

**RADIO  
CONNECTS**

# LIVE RADIO

A POWERFUL AMPLIFIER FOR  
TV CAMPAIGNS

**2024**



Discover the Power of Live Radio  
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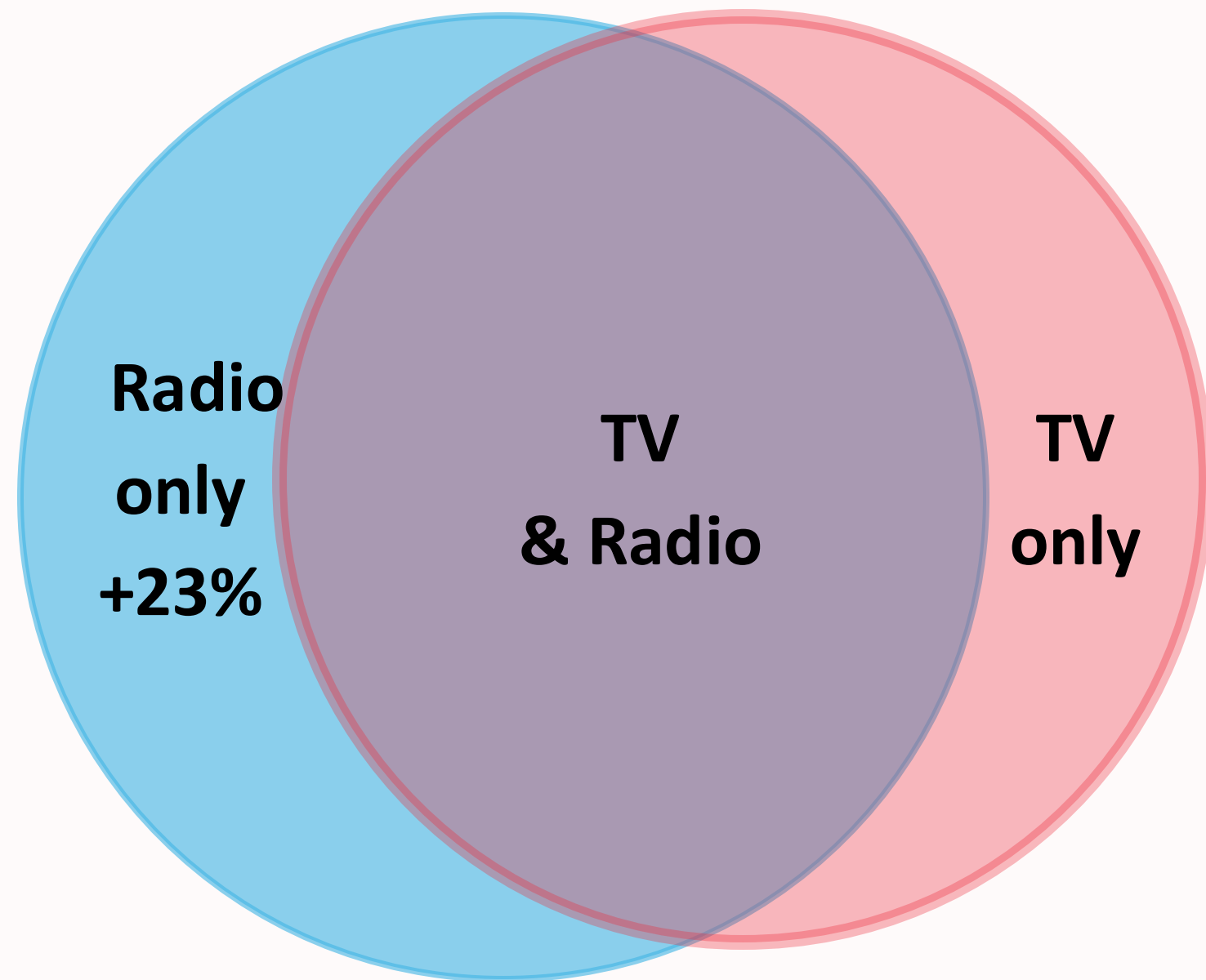
# Unlock the Full Potential of TV Campaigns with Live Radio

In today's fragmented media landscape, engaging audiences requires a strategic mix of channels. **Radio**, when **combined with TV** amplifies campaigns by boosting **reach, frequency, and engagement**. With **84% weekly reach** among adults, Radio fills the gaps when screens are off, capturing audiences on the go and driving higher **brand recall, ROI, and incremental reach**. By integrating Live Broadcast Radio into the media mix, messages will be heard more often, in more places, creating a more **effective** and **cost-efficient** campaign.

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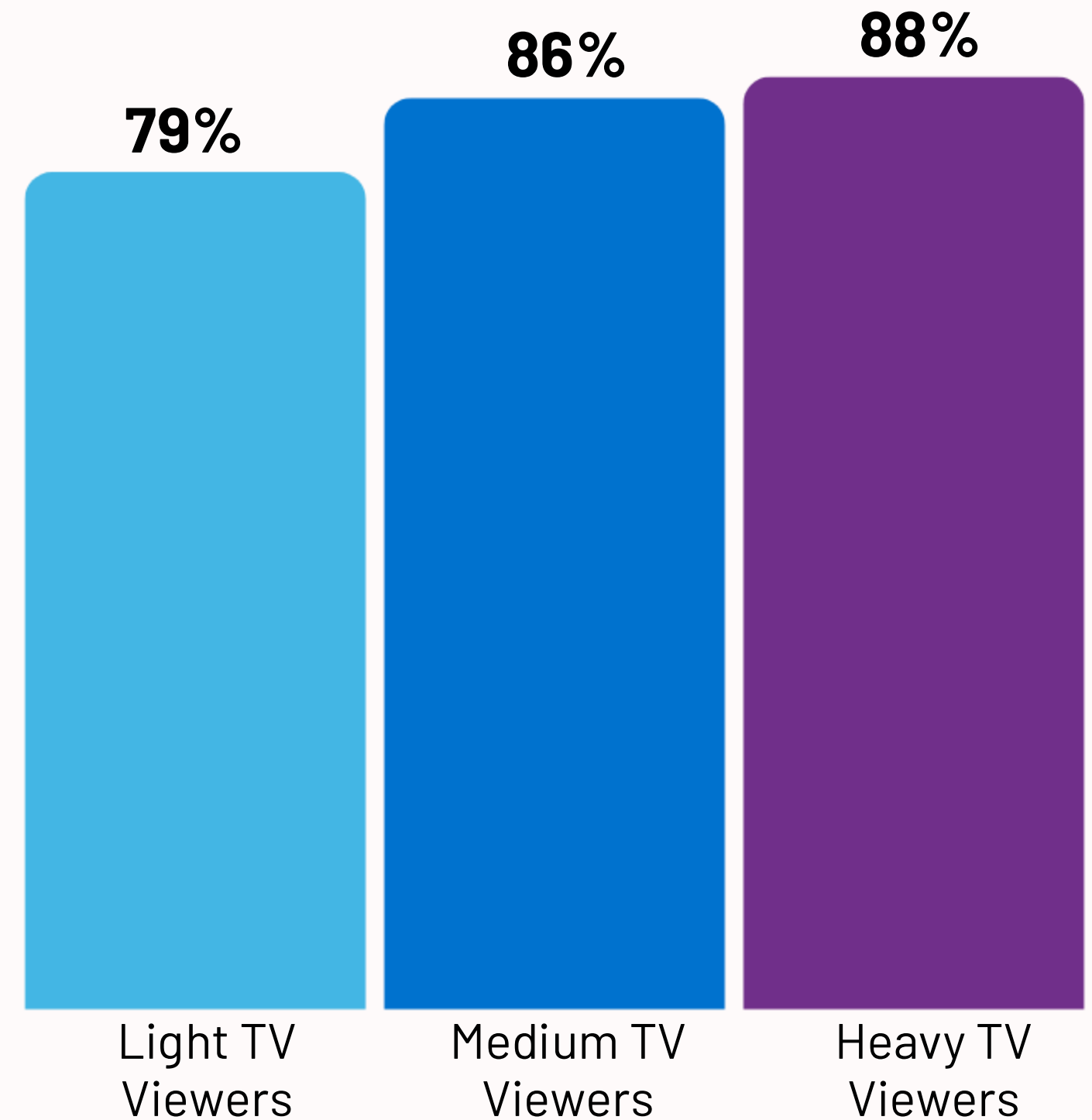
## Expanding Audience Reach



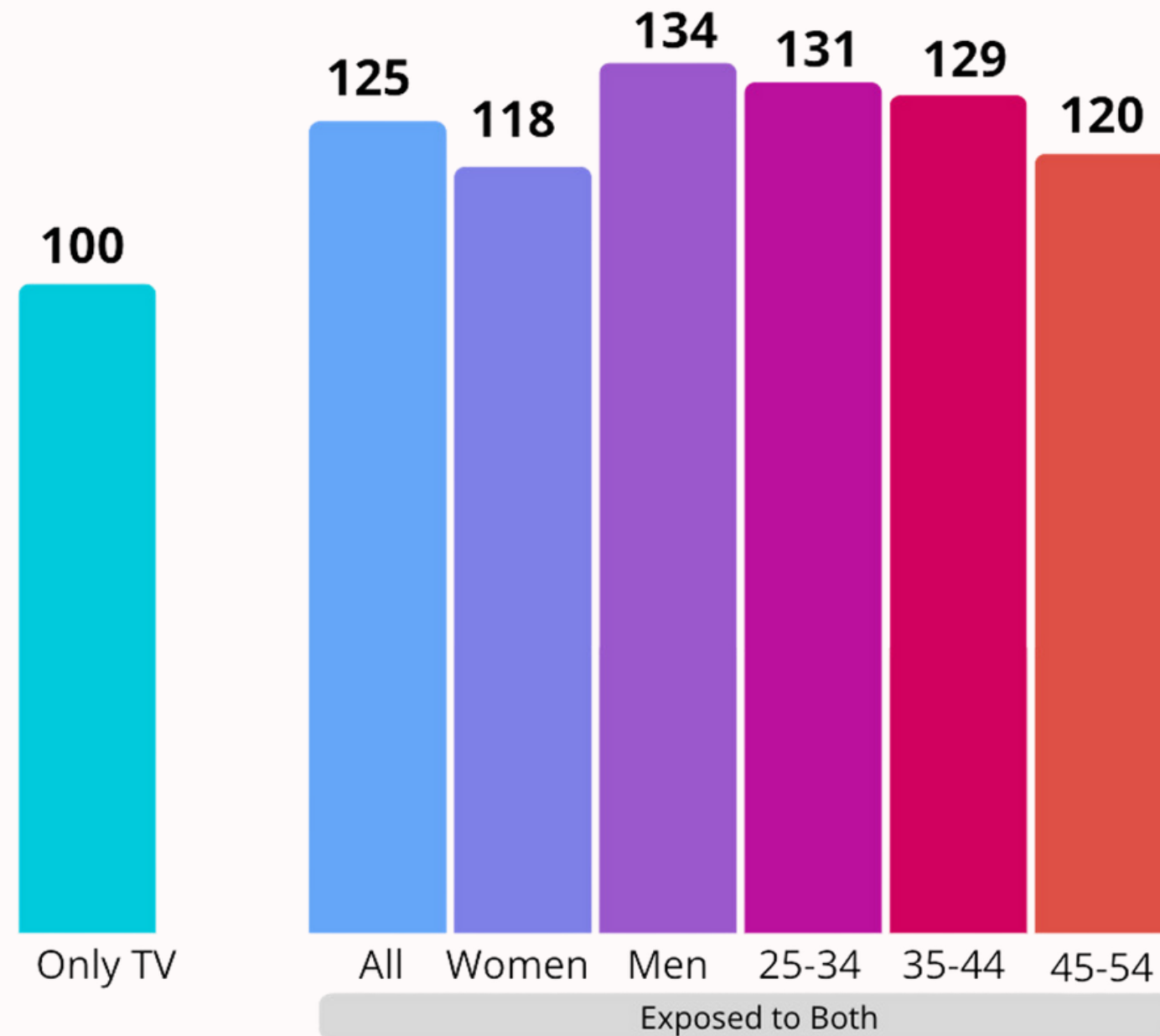
While there is some overlap in the weekly reach of TV and Radio, each medium connects with unique audience segments that the other misses. Radio effectively extends the reach of TV by drawing in an **additional 23% of the adult population**, particularly during off-screen moments such as commuting or working, where TV consumption is limited. This complementary relationship between the two mediums ensures that campaigns reach a broader, more diverse audience, maximizing overall impact.

# Radio reaches those TV might have missed

Live Radio effectively reaches **light TV viewers** by integrating into moments when people are **away from screens**, and **audio remains accessible**, further extending reach against consumers.



Average uplift in "this brand is for people like me" score:  
Exposed to both Radio and TV ads vs. TV only ads



## Radio increases brand relevance when paired with TV

A review of 127 campaigns found that adding Radio to TV **increased brand relevance by over 25%**. This boost is largely due to Radio's ability to **extend campaign reach**, particularly by targeting audiences that TV might miss, such as those listening during commutes or other non-screen times. By reinforcing the message across different touchpoints, Radio ensures **consistent brand exposure**, making it more relevant to a broader audience.

Source: Radiogauge from Radiocentre Base: 127 campaigns using Radio alongside TV only

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# Enhancing Frequency & Recall

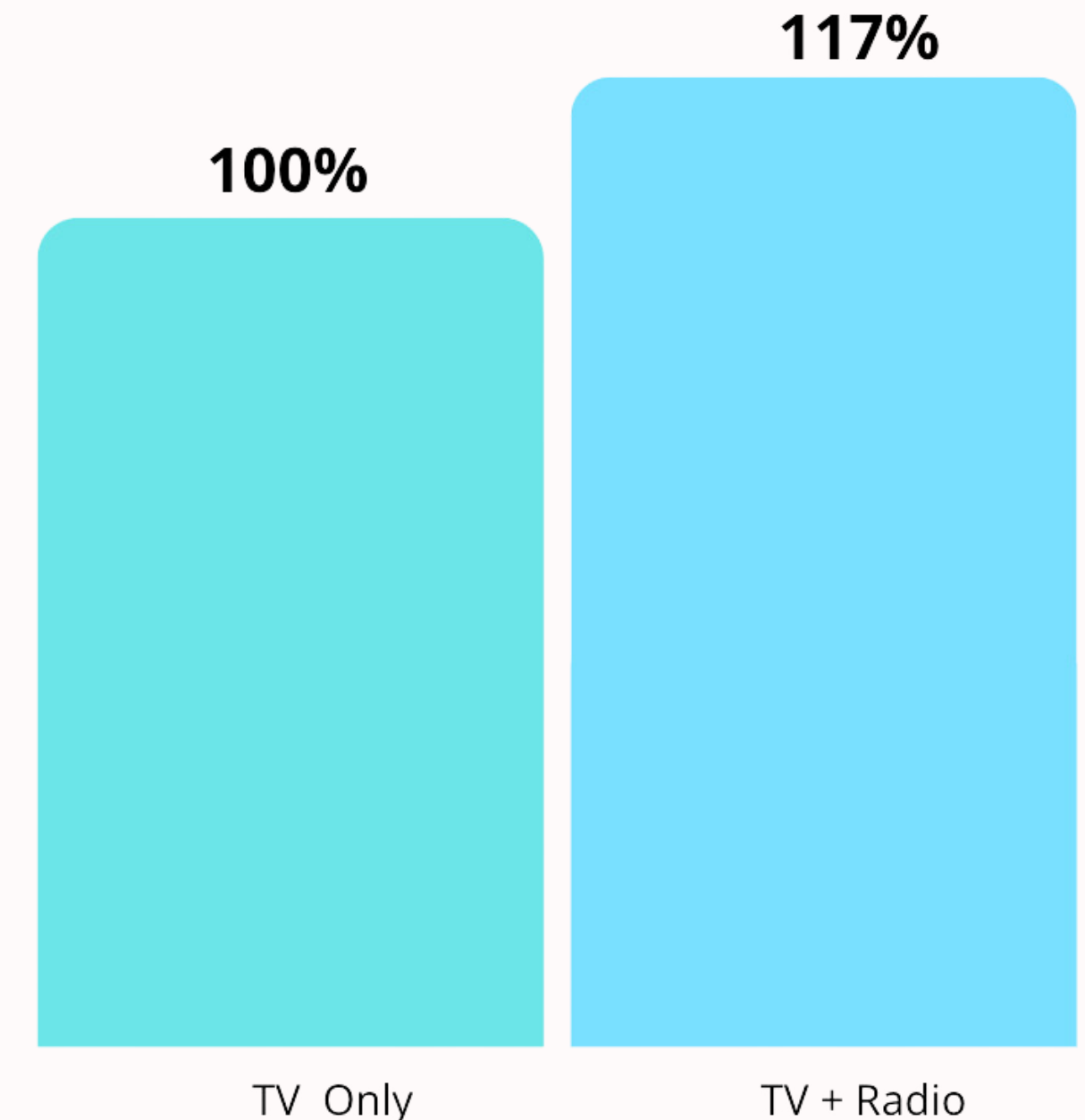
Radio plays a critical role in **increasing ad frequency**, ensuring **consistent exposure** across multiple touchpoints, which significantly reinforces brand recognition. This repetition is essential for keeping campaign messages **top of mind** for target audiences, particularly in a fragmented media environment.

Research shows that **combining Radio with TV can boost brand recall by 17%** compared to using TV alone, demonstrating the complementary strengths of these channels.

Live Radio's **lower cost** and ability to **deliver high-frequency** messaging allow advertisers to stretch their budgets further, making the overall media mix more **cost-effective** and **impactful**.

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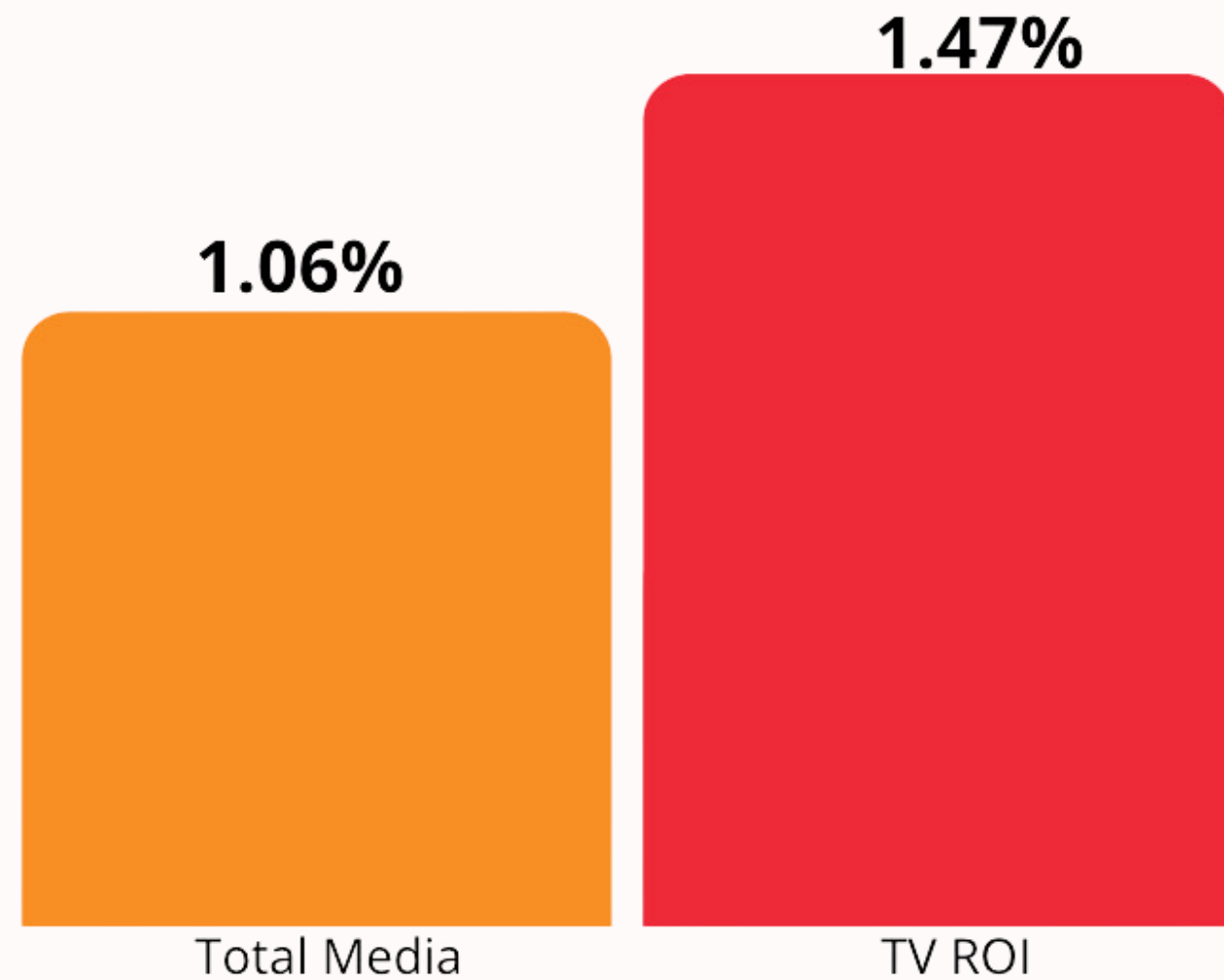
Brand Recall Boost: Adding Radio to TV Campaign



[Source: Radiocentre 2022 “ The Radio Multiplier Study](#)

# Driving Higher ROI

Improvement in CPG ROI when Radio is added to the mix



Radio is **highly cost-efficient**, making it an attractive medium for advertisers looking to **maximize their budget**. The low cost per thousand (CPM) for Radio allows for **building frequency without inflating the overall budget**.

Brands that integrate **Radio alongside TV** in their campaigns experience an **average ROI increase of 11%**<sup>1</sup>. For consumer packaged goods (CPG) brands, which typically invest heavily in TV advertising, a review of **Canadian CPG norms** by Nielsen revealed that adding Radio **boosted overall ROI by 1.06%**, while enhancing **TV-specific ROI by 1.47%**<sup>2</sup>. This demonstrates how Radio not only **amplifies TV's effectiveness** but also **enhances the overall campaign performance** in terms of return on investment.

Source: 1. Source: Nielsen's Total Audience Report (2023) | 2. [Radio Boosts CPG ROI](#)

# Contextual Relevance & Engagement

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When consumers encounter a brand message on **multiple platforms**, it significantly **enhances brand recall and engagement**. Radio, with its repetitive nature and less ad clutter than digital formats, boosts **ad memorability** by reinforcing TV messages with **audio cues** like jingles or voiceovers and **builds sonic branding**.

This multi-platform exposure **increases message retention** and likelihood of **action**. Additionally, Radio complements TV by extending the messaging **throughout the day**, ensuring the brand remains **top-of-mind during daily activities** when they are not exposed to TV messages.

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Source: Signal Hill Insights - Radio on The Move



# A media strategy with Radio and TV, reaches a broader audience and improves campaign results

Adding Live Radio:

Extends reach by additional 23% capturing light TV viewers.

Boosts brand relevance and recall by reinforcing TV messaging across multiple touchpoints.

Improves ROI, particularly when paired with CPG TV campaigns.

Increases ad frequency during key times, drives engagement and prompts action.

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