

RADIO BUILDS AUTOMOTIVE BRANDS

- **radioGAUGE** Research is conducted by an award-winning third-party UK research company DRG using an established test and control methodology.
- 72,000+ radioGAUGE respondents have consistently demonstrated that the inclusion of radio in media campaigns improves results across all key metrics.
- **RadioGAUGE results confirm that including radio in a campaign increase both brand salience and purchase consideration.**



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Brand Awareness- *Brand recall indicates the effectiveness of the campaign in building brand salience.*

Canadian adults exposed to **AUTOMOTIVE** advertising on **RADIO** were **15%** more likely to mention the brand unprompted, than those not exposed to radio in the campaign.

Campaign Awareness- *important for capturing radio's ability to reach large audiences and drive awareness.*

Respondents exposed to radio in the **AUTOMOTIVE** campaigns tested were **62%** more likely to recall advertising for the brand on any medium; indicating that exposure to radio ads sensitizes consumers to brand activity across other media.

Brand Affinity- *rate the personal relevance of brands on a scale of 1 to 10 – For people like me.*

Canadians exposed to the radio campaigns for the **AUTOMOTIVE** brands tested were **38%** more likely to feel a strong connection to the brand (8-10), compared to those exposed to all other media. This reflects radio's ability to build close one-on-one relationships with listeners.

Brand Consideration- *this measure reflects the effectiveness of radio in pushing the brand onto the consideration list.*

Canadians exposed to **AUTOMOTIVE** advertising on **RADIO** were **36%** more likely to consider purchasing the brand under test than respondents exposed to the campaign on all other media.