

Australian First for Colmar Brunton.

Consumers are six times more likely to search online for brands that have been advertised on the radio.

In the first Australian research study of its kind, Colmar Brunton and Commercial Radio Australia established a direct link between radio advertising and listeners online activity.

The study concentrated on 72 radio adverts aired in Sydney and Melbourne over the course of two weeks. All the adverts in the study used a digital call to action directing listeners to visit brand websites and social media pages. Colmar Brunton utilized its innovative 'Click Hear' approach to amalgamate and analyze information obtained from three sources – a panel of 469 radio listeners who completed media diaries; software to track the panel's online browsing activity; and advertising placement information from the media schedules for each radio station. The combined effect of these sources revealed powerful insights about the online behavior of radio listeners

The results confirmed that audiences exposed to radio advertising were six times more likely to search for the advertised brands online. The impact is fairly immediate. Over three quarters (78%) of panelists exposed to the radio adverts performed some digital activity relating to the target brands within 24 hours. For advertisers, this provides solid evidence establishing the strength of radio advertising when used to drive website, social networking and internet activity. Furthermore, it reinforces Colmar Brunton's assertion that radio and online collaboratively build brand awareness, ensure message retention and stimulate immediate digital activity.

Steve Nuttall, Managing Director of Colmar Brunton Sydney commented on the significance of the research. *"This is ground-breaking research. It is the first study in Australia to establish the direct link between media exposure - in this case commercial radio advertising, and the online response it triggers. The brilliance of Colmar Brunton's Click Hear tool is that it uses web analytics from respondents' real-time web-browsing behaviour rather than relying on their recall of websites they have visited"*.

The headline figures from the research are driving Commercial Radio Australia's 2012 campaign.

Contact:

Steve Nuttall
Steve.Nuttall@colmarbrunton.com
+61 2 8873 0888

Colmar Brunton.

'click here' - our unique and innovative approach.

A blend of the old and new that delivers powerful insights into the relationship between radio and digital media.



'click here' utilises three key data sources:

1. Diary data that recorded listening behaviour
2. Actual web based activity via the net panel app and
3. The media schedules provided by the networks

www.colmarbrunton.com