radioGAUGE Canada

CBS is the exclusive provider of radioGAUGE research in Canada

English and French Radio deliver outstanding results for advertisers

- Recently CBS has been including French language radio in our radioGAUGE research

- *Comparing the results for the seven advertisers who used both French and English creative, shows that no matter the language, RADIO makes a significant impact compared to all other media used in the campaigns*

radioGAUGE Benchmarks	English Index	French Index
Unprompted Brand Awareness	109	114
Ad Awareness	171	187
Brand Perception	160	160
Brand Consideration	161	156

Unprompted Brand Awareness

- *Respondents exposed to radio were <u>more likely</u> to recall the advertised brand than those exposed to all media except radio for both markets*
- *A good recall score can translate into a competitive advantage at point-of-sale for CPG products or when consumers are building a "brand consideration list" for bigger ticket items*

Ad Awareness

- *Consumers exposed to a brand's <u>radio advertising</u> as part of the media mix, are much more likely to recall advertising for that brand*
- *Radio's halo effect lifts awareness of <u>all</u> advertising in the media mix*

Brand Perception

- *Radio builds relationships. Consumers exposed to the radio campaigns tested are 60% more likely to strongly identify with the advertised brand*
- *When consumers identify with a brand they are much more likely to buy that brand!*

Brand Consideration

- *Consumers exposed to radio advertising are more likely to strongly agree that they would consider buying the brand being advertised*
- *Increased brand consideration = increased sales*

Categories Tested in BOTH French and English Canada
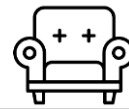
PPM Markets included- English: Toronto, Vancouver, Calgary, Edmonton. French: Montreal Franco

radioGAUGE methodology

- Research by award winning UK research company - *Other Lines of Enquiry*
- 15 minute online survey conducted by Research Now, an award winning digital data collection specialist
- 5 campaigns per study with 800 respondents per advertiser, using robust test and control methodology
- Nationally/Provincially representative sample A18-64: Gender/ Age / Region

CONTACT YOUR CBS SALES REPRESENTATIVE FOR MORE INFORMATION