

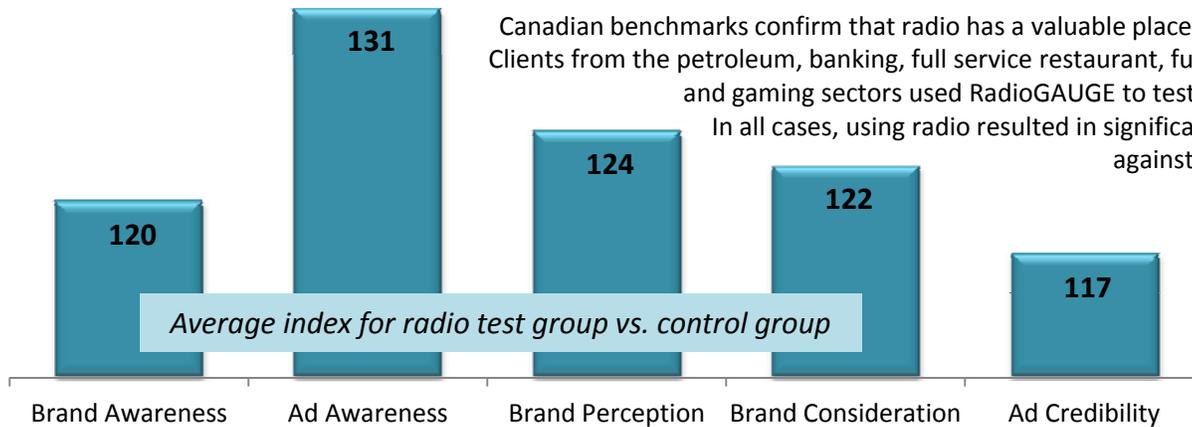


radio
GAUGE

MISATTRIBUTION

Advertisers are more concerned with return on investment (ROI) than ever before. Recent RadioGAUGE research shows that adding radio to the media mix results in significantly higher indexes against all key brand measures establishing the effectiveness of radio in the marketing mix. This research also reveals that misattribution continues to be an issue for consumers, making it difficult for marketers to assess the effectiveness of their media plan. Respondents were asked to identify the source of a brand's advertising, even when television wasn't part of the advertising strategy it was listed as a source of advertising awareness. These results show that despite misattribution, radio continues to deliver against the true measure of advertising success, sales!

Radio Builds Brands



Canadian benchmarks confirm that radio has a valuable place in the media mix. Clients from the petroleum, banking, full service restaurant, furniture, appliance and gaming sectors used RadioGAUGE to test their advertising. In all cases, using radio resulted in significantly higher scores against all key measures.

Radio has the ability to increase listeners' awareness, positive brand perception and increased brand consideration for all advertisers. In many cases, when radio is part of the media mix, it has the ability to increase the effectiveness of all media in the campaign. Source: RadioGAUGE Canadian benchmarks based on research conducted between November 2011 and July 2012.

Demonstrating Misattribution

Share of Budget	Radio	TV	Radio Recall	TV Recall
Furniture	85%	0%	43%	67%
Petroleum	80%	0%	40%	28%
Banking	27%	0%	31%	58%
Gaming	26%	0%	30%	29%

These clients all used radio as part of their media strategy. **All advertisers excluded television** while including other visual media as part of the mix. Despite the lack of television, the medium received **misattributed recall as high as 67%!**

Source: RadioGAUGE Canada

Imagery Transfer and Memory Maintenance

In multimedia campaigns radio is largely used as a secondary medium to television or newspaper. When radio ads use creative elements from the television or newspaper creative, investment in visual media is leveraged through 'image transfer'. This occurs when listeners re-experience the imagery while listening to the ad on the radio. Some of the most effective radio campaigns work both by borrowing branding cues from TV and by triggering memories of TV advertising. Image transfer keeps expensively created ad memories front of mind at a lower cost. In this case the objective for radio is memory maintenance. The aim is for the listener to remember the visual execution resulting in intentional misattribution.

Radio Case Study

After investing \$800,000 in advertising, Videotron conducted a post advertising test to measure consumers' perception of the origin of the advertising message. Just over 70% of respondents said they saw the advertising on the television and/or in the newspaper. The following year Videotron ran a RADIO ONLY campaign followed by the same campaign testing. The results were very similar to the previous study showing newspaper and television as the source of the advertising despite the fact that only radio had been used.

In response to these studies Videotron's CEO, Claude Chagnon, said:

"Regardless of where people think they have seen or heard the message, what matters is that they were made aware of the offer. The results show that radio works."