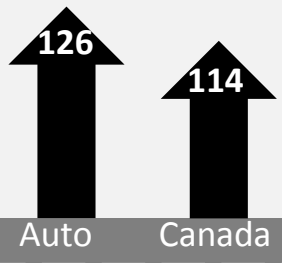




Radio builds automotive brands

RadioGAUGE Canada has demonstrated that the inclusion of radio in the media mix improves results across all measures. Not only does radio increase brand awareness, those exposed to radio increased their consideration of the brand, proving the inclusion of radio pushed the brand onto the purchase consideration list. RadioGAUGE respondents exposed to radio campaigns indexed well above average for Ad awareness and Ad credibility.

Unprompted Brand Awareness



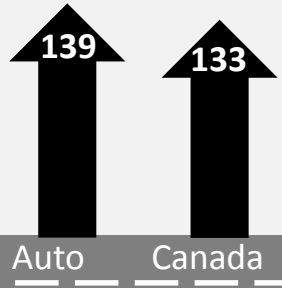
Using radio raises recall, contributing to a competitive sales advantage! The Canadian average for all brands comes in at **114** but when it comes to Automotive brands unprompted awareness increases to **126**.

Unprompted Awareness is a valuable indicator of a brand's success in cutting through and standing out!

Ad Awareness

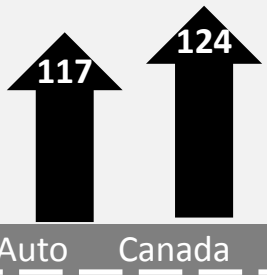
Canadians exposed to Automotive advertising on RADIO were **39%** more likely to recall experiencing the ads than those exposed to all other media. This has a spill over effect making respondents more aware of all advertising.

A high ad awareness index indicates the level of cut-through achieved by a brand's communications.



Brand Consideration

Radio plays a valuable role in pushing the Auto brands tested onto the purchase consideration list of more potential customers.



People exposed to the AUTOMOTIVE radio campaigns tested were more likely to feel a greater sense of connection with the brands - this reflects radio's ability to build close relationships with listeners. Moving onto the brand consideration list is clearly more successful when RADIO is in the media mix!

A recent RAB UK ROI Study found that across 42 Automotive case studies, advertisers had an average return on investment of 6 to 1, with radio ROI well ahead of television and newspapers.

Source: RAB U.K.- Radio: The ROI Multiplier



The secret of effective branding is to ensure that all aspects of brand communication reflect a common theme and character. Using RADIO increases the connection with consumers resulting in a **15% increase in ad credibility!**

