

BROADCAST Dialogue

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Canadian Broadcast Sales research indicates radio is outperforming television and digital in delivering encoding and memorability. Conducted in partnership with neuro-marketing measurement firm Brainsights, the study looked at the way the human brain hears and processes radio commercials. While radio performs at comparable levels to TV and digital in delivering awareness and connection in advertising, radio's core competency is in memorability. Conducted in April, respondents were exposed to 32 commercials across a variety of categories ranging from automotive and finance, to entertainment and personal care.

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