

radioGAUGE Canada

CBS is the exclusive provider of radioGAUGE research in Canada

radioGAUGE Benchmarks

Unprompted Brand Awareness

- Respondents exposed to radio were 13% more likely to recall the advertised brand than those exposed to all media except radio.
- A good recall score can translate into a competitive advantage at point-of-sale for CPG products or when consumers are building a "brand consideration list" for bigger ticket items.

Index **113**

Ad Awareness

- Radio lifts awareness of all advertising.
- Consumers exposed to a brands radio advertising as part of the media mix are 38% more likely to recall advertising for that brand via any medium!

Index **138**

Brand Perception

- Radio builds relationships. Consumers exposed to the radio campaigns tested are 34% more likely to strongly identify with the advertised brand.
- When consumers identify with a brand they are much more likely to buy that brand!

Index **134**

Brand Consideration

- Consumers exposed to radio advertising are 31% more likely to strongly agree that they would consider buying the brand being advertised.
- Increased brand consideration = increased sales.

Index **131**

What is radioGAUGE?

- Ongoing radio advertising measurement in Canada since 2011
- Provides customized effectiveness learning for individual campaigns
- Confidential study shared exclusively with the agency and advertiser
- 12 categories / 45 campaigns tested to date
- Database of 35,000+ respondents and growing

What does radioGAUGE provide?

- Competitive assessment by category
- Campaign results benchmarked against market sector competitors
- Comparative category intelligence based on client input
- Recommendations for improving performance of creative
- Two proprietary questions available for custom research
- Individual PowerPoint debriefs for every campaign tested
- Brand level results add to Canadian benchmarks

What is the radioGAUGE methodology?

- Research by award winning UK research company-*Other Lines of Enquiry*
- All research on behalf of RadioCentre in the U.K., plus partners in Ireland, South Africa, Australia and for C.B.S. in Canada
- 15 minute online survey conducted by Research Now, an award winning digital data collection specialist
- 800 respondents per advertiser
- 3 campaigns tested per study using robust test and control methodology
- Sample base: Adults 18-64
- Nationally/Provincially representative: Gender/ Age / Region

How do I join radioGAUGE?

- Minimum GRP levels of 100GRP's per week in PPM markets
- Minimum of four PPM markets in campaign, including Toronto
- Minimum of 2 weeks in campaign
- **Willingness to share results with client**

CONTACT YOUR CBS REP FOR MORE INFORMATION

Category Results: one page summaries available



Retail

