

RADIO BUILDS AUTO AFTERMARKET 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.**

A close-up photograph of a person's hands working on a car engine. The person is wearing a dark jacket. The engine components are visible, including a red battery terminal. The image is used as a background for the index values.

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

Canadian adults exposed to **AUTO AFTERMARKET** advertising on **RADIO** were **38%** 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 **AUTO AFTERMARKET** campaigns tested were **98%** 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 **AUTO AFTERMARKET** brands tested were **46%** 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 **AUTO AFTERMARKET** advertising on **RADIO** were **33%** more likely to consider purchasing the brand under test than respondents exposed to the campaign on all other media.