



Radio Builds Grocery 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 113, while the well known GROCERY brands tested came in above average at 117.



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

Ad Awareness

Canadians exposed to GROCERY advertising on RADIO were 21% more likely to recall the ads than those exposed to all other media combined. This has a spill over effect making respondents more aware of all advertising.



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

Brand Consideration

People exposed to radio in the GROCERY campaigns tested were 28% 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 GROCERY 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.

Source: radioGAUGE Canada January 2018-Combined results 35,000 respondents