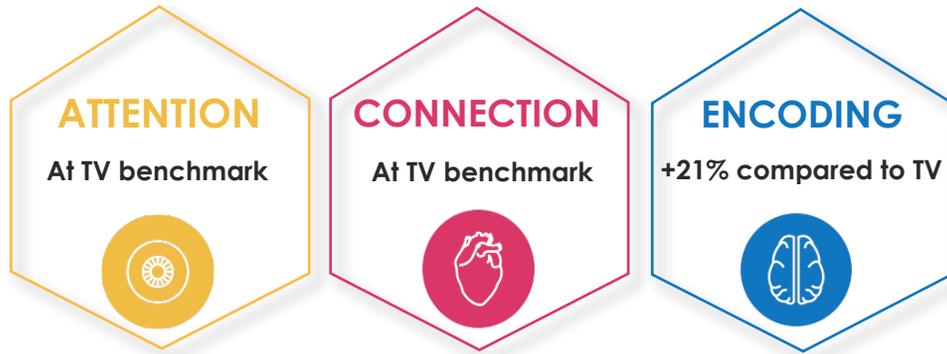




## THE CBS BRAINSIGHTS STUDY

100 RESPONDENTS | 8 CATEGORIES | 32 RADIO ADS ANALYZED



### ATTENTION ~ At TV benchmark ~

Radio rivals TV at getting consumer attention and breaking through without the visual aids. Audio is able to penetrate the brain's massive filtering system in a way that video cannot.

### CONNECTION ~ At TV benchmark ~

Radio matches TV's ability to connect with consumers. Radio provides a rich storytelling environment and creates emotional connections at the same rate as TV.

### ENCODING ~ +21% compared to TV ~

Radio ads are **21% more memorable** than television ads. Although TV campaigns have similar attention and connection scores, they tend to underperform on memorability. Viewers "coast" while watching television, especially when there are no audio signals telling them to pay attention. Audio signals are major triggers for audiences to encode information – even for television.

## RADIO VERSUS TV: A CLOSER LOOK

### BETTER PERFORMANCE, LOWER COST

With radio, you get the attention and connection levels of TV plus better encoding. Radio CPPs are more cost-efficient than TV, driving outstanding ROI.

### RADIO + TV: A GREAT TEAM

Radio is TV's missing link, filling in TV's memorability gap. Encoding is crucial to an ad campaign. Ads need to be committed to memory to achieve brand salience\*.

On a media plan, radio and TV work well together. Radio provides memorability and reinforces brand messages.

This study found brands underperform when they recycle their TV creative for radio. However, brands overperform when they tell their stories in a style that is amplified by radio.

Purpose-built radio ads focus on three fundamentals: a strong premise, rich content and behavioural elements.

### COMING SOON

**How does radio perform across categories?** We take a look at Health & Beauty, Movies, Automotive, Entertainment, eCommerce and Retail.

**What creative performs best on radio?** We examine what makes great radio creative.

\*Brand salience is the degree to which your brand is thought about or noticed when a customer is in a buying situation.