

# RADIO ADVERTISING: PLANNING AN EFFECTIVE CAMPAIGN

Radio is far more than a “Reach and Frequency” medium. As radio continues to innovate, it has adapted to the world of digital and has taken full advantage of the online space, using websites, apps and social media as an additional way for stations and radio personalities to connect with their audiences.

There’s a reason the top 20 advertising spenders in Australia invested over \$142 million on radio advertising over the last financial year. Radio is a proven medium for return on investment. This isn’t just limited to the big national spenders. Local campaigns continue to prove a great success in attracting new business to small organisations on limited budgets.

## WHY RADIO?

- **REACH** – 95% of Australians in the five metropolitan capital cities listen to radio throughout the week. Specific demographics and audience characteristics can be reached via a range of radio programming formats
- **TARGET YOUR AUDIENCE** – A broad range of stations and programs allow you to target specific audiences based upon demographics, purchase intentions or life stage in a variety of environments (talkback, music, sport etc)
- **FREQUENCY** – Expose your audience to the ad multiple times, ensuring the message is understood and acted upon
- **EASILY ACCESSIBLE** – Reaches listeners whilst waking, driving, working etc
- **DYNAMIC** – Fast turnaround of creative and scheduling
- **TRUST** – Ability to have advertising message delivered by presenters that listeners trust and align your campaign with stations that promote the same values as your brand.

ACROSS SYDNEY, MELBOURNE, BRISBANE, ADELAIDE & PERTH

+9.7% in the last 5 years



## 10-17 YEAR OLDS SPENT 9HR 23MIN

listening to commercial radio each week, 26min more than 5 years ago

*Mon-Sun, all day*



tune in to commercial breakfast\* radio each week, +1.1% in the last 12 months

*\*Mon-Fri 05.30-09.00*



tune in to commercial drive\* radio each week, +1.1% in the last 12 months

*\*Mon-Fri 16.00-19.00*

Commercial radio reaches:

**86.8%** of people 10-17

**77.4%** of people 18-24

**77.3%** of people 25-39

**79.8%** of people 40-54

**78.4%** of people 55-64

**66.5%** of people 65+

Sources: Nielsen Ad Intel, FY 2019 (7/7/2019 - 4/7/2020); GfK Radio Ratings, Surveys I-8 2014-2019, SMBAP, Total People 10+ Mon-Sun 12mn-12mn, unless stated otherwise, all commercial listening (simulcast & DAB+).

## STYLE OF CAMPAIGN

Radio advertising provides a number of effective methods to reach a target audience:

- **SPOT SCHEDULES** – for total control over the message, no loss of focus on key message, and to take advantage of strong creative and USP
- **PROMOTIONAL SUPPORT/SPONSORSHIP** – for added campaign effectiveness, interest and frequency
- **LIVE READS** – for additional station personality credibility through endorsement
- **ALIGN WITH STATIONS BRANDS** so the advertiser gets the benefit of the listeners connection with their favorite station.
- **ONLINE** via station websites, social media and apps. Reach your audience through multiple touch points, allowing them to click through to your website for more information.

## FREQUENCY OF CAMPAIGN

Does the target audience need to hear the campaign several or many times for the message to register and for action to be taken?

	Low frequency	High frequency
Campaign	Established	New
Target audience	Fast adapters	Slow adapters
Category interest	High	Low
Message	Simple	Complex
Other media in use	Yes	No
Length of campaign	Long	Short
Brand/Product life stage	Established	New
Brand share category	Large	Small
Purchase cycle	Long	Short
Competitive set	Quiet	Busy

## STATION SELECTION

Select stations that will best deliver campaign results:

- Select stations which target audience effectively
- Select appropriate number of stations to maximise reach of target audience
- Select most cost effective stations within budget to generate maximum reach
- Select stations which align the message with the program content (music with music, talk with talk)
- Select stations with either high or lower listener involvement – music vs. talk – depending on message
- Many radio stations have a strong online and social media presence. These stations often offer display advertising and sponsored content as a secondary way to reach your audience.

## PROGRAM SELECTION

Consider advertising during a program that resonates with the target audience.

- Advertise at times that will enhance listener response. For example, if you are promoting a financial product, consider advertising on a program which talks about finance
- Select whether to advertise in an auxiliary listening time (for example, at work) or a primary listening time (for example, driving to work)
- Consider the cost efficiency of programmes versus the audience it delivers – is the incremental audience worth the extra investment?
- Consider reach and frequency objectives in placement – limited sessions for higher frequency, or broader sessions for extended reach
- Consider brand purchase cycle and whether the brand is a considered or impulse purchase. This will determine whether to advertise in times where the consumer will buy, or when they have the leisure time to think about their purchase.

For further information on planning radio campaigns, please contact Briony McLean at Commercial Radio Australia:  
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