



Radiocentre commissioned an independent, impartial re-evaluation of online and offline media through Ebiquity, a leading international marketing and media consultancy firm.

Radio out delivered all online and offline media, except TV, when ranked against 12 key attributes identified by agencies and advertisers.

The Study

Primary Research

- 116 senior brand/agency executives surveyed
- 10 Media Channels -7 offline and 3 online
- Ranked against 12 attributes of media for brand building campaigns

Secondary Research

- 75 research reports + proprietary data were examined for actual performance
- Scoring framework established to rate media performance on each attribute

“Alarm bells have been ringing for some time. Our analytics research is repeatedly showing that advertisers are not getting the best possible return on their media investment. The findings reveal that it is time for the industry to re-balance their use of media to optimize advertising budgets”

Morag Blazey, Managing Principal, Ebiquity | Intel

Key Findings

Results highlight a major discrepancy between perception and research evidence

Marketers/ Agency Executives identified the five most important media attributes for building brands:

1. **Targeting the right people in the right place at the right time**
2. **Increasing campaign ROI**
3. **Triggering a positive emotional response**
4. **Increasing brand salience**
5. **Maximising campaign reach**

Judged against these 5 attributes, TV and radio are top overall

- Online display is the weakest performer
- With the exception of TV, advertisers undervalue traditional media, especially radio and overrate the value of online video and paid social
- There is a clear disconnect between the scale of investment in online media and the value it delivers

Re-evaluating the media mix may help advertisers better achieve long-term brand growth.

Radio delivers as a brand building medium but is undervalued by advertisers.

Source: Radiocentre U.K. “Re-evaluating Media” Ebiquity Research released March 7, 2018

Ebiquity is a leading independent marketing performance specialist working with 80% of the world's largest advertisers. Their data and market knowledge allow them to deliver unique analytics and consultancy services. They enable brands across the world to make better informed decisions to improve their business performance across integrated communications channels.



Overall Weighted Score of all 12 Attributes Combined

Rank	Medium	Score	Rank	Medium	Score
1	TV	107.1	1	TV	48.9
2	Radio	103.2	2	Online Video	41.6
3	Newspapers	87.8	3	Social Media	41.3
4	Magazines	79.5	4	Out of Home	39.6
5	Out of Home	71.7	5	Cinema	39.1
6	Direct Mail	67.0	6	Radio	38.9
7	Social Media	65.8	7=	Newspapers	36.3
8	Cinema	61.4	7=	Direct Mail	36.3
9	Online Media	57.6	9	Online Display	35.5
10	Online Display	50.0	10	Magazines	35.1

Evidence based on sum of scores for all 12 attributes with importance weights applied.

PERCEPTION Based on sum of mean score across all 12 attributes, with importance weights applied. Base: n=116

The performance of radio, which ranks a close second behind TV on the evidence, was one of the most strikingly undervalued!

Most Important Attributes of an Advertising Medium

#1 *Targets the right people in the right place at the right time – Index 250*

Rank	Medium	Score	Rank	Medium	Score
1	Radio	9	1	Direct Mail	4.0
2	Social Media (paid)	8	2	Social Media (paid)	3.9
3	TV	8	3=	TV	3.7
4	Online Display	7	3=	Online Video	3.7
5	Cinema	7	5	Online Display	3.6
6	Direct Mail	6	6	Cinema	3.2
7	Out of Home	6	7=	Out of Home	3.1
8	Online Video	6	7=	Magazines	3.1
9	Newspapers	5	9=	Radio	3.0
10	Magazines	3	9=	Newspapers	3.0

While agencies and advertisers rank radio at the bottom of the list for targeting, the research confirms it is #1 when compared to all other media.