

A MARKETER'S GUIDE TO

RADIO

Only radio is live, local and personal
with massive scale.

THE FACTS ABOUT RADIO

Radio is America's #1 reach medium.



Nielsen Audio-State of the Media: Audio Today 2017; June 2017, p6+

Radio delivers superior ROI.

\$10:\$1

Average across major categories.

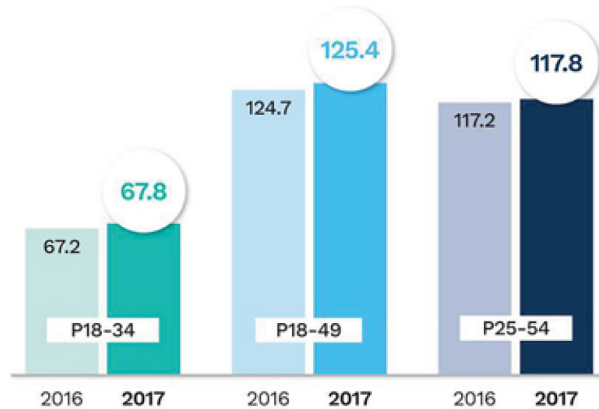
Nielsen Studies 2014-2016

- \$23 Grocery
- \$21 Auto Aftermarket
- \$17 Department Stores
- \$15 Mass Merchandisers
- \$14 Telecom
- \$9 Home Improvement
- \$6 Snacks
- \$4 Beer
- \$3 Candy
- \$3 QSR
- \$2 Soft Drinks

Radio listenership is growing.

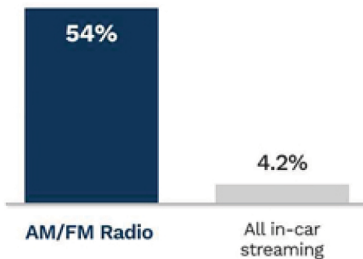
Across every key demographic, year over year.

- +600k 18-34
- +700k 18-49
- +600k 25-54



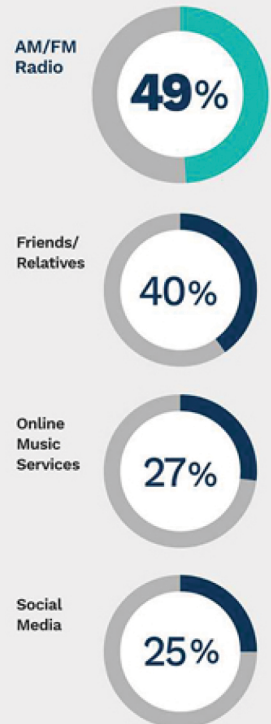
Nielsen RADAR 128, 132, Mon-Sun Mid-Mid, Weekly Cume Audience.

People in new cars choose radio over streaming 13:1.



Edison Research, Share of Ear Study, 2017, Listening Habits of New Car Buyers (2015-2017 car models), Adults = P18+

Radio is #1 in music discovery.



Nielsen U.S. Music 360 2017 Report

RADIO IN THE MEDIA MIX

Adding radio to the mix boosts overall plan performance.

Amplifies **TV ad memorability**

35%

HIGHER AWARENESS of TV advertiser, after hearing the same advertiser's radio ad.

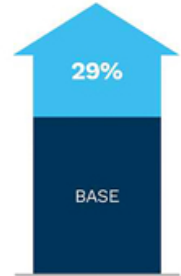
Radio (re)Discovered: A Brand Manager's guide to Radio. Nielsen Audio, 2017

Drives **online search**

29%

LIFT in Google searches, across 8 brands & 2157 ads studied.

Radio Drives Search! Study, RAB and Sequent Partners, September 2017

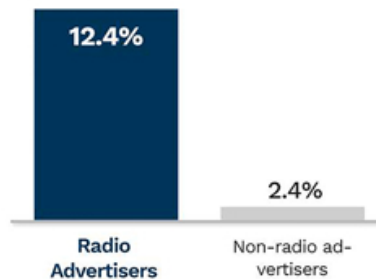


Radio delivers exceptional brand recall.

5x

Average **brand unaided recall** vs. non-radio advertisers.

Media Score/Local Ad Recall – 6,060 listener respondents from 18 surveys investigating 6 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.



Radio creates overall campaign awareness lift.

+261%
Mobile Internet

+100%
Newspaper

+92%
Outdoor

+81%
PC Internet

+78%
Direct Mail

+54%
Television

+42%
Magazine

Nielsen series of studies for 4 advertisers in BtoB, Auto After-market and Motorcycles 2015-2016

Radio directly impacts purchase decisions.

Those who hear radio ads are **far more likely to act** online and offline than those who don't hear radio ads.

100% more likely to purchase **at store**

300% more likely to order from **store website**

Radio (re)Discovered: A Brand Manager's guide to Radio. Nielsen Audio, 2017