



Commercial Radio Australia 2012 Research

“People Really Connect with Radio”

These FAQs are designed to assist you in answering questions about the Commercial Radio Australia 2012 Research “People Really Connect”, conducted by Colmar Brunton.

This campaign illustrates the connection listeners have with radio & how it drives digital & online activity.

How many respondents completed the study?

- 750 people agreed to participate in the study. The final sample was 469 (or 63% returns). These participants completed all requirements of the study - that is, they completed a diary of radio listening and downloaded the net panel software to their computers .

Where did the study take place and who were the respondents?

- Respondents were based in Sydney and Melbourne and were representative of the population.
- Respondents must have described themselves as a “radio listener” i.e. listened to at least 15 mins of commercial radio or more per day.

Explain the key finding: “6 times more likely”?

- This finding highlights the increase in people visiting a website when they were exposed to a radio ad with a digital call to action compared to digital behaviour of those not exposed to radio ads with a digital call to action.
- The research tracked 72 specific ads with a digital call to action and found that, on average, those who were exposed were 6 times more likely to visit an specific brand's website.

What do the “uplift in digital activity” statistics refer to?

- These results compare the online activity of those exposed to the tracked radio ads containing a digital call to action and those who were not exposed.
- The study shows that those who were exposed to the radio ads were more active online as a result of that exposure than those who were not exposed.
- This uplift was as much as 144% (in the food category) as a result of exposure to radio advertising.

The presentation is an “Australian First”, so has this study been carried out anywhere else?

- A similar methodology (comparing listening data to browsing behaviour) was used in the UK but focused specifically only on peoples' search habits. It found that radio advertising boosts brand browsing by 54%, brand browsing in this case meaning “searched for that brand online”
- The Colmar Brunton and Commercial Radio Australia study took this one step further and focused on actual advertised brand websites meaning the traffic that went to the actual advertised product or services website.



Overall what % of people visited the advertised sites?

- Overall 68% of those exposed to advertising visited sites throughout the day.
- This rose to 76% of people exposed to brands that were advertised during Breakfast.

What campaigns were monitored?

- In the interest of advertiser confidentiality, campaign specific details are not available.
- CRA will check if advertisers are willing to give approval for specific requests
- The campaigns were a mix of various categories and on a variety of radio formats.
- The selection of campaigns monitored took place based on in-field study dates of the research. Campaigns were selected at random and based on budget, creative, strength of brand or messaging.

Which type of campaign was most effective?

- The campaigns with specific calls to action, or, those mentioning a brand website, performed significantly better in directly influencing a listener to go to a brand's website or search for that brand than those that did not.
- However, even those that did not feature a specific call to action or website still generated uplift.

Could the respondents have been influenced by other media?

- The research focused on those exposed to radio advertising with a digital call to action vs those not exposed to those ads.
- Members of the not exposed may have been exposed to other media but the only difference between the more responsive group and the group that did not visit the branded pages was the exposure to the radio ads.
- This demonstrates radio's significant influence as the major driver behind a decision to visit the brand's web page as well as its power to multiply the influence of other media.

How many times were people exposed to the message before they took action?

- 78% of people responded within 24 hours.
- On average people heard the ad around 3 times before taking action.
- Around 2/3 or 66% had taken action by the third exposure and a further 29% took action after 4 exposures.

The search figure seems low, why is this?

- The search figure relates only to people who searched for the product and went directly to the advertised product page, bypassing the home page of the brand.
- The "websites" figure refers to activity that came through the brand's home page whether the user searched or went to the brands home page.