

Radio Builds Banking 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 that the inclusion of radio pushes the brand onto the consideration list. RadioGAUGE respondents exposed to radio also 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 unprompted awareness for all brands is **114**, while the Banking brands tested came in above average at **118**.

Index 114
Canada

Index 118
Banking

Ad Awareness

Canadians exposed to Banking advertising on RADIO were **34%** more likely to recall experiencing the ads than those exposed to all other media combined. This has a spill over effect making respondents more aware of all advertising.

Index 133
Canada

Index 134
Banking

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

Brand Consideration

People exposed to radio in the Banking campaigns tested were **37%** more likely to feel a greater sense of connection with the brand - this reflects radio's ability to build close relationships with listeners.

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Canada

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Banking

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

A recent RAB UK ROI Study found that across 61 FINANCE case studies, advertisers had an average return on investment of 2.3 to 1, with radio, an ROI well ahead of all other mediums tested.

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. A study of RadioGAUGE campaigns revealed that advertisers who used an established creative treatment, unified their creative messaging across audio and video channels, and/or used a sonic branding device, had the most successful results across all measures.