2023 (U.S.)*

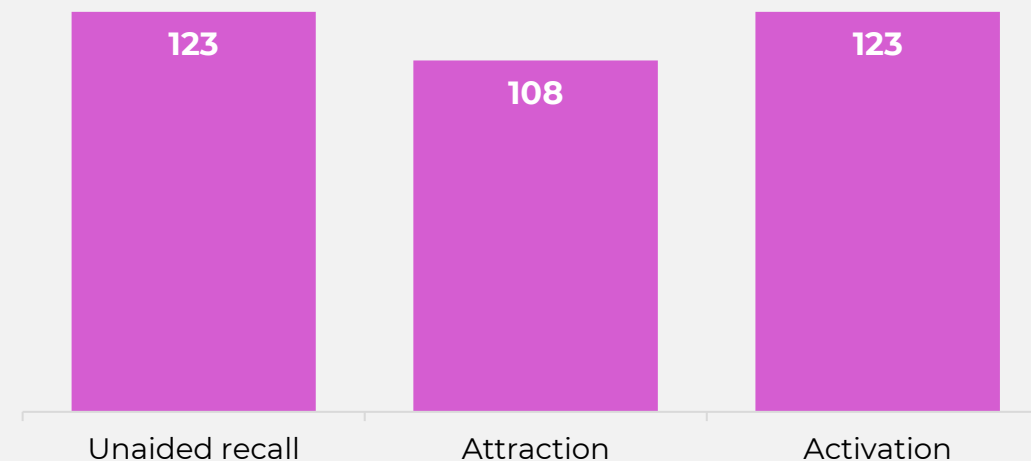
**Ads with an acoustic brand signal achieve considerably more positive results on recall, attraction and activation**

### The importance of acoustic signals

#### Without acoustic brand signal



#### With acoustic brand signal



**Source:** MediaAnalyzer – RMS, 2021 (Germany)

# 6

## Brand integration



Radio's unique capabilities extend beyond traditional 30-second spots, offering opportunities for creative and original brand experiences





## 6. Brand integration



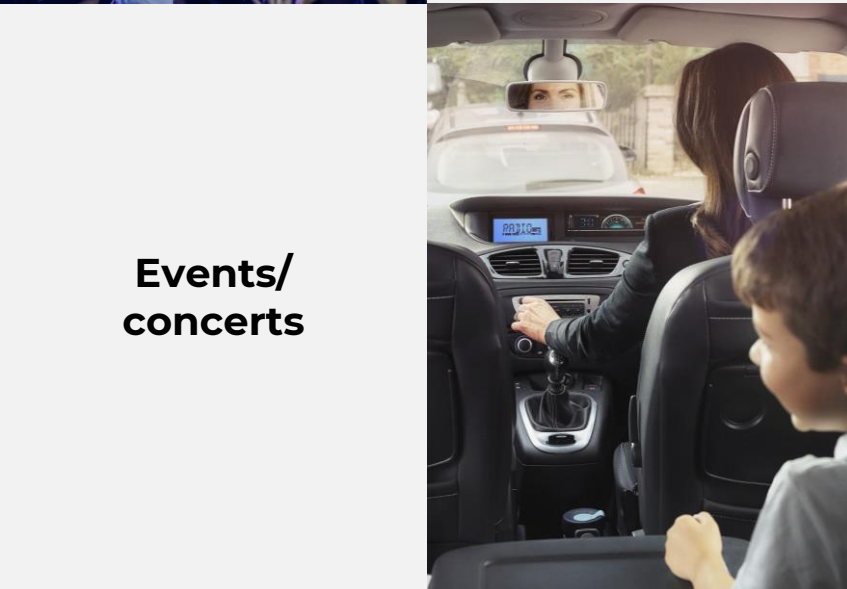
**Contests/  
games**



**Engagement  
with listeners  
on radio stations'  
social media**



**DJ/host  
endorsement**



**Events/  
concerts**



**Editorial  
content/  
segments**



**Sponsorship**





## 6. Brand integration

### Inspiring business cases



#### NRJ Hybrid challenge

Driven by NRJ presenters, new Toyota Cross Hybrid travelled across France, in 'zero emission' mode, whenever possible, to meet listeners and local presenters from NRJ stations.

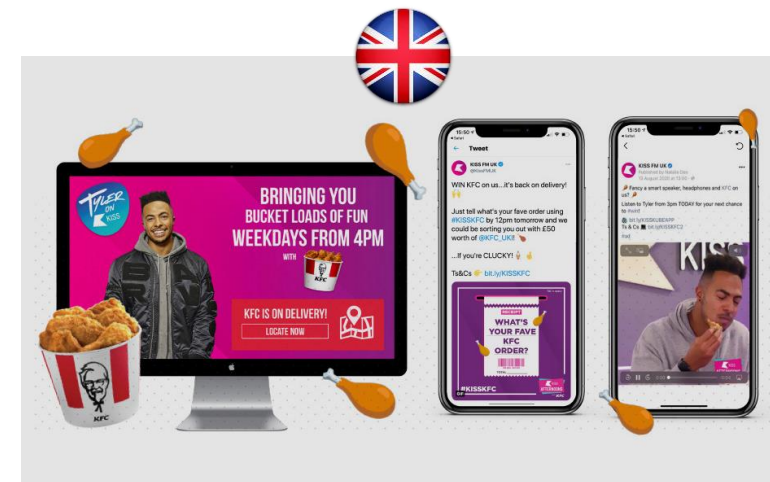
[More details here](#)



#### Q-Beach House – where music fans and brands come together for an unforgettable summer

The Flemish radio station, Qmusic, brought together thousands of listeners at a unique beach venue, helping brands shine through cross-platform integration.

[More details here](#)



#### KISS, KFC and a bucket of fun!

A brilliant long-term collaboration between KFC and Bauer Media Audio UK. As the headline sponsor of a popular afternoon show, KFC was at the forefront of their customers' mind, especially for those looking to get their fix of fiery chicken fun.

[More details here](#)

# 7

## Synergy with other media



Radio seamlessly amplifies other advertising channels. A cross-media marketing strategy amplifies brand awareness and recognition.



## 7. Synergy with other media



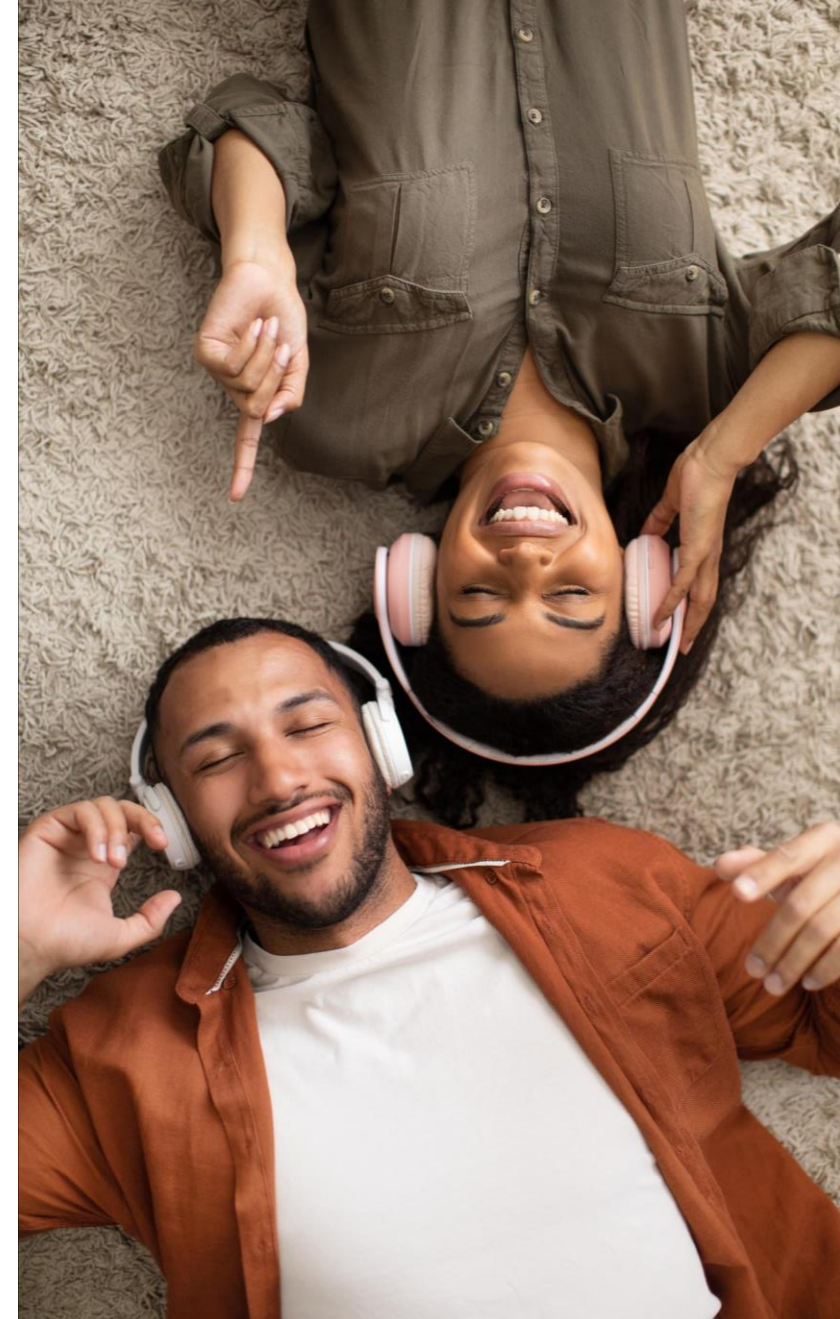
**Adding radio to a campaign improves efficiency, making radio THE multiplier medium**

**Ad awareness:**  
radio generates  
**5x**  
more  
**cost-efficiency**

**Brand relevance:**  
radio generates  
**3x**  
more  
**cost-efficiency**

**Brand trust:**  
radio generates  
**4x**  
more  
**cost-efficiency**

**Source:** Building Shelf Awareness – Radiocentre (U.K.)



### Adding radio to TV and online video increases the brand attitude and preference

	TV only	TV + OLV	Radio + TV	Radio + OLV
Attitude	100	99	100	111 ▲
Preference	100	110	138 ▲	114

▲ Significant increase compared to premeasurement (95% confidence)

The combination of online videos and radio results in a significant increase with index **111** on attitude towards Douwe Egberts.

Furthermore, the usage of TV and radio in combination results in an increase of **138** point index in terms of preference for the Douwe Egberts brand.

**Source:** How does radio contribute to the mental availability of FMCG brand Douwe Egberts? – Audify, 2023 (The Netherlands)



## 7. Synergy with other media

**Radio combined with TV generates more attention and increases the effectiveness of the ad**



**1.5x**  
**More attention**

**Source:** *The Magic of Attention* – Ster, 2022 (The Netherlands)



Advertising on radio prior to television can **increase the effectiveness of a television ad**, in particular its moment of peak branding, by up to

**+31%**

**Source:** *In One Ear: radio and memory encoding* - TRB/Neuro-Insight, 2021 (New Zealand)





## 7. Synergy with other media



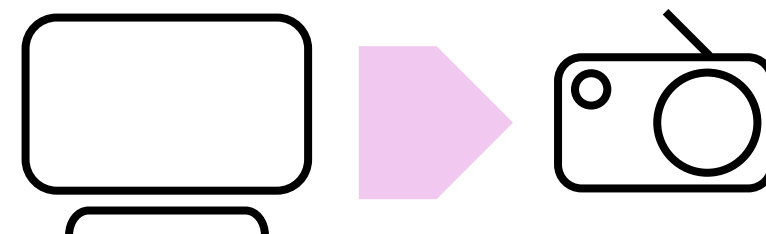
### Visual transfer drives impact for the brand

**Index  
156**

**Increase of  
MAGNUM RUBY  
awareness**

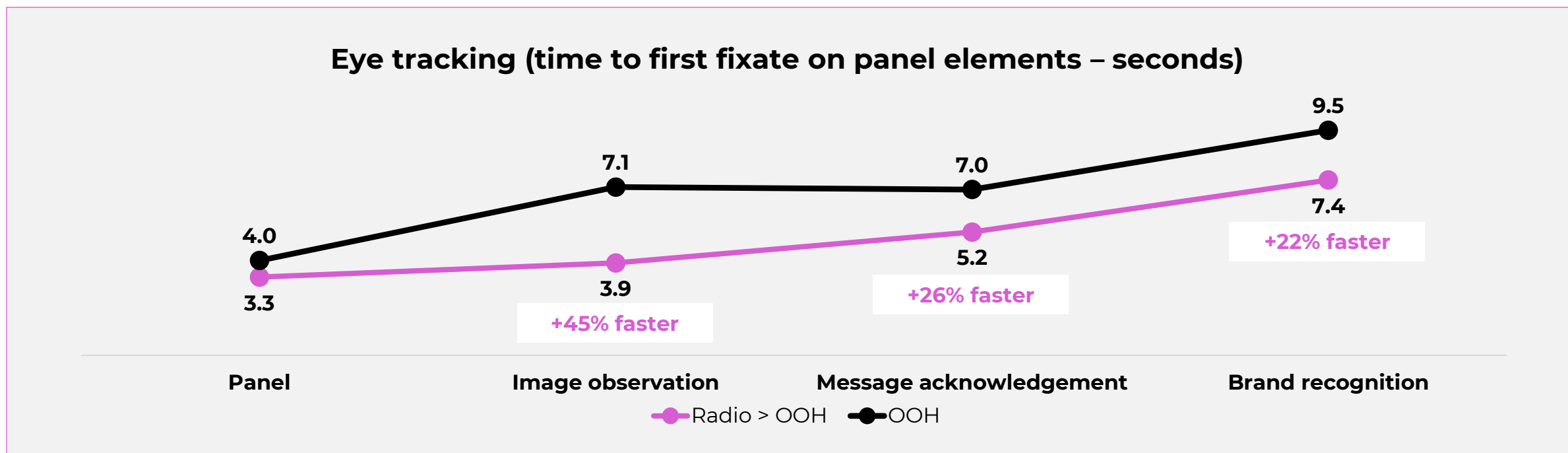
Taking advantage of the visual transfer power of radio, Unilever added radio to its TV plan and significantly increased the brand awareness (and the purchase intent) for the new MAGNUM RUBY.

**Source:** Brand Effekt – Kantar/RMS, 2023 (Germany)



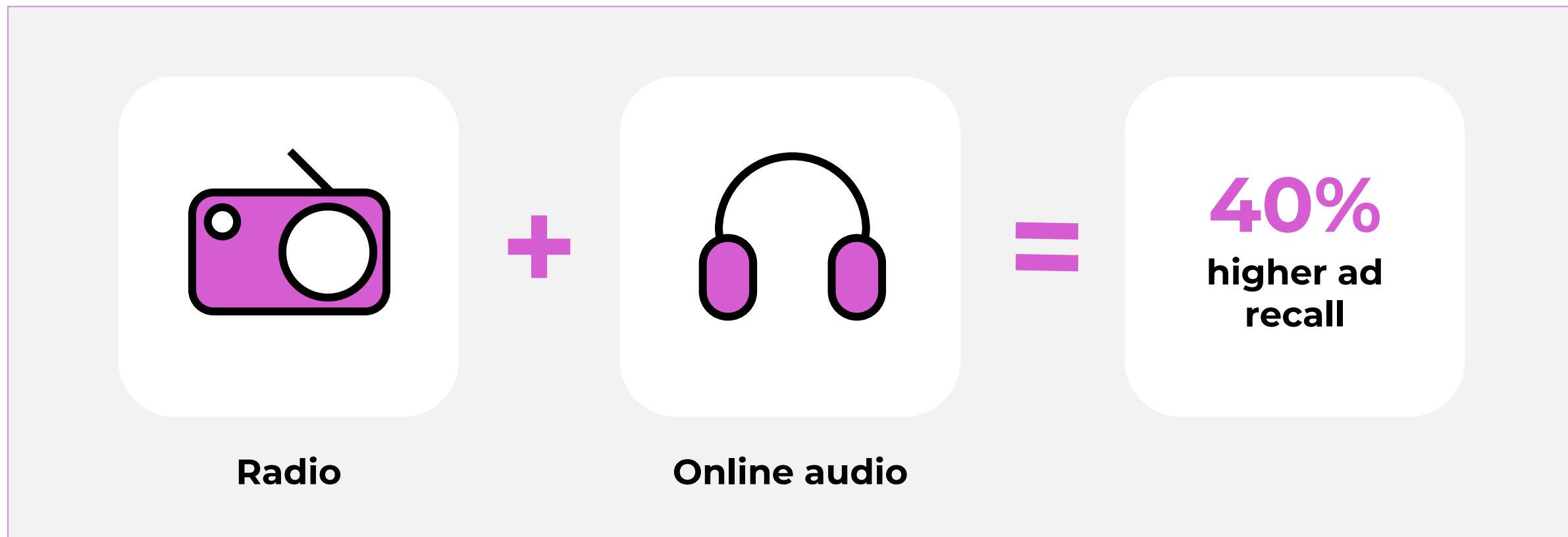
### Radio enhances OOH messaging

A prior exposure to a radio campaign increases how quickly outdoor media is seen and how well it is remembered



Source: ARN Research – Neurolab, 2023 (U.S.)

### When combined with online audio, radio increases ad recall



**Source:** RMS Audio Total Tracker Data – RMS, 2021 (Germany)



**Reach out  
to your media  
partners and  
start building  
your brand  
today!**

