



Why is radio good for business growth?

Judith Spilsbury



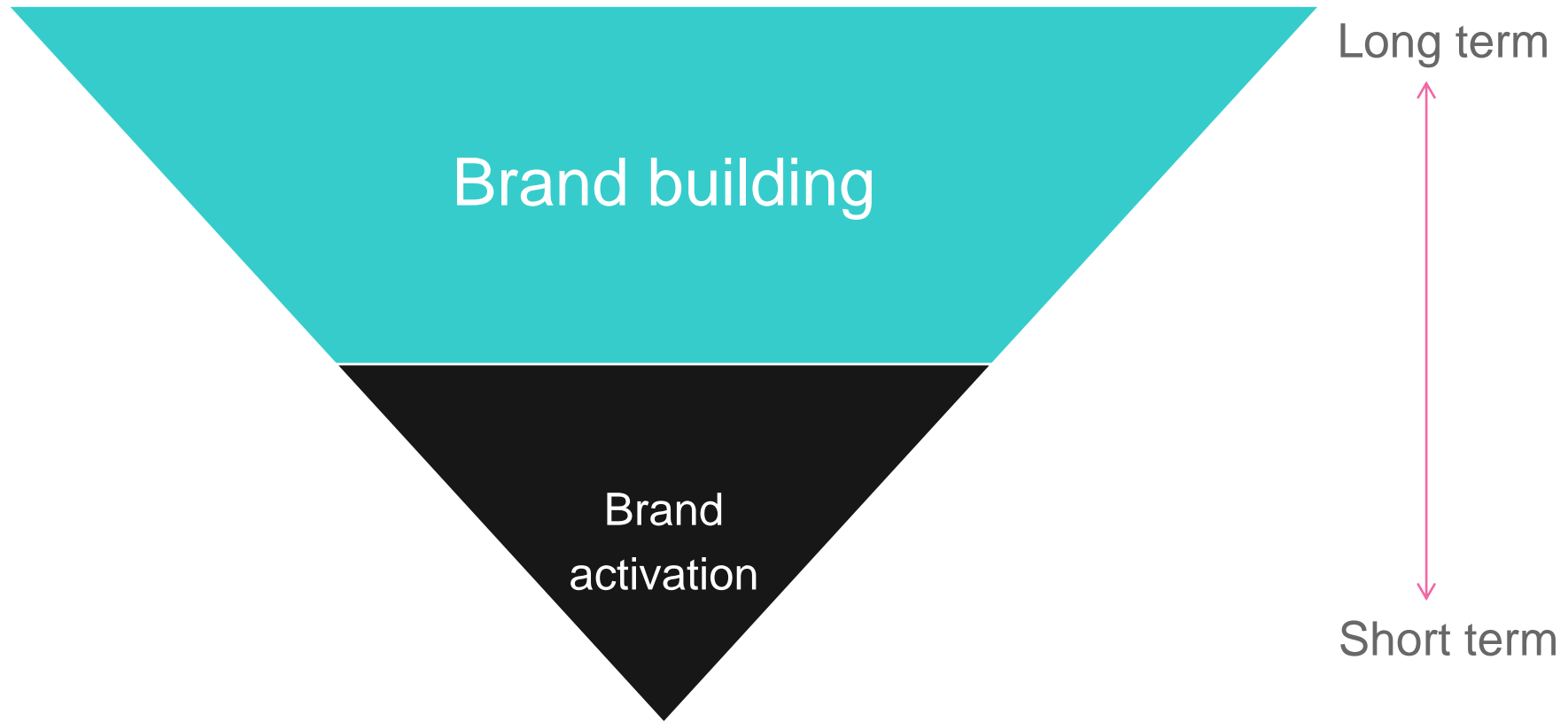


RADIOCENTRE

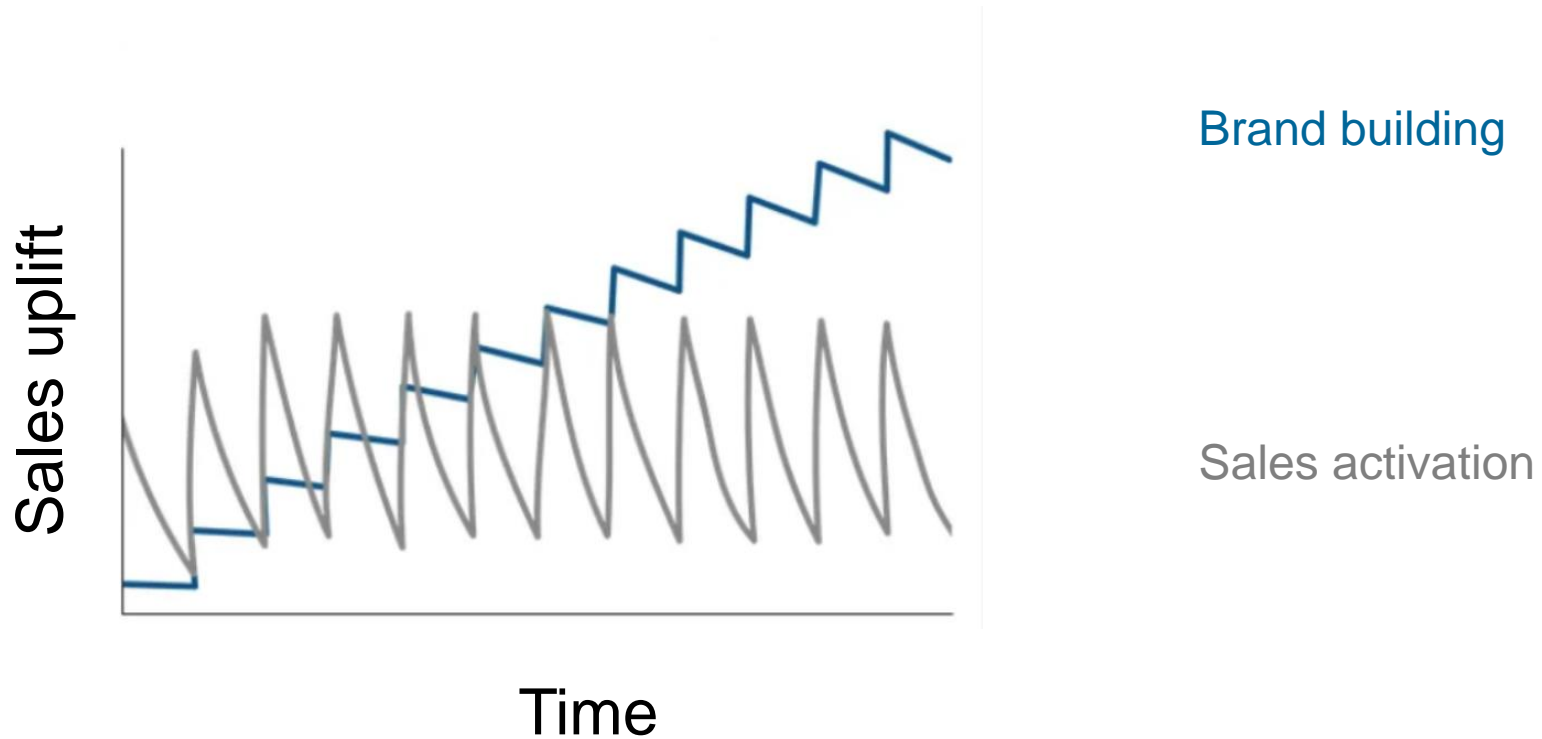
A young man with dark skin and short, curly hair is seated on a bus. He is wearing large, black over-ear headphones and holding a smartphone in his hands. He is looking out the window with a thoughtful expression. The bus interior features blue and red patterned seats and metal handrails. The background outside the window is blurred, showing greenery and a building.

“See radio differently”

The two main roles of marketing



Long term brand building vs. short term sales activation



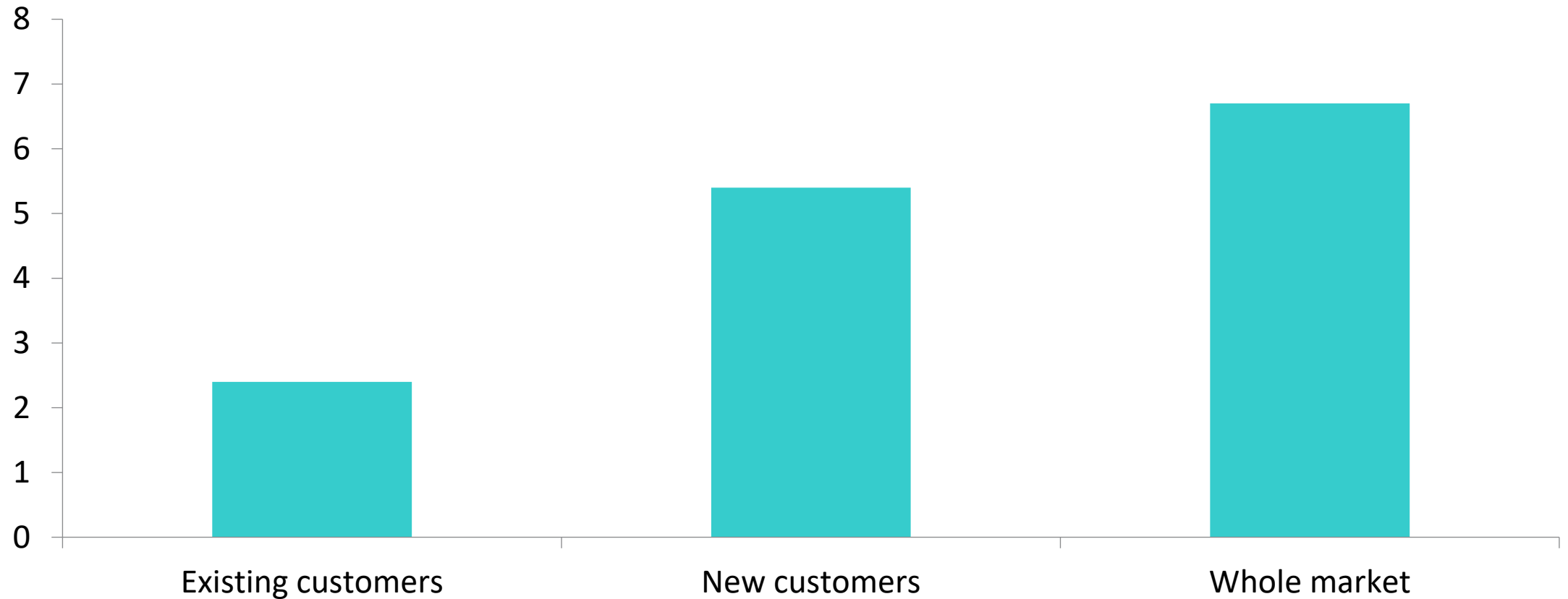
Long term brand building

1. Reach



The broader the reach, the broader the effects

Average number of large business effects reported



Why audio listening continues to grow

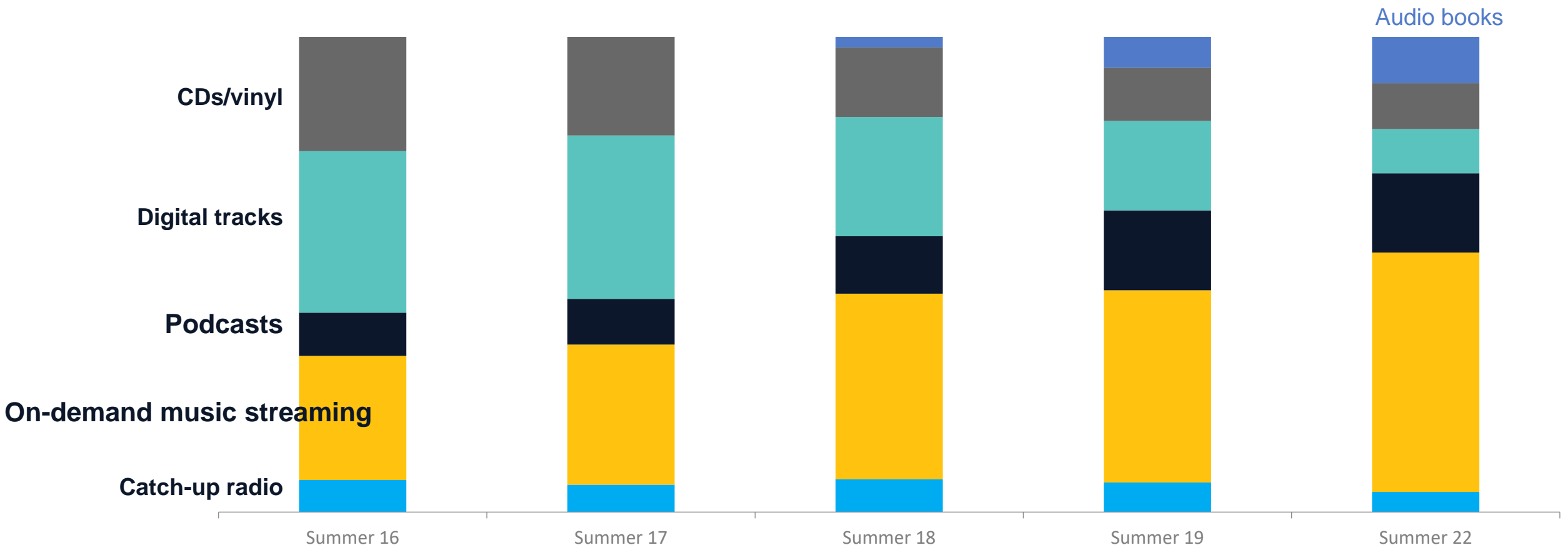
A person with short dark hair, wearing large black headphones, is looking out of a window. The scene is dimly lit, with light coming from the window. Two large, semi-transparent pink circles are overlaid on the image, each containing white text. The overall tone is professional and modern.

**MORE
OPPORTUNITIES
TO LISTEN**
(E.G MORE DEVICES,
WFH)

**MORE
REASONS
TO LISTEN**
(E.G. MORE FORMATS,
SERVICES)

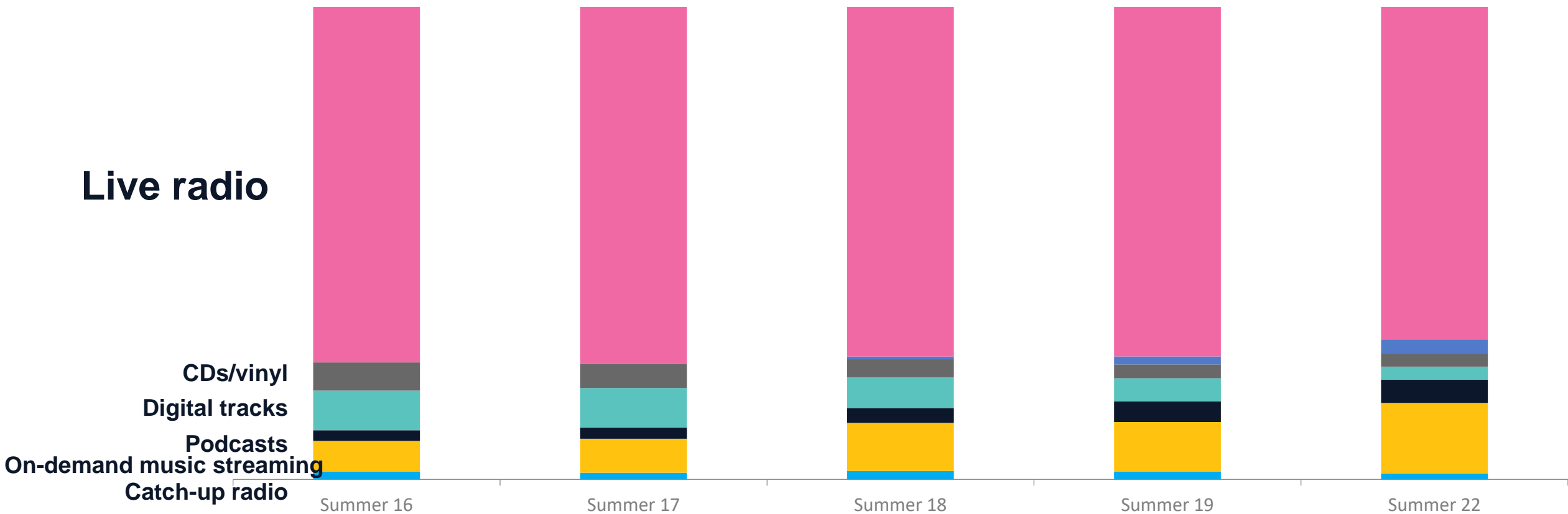
On demand music streaming services have overtaken “owned” music

Share of weekly on-demand audio listening hours



Live radio continues to dominate listening

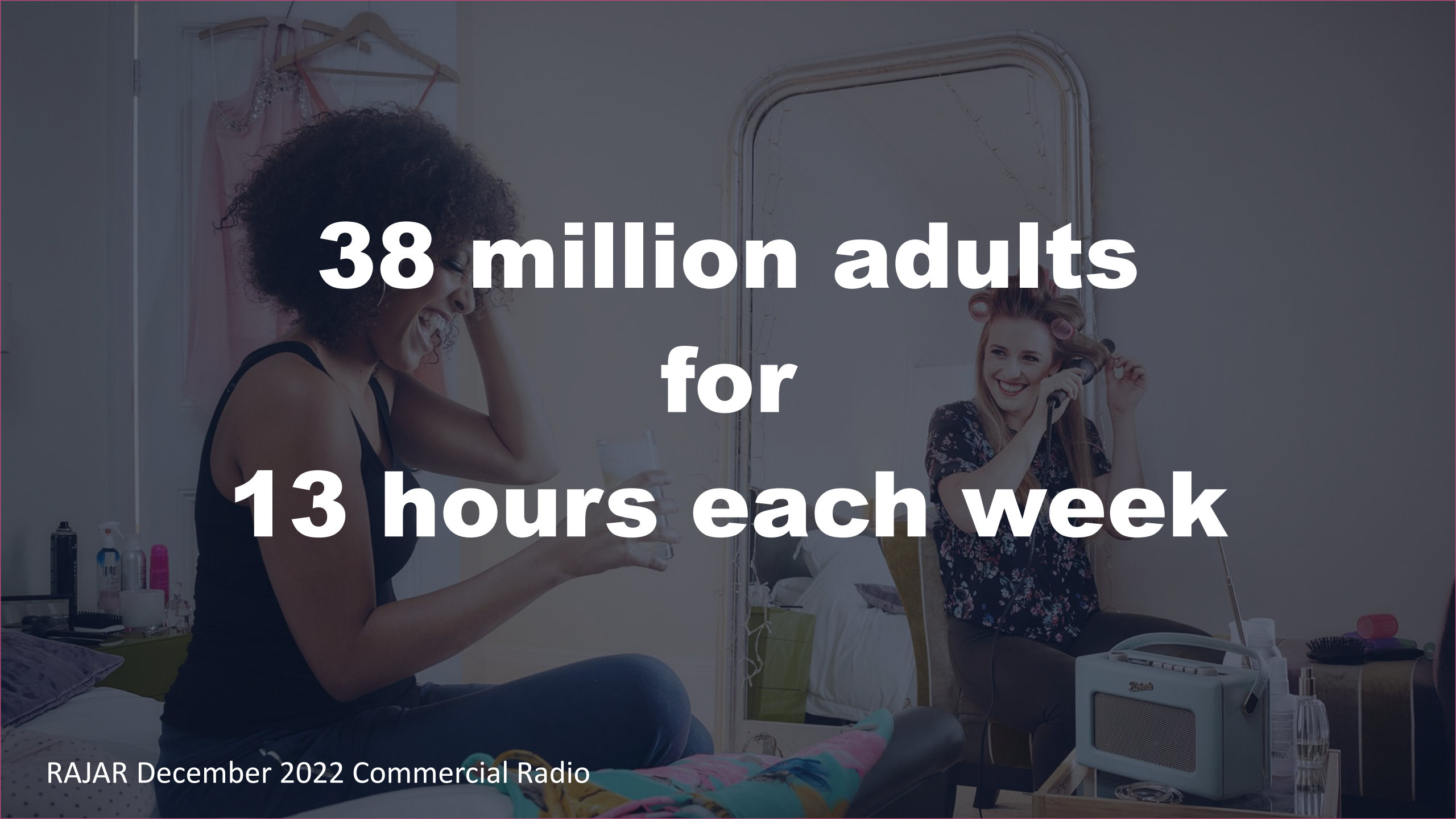
Share of weekly on-demand audio listening hours





89%

of all adults in the UK
listen to the radio every
week.

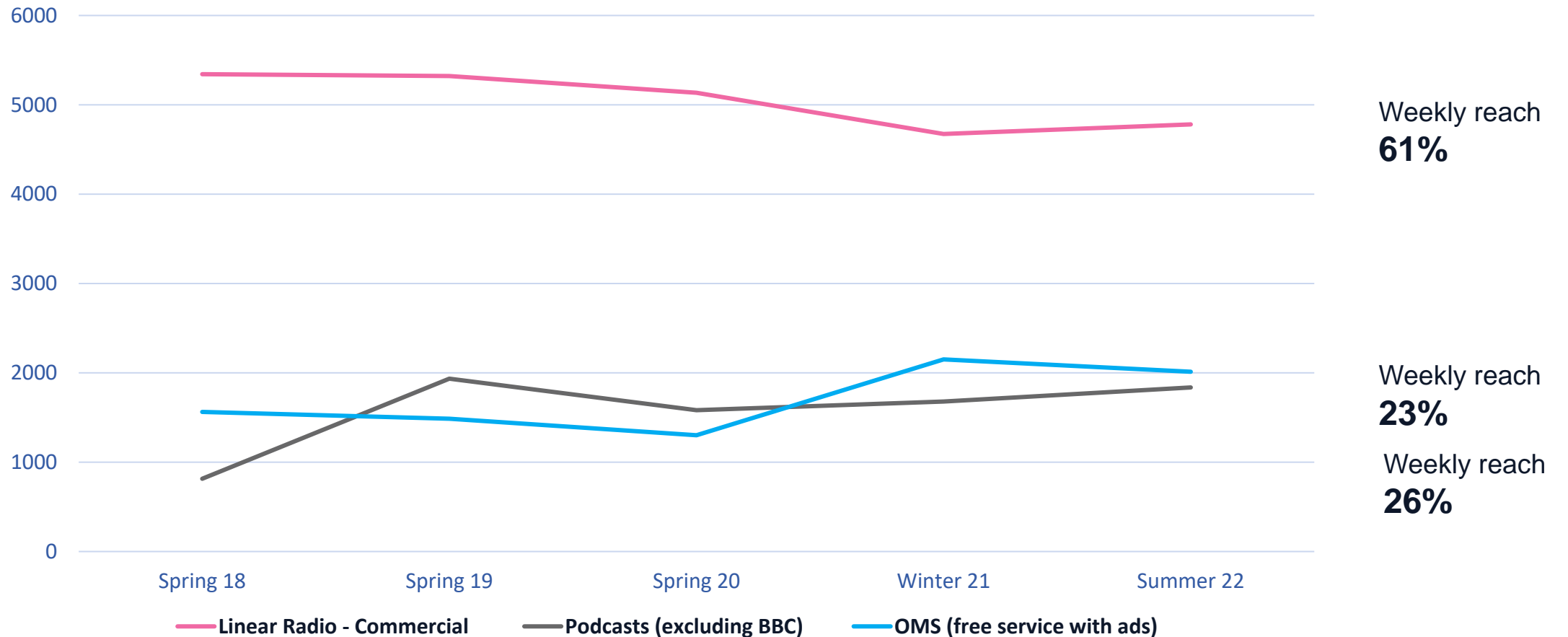
A photograph of two women in a bedroom. The woman on the left, with curly hair, is sitting on a bed, laughing heartily while holding a glass. The woman on the right, with blonde hair in curlers, is sitting in a chair, smiling and using a curling iron. A large mirror is behind her, and a vintage-style portable radio sits on a table in the foreground. The scene is dimly lit, with a soft glow from the mirror's reflection.

**38 million adults
for
13 hours each week**

RAJAR December 2022 Commercial Radio

Commercial Radio remains the audio medium to reach 15 -24s

Weekly reach of 'commercially accessible' audio

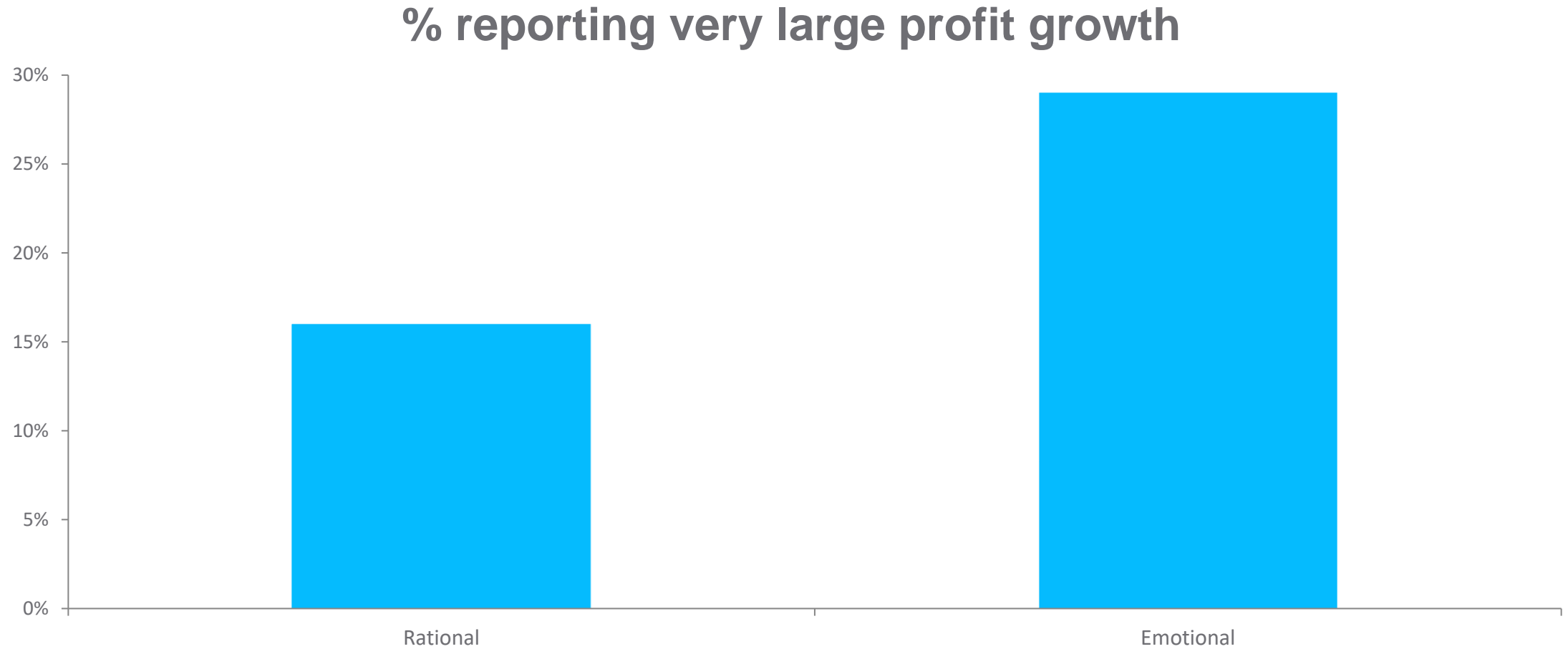


A woman with curly hair is sitting on a bed, holding a glass. In the background, a mirror reflects her using a hairbrush. A small teal portable radio is on a table in the foreground.

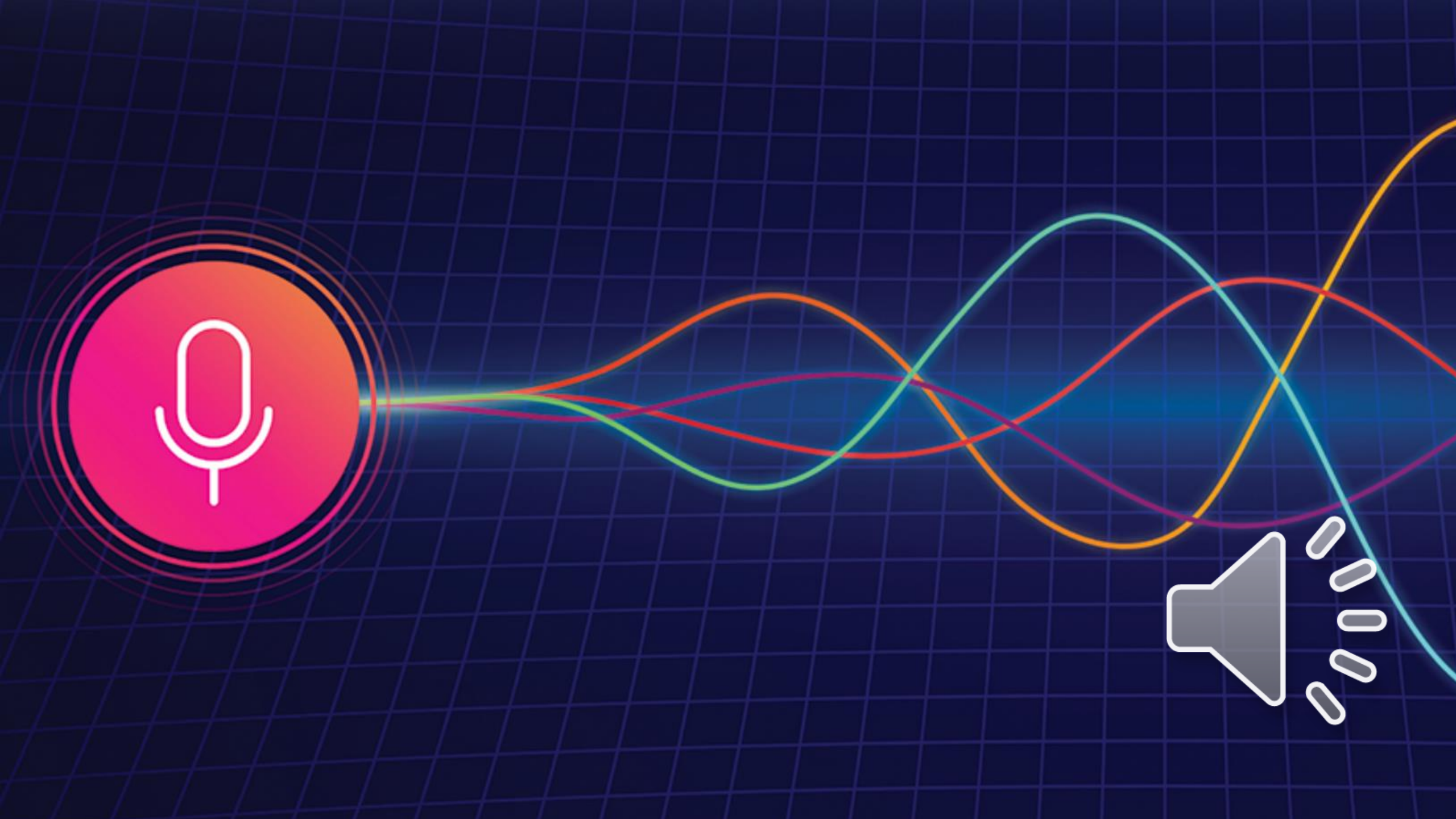
Long term brand building

2. Building emotional connections

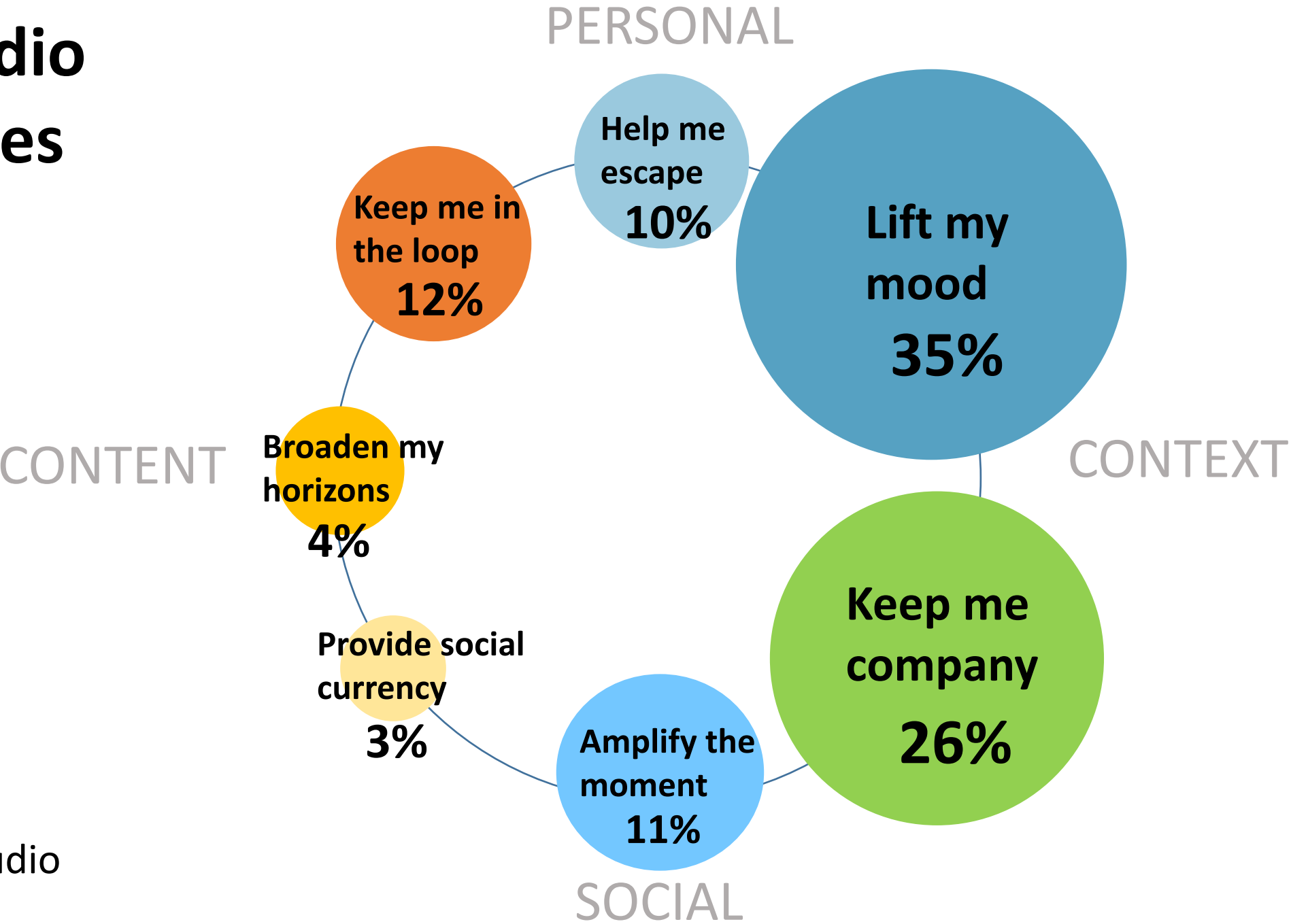
Emotional campaigns are more profitable



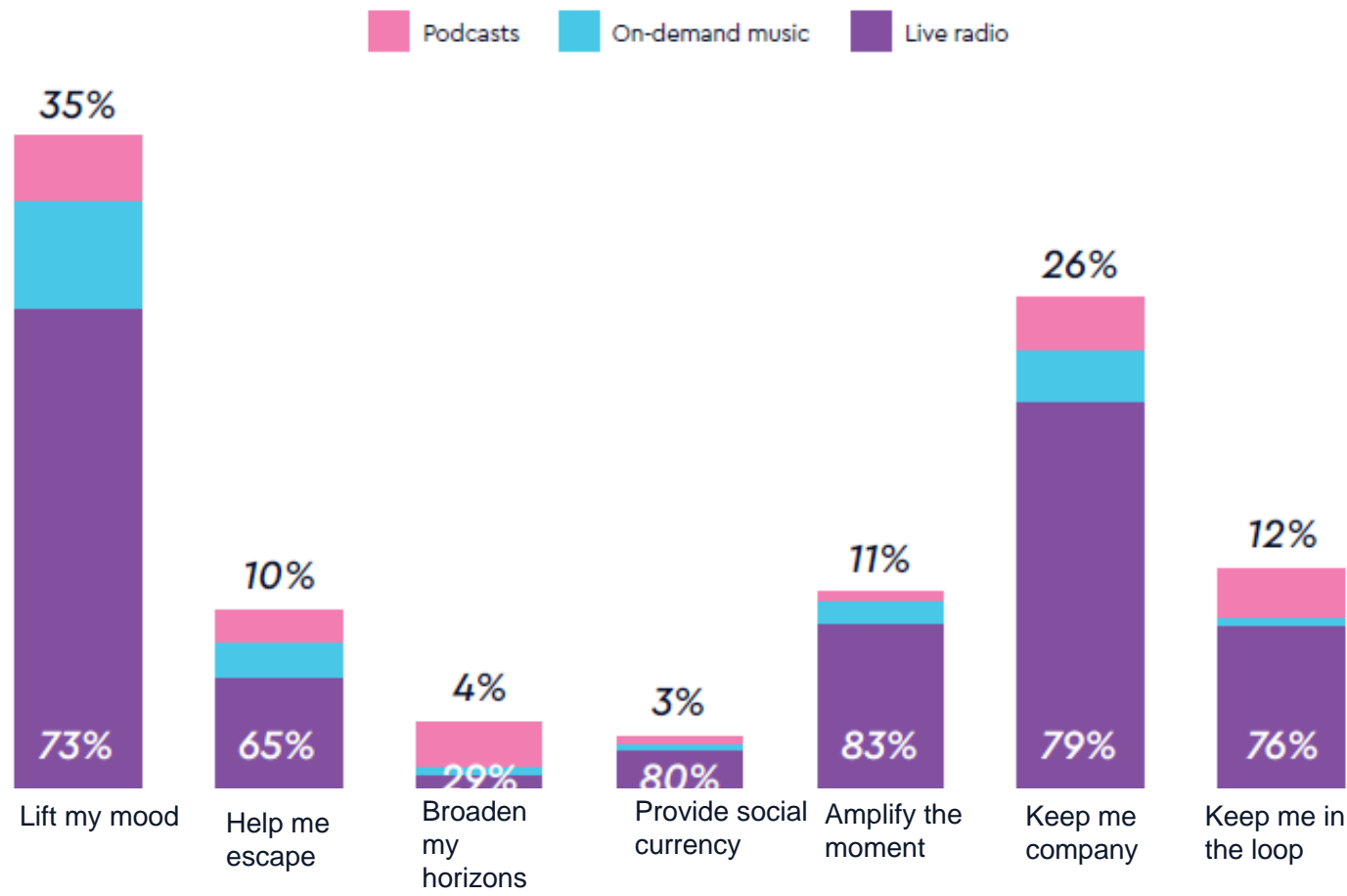
Source: IPA “The Long and the Short of it”



Seven audio need states

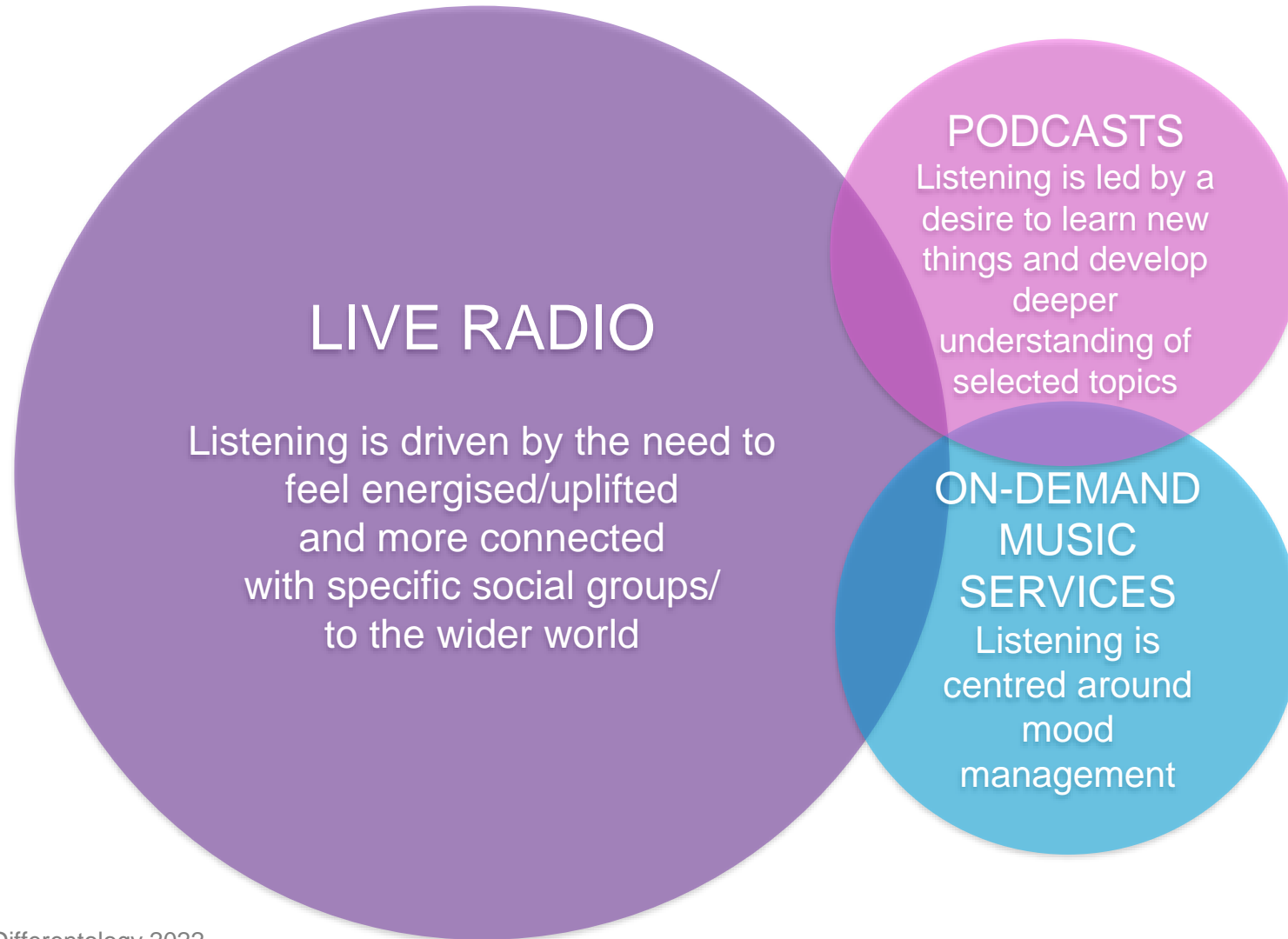


Live radio has the highest share of listening time within SIX out of the SEVEN need-states

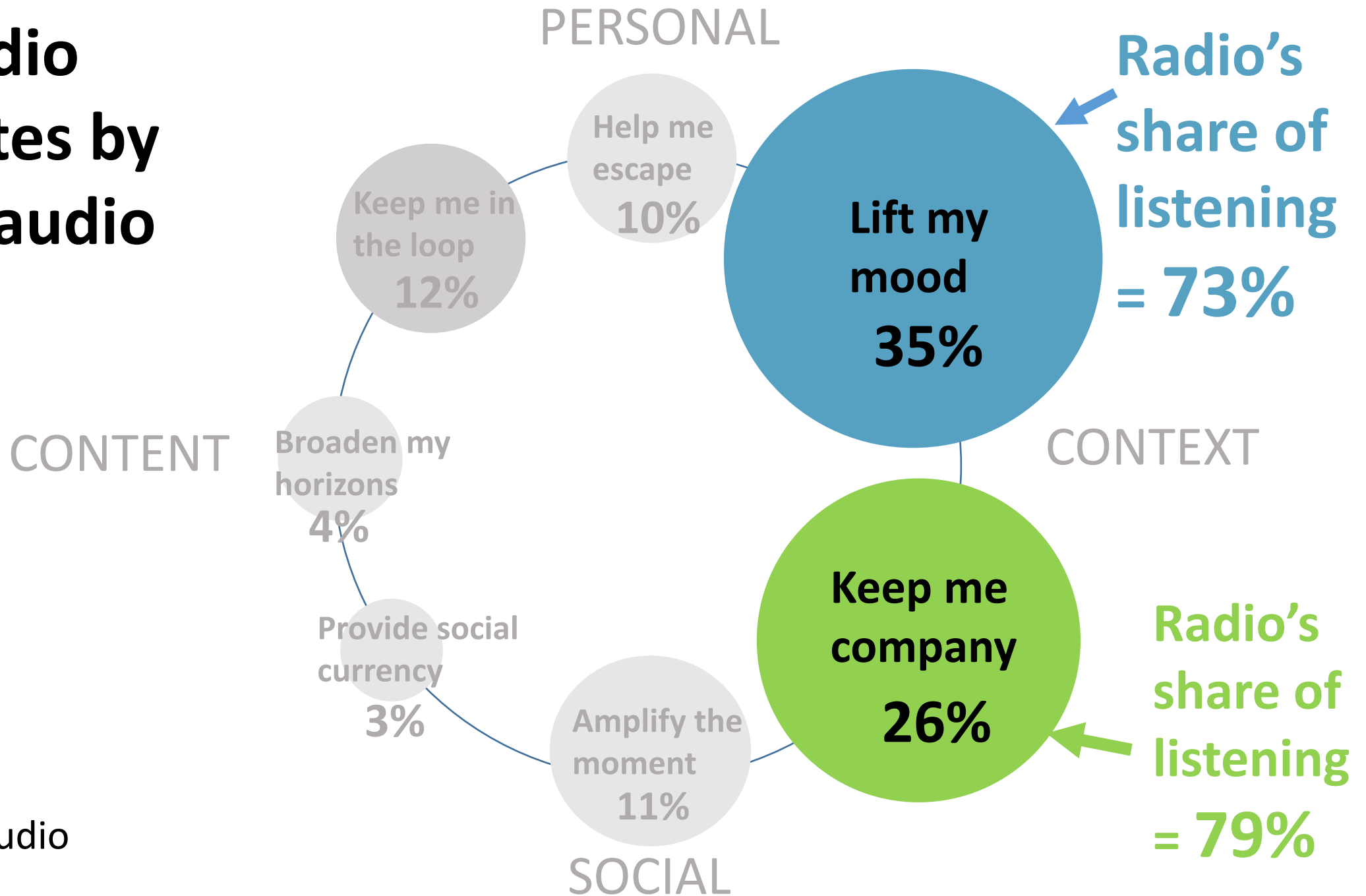


% shown in BLACK = share of overall listening time accounted for by each need-state
% shown in WHITE = Live Radio's share of listening within each need-state

Live radio and on-demand audio play complementary roles for listeners

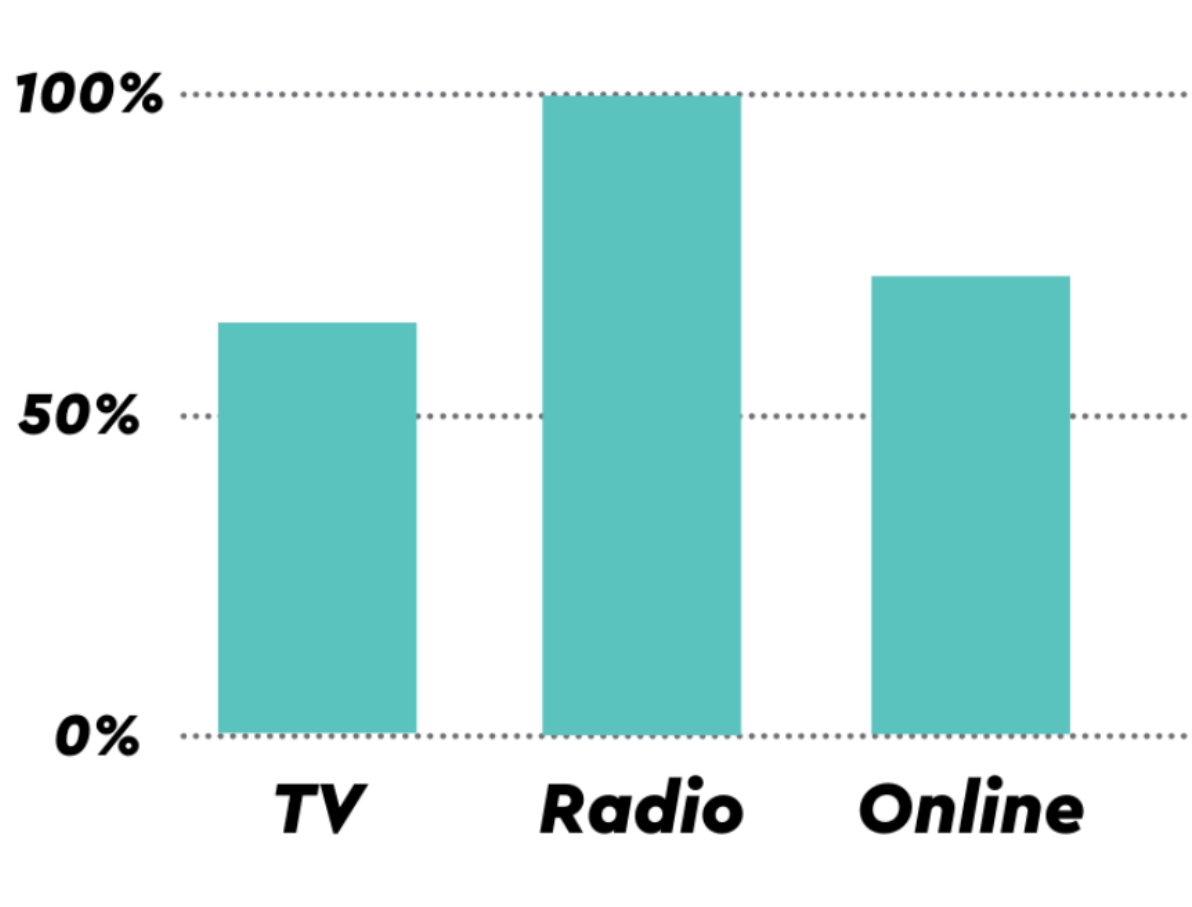


The 7 audio need states by share of audio listening



People feel twice as happy when listening to radio

Average increase in happiness vs. when not consuming any media



“Radio in the background, humming along to a few songs, feels good!”



Short term brand activation

A dimly lit room with two young men sitting on a couch, playing video games. The man on the left is wearing a red long-sleeved shirt and blue jeans with a tear at the knee. He is holding a black game controller and looking intently at the screen. The man on the right is wearing a grey long-sleeved shirt and blue jeans. He is also holding a black game controller and looking at the screen with a surprised expression. In the background, there is a white bedside table with a digital clock displaying '11:20 DAB RADIO'. A lamp with a white shade is visible on the table. A framed picture hangs on the wall.

3. Targeting

Targeting the right people in the right place at the right time

2020 - Perception

1	Social media	4.2
2	Cinema	3.9
3	Direct mail	3.7
3	TV	3.7
3	Online video	3.7
6=	Radio	3.4
6=	Online display	3.4
6=	Out of home	3.4
9=	Magazines	3.2
9=	Newspapers	3.2

PERCEPTION Mean score. Q. Using a scale of 1–5 where 5 is 'very good' and 1 is 'very poor', please rate each medium for its ability to target the right people in the right place at the right time. Base: n=17.

Targeting the right people in the right place at the right time

2020 - Evidence

1	Radio	9
2=	Social media	8
2=	TV	8
4=	Online display	7
4=	Cinema	7
6=	Direct Mail	6
6=	Out of home	6
6=	Online video	6
9	Newspapers	5
10	Magazines	3

EVIDENCE Ebiquity's score based on whether a medium can be bought by geography, demographics, day of week, time of day, contextually, addressably (each scored 0-2 where 0=no, 1=yes with limitations, 2=yes).

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Beyond micro targeting





**24% of commercial
radio listening is now
streamed, providing
new targeting
opportunities**



Radio can also target at scale

- Geography
- Demographics
- Day of week
- Time of day
- Context



Consumer context

Other tasks accompany 9 out of 10 listening occasions



A young man with dark skin and short, curly hair is wearing large black headphones. He is looking out of a train window with a thoughtful expression. The background shows the interior of a train with other passengers blurred. The lighting is warm, suggesting sunlight coming through the window.

Radio reaches people at relevant moments

**Radio accounts for
60% of media time
when commuting**

Source: IPA Touchpoints 2021

Radio reaches people at relevant moments

Radio accounts for
20% of media time when
cooking



Source: IPA Touchpoints 2018

Radio reaches people at relevant moments

+ 33 %

Purchase intent

+ 11%

Brand visibility

**Radio accounts for
75% of media time
driving to the
supermarket**

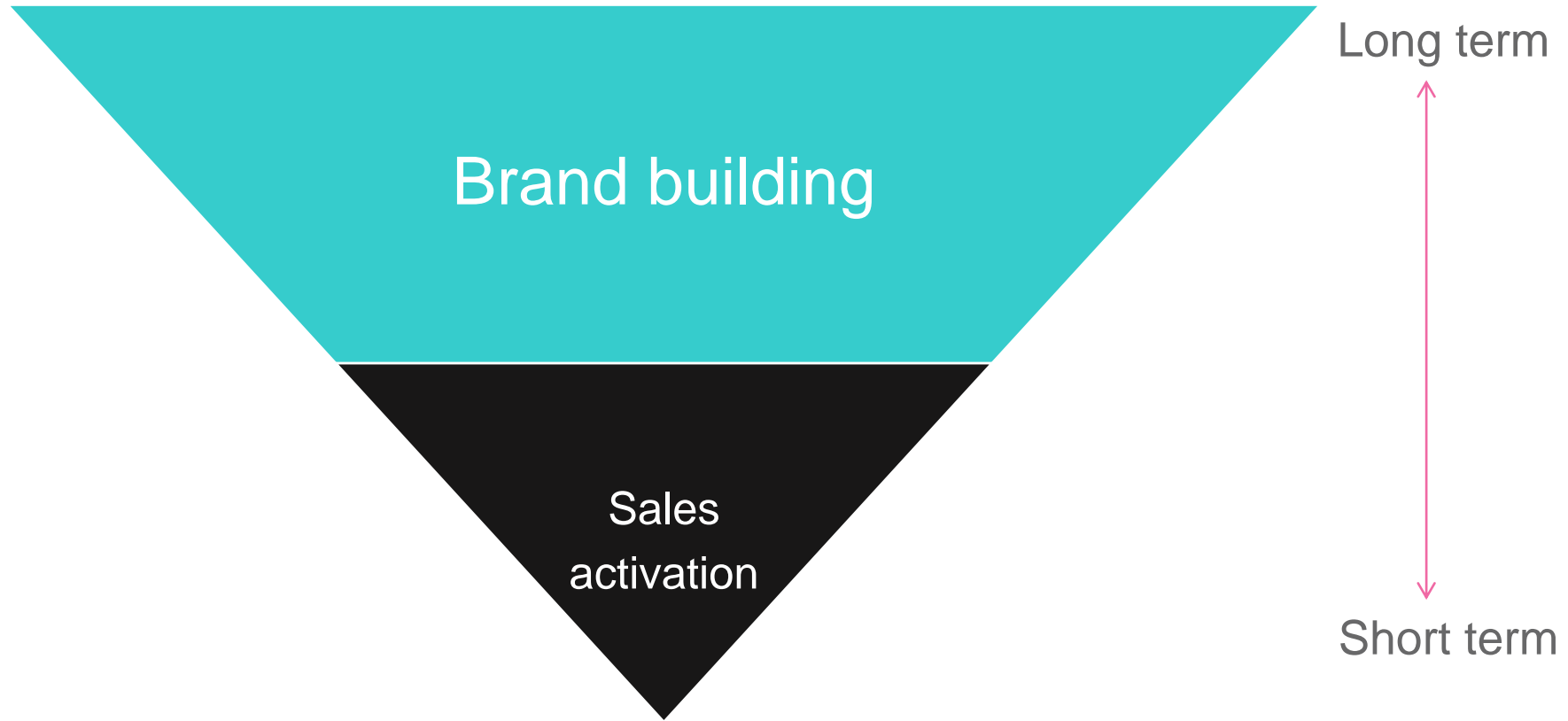
Source: Building shelf awareness

Hearing ads in a relevant context increases engagement and memory encoding



Why is radio good for business growth?

- 1. Reach
- 2. Emotion
- 3. Targeting



Results

A photograph of two men sitting at a wooden table in a bright room with large windows. The man on the left, wearing a green and blue plaid shirt, is smiling and pouring coffee from a small copper pot into a cup. The man on the right, wearing a blue t-shirt, is also smiling and holding a piece of toast with avocado. On the table are various breakfast items: a bowl of fruit (strawberries, kiwi), a bowl of cereal, a glass of green juice, a whole egg, and a small blue portable radio with a telescopic antenna. The background shows a view of greenery through the windows.

Big Audio DATAMINE

EFFECTIVENESS INSIGHT

Big Audio Datamine

What big data tells us about how radio advertising helps brands create and convert demand



Discrete
Campaigns

1002



Individual
Brands

463



Sectors

14



Radio Planning
Factors

7



Creative
Attributes

22

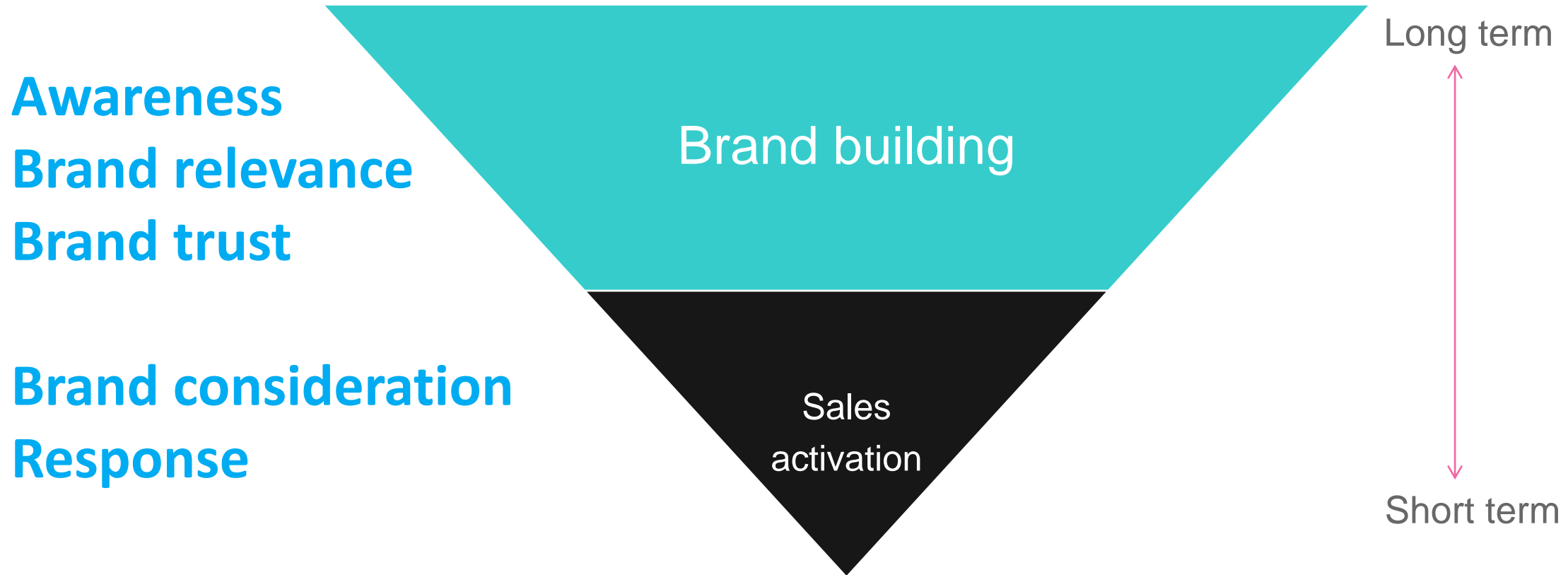


Effectiveness
Outcomes

5

Total Datapoints
800,598

Big Audio Datamine measures both long and short term metrics



Big Audio DATAMINE



What big data tells us about
how radio advertising helps brands
create and convert demand.



Radio's uplift on ad awareness

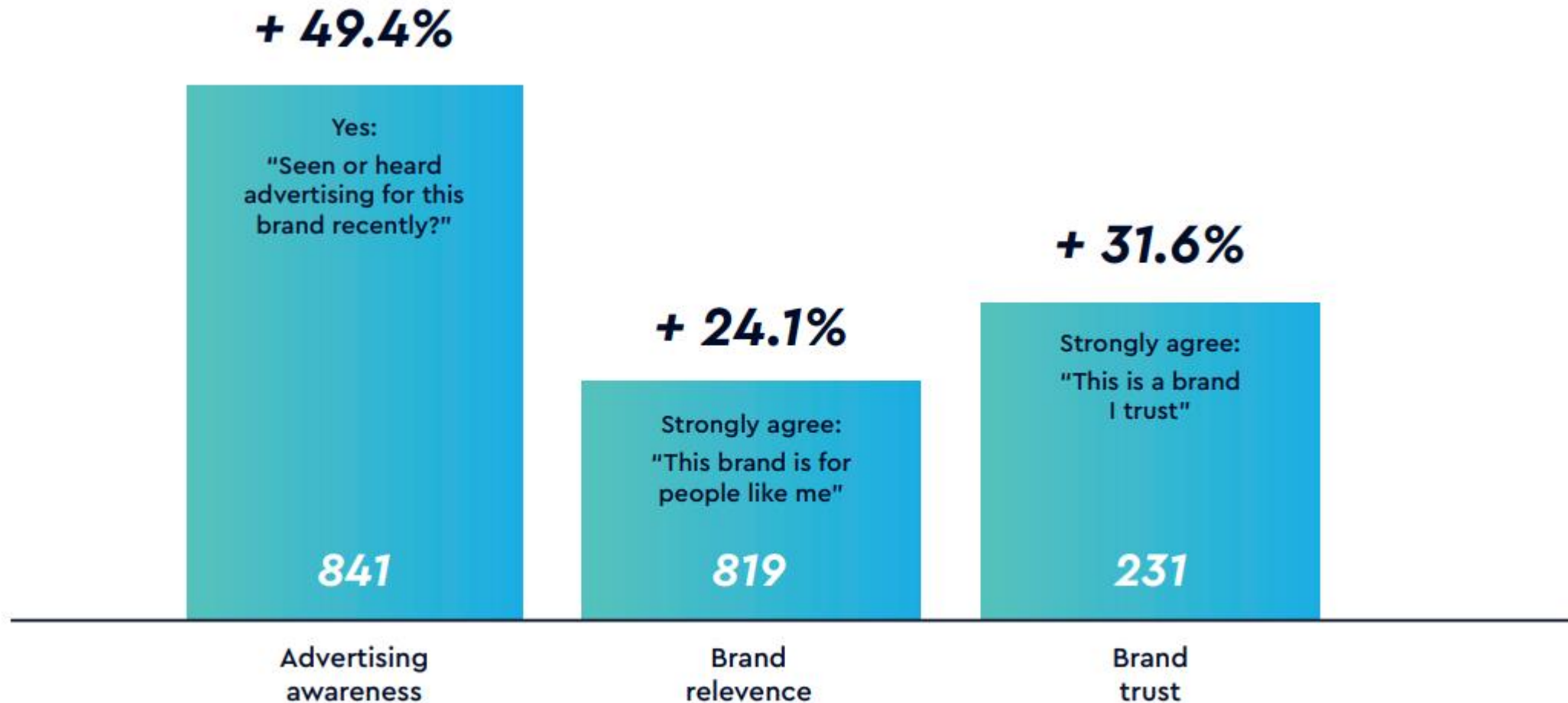
+ 49.4%



Source: Big Audio Datamine (number of cases in white).
Base: all aware of brand

BRAND BUILDING metrics

Average outcomes from radio advertising



Source: Big Audio Datamine (number of cases in white)

Base: All aware of brand/all respondents

BRAND ACTIVATION metrics

Average outcomes from radio advertising

Radio drives purchase consideration

"If you were considering buying product category today, how likely would you be to consider brand name?"
Average uplift rate CR vs. non-CR (highly likely)

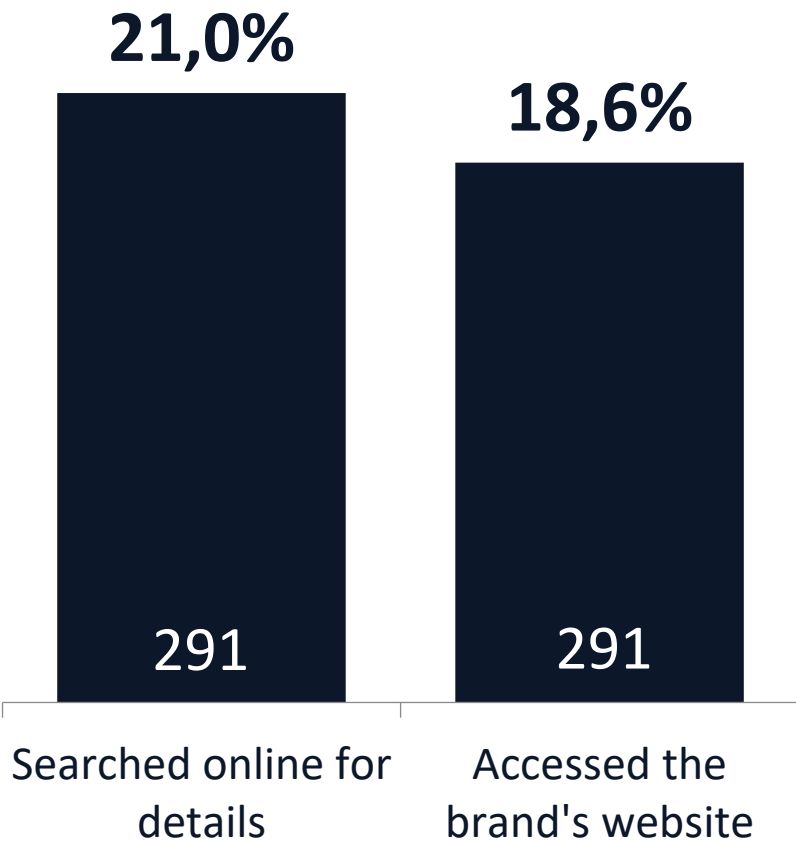


Base: all respondents

Source: Big Audio Datamine
(number of cases in white)

Radio drives online response

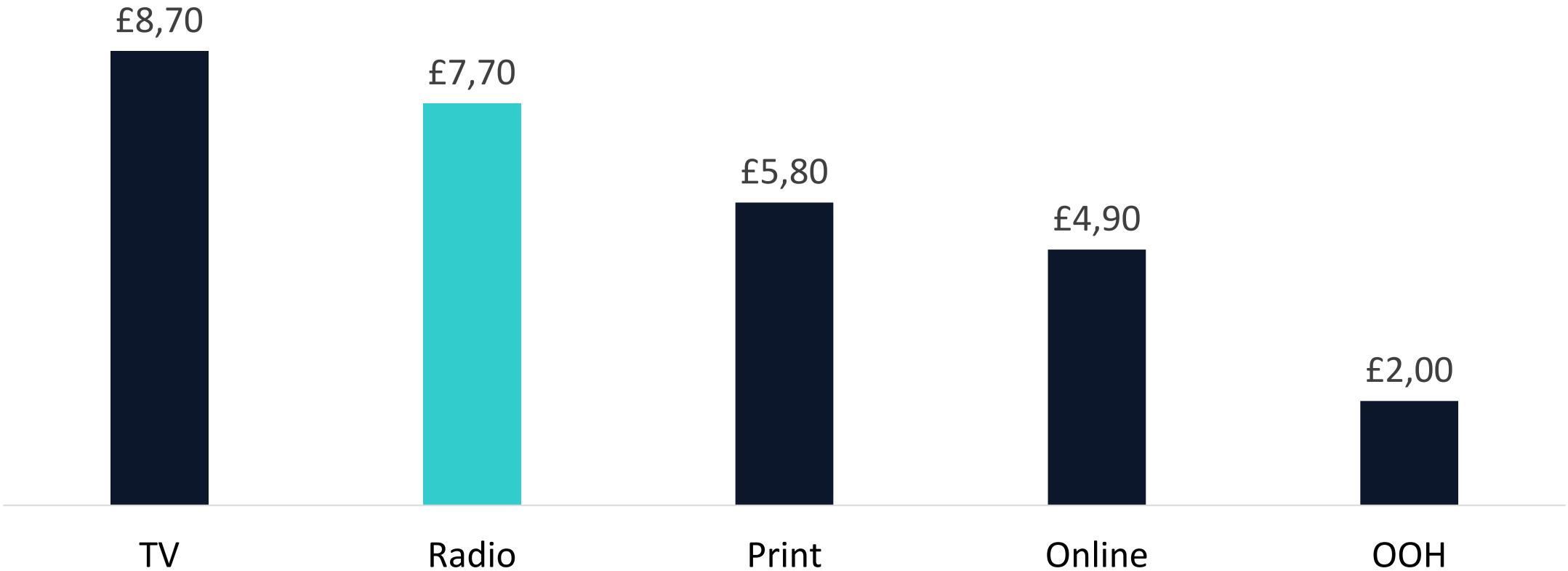
"Have you taken any of the following actions as a result of hearing this ad?"
% of those hearing the ad claiming to respond in this way



Base: all who recall hearing radio ad

Radio delivers strong revenue ROI for brands

Revenue return on investment by medium



Radio delivers strong Profit ROI for brands

Profit return on investment by medium





Reasons to consider radio

- Reaching large audiences
- Building emotional connections
- Targeting with scale
- Relevant moments
- RESULTS!

Brand building Radio amplifies brand fame

31%

**RADIO
USED**

19%

**RADIO
NOT USED**

% of campaigns reporting very large fame effect



THANK YOU
ευχαριστώ