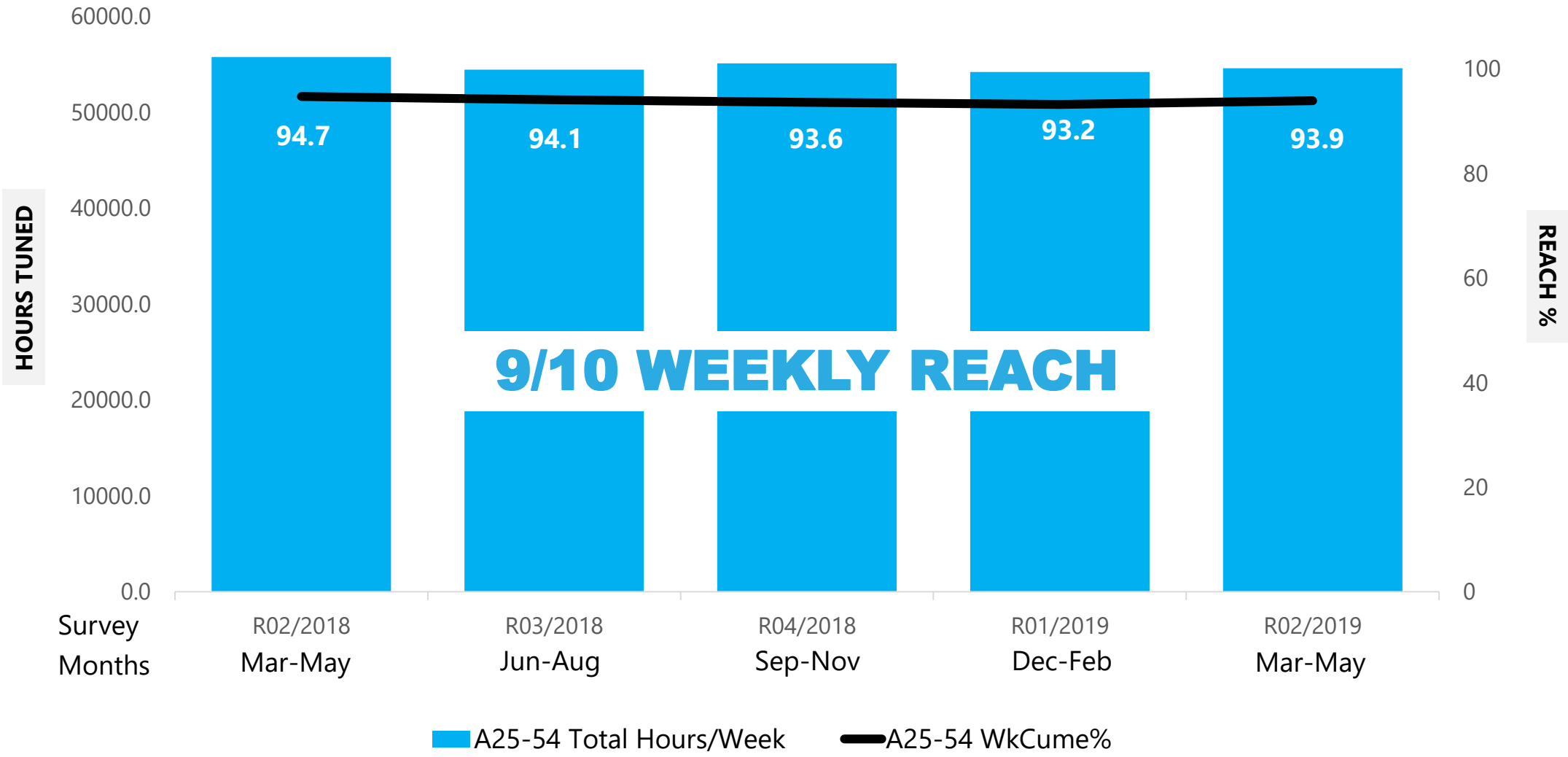




**This is
your brain
on
RADIO**



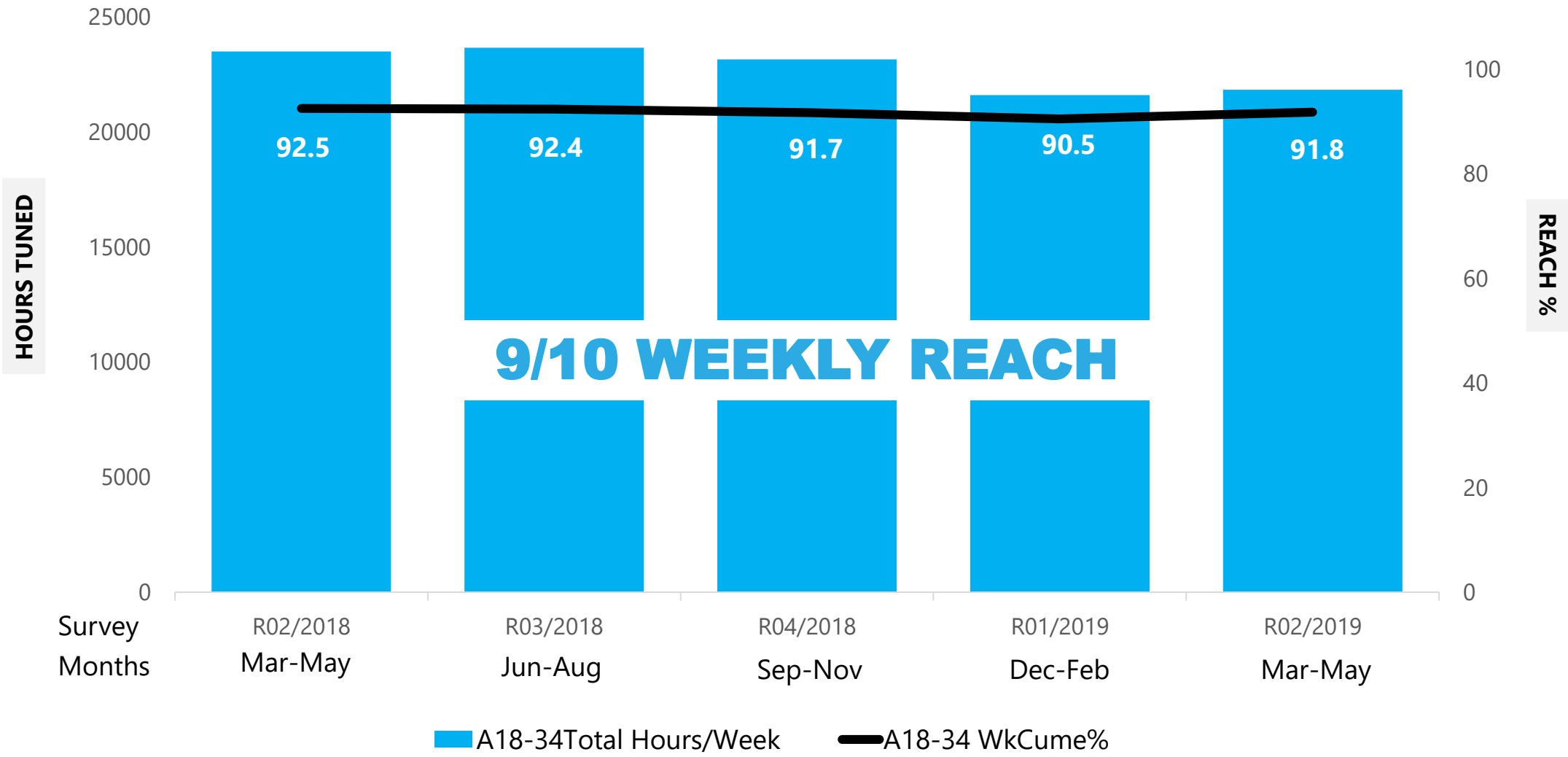
Radio Delivers Consistent Reach - A25-54



Source: Numeris PPM Radiometer surveys (Toronto, Montreal Eng/Fr, Vancouver, Calgary, Edmonton), Adults A18-34 Mo-Su 5a-1a, Total Weekly Hours Tuned + Average Weekly Cume %



Radio Delivers Consistent Reach - A18-34



Source: Numeris PPM Radiometer surveys (Toronto, Montreal Eng/Fr, Vancouver, Calgary, Edmonton), Adults A25-54 Mo-Su 5a-1a, Total Weekly Hours Tuned + Average Weekly Cume %



Radio ROI Studies

**Radio consistently delivers excellent ROI
across multiple categories**

Department Stores 1 = 17
Home Improvement 1 = 10
CPG 1 = 4
Automotive* 1 = 6
Entertainment* 1 = 11
Return for every \$1 invested



In a recent RAB US study, Google analytics confirmed that **radio** generated an average **29%** lift in search activity among Adults 18+

RTS Canada confirms-
37% of Canadians searched online for a product or service after hearing an ad on the radio and are 35% more likely to do so (index 135).

Source: RAB Study September 2017. Numeris RTS Canada Spring 2019 A18+; specific or general search



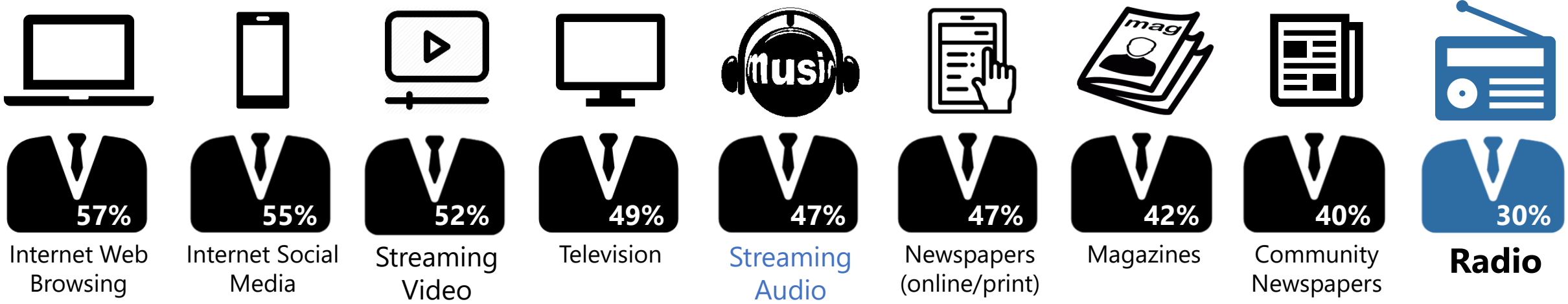


Listened to AM/FM radio



Radio plays a key role in influencing consumers closest to the point of purchase

Radio has the lowest advertising avoidance of **ALL** media



Almost 60% of A25-54 Frequently Avoid Advertising while browsing the internet, almost twice as many as radio!

A25-54 are 57% more likely to Frequently Avoid Advertising while listening to streaming audio than they are when tuning into radio!

Source: Numeris RTS Spring 2019 Canada; A25-54 Avoid advertising Frequently Newspaper (Average Online and Print versions)



Radio delivers best in class VALUE





Understanding Why RADIO Delivers





BRAINSIGHTS



Your brain is uniquely wired to remember radio ads

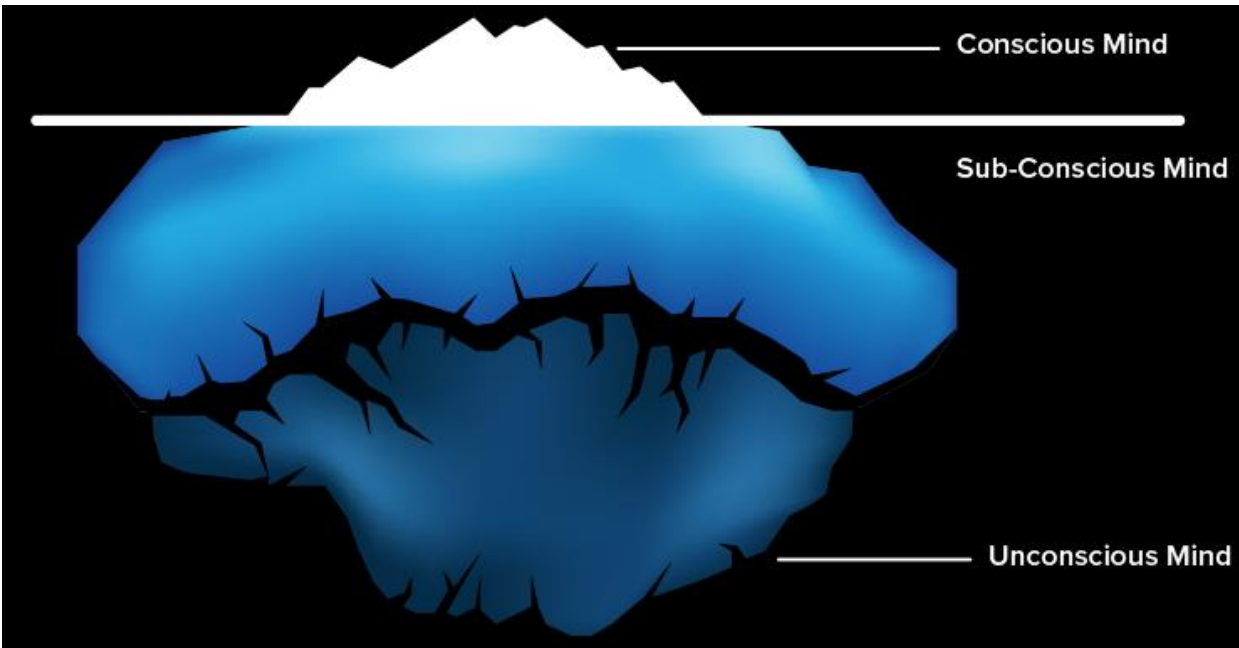
“Unlike video, which consumers can look away from, **sound can have an influence whether consumers are fully paying attention or not.**”

“**This ...makes audio a powerful vehicle for developing brands in the mind of the consumer.**”

Dr. Bradley Vines
Director of Nielsen Consumer Neuroscience, Europe.



Why it Matters



% Influence on Decision-Making

5-10%
(Conscious)

90-95%
(Subconscious & Unconscious)

How to Measure it

EXPLICIT

(Survey, focus group,
stated response)

IMPLICIT

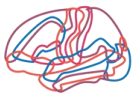
(Behaviour testing, facial
coding, eye tracking etc.)

NEURAL

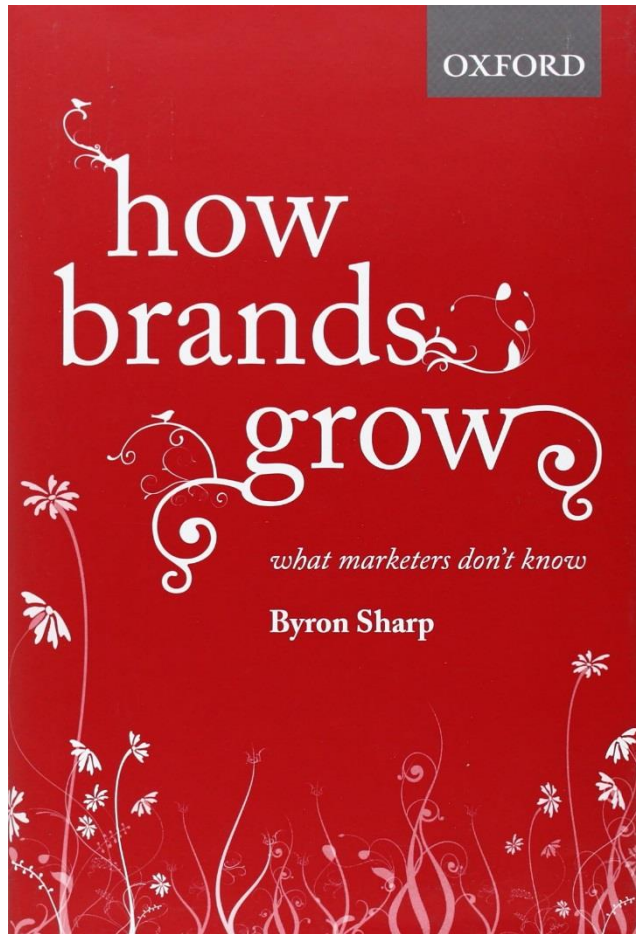
(Neuroscience – EEG,
fMRI)

“Much of what drives human decision-making is not consciously accessible”

Daniel Kahneman, Nobel prize-winning economist



WHY IT MATTERS



Since the vast majority of decision making occurs at the unconscious level, building and reinforcing memory structures connected to your brand is CRITICAL.

Advertising:

1. **Builds** memory structures by communicating brand assets
2. **Refreshes** memory structures on a conscious and unconscious level
3. **Primes** consumers to recall your brand in the next buying situation

Building brand salience is key so that consumers recall your brand in a buying situation



What is Neuromarketing Research?

Neuromarketing research bypasses conscious thinking and identifies automatic reactions that tend to be universal across the population.



Neuromarketing has an advantage because it:

- Does not rely on consumers to accurately report emotions
- Can closely tie physiological reactions to specific parts of an ad or message
- Provides insight into automatic responses that take place at the subconscious level



What BRAINSIGHTS Measures



ATTENTION

**DOES THE AD CAPTURE
ATTENTION**

BREAKTHROUGH



CONNECTION

**IS THERE A DEEPER
RELATIONSHIP**

**INTENT/
CONSIDERATION**



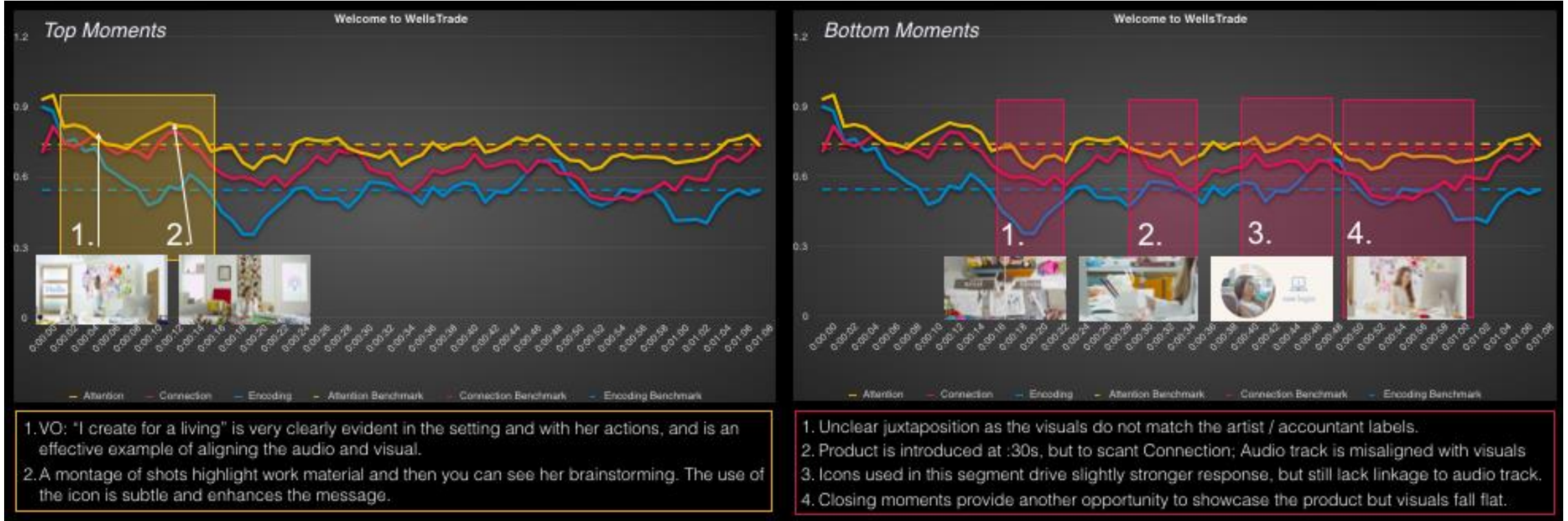
ENCODING

**IS THE AD BEING
COMMITTED TO
MEMORY**

**BRAND/ PRODUCT
LINK**



Brain Data to Insights



Attention



Connection



Encoding





BRAINSIGHTS ©



RADIO delivers MEMORABILITY for advertisers

VS General Advertising Benchmarks



Attention

At Benchmark



Connection

At Benchmark



Encoding

+8%

- Radio has a well rounded performance when compared to TV or Digital Channels
- Radio performs at the category benchmarks for Attention and Connection
- Radio out performs both Television and Digital when it comes to Encoding and memorability
- Radio can be used tactically in campaigns to increase memorability, leading to brand salience that is hard to achieve with other media



RADIO out performs TV at a fraction of the price

Radio VS Television Advertising Benchmark



Attention

At Benchmark



Connection

At Benchmark



Encoding

+21%

- **Radio performs at the same level as TV for Attention and Connection but is much more memorable than TV**



RADIO out performs digital on Connection and Encoding

Radio VS Digital Advertising Benchmark



Attention

-11%



Connection

+10%



Encoding

+4%

- Compared to Digital, we see more extreme results
- Attention is lower due to less optimizations
- Connection is higher due to a less cluttered environment
- Slightly higher Memorability in spite of digital ad optimizations

Video	- 14%	+ 6%	At Benchmark
Display	- 7%	+ 14%	+ 7%





Category Breakdown



Finance focuses on informative and highly premise-driven ad content that performs well on radio

VS General Advertising Benchmarks



Attention

+16%



Connection

+21%

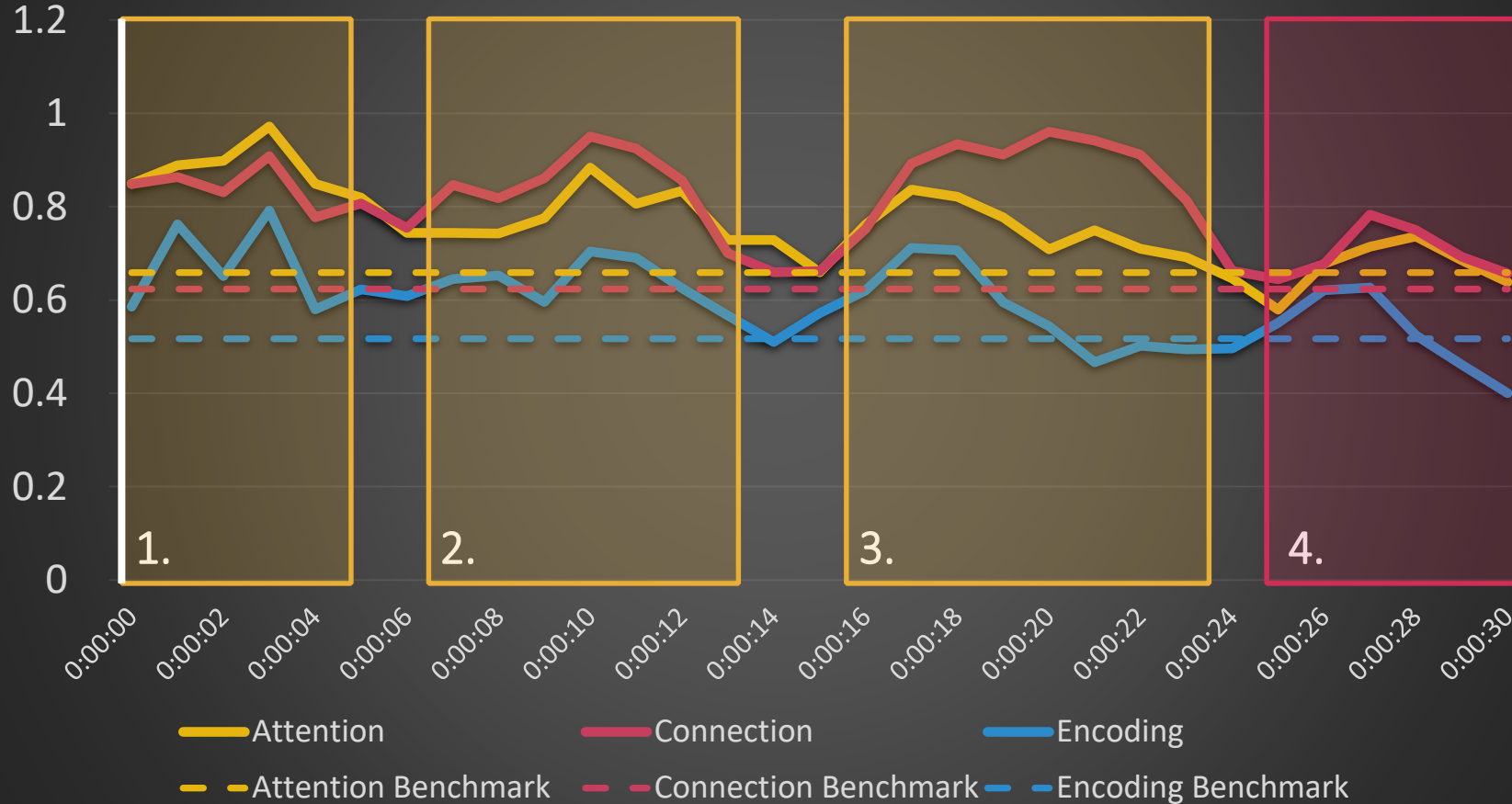


Encoding

+30%



BMO - Smart Mortgage



1. The hook is very engaging as it introduces the brand, product and premise for storyline.
2. VO: "Yes you can have a mortgage and still go out to dinner..." – the examples of having a mortgage and still being able to do what you love are very engaging.
3. The highest connection spike occurs when the VO explains the informative benefits of the product.
4. The call to action is resonant though the website call out pre-signals the end of the spot. and the metrics decrease slightly.

VS General Advertising Benchmarks



+ 39%



+ 81%



+ 33%



Automotive advertising uses the strengths of radio to deliver detailed product features, financing and incentive elements that deliver outstanding results

VS General Advertising Benchmarks



Attention

+9%



Connection

+19%

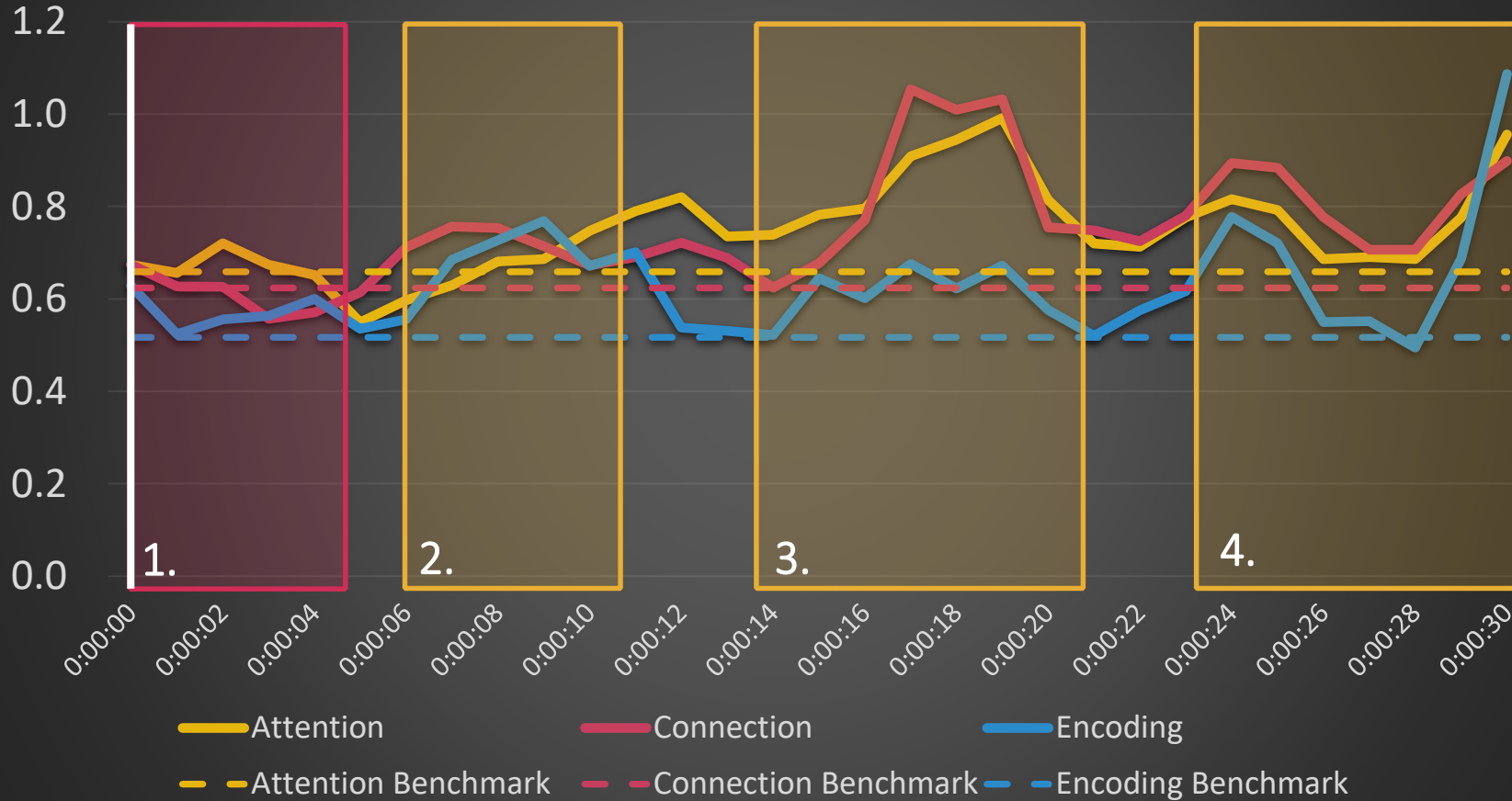


Encoding

+30%

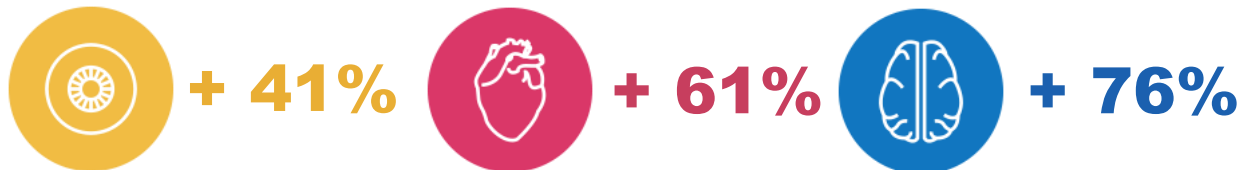


BMW - X Drive



1. The hook is slightly confusing as there is little context about the brand.
2. VO: "When nature throws a curveball, own the road with BMW X Drive" - establishes the context and metrics begin to rise.
3. VO: "Own the roads with rates as low as 3.9% financing..." - this informative messaging is highly engaging with the largest spike in Connection.
4. The final time based offer is engaging and highly memorable.

VS General Advertising Benchmarks



eCOMMERCE has the highest encoding score of any category

VS General Advertising Benchmarks



Attention

At Benchmark



Connection

+10%



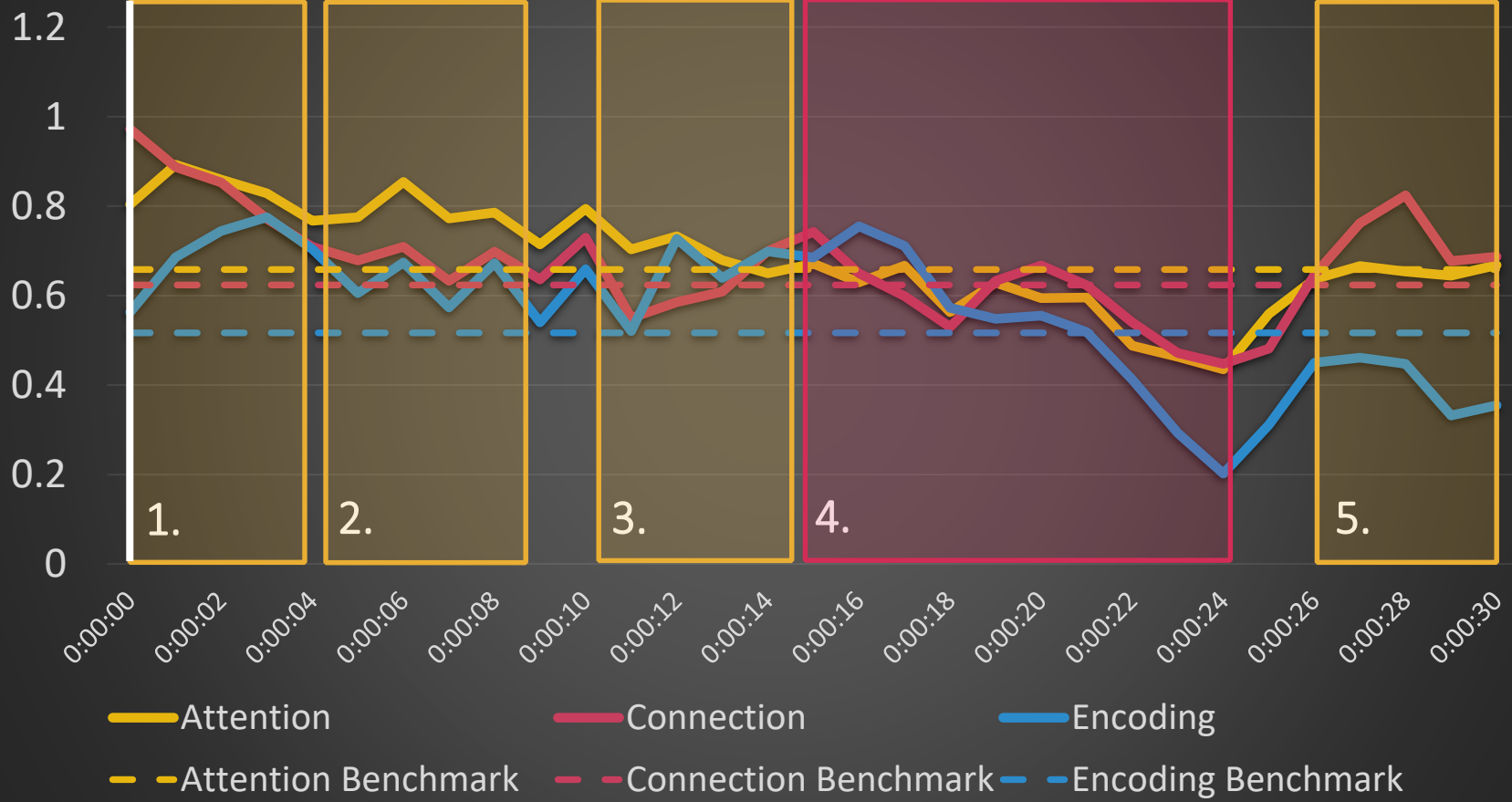
Encoding

+35%

- Ecommerce brands created the ads we tested specifically for radio
- Ads were rich in content, providing information about the products/ service offered, resulting in outstanding connection and encoding results



Amazon - Echo



1. VO: "Canada meet the all new Amazon Echo" – the hook sets the premise immediately and its highly engaging.
2. Once the premise is set engagement remains strong as the voice over explains the product.
3. VO: " Alexa play my rock jams playlist" – is highly memorable and effective example of the products purpose.
4. However once the music continues and the VO lists other use cases, the audience disengages.
5. The final brand plate is resonant but not overly memorable.

VS Radio Advertising Benchmarks



+ 7%



+ 16%



+ 16%





Radio Creativity



Millennials are more receptive to advertising on radio

Segments VS General Advertising Benchmarks



Attention



Connection



Encoding

18-34

At Benchmark

+7%

+9%

35-64

At Benchmark

At Benchmark

+9%

- The increase in Connection along with above average scores for Encoding are key for brands wishing to break through with younger consumers

“This increase in receptiveness is very valuable for brands that struggle to find relevancy, such as CPG or Apparel.” Brainsights



Crafting Your Message

Purpose built ads focus on three fundamentals

- Strong premise .. Early “hook”
- Rich content .. Keep brain busy
- Call to action .. Make an ask



And can be deployed for any category



Crafting Your Message

VS General Advertising Benchmarks



Attention

Connection

Encoding

Brand
Indirect, Conceptual, Non-Specific

At Benchmark

-5%

+9%

Offer
Information-Dense, Premise-Rich, Behavioural

At Benchmark

+7%

+17%

- Radio advertising that is information focused, offers a very clear premise and is instructional, performs best on radio
- **Branding and offer led ads performed well if these elements were included**



Radio creates brand MEMORABILITY

- *Delivers solid ROI*
- *Drives online search*
- *Radio influences consumers closest to the point of purchase*
- *Best in class cost effectiveness*



“Brands who underestimate the storytelling power of audio do so at their own risk,” says Joe Maceda, Chief Instigation Officer, Mindshare U.S. “If you’re heavily investing in silent videos, display ads, or other visual media, the research shows audio is likely a more critical component. It’s time for marketers to take a deeper approach and assess how they can best leverage this medium.”

1) Audio ads elicit much stronger emotions from consumers

- 21% higher emotional intensity
- 50% more positive emotional peaks

2) Consumers are much more receptive to audio branding and calls-to-action

- 18% higher positive emotional response resulting in more positive encoding of the brand
- Consistent increase in emotional engagement for the end branding
- Calls-to-action are a uniquely positive emotional experiences for consumers
- Brand stories elicited three times more positive brand associations