

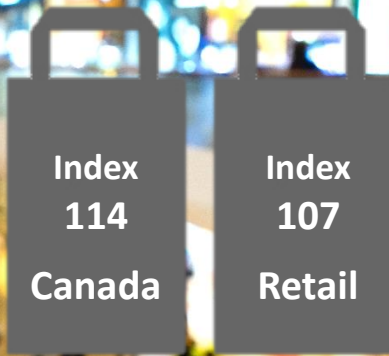
Radio Builds Retail Brands



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 purchase consideration list. RadioGAUGE respondents exposed to radio also indexed well above average for Ad Awareness and Credibility.

Unprompted Brand Awareness

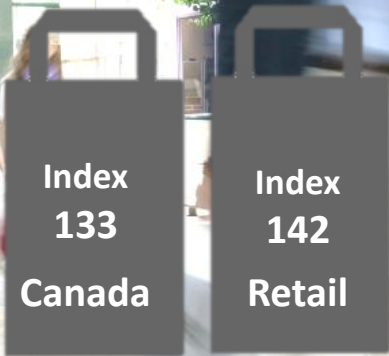
Using radio raises recall, contributing to a competitive sales advantage!
The Canadian average for unprompted awareness for all brands is **114**, while the well known **RETAIL** brands tested came in above average at **107**.



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

Ad Awareness

Canadians exposed to **RETAIL** advertising on **RADIO** were **42%** 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.

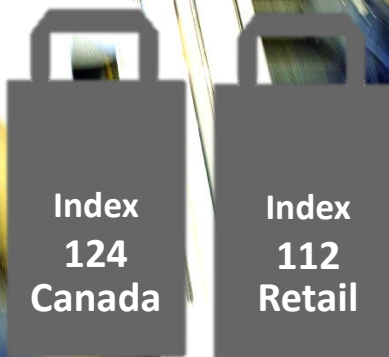


Base: radioGAUGE Canada-Combined retail brand respondents 5,600

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

Brand Consideration

People exposed to radio in the **RETAIL** campaigns tested were **12%** more likely to feel a greater sense of connection with the brand - this reflects radio's ability to build close relationships with listeners.



Canadians exposed to **RETAIL** advertising were more than **TWICE** as likely to recall hearing the advertising on **RADIO** compared to advertising on all other channels.

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.