

A study investigating radio's effectiveness in driving digital activity.



# RADIO ADVERTISING EFFECTIVENESS RESEARCH 2012

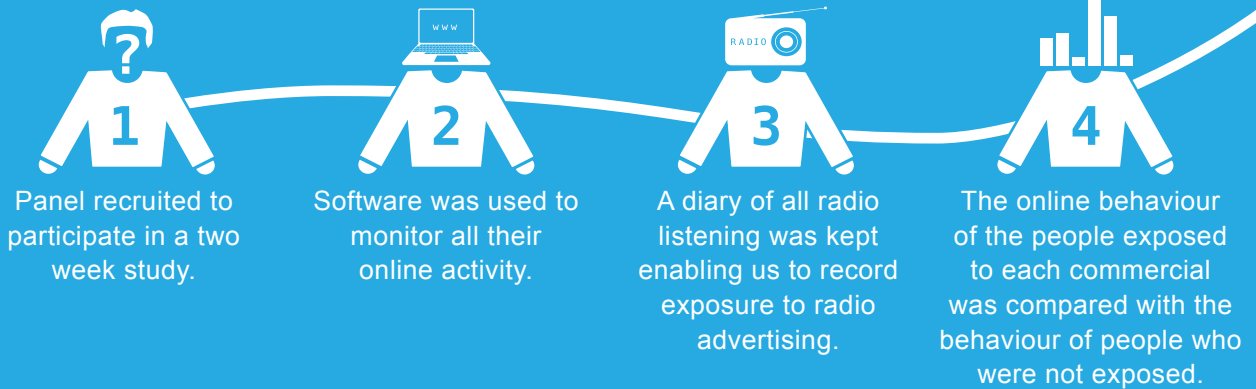
Commercial Radio Australia worked with Colmar Brunton to deliver an innovative research project. In a first for any form of media in Australia, an online panel's personal browsing history was monitored and analysed in conjunction with each individuals listening habits. This information was combined with ad campaign data on actual exposure of the panel to specific radio campaigns.

Detailed analysis of real time digital/online behaviour and radio ad exposure proved quantifiably that radio advertising drives actual (not recalled) brand-related online behaviour and results in a dramatic and immediate uplift in the number of people who take action online.



People are 6 times more likely to look for a specific brand online if they've heard it advertised on radio.

## METHODOLOGY



Of the people who responded to radio advertising, over three quarters took action online within 24 hours.

## TYPES OF ONLINE AND DIGITAL BEHAVIOUR ANALYSED

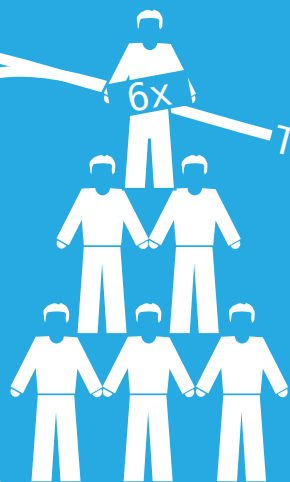
The research analysed different types of online and digital activity, including listeners who went directly to the advertisers website, used a search engine, browsed and also those who visited the advertisers Facebook page.

Google YAHOO! bing™ facebook

**RADIO IS THE CONNECTION TO BOOSTING ACTIVITY ONLINE.**

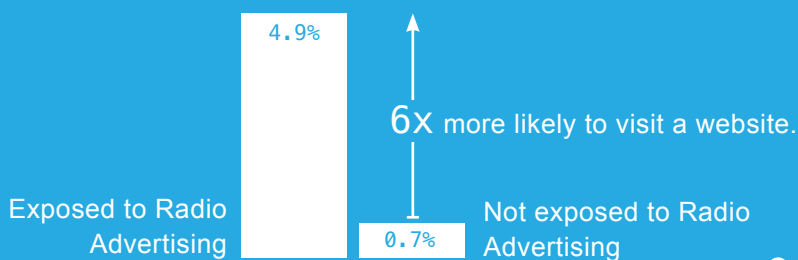
Radio is.....an engaging, cost effective, high reach, high frequency medium...

...proven to drive people online and towards your brand...



## THE POWER OF RADIO

CLICK!



## RADIO ADVERTISING HAS AN IMMEDIATE EFFECT

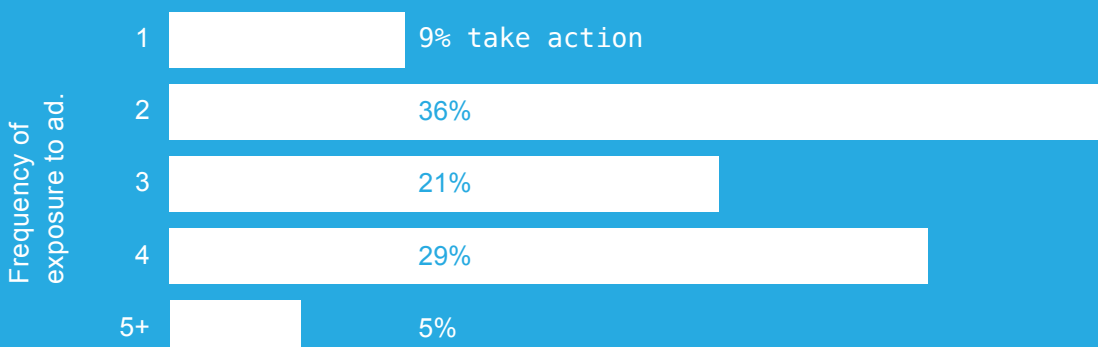
Over three quarters (78%) of the people taking action did so within 24 hours of hearing the ad.

Almost 23% take action after 1 day; this demonstrates the value of radio in providing both an instant uplift and a driver in brand recall message retention.



## FREQUENCY RESULTS IN ACTION

Due to the engaging and social nature of radio and its powerful connection with its audience, the average time spent listening to commercial radio is 16 hours a week which means listeners are exposed to advertising messages several times over an extended period.



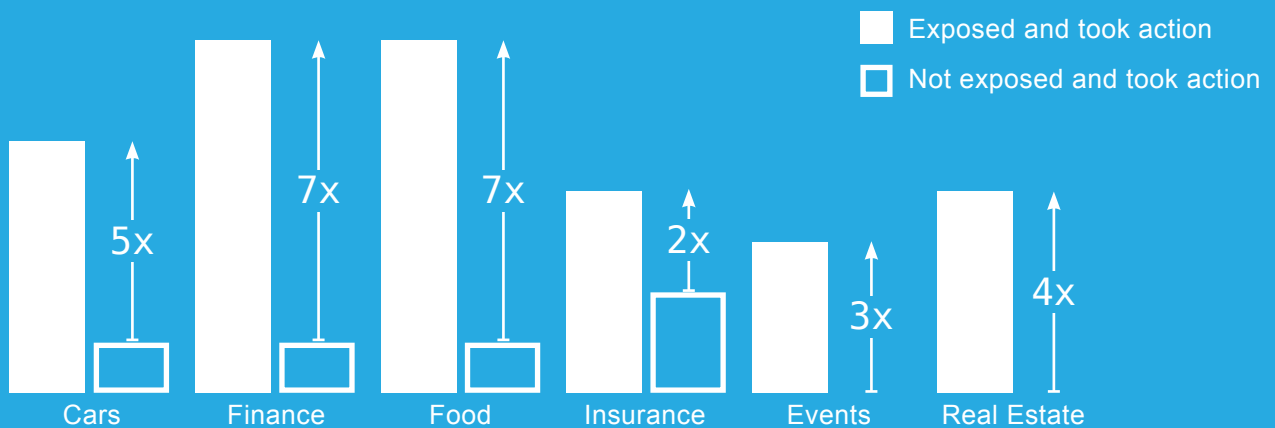
Note: Sydney data only (n=226)

On average, people who were exposed to radio advertising and took action online, did so after hearing the ad just 3 times...

...45% of listeners taking action did so after only 1 or 2 exposures to the advertiser's message...

## ACTIVITY BY CATEGORY

All categories saw a significant uplift, with the table below showing that Food and Finance advertisers had the largest increase in digital activity.



People were up to 7 times more likely to visit the advertiser's website when exposed to radio advertising, compared with those not exposed.

In Events and Real Estate categories only the people exposed to the radio advertising visited the advertised websites.



## RESEARCH SUMMARY

Radio builds brand awareness and stimulates digital activity.



People who have heard a radio ad are 6 times more likely to visit a website, browse for information on a brand or search a category.

Radio campaigns result in an increase in brand browsing and category focused digital activity especially when accompanied by a compelling offer.

## COLMAR BRUNTON RESEARCH COMMENTS

*“Based on our experience conducting other studies and looking at overseas research, we were confident that the highly innovative approach for this study would deliver a compelling and interesting story for radio. We were excited by the prospect of running a study that utilised new technology to measure actual (not recalled) brand-related web-surfing behaviour. We were also excited by the analysis required: fusing three sets of data to put together some meaningful results.*

*The results delivered an incredibly positive story for radio showing that radio ads trigger digital activity. Given the magnitude of the result, we had to be certain that our methodology and analysis was absolutely watertight, and they are. The differences in digital activity comparing those exposed to the advertising with those who did not have the opportunity to hear the ads were significant. And we were able to show the difference based on actual not just claimed behaviour.”*

Adrian Morgan, Research Director, Colmar Brunton.