

# Radio ads during car journey to the supermarket boost FMCG purchase intent by 30%

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**Ads heard in the car on the way to the supermarket have a significant effect on purchasing intentions, according to new research on FMCG advertising by Shoppercentric for industry body Radiocentre.**

*Building Shelf Awareness* considers how live radio reaches 38% of people travelling by car to buy groceries (13 times more than the reach of next largest editorial media)\* and explores the significant effect this can have on shoppers purchasing decisions once they are in the store.

The research reveals that FMCG radio ads heard in this way, at a highly relevant time that also happens to be ‘last-minute’, increase brand visibility on shelf by 11%. More importantly, the advertising also has a significant impact on buying behaviour: both reinforcing brand loyalty, evidenced by a 30% increase in purchase among buyers who usually buy the brand, and encouraging brand switching, with purchase intent among people who don’t usually buy the brand increasing by 39%.

Shoppercentric used a range of research techniques, such as eye-tracking and emotional response recognition, combined with a questionnaire to capture both subconscious and conscious response to radio advertising heard passively on the journey to the supermarket.

The report also explores how marketers can optimise these effects, through creative development and media planning strategies, such as using consistent audio brand assets or up-weighting airtime around key shopping times.

Ad creativity was found to be an important factor in driving results, with the best performers stimulating a stronger emotional response. Creative consistency such as construct, voices, and music over time and across media also benefitted the results.

Mark Barber, Radiocentre Planning Director, said: “The results of this study are evident: beyond delivering broader effects for FMCG brands in terms of awareness, salience, and ROI, radio offers advertisers a chance to exert last-minute influence over shoppers to increase visibility on shelf and drive purchase consideration.”

**The report is available to download now [via the Radiocentre website](#).**

\* Data from IPA Touchpoints 2019

<https://www.radiocentre.org/radio-ads-during-car-journey-to-the-supermarket-boost-fmcg-purchase-intent-by-30/>