

RADIO BUILDS RESTAURANT BRANDS

Canadians exposed to **RESTAURANT** 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.



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Brand Consideration

Canadians exposed to **RESTAURANT** advertising on **RADIO** were 50% 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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Brand Connection

Canadian restaurant brands tested for brand connection were 40% more likely to be connected to the brand being advertised. This reflects radio's ability to build close relationships with listeners.



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Campaign Awareness

People exposed to radio in the **RESTAURANT** campaigns tested were 23% more likely to recall advertising for the brands tested than those exposed to all other used combined. Using radio had a spill over effect making consumers more aware of all advertising in the plan.

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 Recall.

Source: radioGAUGE Canada June 2019-Combined results 50,000 respondents
Brands included in averages McDonalds, Subway, Swiss Chalet