

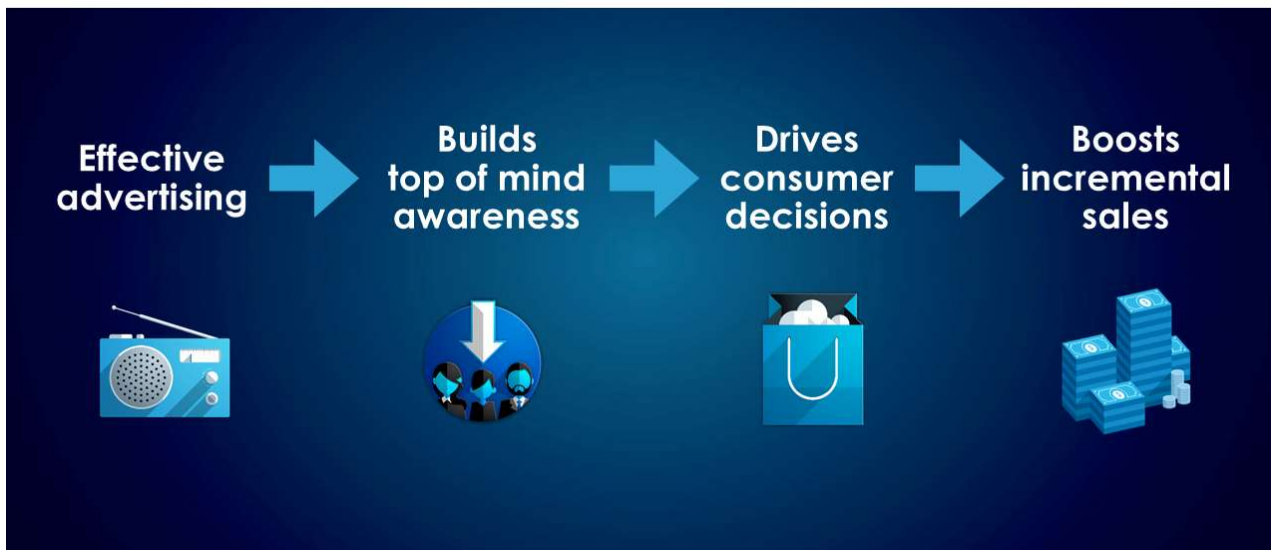
People Remember Radio Ads

By: Lauren Vetrano 11/6/2017

Radio works because listeners remember ads.

Effective advertising boosts top of mind awareness. When consumers are making purchase decisions, they think of brands or retailers they know. That’s why unaided recall, being able to name a brand or retailer without any help, is so important. To see cash register impact, advertisers need to already be in the heads of their shoppers.

Effective radio advertising drives sales



Radio works because listeners remember ads, 82% per Nielsen. Nielsen conducted multiple campaign effectiveness studies to measure ad recall. These had large samples and were professionally conducted. Across multiple categories, radio ad recall grew 82%. Those who were exposed to the campaign were significantly more likely to remember the radio advertising.

Yes, people remember radio ads

% radio ad recall lift among those exposed vs. unexposed (AM/FM radio campaign)

| | Radio ad recall | | % lift |
|-------------------------------|-----------------|---------|---------------|
| | Unexposed | Exposed | |
| Body lotion/moisturizer brand | 0% | 26% | +2600% |
| Information technology brand | 16% | 40% | +153% |
| Auto aftermarket brand | 9% | 18% | +99% |
| Major motorcycle brand | 25% | 37% | +48% |
| Mobile app | 36% | 46% | +28% |

Multiple campaign effect studies by respected research firm **Nielsen** show average lift in radio ad recall:

+82%

Source: Nielsen Case Campaign Effect Study – IT brand Measuring the Impact of Advertising on Brand Metrics, April, 2017; Nielsen Campaign Effect Study – Auto aftermarket brand Measuring the Impact of Advertising on Brand Metrics, April, 2016; Nielsen Campaign Effect Study – a major motorcycle brand/NFL/Westwood One Q1 2016 radio campaign; Nielsen Campaign Effect Study – Mobile App/NFL/Westwood One Q4 2016 Radio Campaign, A25-54, Mar/Vision Critical August-September, 2017 Pre- Post Campaign Study, Body lotion/moisturizer brand. The calculated average lift in radio ad recall excludes the body lotion/moisturizer brand.

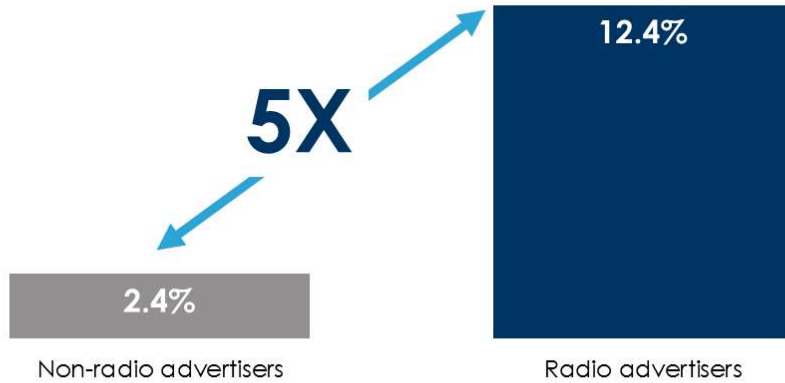


Radio advertising grows unaided brand recall. Advertising on radio delivers positive results. Advertising effectiveness firm Ad Recall measured 18 radio advertising campaigns and found unaided brand recall was

five times greater among advertisers on the radio versus those who were not running campaigns.

People recall radio ads: Brand recall is five times greater for AM/FM radio advertisers

Average of 18 radio advertising recall studies: unaided brand recall %



Source: Media Score/Local Ad Recall—6,060 listener respondents from 18 surveys investigating 4 sales categories in 7 different markets during March 2015 - January 2017. Markets: Charlotte, NC; San Francisco, CA; Atlanta, GA; Detroit, MI; Philadelphia, PA; Las Vegas, NV; and Springfield, MA.

Growing unaided awareness is the first step to growing sales. As seen in the purchase funnel below, radio advertising helps build unaided awareness, and creates images and perceptions about your business. When a consumer has a need, brand awareness allows them to consider and visit your store.

People buy from stores they know



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Nielsen studies prove radio advertising creates lasting impressions for brands. So kick off the ROI chain of events and effectively improve top of mind awareness through radio campaigns. If they remember the ad, they'll remember the brand.

As a medium that sticks with listeners, [AM/FM radio has a proven track record of generating strong ROI.](#)

Key takeaways:

- Effective advertising boosts top of mind awareness
- Radio works because listeners remember ads, 82% per Nielsen
- Radio advertising grows unaided brand recall
- Growing unaided awareness is the first step to growing sales

Lauren Vetrano is Content Marketing Manager at Cumulus | Westwood One.

Contact the Insights team at CorpMarketing@westwoodone.com.

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