

Ground Breaking Research Reveals Radio's Distinctive Ability to Elevate Advertising Memorability

This Is Your Brain on Radio

Canadian Broadcast Sales partners with Brainsights to unlock how the brain hears radio commercials

- Radio reinforces, reminds and solidifies brand messaging
 - Radio resonates across all key metrics of cognitive reception: Attention, Connection and Encoding
 - Radio is the “killer app” as it relates to memorability and message encoding
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Toronto (June 19, 2018) Radio is the market leader in delivering encoding and memorability, outperforming television and digital, according to new media research released by Canadian Broadcast Sales. This proprietary study was conducted in partnership with Brainsights, a world leader in neuro-marketing measurement, to uncover the way the human brain hears and processes radio commercials.

While radio performs at comparable levels to competitive advertising platforms (TV and Digital) in delivering Awareness and Connection in advertising, radio's core competency is in memorability.

The study, conducted in April 2018, used EEG technology to track individual reactions to radio content. Respondents were exposed to 32 commercials across a variety of categories ranging from Automotive and Finance, to Entertainment and Personal Care. Subconscious engagement was then measured across three key areas: Awareness, Connection and Encoding.

"We were delighted to see radio falling into a distinctive role in the advertising ecosystem. The ability to deliver key messages, and elevate memorability is a significant asset," said Dan Iwasa-Madge, Head of Product and Analysis at Brainsights. "This places radio as a key component of the marcomm toolbox - it reinforces, reminds and solidifies brand messaging. This is especially relevant for those industries which struggle to create memorability in their communications - CPG, Finance and Retail, among others".

"At CBS, we are committed to accountability", said Gerry MacKrell, President at Canadian Broadcast Sales. "Radio is a powerful, relevant medium, and we will continue to invest in research and insights that demonstrate how advertisers can use radio as a powerful tool to grow their business".

About Canadian Broadcast Sales

Canadian Broadcast Sales (CBS) is the largest national radio sales organization in Canada. Our collective market presence reaches 80% of Canada's total population. We represent 42 broadcasters and more than 400 radio stations (including repeaters) in 223 Canadian markets. CBS streamlines the radio buying process by offering advertisers a simple, convenient and cost-

effective method to purchase airtime on radio stations across the country. *CBS is jointly owned by Rogers Media and Corus Entertainment.* Learn more at www.radiocbs.com

About Brainsights

Brainsights is a technology and human insights company based in Toronto, Canada with operations in the US, UK and Germany. Brainsights advises media companies and advertisers on how to create the stickiest and most persuasive content for their audiences.

www.brainsights.com

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