

RADIO BUILDS LOTTERY BRANDS

Canadians exposed to **LOTTERY** advertising were almost **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.

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Brand Consideration

Canadians exposed to **LOTTERY** advertising on **RADIO** were 35% more likely to feel a greater sense of connection with the brand. This reflects radio's incredible ability to build close relationships with listeners.

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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 **LOTTERY** brands tested came in well above average at 134.

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Ad Awareness

People exposed to radio in the **LOTTERY** campaigns tested 19% more likely to recall the ads than those exposed to all other media combined. This has spill over effect making respondents more aware of all advertising.

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 Credibility and Ad Recall.