

RADIO BUILDS APPS & SERVICES 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 **APPS & SERVICES** advertising on **RADIO** were **6%** 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 **APPS & SERVICES** campaigns tested were **26%** 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 Relevance- *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 **APPS & SERVICES** brands tested were **50%** 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 **APPS & SERVICES** advertising on **RADIO** were **28%** more likely to consider the brand under test than respondents exposed to the campaign on all other media.

Executive Summary

radioGAUGE is an ad effectiveness research tool illustrating consistently positive impact of radio advertising on key brand metrics including brand & campaign awareness, message relevance and purchase intent. The studies accommodate the complexity of individual media mixes.

Methodology

Panelists are assigned to either Test or Control group depending on whether or not they were exposed to Radio in the context of a larger media mix. Brand metrics are compared and contrasted between Test & Control

Scale

radioGAUGE Canada has been exclusive to CBS since 2011 where we have tested 17 categories; over 100 campaigns and a database of 80,000 respondents. In the UK, radioGAUGE has measured over 1,000 campaigns and built the world's most comprehensive database.

Purpose

It evaluates whether radio's "plays well with others" claim can be demonstrated by exploring relative campaign performance between those who were exposed to radio versus those who were not in the context of a larger media mix

Results

General Brand KPIs:

Brand Awareness +11%
Campaign Awareness +38%
Brand Relevance +38%
Brand Consideration +34%