

NOW HEAR THIS



RADIO
CONNECTS





TABLE OF CONTENTS

The following information provides actionable insights, key data points, and effective tactics for optimizing Live Broadcast Radio across the marketing funnel. Each section is filled with sourced data, available for use in your presentations and planning. Explore how Radio can elevate your campaigns and drive results.

HEAR THE BIG PICTURE

Introducing how Radio fills the marketing funnel

AUDIO - THE HEAR AND NOW

Radio and the evolution of personal music

CONNECTING STARTS WITH BEING HEARD

Canadians and their connection to audio, Radio's reach vs. social media and the other audio platforms

CUTTING THROUGH THE NOISE

A look at the ad-supported audio landscape, including in-car audio

UPPER FUNNEL - AWARENESS

Radio's scale and its dominant reach

MID FUNNEL - CONSIDERATION

Building trust and knowledge

LOWER FUNNEL - CONVERSION

Call to action

LOYALTY

Building retention and refilling the funnel

KEY TAKEAWAYS





Radio remains a powerful and effective tool for brand-building, thanks to its broad reach and the trust associated with popular local personalities. While it's a proven platform for generating initial awareness and sparking conversations, many advertisers utilize Live Broadcast Radio's capabilities beyond those roles.

In today's intricate shopping landscape, where digital distractions are everywhere, the traditional marketing funnel - **awareness**, **consideration**, and **conversion** - remains crucial. Radio particularly shines at the top of this funnel, spreading information and enhancing awareness. Now with targeting through Live Streaming Radio and station apps, authentic influencers, and valuable metrics, Radio is a versatile asset throughout the entire funnel.

HEAR
THE BIGGER PICTURE

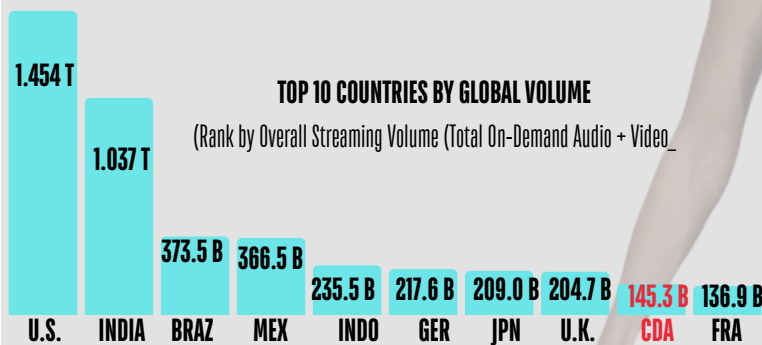
AUDIO: THE HEAR AND NOW

Since its inception, Radio has coexisted harmoniously with personal music libraries, evolving to complement the changing landscape of personal music consumption.

The rise of digital music and streaming services have transformed how some people curate their personal music libraries. By favouring "renting" via subscriptions over "owning" physical music, some people have effectively replaced their personal music libraries with vast, cloud-based catalogs.

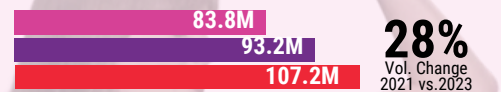
While some may perceive that audio streaming is replacing Radio, the fact is most audio streaming is subscription based and non-commercial. People have always curated their collections, creating mixtapes and playlists to suit their tastes and moods. What has changed with the advent of digital audio subscriptions is not the behaviour itself, but the technology that supports it.

Luminate (formerly known as Nielsen SoundScan), the industry standard measurement platform for music, tracking sales, streams downloads and airplay, detailed in its 2023 MidYear Report that Canada is 9th on their list of top ten countries by streaming volume, with 145.3 billion streams



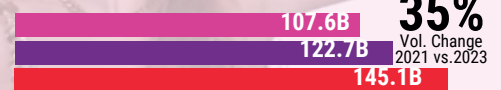
Total Album Consumption

Album+TEA+On-Demand SEA*

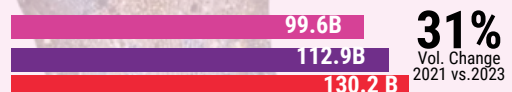


On-Demand Song Streaming

Audio + Video

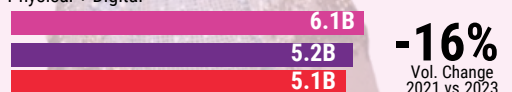


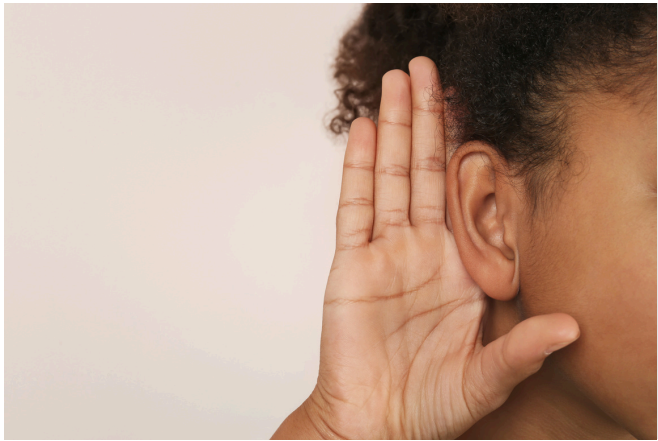
On-Demand Streaming: Audio



Total Album Sales

Physical + Digital

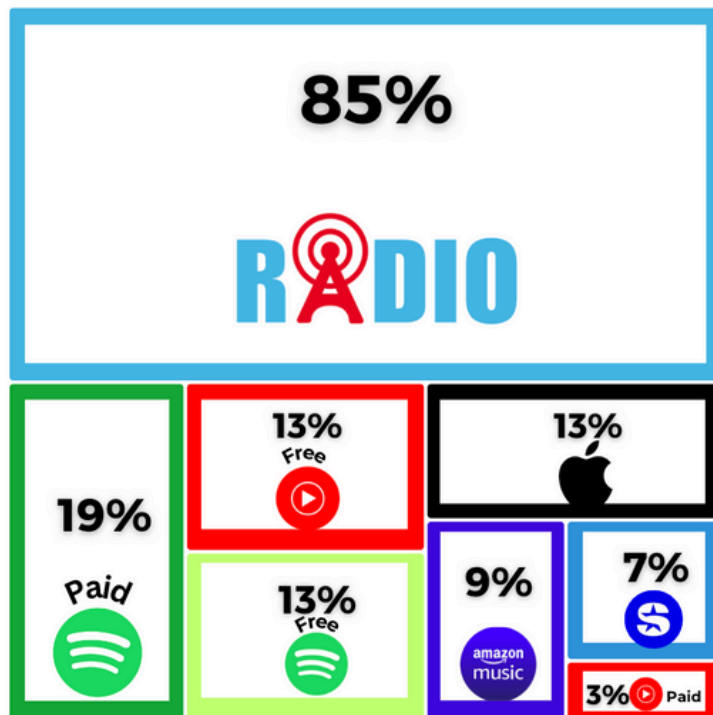




CONNECTING STARTS WITH BEING HEARD

Radio has long been a cornerstone of music discovery and entertainment, and has remained relevant and competitive. By leveraging its unique strengths in curation, real-time engagement, and local flavor, and by embracing new technologies while offering the communal listening experiences streaming services cannot, Live Broadcast Radio maintains its relevance as a dynamic

medium that complements personal music collections. Even as the audio landscape continues to evolve with more audio streaming options, Live Broadcast Radio remains the largest audio platform in Canada reaching more people in one week than any other audio platform.



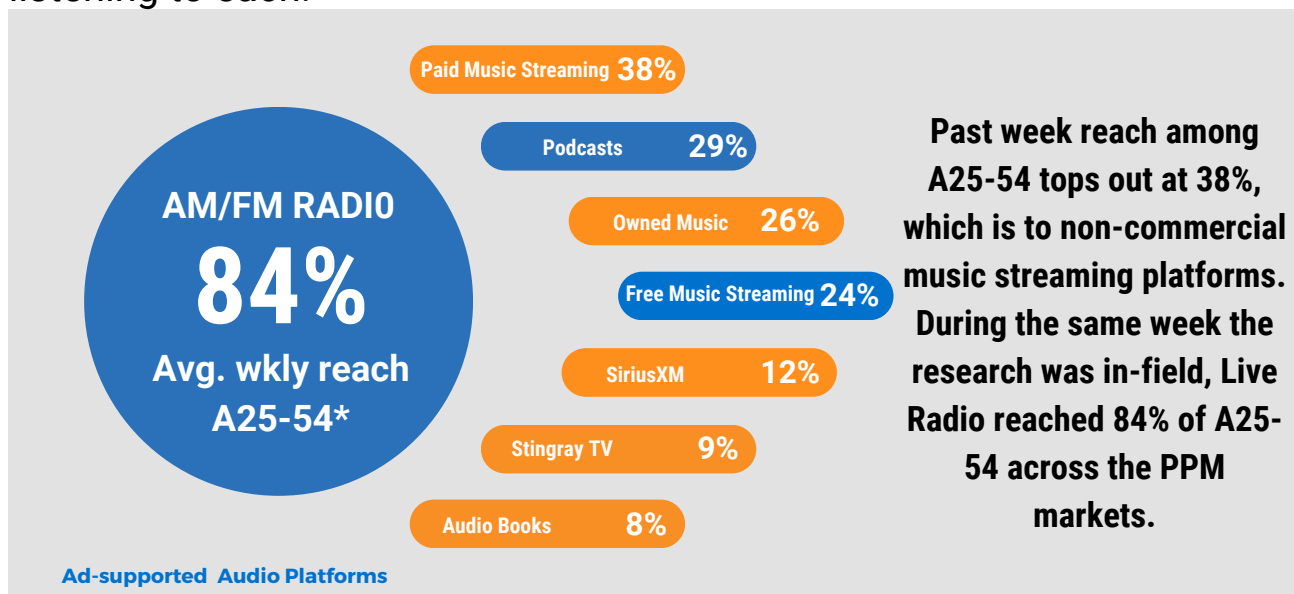
6.5X

**GREATER REACH
DELIVERED BY
RADIO IN ONE WEEK
VS. YOUTUBE FOR
MUSIC AND FREE
SPOTIFY**

Source: Numeris Fall'23 PPM & RTS AW Reach 12+.

CANADIANS AND THEIR CONNECTION TO AUDIO

Recent work by Signal Hill Insights looked at the audio behaviours of over 3,000 people across Canada. In their survey, they asked Canadians which audio they listened to yesterday, and how many hours they spent listening to each.



Radio's extensive reach against the key advertising target of A25-54, clearly demonstrates the scale and scope of Live Broadcast Radio and its position as the dominant player in the audio landscape.

As people embrace digital audio, they are also embracing Live Radio's digital streams. Since Fall 2019, the proportion of Broadcast Radio Hours that are streamed has increased one third from 9% to 12%.¹ And younger listeners are also spending more of their Radio time online, with 17% of Radio listening among 18 to 34s being streamed.¹ This growth in streaming audiences is enabling Broadcasters to provide advertisers with additional options for addressability to complement the scale of OTA (over-the-air) campaigns.

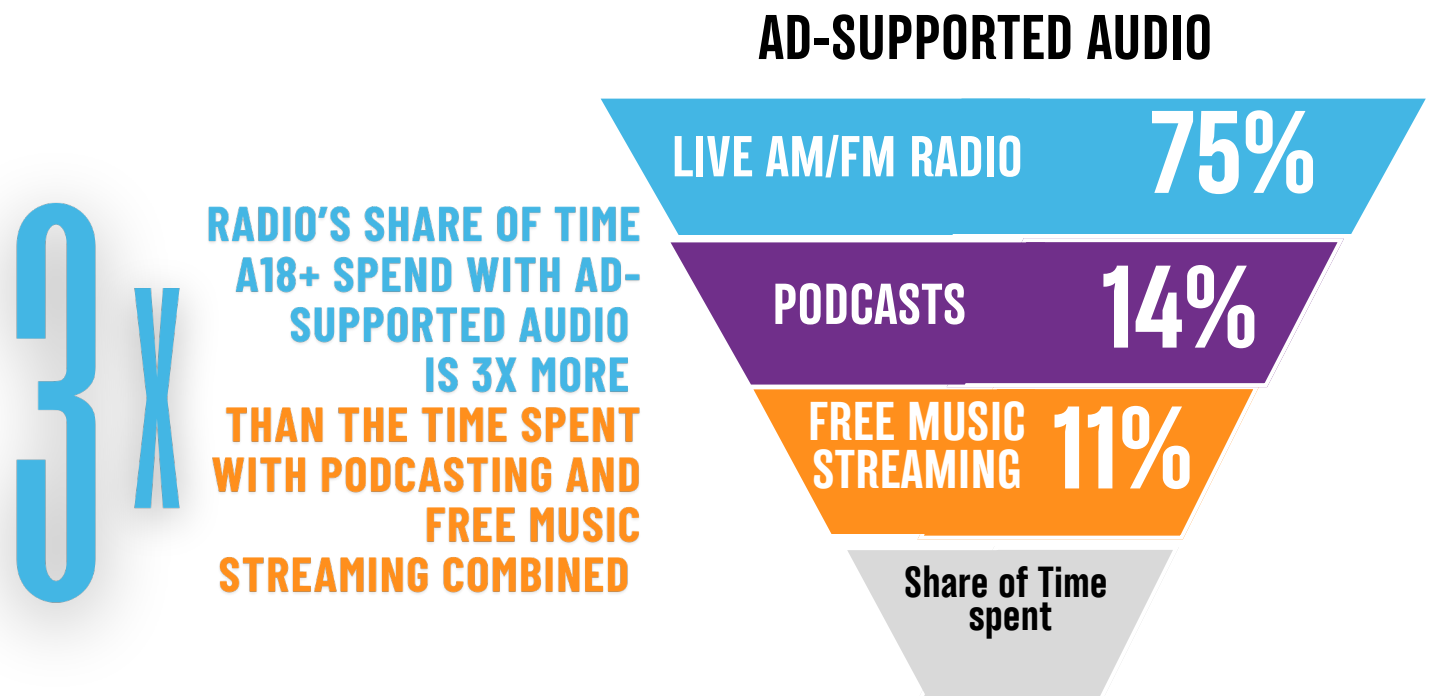
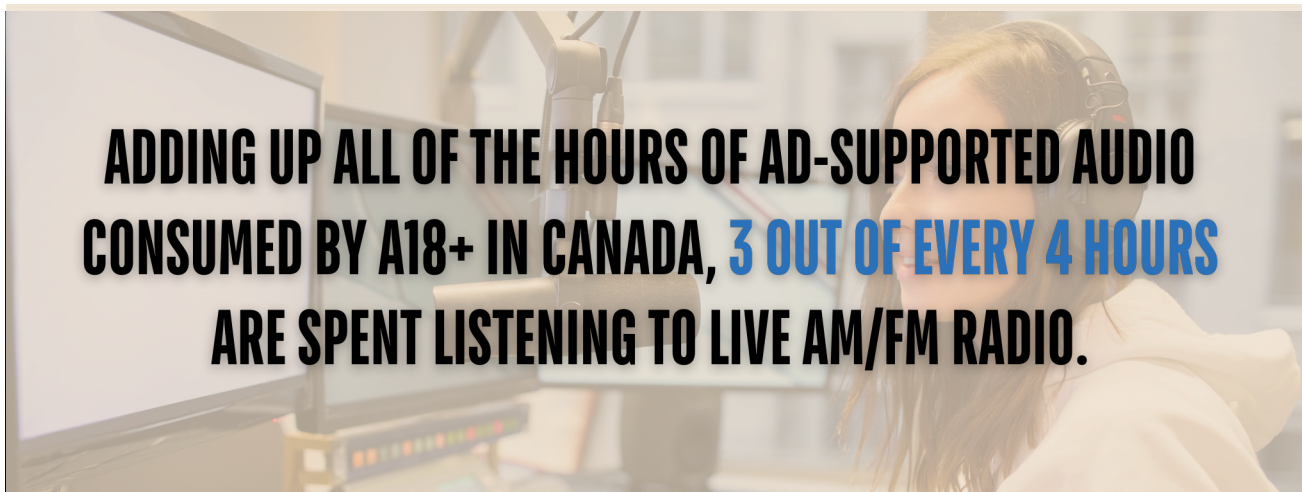


Source: Signal Hill | Radio On The Move Fall 2023 | * PPM FL 2023 Total Meter CTRL Avg. Weekly Reach %

CUTTING THROUGH THE NOISE

Once we filter out the audio platforms not available to Canadian advertisers, the strength of Live Radio becomes even more apparent.

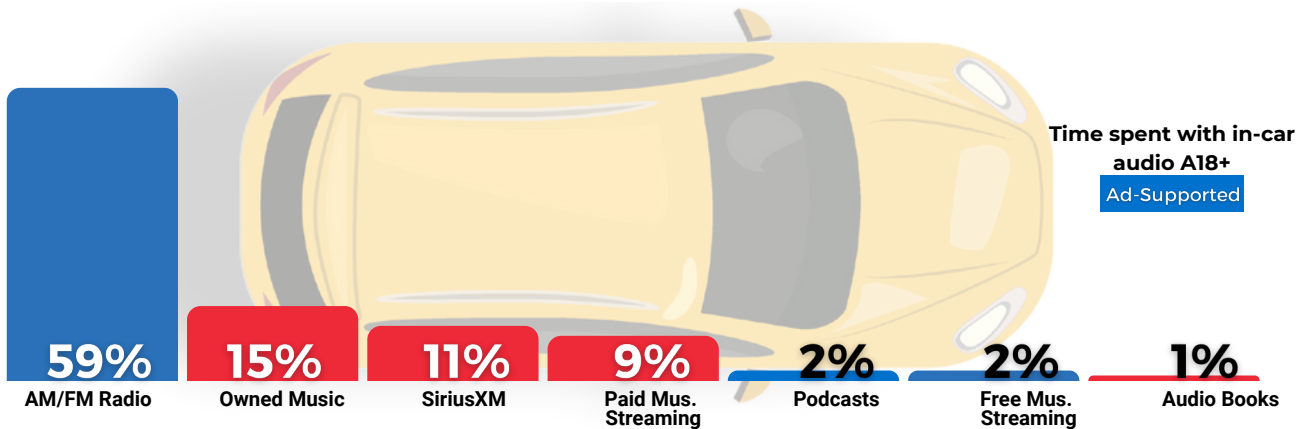
For advertisers looking to connect with customers throughout the purchase cycle, no other ad-supported audio platform will reach them like AM/FM Radio.



Source: Signal Hill Insights - Radio On The Move

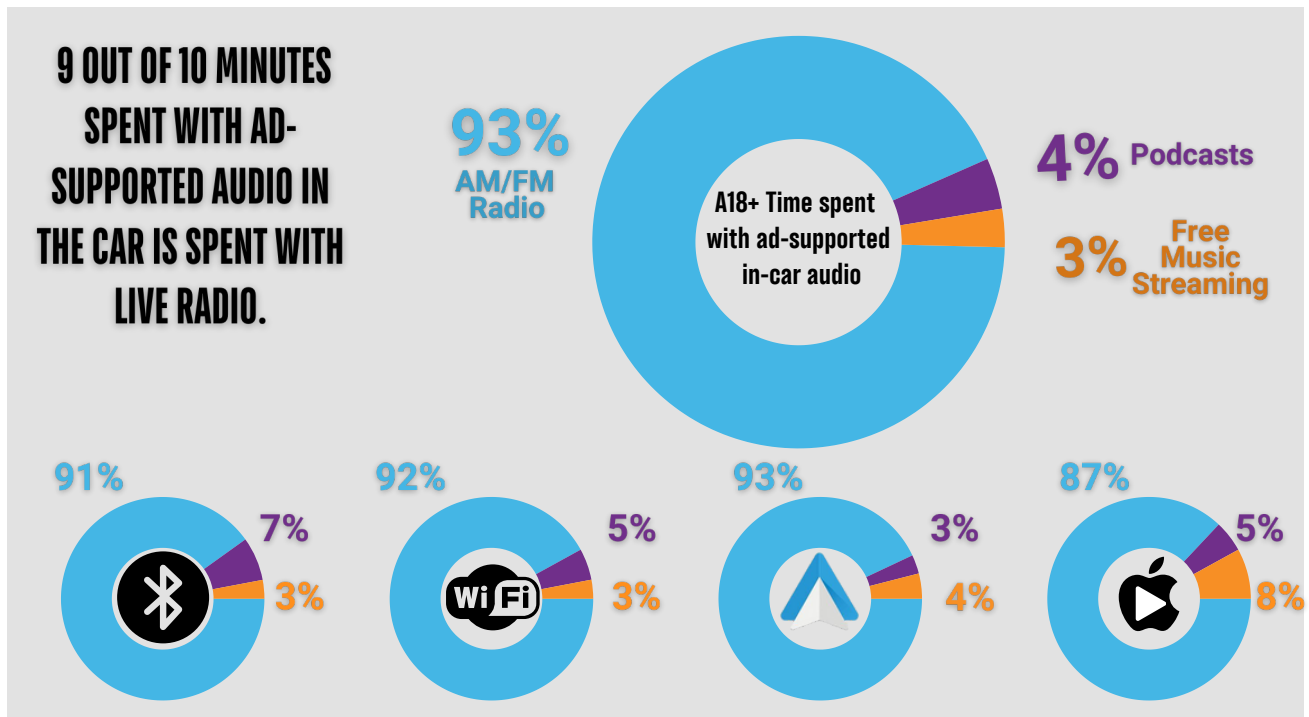
CONNECTING ON THE GO

Vehicles are one of the few places where we're required to put away our screens and rely on audio entertainment only. When it comes to in-car audio, with all the audio available to drivers, and passengers, the Radio is what Canadians are tuned to.



LIVE BROADCAST RADIO DOMINATES IN CAR AUDIO.

When people get in their vehicles, muscle memory takes over. Even with different technology available, 90% or more of the ad-supported audio listening in-car, is to Live Radio.



Source: Signal Hill Insights - Radio On The Move



UPPER FUNNEL AWARENESS

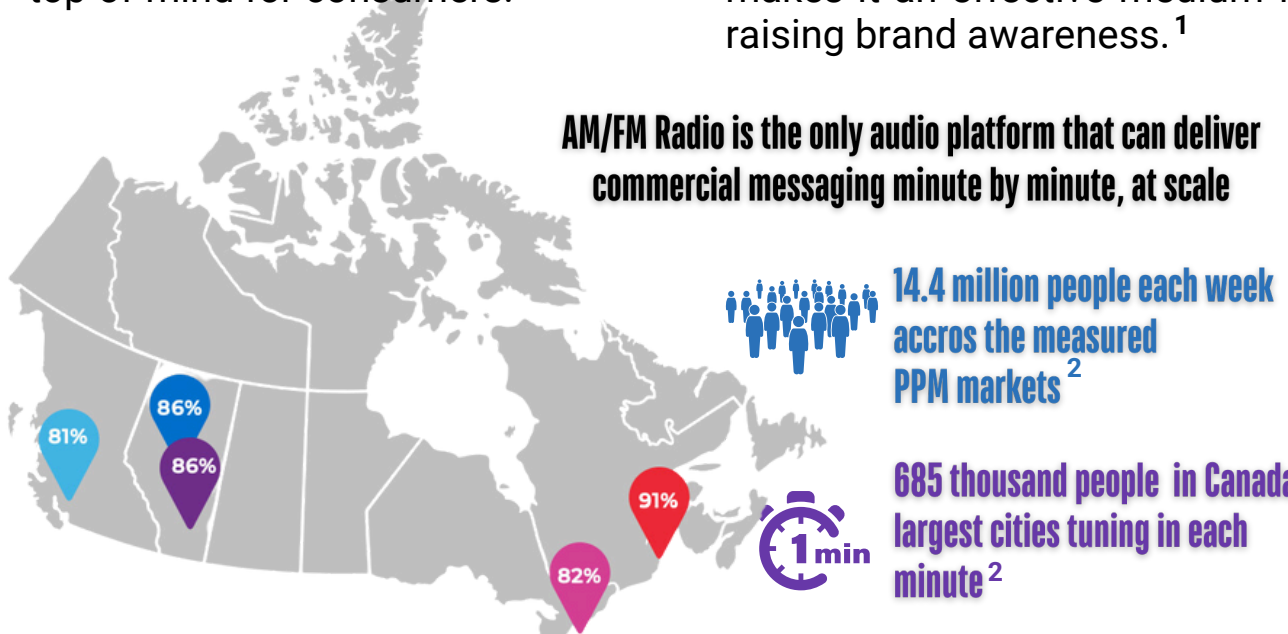
RADIO'S SCALE AND DOMINANT REACH

In his widely read book “How Brands Grow” marketing scientist, Byron Sharp, advocates a philosophy of brand awareness that emphasizes the importance of reaching a broad audience and creating mental availability. These findings are echoed by Peter Fields in his work that puts emphasis on reach, frequency, and mental availability and underscores the importance of making brands memorable and top-of-mind for consumers.

At the beginning of the shopper-journey, Radio advertising can work for branding campaigns by elevating awareness, generating interest and leaving a lasting impressions, and its local appeal helps to fosters emotional connections.

Broadcast Radio’s ability to reach a vast audience frequently and affordably, while providing engaging and localized content, makes it an effective medium for raising brand awareness.¹

AM/FM Radio is the only audio platform that can deliver commercial messaging minute by minute, at scale



Source: 1. Nielsen Commspoint Influence 2022 P18+, Channel ranking, all categories – cost & reach considered
2. Numeris Fall 2023 PPM TC AW 2+

RADIO HAS AN IMPACT ON EVERY STAGE OF THE FUNNEL - FROM TOP TO BOTTOM.

Advertising on Live Radio is effective across different stages of the advertising funnel. Across the consumer journey, Radio amplifies the effectiveness of various channels and provides measurable results, making it a sound investment for business growth.

In their 2022 edition of the Nielsen Commspoint Influence Report, Nielsen assessed the effectiveness of various media channels in reaching and influencing specific demographics. Focussing on A18+, it evaluated channels based on factors like cost, reach, and influence across different categories, and ranked them in terms of their effectiveness in reaching the demo.

The report showed that when evaluating media channels across all categories with cost and reach in mind, certain channels consistently rank higher in their influence on consumer behaviour. Traditional media, such as Television and Radio, remain powerful due to their extensive reach and ability to engage large audiences effectively. The report highlights that while newer digital platforms can be influential, traditional channels play a critical role in a balanced media strategy, offering broad reach and reliability. The findings emphasize the importance of a multi-channel approach that leverages both traditional and digital media to maximize cost-effectiveness and audience impact.

RADIO BOOSTS OTHER CHANNELS' PERFORMANCE, EXCELLING ACROSS THE CONSUMER JOURNEY AND INFLUENCING 58% AWARENESS AND 54% PURCHASES - COMPARABLE TO TV, AND SURPASSING OTHER MEDIA CHANNELS, AT AN EFFICIENT COST

	RADIO	TV	TIK TOK	FACEBOOK	INSTA	BVOD	O.L. VID.	OOH
AWARENESS	58%	62%	39%	52%	46%	40%	47%	50%
CONSIDERATION	48%	52%	36%	43%	41%	34%	39%	40%
CONVERSION	54%	58%	38%	49%	44%	37%	44%	47%
LOYALTY	42%	47%	31%	38%	36%	30%	36%	36%

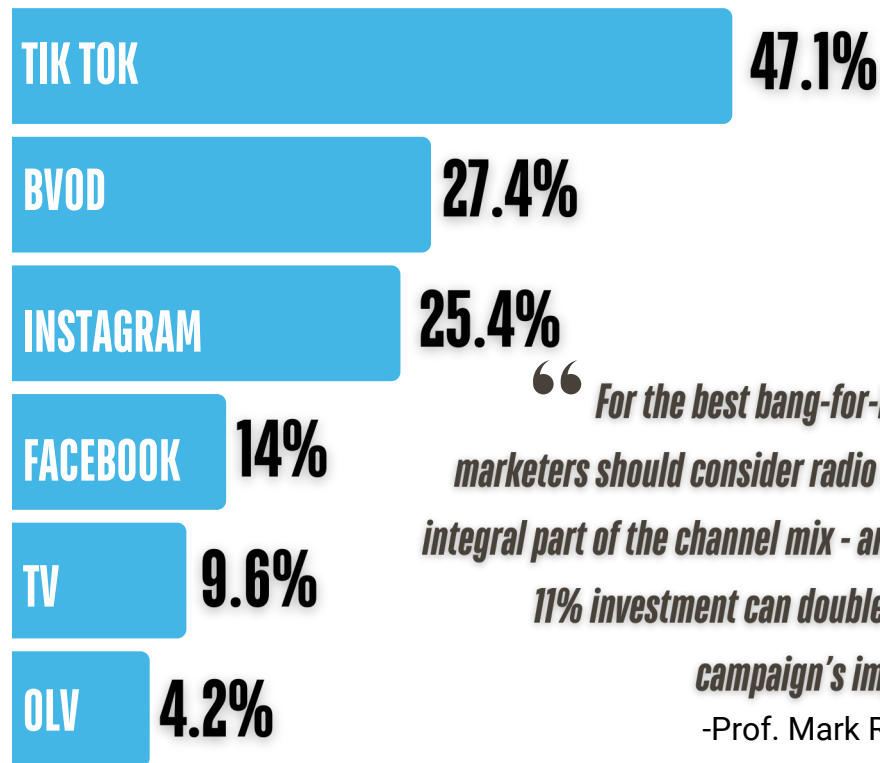
Source: Nielsen Commspoint Influence 2022 P18+ Channel ranking, all categories – cost & reach considered

ADDING RADIO TO A CAMPAIGN'S MEDIA MIX DELIVERS INCREMENTAL REACH.

Renowned marketing expert Mark Ritson, in collaboration with Commercial Radio Australia, recently conducted a groundbreaking study highlighting the impact of Radio advertising on ad effectiveness. Analyzing data from the Advertising Council of Australia's Effectiveness Database, Ritson's study examined 460 campaigns since 2018. The findings revealed that incorporating Live Broadcast Radio into a campaign significantly enhances business results, retention, brand association, mental availability, acquisition, and brand awareness.

Ritson compares Radio to a dependable sidekick—practical, loyal, and trustworthy. For marketers aiming for optimal returns on media investment, integrating Live AM/FM Radio into the channel mix can yield remarkable results.

Incremental reach (%) against A25-54 by adding Radio ¹



“ For the best bang-for-buck, marketers should consider radio as an integral part of the channel mix - and an 11% investment can double your campaign's impact.”

-Prof. Mark Ritson

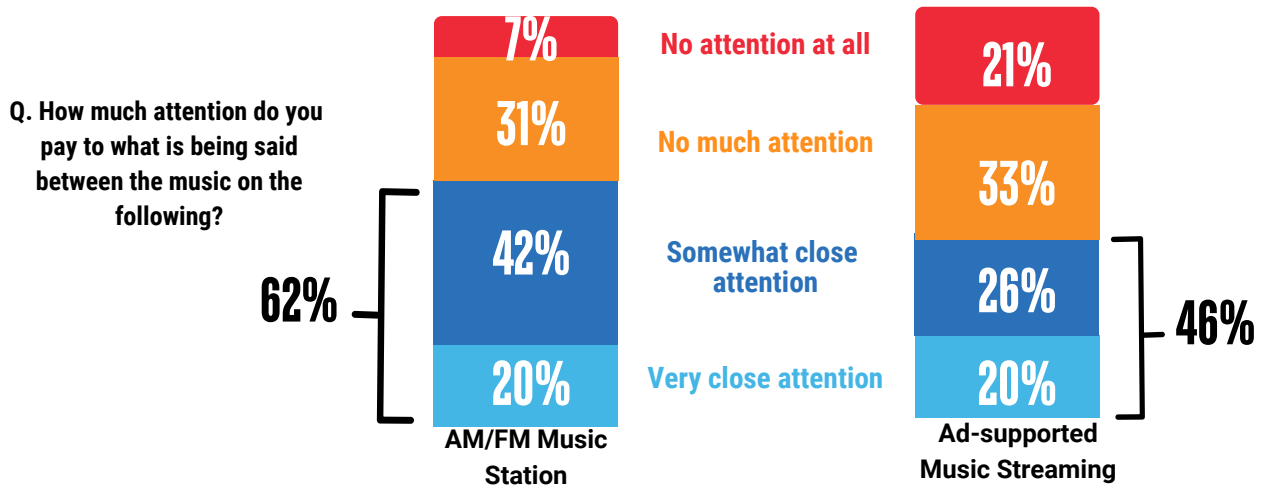


Source: 1. Nielsen Consumer & Media View, S3 2024, National Unfused 12M Database (May 23 - Apr 24), Incremental Reach (%) against A25-54 by adding radio | 2. ACA Effectiveness Database 2018-2023; Avg # of Business Effects for campaigns with positive eSOV vs all ACA campaigns

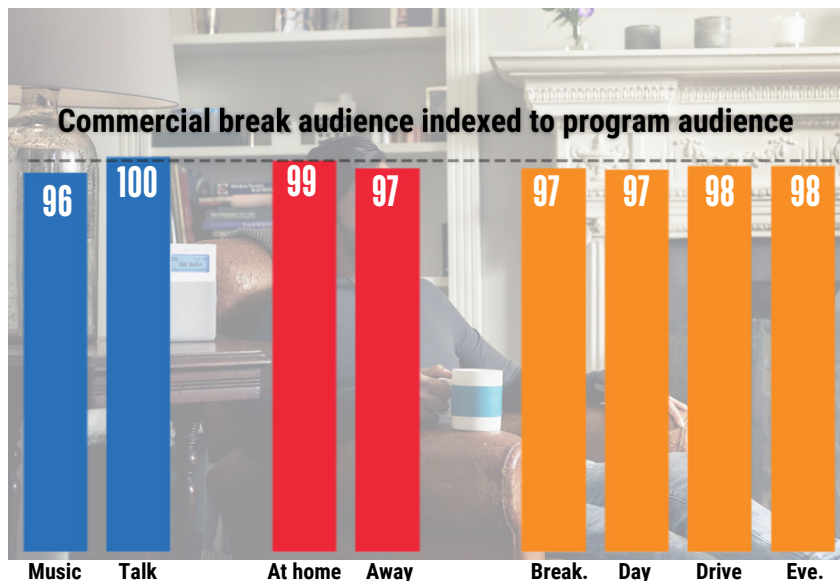
LIVE RADIO BOOSTS AWARENESS AND GRABS ATTENTION

As shown in the Nielsen Commspoint Influence 2022 data, Live Radio boasts awareness **58%** and grabs attention. That is **49%** more effective than Tik Tok.¹

When it comes to paying attention to what's being said on ad-supported audio platforms, people listen differently to AM/FM music stations than free music streaming. They are more likely to listen to what's between the songs on the Radio,¹ while streaming stays in the background. An important criteria for an advertiser trying to reach a potential customer.



An analysis of four months of Vancouver PPM data by Australia's Ehrenberg-Bass Institute for Marketing Science further confirmed that Live Broadcast Radio held its audiences during commercial breaks.² Their analysis of minute by minute audiences proved Radio listeners aren't changing the channel when they hear an ad.



Source: 1. Signal Hill Insights - Radio On The Move | 2. A., S. Bellman, M. Faulkner, J. Cohen, and J. Bruwer: "A new benchmark for mechanical avoidance of radio advertising: Why radio advertising is a sound investment" Journal of Advertising Research, March 2020



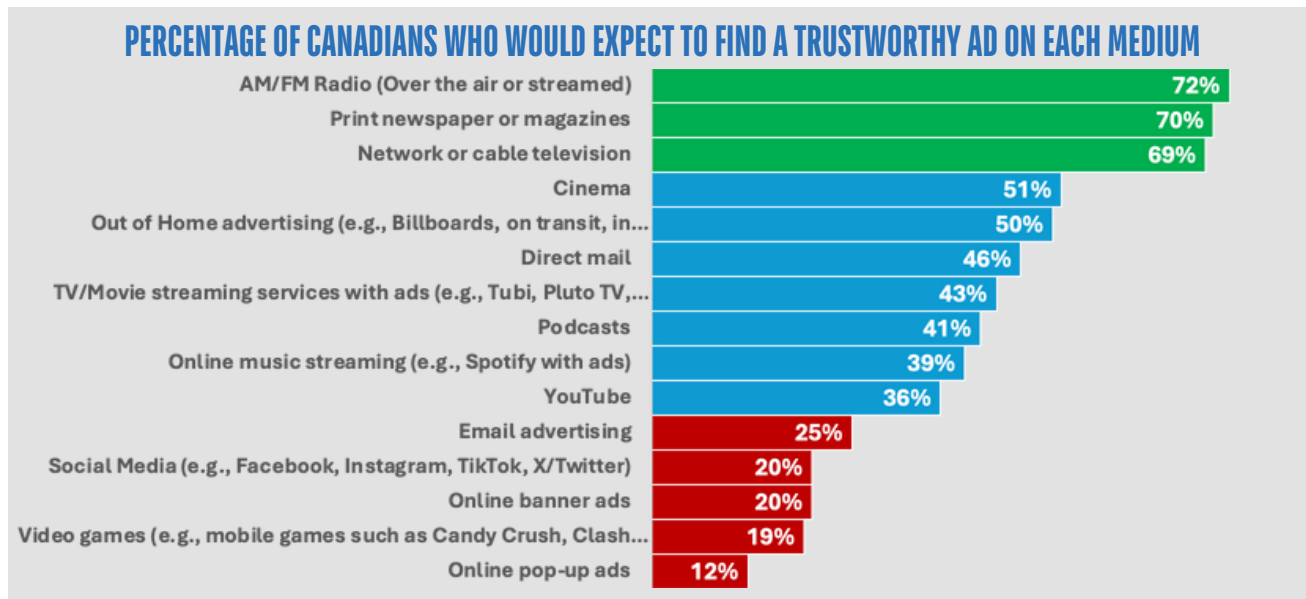
Mid-Funnel CONSIDERATION

TRUST AND KNOWLEDGE

RADIO LISTENERS ARE NOT ONLY ATTENTIVE, THEY HAVE TRUST IN THE MEDIUM.

At the mid-funnel stage, potential customers have moved beyond initial awareness and are now seeking more information to make an informed decision. This stage is about deepening the relationship with potential customers, providing them with the information and reassurance they need in order to guide them towards the bottom of the funnel where they are ready to make a purchase decision.

Establishing trust and credibility is essential at the mid-funnel stage. Consumers are looking for reassurances that the product or service will meet their needs and expectations. Reviews, endorsements, and certifications can play a significant role in building this trust. On-air radio personalities are the original social influencers and their connection to their listeners and community provides them with credibility and infuses consumer confidence.

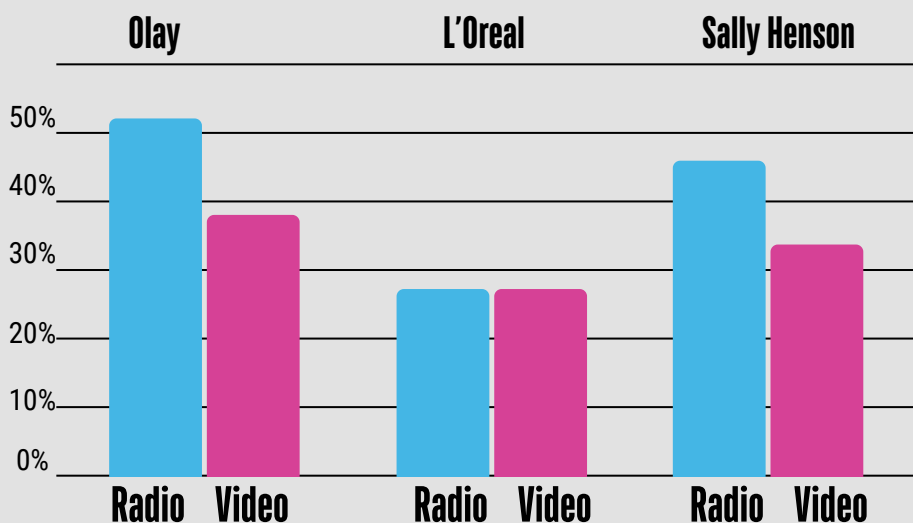


RADIO MAKES AN EMOTIONAL CONNECTION.

Advertising on AM/FM Radio is uniquely engaging. Audio makes deeper emotional connections with listeners. A warm, friendly voice can create a sense of trust and comfort, while an enthusiastic voice can generate excitement and energy. Audio is an excellent medium for storytelling, and can be personalized to resonate with specific audiences.

By addressing listeners directly and using language and references that reflect their experiences and interests, audio creates a sense of personal connection and relatability. Since Live Radio is a more “lean in” experience vs. music streaming services, and the ads are less likely to be avoided, brands can leverage those attributes to create powerful emotional connections with listeners and be effective in conveying their message.

THE NEUROMARKETING DATA AND INSIGHTS SPECIALISTS AT BRAINSIGHTS, STUDIED BRAIN WAVE PATTERNS OF 100 CANADIAN ADULTS ENGAGING WITH DIFFERENT MEDIA CONTENT. THE RESEARCH INVOLVED NINE BRANDS ACROSS EIGHT INDUSTRIES, EACH FEATURING TV AND RADIO ADS FROM THE SAME CAMPAIGN.



OVERALL, RADIO SPOTS GENERATED GREATER EMOTIONAL STRENGTH SCORES THAN THEIR TV COUNTERPARTS. ON AVERAGE, RADIO REACHED EMOTIONAL PEAKS THAT WERE +23% HIGHER THAN TV'S. EMOTIONAL PEAKS WERE HIGHER FOR RADIO ACROSS ALL DEMOS, INCLUDING MEN, WOMEN, UNDER 35 AND 35+ AUDIENCES.

The consideration stage is crucial for nurturing interest and guiding prospects towards making a purchase decision. When listeners are exposed to advertising on Radio, they take action, and much of that action is taken online, which is attribution that Radio advertising doesn't get credit for.

A recent study published by Radiocentre in the U.K. found that Broadcast Radio advertising boosts brand recall and internet search activity by **52%** with **58%** stimulated browsing occurring with 24 hours of hearing Radio ads. In fact, campaigns including Radio in the media mix are found to improve product knowledge.¹



Source: 1. UK Radio Centre Study: The Online Multiplier (<https://www.radiocentre.org/our-research/radio-the-online-multiplier/>) | 2. ACA Effectiveness database 2018-2023. Avg # of business effects for campaigns with positive eSOV vs all ACA campaigns



Lower-Funnel CONVERSION CALL TO ACTION

Radio advertising can effectively contribute to the lower funnel of the purchase cycle, aiding in conversion by influencing potential customers who are close to making a purchase decision.

Broadcast Radio not only provides mass awareness, supporting cross-media activities, but also effectively and efficiently delivers message frequency. By building frequency among key customer targets, Radio reinforces the brand message and encourages listeners to act, especially when they are close to making a purchase decision.



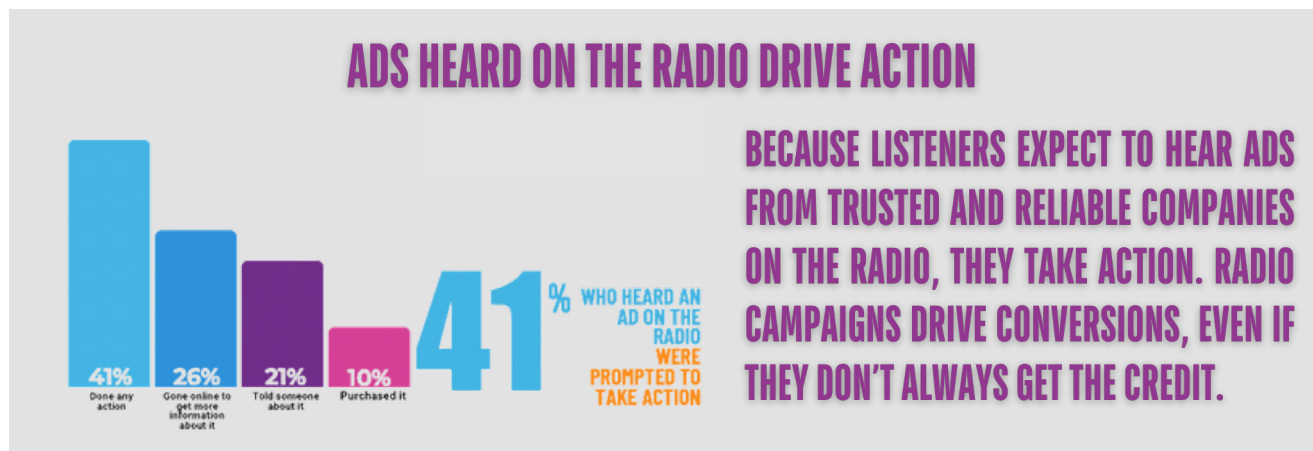
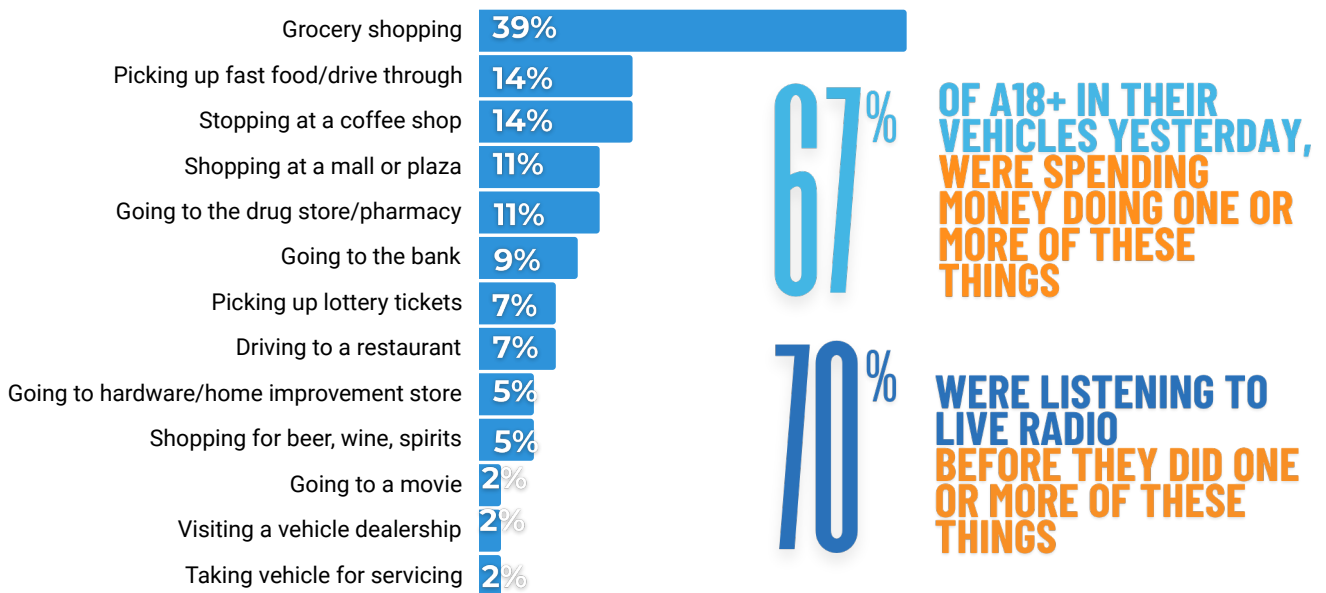
Its flexibility allows for the rapid distribution of time-sensitive messages, such as flash sales, event reminders, and direct calls to action or promotional offers. This creates a sense of urgency and drives results.

“Radio personalities have always been powerful influencers because they engage with their listeners in a one-on-one manner. This direct connection makes them credible endorsers, translating to effective sales conversions for advertisers.”

David Martin, Chief Programmatic Officer at Nielsen Audio

LIVE RADIO REACHES CANADIANS WHEN THEY ARE ON THE MOVE, AND ACTIVELY SPENDING.

When it comes to connecting consumers on last mile in the path to purchase, advertising on the Radio is an effective way to connect with them before making a purchase. According to a Fall 2023 study by Signal Hill Insights, most A18+ in Canada were in their vehicles yesterday, spending money -- and most of them were listening to AM/FM Radio while they did.

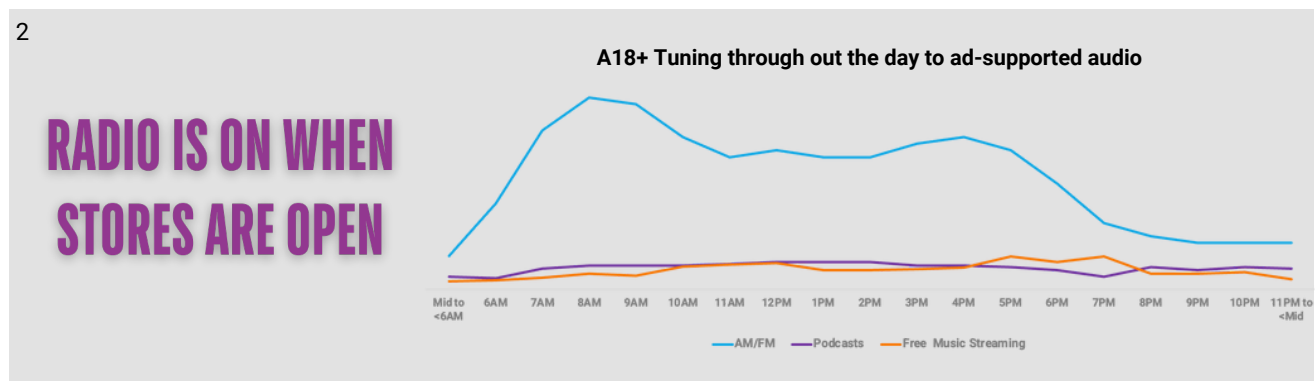


Source: Signal Hill Insights - Radio On The Move

RADIO CONNECTS WITH SHOPPERS IN THE LAST MILE IN THE PATH TO PURCHASE.

According to recent StatsCan data, 94%¹ of consumer retail spending in November 2023 was offline, with only 6% being done via e-commerce. Clearly demonstrating that Canadians across the country are out and about visiting stores and retailers. On the way to the store, when most screens are off, Radio provides an opportunity to connect with consumers before that purchase decision is made.

2



Over half of Canadian adults say they appreciate when brands support local media with their advertising dollars.² The positive association connects with more than customers of local businesses, it also connects with users of national brands. A study conducted by Nielsen Canada that evaluated over 1,000 unique CPG observations of TV, Radio, Out of Home, Online and Trade activity determined that by adding Live Broadcast Radio to Consumer Packaged Goods campaigns, it resulted in improved outcomes for those brands.³

1.3X RADIO ROI	2% WHEN RADIO IS ADDED	\$2.35 GENERATED SALES	+1.06% SALES VOLUME LIFT	2.4X MORE SYNERGISTIC	2.6% INCREASE	28% IMPROVEMENT
Outperformed total Media ROI 1.3 times	Total Media ROI improves by 2% when Live Radio is added to the media mix	For every \$1 spent, Radio generated over 2X the value in short term sales	Increase in sales volume lift when Live Radio runs in tandem with other media	Live Radio is more synergistic in supporting prioritized Trade Activity than any other medium	In sales volume lift when Live Radio runs in tandem with CPG Trade Activity	To synergistic sales volume when Live Radio is added to other media tactics

Source: 1. Statistics Canada, Nov 2023 Retail e-commerce sales in Canada - "On a seasonally adjusted basis, retail e-commerce sales were down 1.5% to \$3.9 billion in November, accounting for 5.8% of total retail trade, compared with 5.9% in October. [See web page here](#) | 2. Signal Hill Insights: Radio On the Move | 3. Nielsen Canada CPG Norms Database Analysis







CONVERSION, LOYALTY AND CUSTOMER RETENTION

Conversion is not the final step in the customer journey. It's essential to continually replenish the funnel, and this is most effectively done by cultivating loyalty. Building loyalty ensures sustained brand preference and strengthens the funnel by driving repeat purchases, fostering brand advocacy, and generating valuable recommendations and social engagement from dedicated fans.

AM/FM Radio can play a critical role in driving consumer action because it excels in its ability to influence and build loyalty. Radio hosts are powerful influencers due to the trust, credibility, and relatability they build with their audiences. Their personal connection with listeners, who value their opinions, makes their endorsements authentic and persuasive. Skilled at engaging audiences, radio hosts seamlessly integrate promotions, enhancing credibility and driving consumer behavior, making them valuable assets for brands seeking to build awareness and loyalty.

**THE NIELSEN
COMMSPOINT STUDY
FINDS WHEN IT COMES TO
BUILDING LOYALTY, AT
42%, RADIO OUTPERFORMS
WIDELY USED SOCIAL
MEDIA PLATFORMS.**

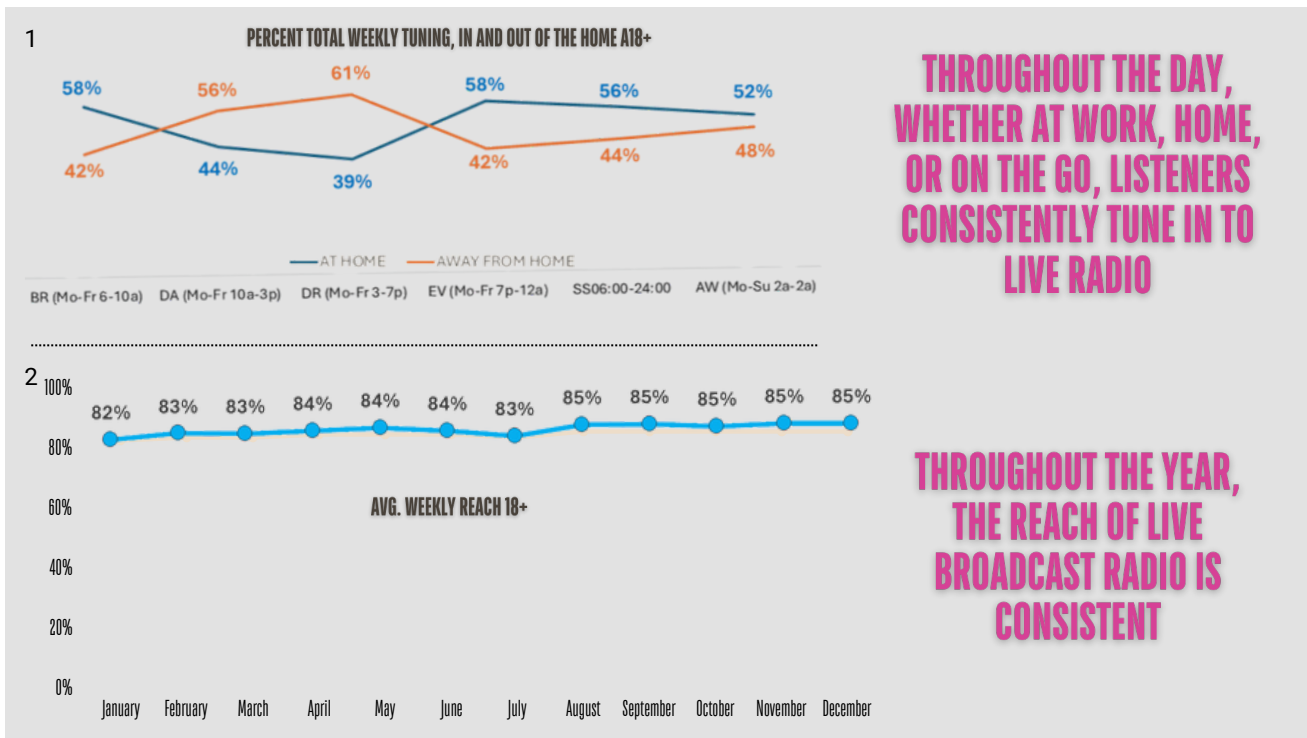
LOYALTY PERFORMANCE			
			
42%	31%	36%	38%
100 i	74 i	86 i	90 i

Source: Nielsen Commspoint Influence 2022 P18+ Channel ranking, all categories – cost & reach considered

LOYALTY

Advertisers that develop long-term relationships with a loyal audience through repeated exposure build brand loyalty, where listeners not only recognize, but also prefer and choose the advertised brand over competitors.

Radio listeners in Canada are loyal, tuning in regularly to their favourite Radio stations as they go about their day. Live Radio also offers the benefit of consistent reach throughout the year, providing advertisers with steady and stable audiences. This regular engagement enables Radio campaigns to deliver frequency against target audiences and drive a call to action or build brand salience.



Loyal listeners often engage more deeply with the content of their favourite stations, including advertisements. As shown in the ROTM study, listeners are more likely to pay attention to the ads on the Radio, especially when they trust the station and its hosts. This engagement increases the chances of the listener taking action, whether it's visiting a website, making a purchase, or attending an event.

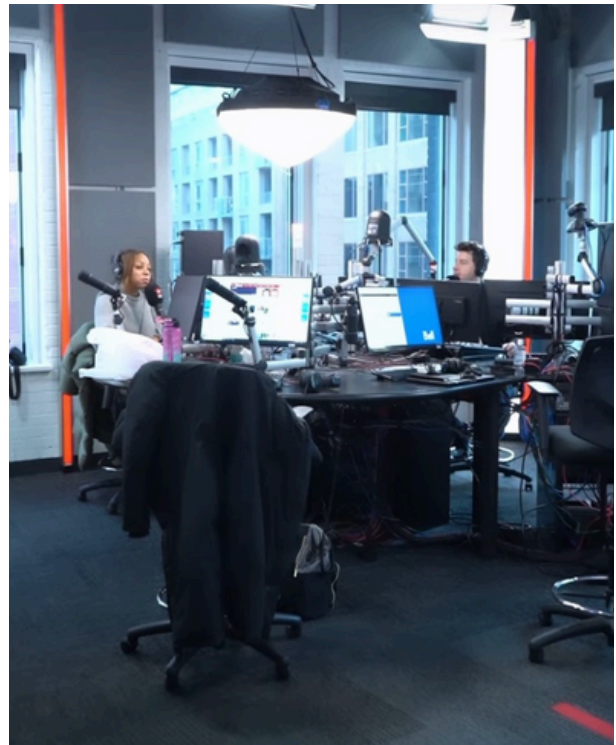
Source: 1. Numeris PPM Fall 2023 A18+, AW IN/OUT | 2. Numeris PPM Avg Weekly Reach % A18+ AW 07/31/23-7/28/24

INFLUENCERS

Radio personalities are the original social influencers and can play a crucial role in driving consumer action, enhancing satisfaction, and building confidence in purchase decisions, which in turn leads to higher rates of repeat buying.

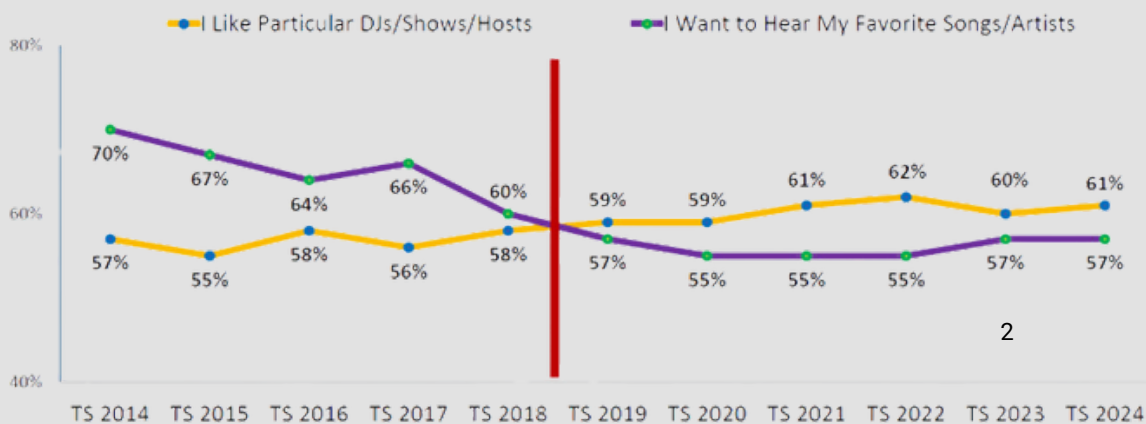
“As a DJ, you’re not just playing music; you’re shaping people’s tastes and preferences. You can steer them toward certain products, ideas, or even ways of thinking. That’s the real power of radio.”

Howard Stern



A recent survey by Jacobs Media revealed that AM/FM Radio listeners tune in primarily for on-air personalities, highlighting them as one of the top reasons for their continued engagement.

PERSONALITIES HAVE OUTPACED MUSIC AS A MAIN REASON FOR LISTENING TO RADIO





KEY TAKEAWAYS

WHY RADIO WORKS

LIVE RADIO WORKS TO EFFECTIVELY FILL THE MARKETING FUNNEL BY DRIVING AWARENESS, CONSIDERATION, CONVERSION, AND LOYALTY.

AWARENESS

3 out of 4 hours spent with ad-supported audio, is spent with Live Radio, providing advertisers with the greatest opportunity to reach their customers with an audio message. Radio's broad reach and regular listenership create high levels of brand awareness, as messages are repeatedly heard by diverse audiences. And its Reach is consistent throughout the year with continually new and fresh content.

CONSIDERATION

Radio listeners are attentive and connected, and trust the ads they hear on the Radio. Additionally, the personal connection between on-air hosts and their listeners enhances consideration. When trusted voices endorse products and services, it makes them more appealing.

CONVERSION

This trust also drives conversions, as listeners are more likely to act on recommendations from familiar voices. Given 9 out of 10 minutes with ad-supported in-car audio is spent with Live Radio, and 2/3rds of people in private vehicles yesterday were out and about spending money, Live Radio is an effective way to connect with them on the last mile in the path to purchase.

LOYALTY

Finally, the consistent exposure and local engagement that Radio provides foster brand loyalty, as listeners feel a deeper connection to brands that are part of their daily routines.