

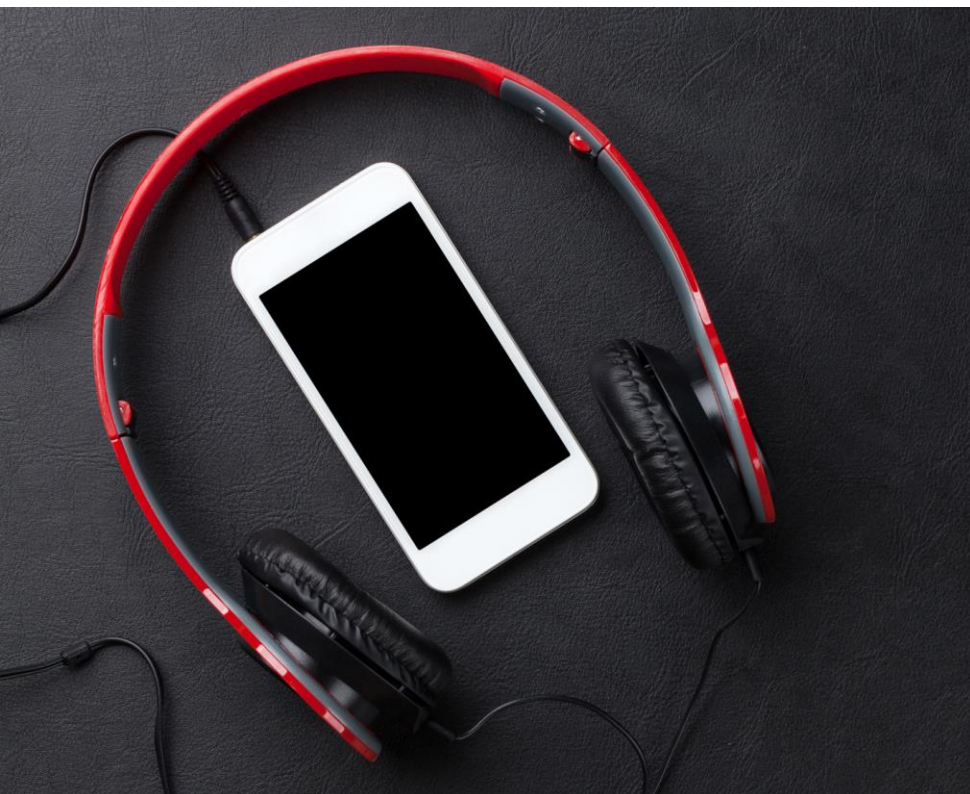


DISCOVER THE POWER OF RADIO

egta. February 2017 - www.egta.com

WHETHER YOU LISTEN ACTIVELY OR PASSIVELY, **RADIO** ALWAYS HAS YOUR ATTENTION!

Audio ads work effectively in two modes, both when they are at the forefront of the listener's attention and when they are heard in the background



NEED A PROOF?



The mind speaks:
The effect of radio ads
on the brain
by 538 & Mindshare (NL)

[Click here](#)



Radio, always on
by RAB & GfK (NL)

[Click here](#)



Power of sound
by iHeartMedia
& RCS (USA)

[Click here](#)

RADIO ADS: THE ONLY LIMIT IS YOUR IMAGINATION!

Audio advertising offers creative flexibility and gives each listener a unique experience within the theatre of the mind.

NEED A PROOF?



Natural speech reveals the semantic maps that tile human cerebral cortex by U.C. Berkeley (US)

[Click here](#)



SPOT 01: Blinking – Unilever



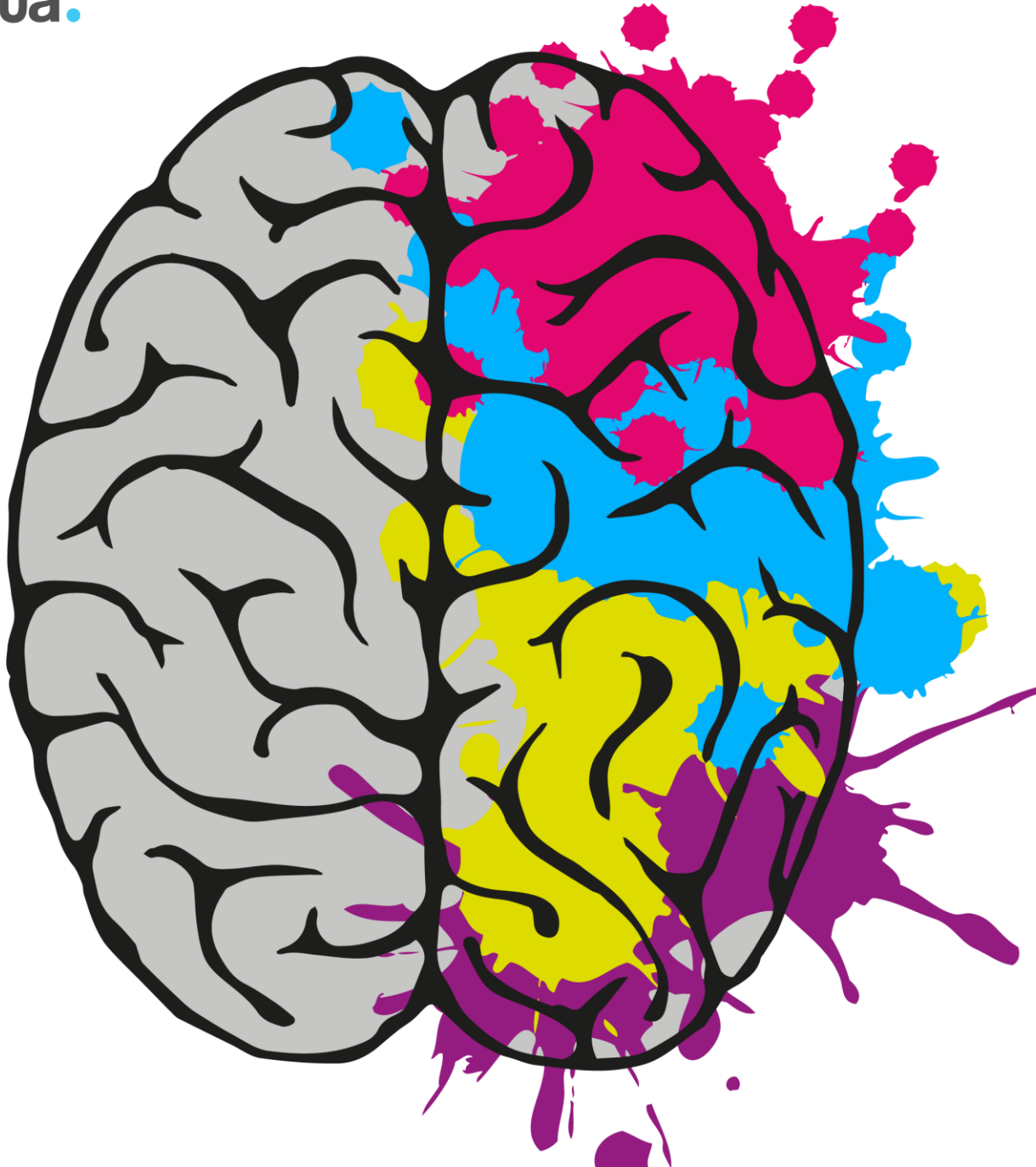
SPOT 02: Barking puppy - Henkel



SPOT 03: You should have called - Vodacom



SPOT 04: Nestlé



RADIO IS ON EVEN WHEN SCREENS ARE NOT!

Radio reaches listeners at
key purchase-relevant and unique touchpoints during the day.



NEED A PROOF?



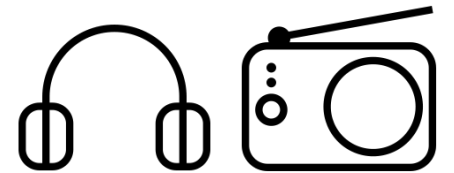
Radio is the most
mobile of all mobile
by USA Touchpoints
(US)

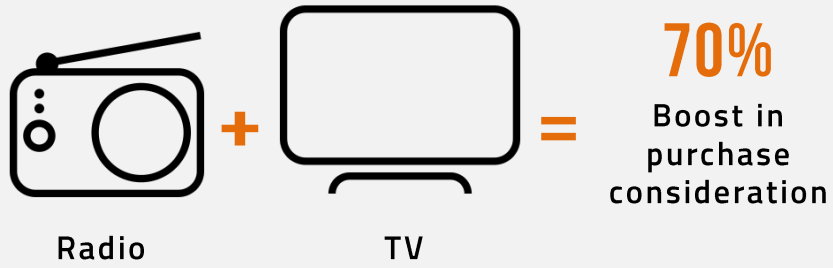
[Click here](#)



Radio reach when
commuting
By Snapshots (UK)

[Click here](#)





RADIO AMPLIFIES OTHER MEDIA!

Adding radio to the media mix delivers an amplifier effect.

NEED A PROOF?



Ken Garff
Automotive
case study
by WestwoodOne (US)

[Click here](#)

Touring case study
by VAR (BE)

[Click here](#)

Radio in the
media mix study
by Ster (NL)

[Click here](#)

ROI AND CALL-TO-ACTION: RADIO IS ON IT!

Radio delivers the strongest short term ROI and has an unrivalled power as the call-to-action medium.

NEED A PROOF?



AUDIOEFFEKT study
by RMS & AS&S (DE)

[Click here](#)



Radio: The ROI
Multiplier by
Radiocentre (UK)

[Click here](#)



Catalina study
by Nielsen (US)

[Click here](#)

GERMANY:

Average short term ROI for radio



» RETAIL:
€2.61 per **€1** spent

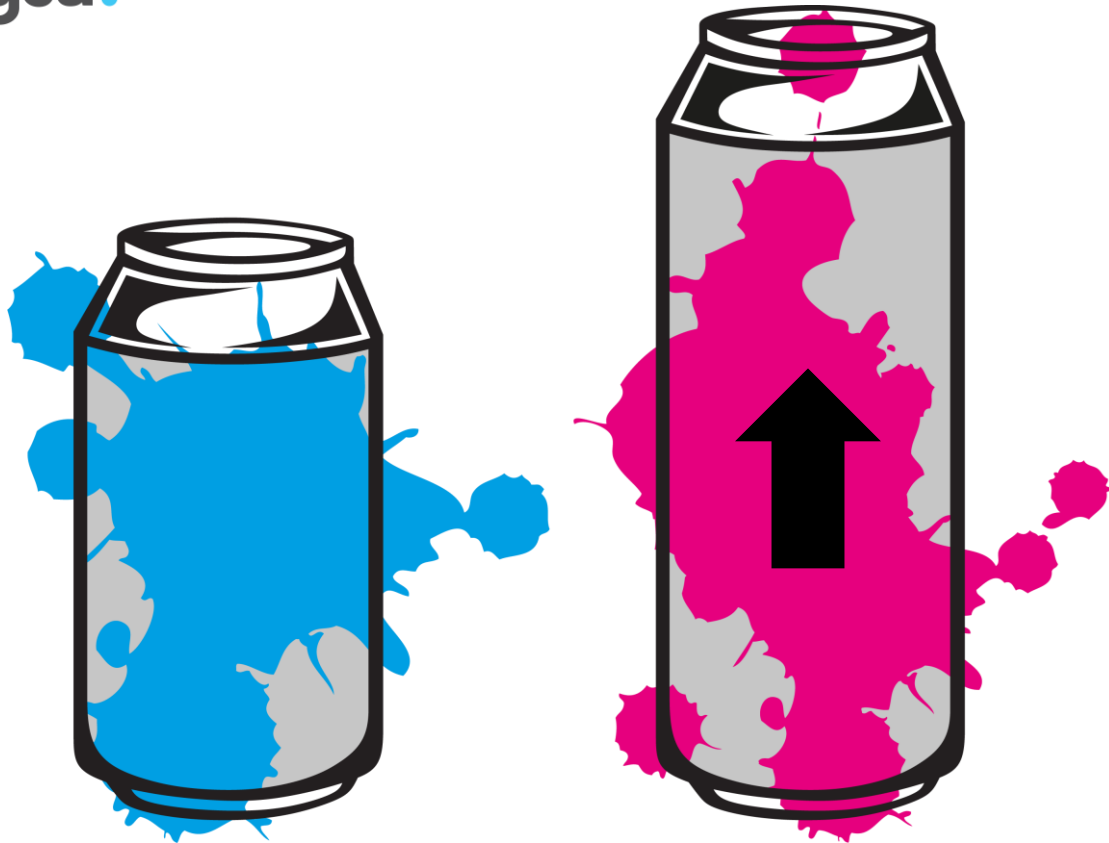
» FOOD RETAIL:
€5.57 per **€1** spent

UK:

Average short term ROI for radio

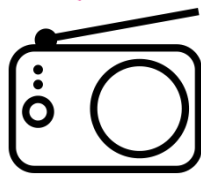


» ALL SECTORS:
£7.70



WITHOUT RADIO

+



=

175% Increase in brand awareness

95% Increase in purchase intent

RADIO HELPS BRANDS GROW

When included in the mix, audio advertising significantly expands your brand.

NEED A PROOF?



Radio: The Brand Multiplier study by Radiocentre (UK)

[Click here](#)



Boutique bake case study by Urban Media (IE)

[Click here](#)



SOURCES

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Radio, always on... Research on the effectiveness of radio commercials at high involvement tasks by RAB & Gfk (2012)

THE MIND SPEAKS: The effect of radio ads on the brain by 538 & Mindshare (2013)

Power of sound by iHeartMedia & RCS (2015)

2:

Natural speech reveals the semantic maps that tile human cerebral cortex by Alexander G. Huth, Wendy A. de Heer, Thomas L. Griffiths, Frederic E. Theunissen & Jack L. Gallant (Nature, 2016)

<http://gallantlab.org/index.php/publications/natural-speech-reveals-the-semantic-maps-that-tile-human-cerebral-cortex/>

Audio clips:

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<http://www.canneslionsarchive.com/winners/entries/cannes-lions/radio/>

Ad Finder by Radiocentre

<http://www.radiocentre.org/adfinder/#>

3:

Snapshots, the behavioural planning tool for the real world

<http://www.uksnapshots.com/index.html#home>

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4:

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Original case study: <http://var.be/fr/TouringFR>

Ken Garff Automotive case study by WestwoodOne (2016), featured in egtabite n. 127 by egta

http://www.egta.com/egta_bites/egta_bites_127_25032016/index.html

Original blog piece <http://westwoodone.com/BLOG/ArtMID/8027/ArticleID/70>

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5:

Radio: The ROI Multiplier by Radiocentre (2013)

Full report: <http://www.radiocentre.org/roi-multiplier/resources/roi-multiplier-report-1.pdf>

Audioeffekt study by RMS & AS&S - 2016 case studies

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6:

Boutique bake case study by Urban Media (2016), featured in egtabite n. 156 by egta

http://www.egta.com/egta_bites/egta_bites_156_16122016/index.html

Radio: The Brand Multiplier study by Radiocentre (2016)

Full report: http://www.radiocentre.org/files/RC_Research_Report_2016_Lowres.pdf