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# RADIO ADDS REACH & RECEPTIVITY – A SMARTER MIX!

November 2012

# OBJECTIVES

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- WORK WITH SEVEN ACTUAL BRAND MEDIA PLANS IN DIVERSE CATEGORIES
- DEMONSTRATE THAT REALLOCATING TO RADIO A PORTION OF THE BUDGET FROM TV RESULTS IN:
  - Higher Reach
  - Enhanced Receptivity\*
- REALLOCATE 5%, 10% AND 15% OF THE TV BUDGET TO RADIO AND ASSESS THE IMPACT OF THE NEW MEDIA MIX ON CAMPAIGN EFFECTIVENESS

\*MBI TouchPoints measures the social-emotional context of target audiences' lives to identify the moments of highest receptivity – the Receptivity Potential Index

# SEVEN ACTUAL CAMPAIGNS AND MEDIA PLANS IN THE STUDY

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- 2 Financial Services
- 2 Automotive OEMs
- 2 Quick Service Restaurants
- 1 Home Improvement

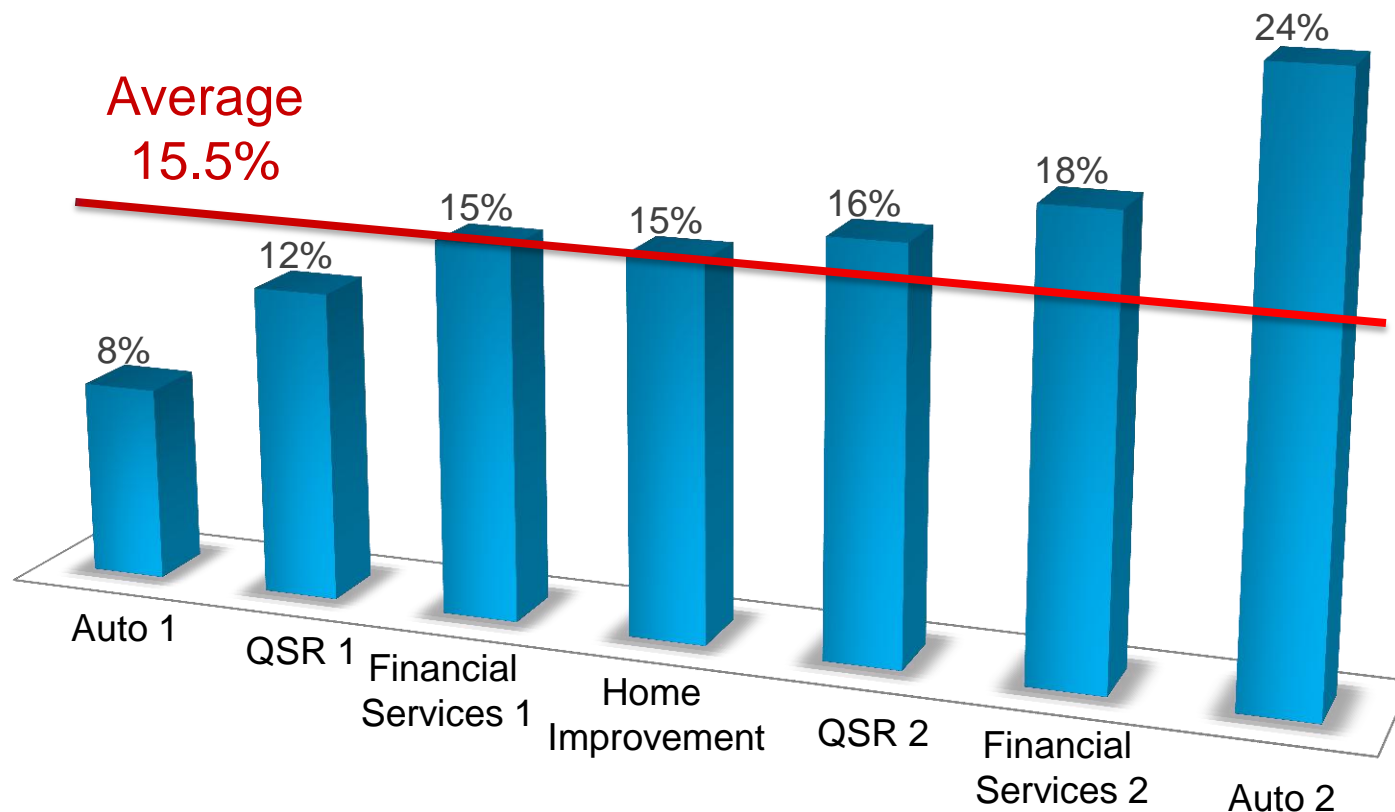
# IMPACT OF REALLOCATING A SMALL PROPORTION OF TV BUDGETS TO RADIO:

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- Holding Dollars Constant
- Enhancing Reach And Receptivity

# RADIO INCREASES CAMPAIGN REACH AS MUCH AS 24%, FOR THE SAME MONEY

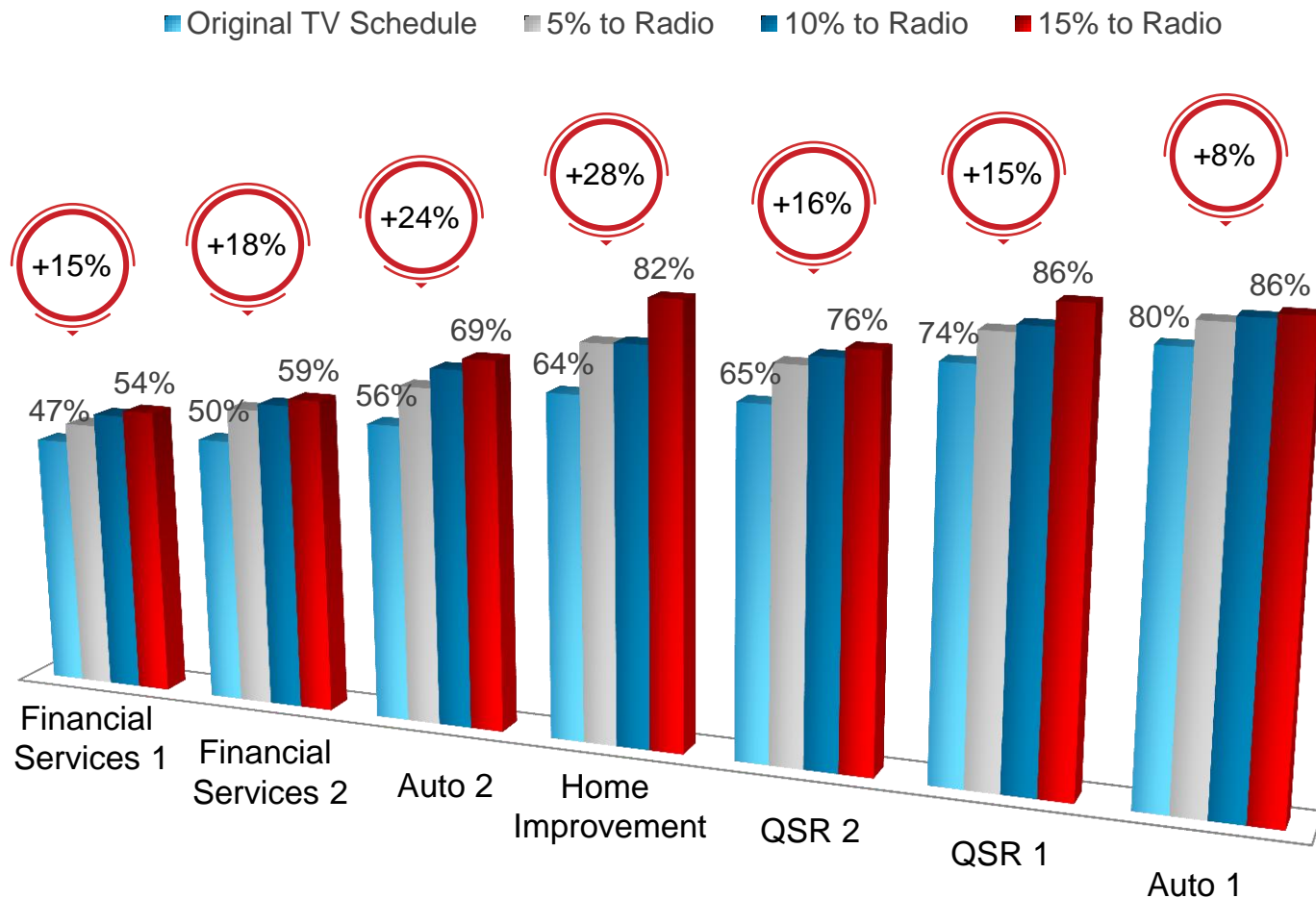
PERCENT GAINS IN CAMPAIGN REACH –  
15% REALLOCATION OF TV DOLLARS



Source: MBI Touchpoints™

# IN EVERY CASE, REALLOCATING TELEVISION SPEND TO RADIO INCREASED REACH SIGNIFICANTLY AT NO INCREMENTAL SPEND

## CAMPAIGN AVERAGE WEEKLY REACH



Source: MBI TouchpointsTM



# THE REALLOCATIONS HAD NEGLIGIBLE IMPACT ON OVERALL TV REACH

## WEEKLY TV REACH AFTER REALLOCATION

### Auto 1

LIVE TV SCHEDULES	WEEKLY REACH OF TARGETS
FULL SCHEDULE	79.5%
5% CUT SCHEDULE	79.3%
10% CUT SCHEDULE	79.3%
15% CUT SHCHEDULE	77.4%

### Auto 2

LIVE TV SCHEDULES	WEEKLY REACH OF TARGETS
FULL SCHEDULE	55.8%
5% CUT SCHEDULE	55.3%
10% CUT SCHEDULE	55.2%
15% CUT SHCHEDULE	53.2%

### QSR 1

LIVE TV SCHEDULES	WEEKLY REACH OF TARGETS
FULL SCHEDULE	74.4%
5% CUT SCHEDULE	74.1%
10% CUT SCHEDULE	74.0%
15% CUT SHCHEDULE	73.6%

### QSR 2

LIVE TV SCHEDULES	WEEKLY REACH OF TARGETS
FULL SCHEDULE	65.0%
5% CUT SHCHEDULE	64.7%
10% CUT SCHEDULE	64.2%
15% CUT SHCHEDULE	63.8%

### Financial Services 1

LIVE TV SCHEDULES	WEEKLY REACH OF TARGETS
FULL SCHEDULE	47.3%
5% CUT SCHEDULE	45.6%
10% CUT SCHEDULE	45.0%
15% CUT SHCHEDULE	43.3%

### Financial Services 2

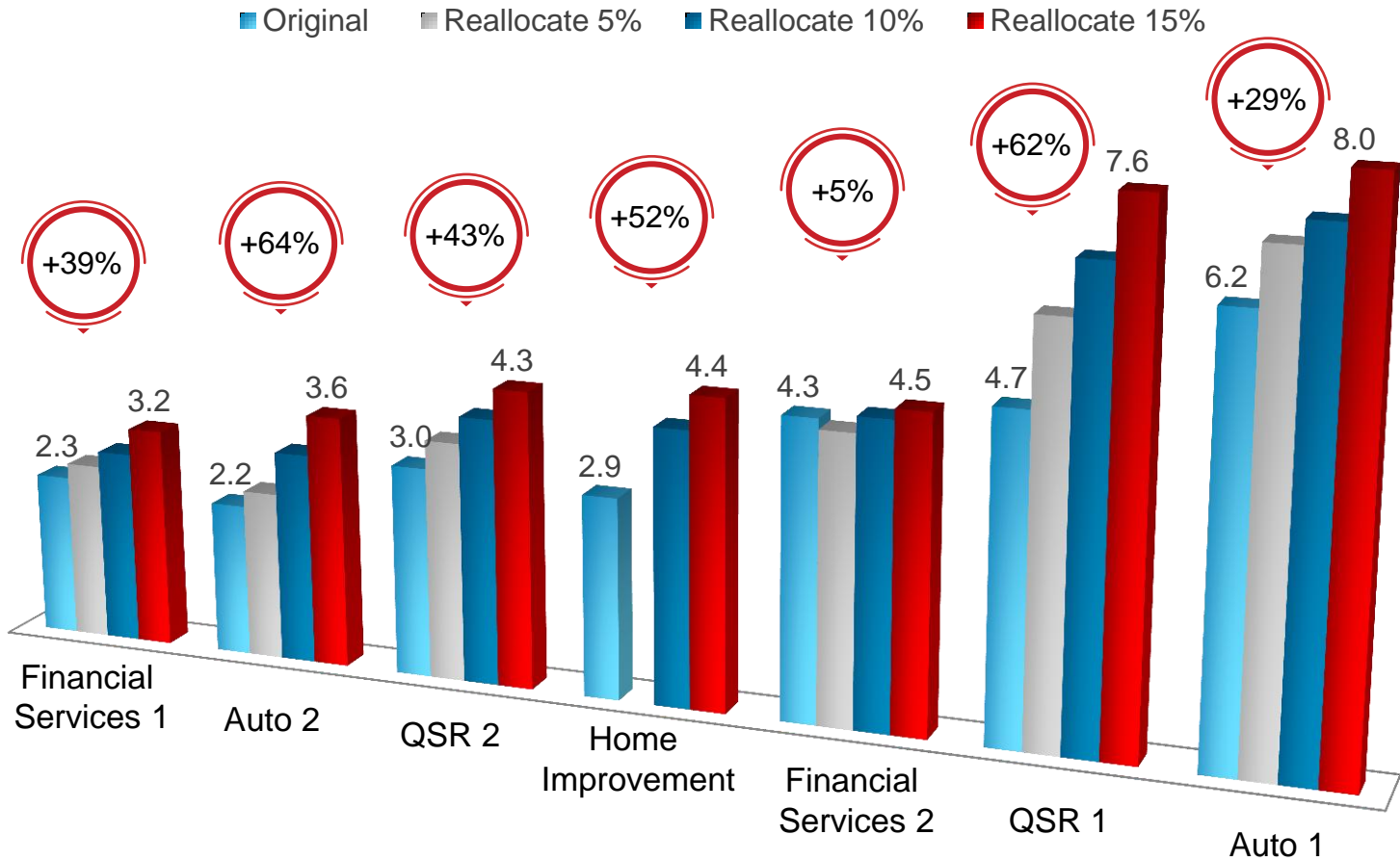
LIVE TV SCHEDULES	WEEKLY REACH OF TARGETS
FULL SCHEDULE	50.1%
5% CUT SCHEDULE	49.2%
10% CUT SCHEDULE	47.8%
15% CUT SHCHEDULE	47.6%

### Home Improvement

LIVE TV SCHEDULES	WEEKLY REACH OF TARGETS
FULL SCHEDULE	64.1%
5% CUT SHCHEDULE	63.8%
10% CUT SCHEDULE	63.5%
15% CUT SHCHEDULE	63.0%

# AND IN EVERY CASE, AVERAGE FREQUENCY INCREASED ALONG WITH REACH

## AVERAGE FREQUENCY



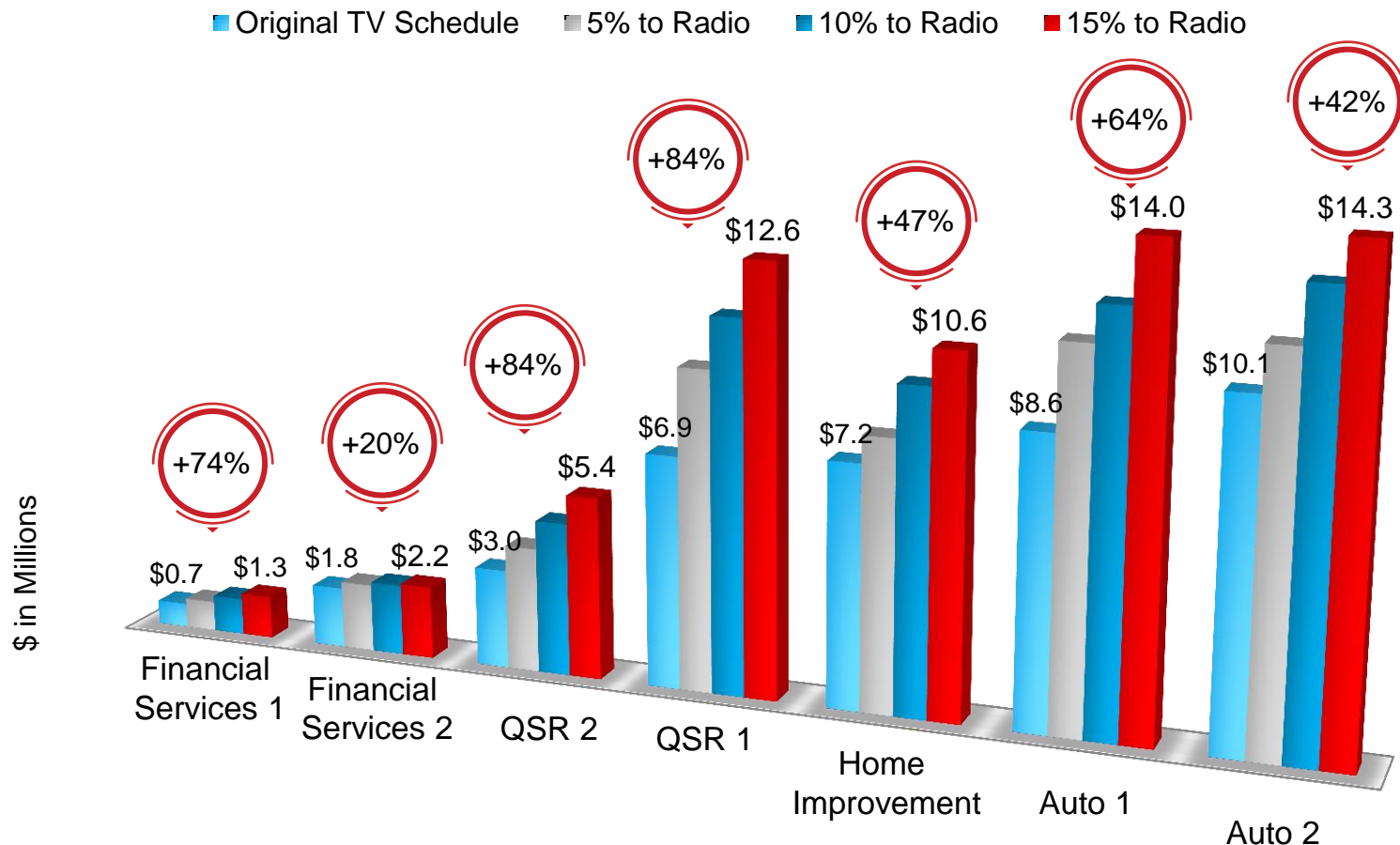
Source: MBI TouchpointsTM





# IN EVERY CASE, REALLOCATING TV SPEND TO RADIO INCREASED RECEPTIVITY SIGNIFICANTLY AT NO INCREMENTAL COST

INCREASE IN RPI WEIGHTED DOLLARS WHEN 5%, 10%, 15% OF TV SPEND IS REALLOCATED TO RADIO



Source: MBI TouchpointsTM



# CONCLUSIONS

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- RADIO CAN SIGNIFICANTLY EXTEND THE REACH OF TELEVISION PLANS ... AT NO ADDITIONAL COST
- AND SINCE RADIO USE CORRESPONDS MORE DIRECTLY TO KEY TIMES IN CONSUMERS' LIVES - WHEN THEY MAY BE OPEN AND RESPONSIVE TO MARKETING IDEAS OR SUGGESTIONS - MARKETERS CAN USE RADIO'S SELECTIVITY TO INCREASE RECEPTIVITY TO THEIR MESSAGES

# FAST FOOD CATEGORY

QUICK SERVE RESTAURANT CASE 1



# BACKGROUND

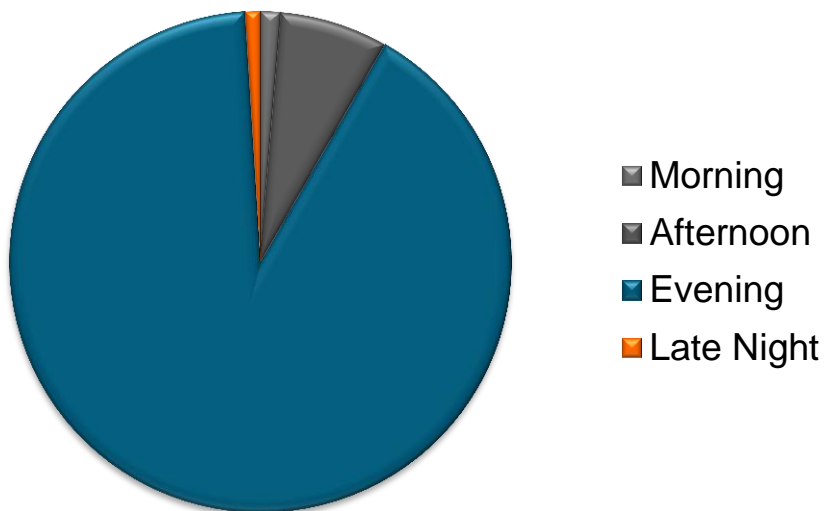
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QSR-1 SPENT \$5.0MM SUPPORTING THEIR BACON CHEESEBURGER. AIMED AT YOUNG MEN, THIS CAMPAIGN WAS DESIGNED TO CONVINCING THEM THAT THEY DESERVE, AND HAVE PERMISSION TO INDULGE, IN THIS SANDWICH. IT GOES WITH OTHER GUY THINGS LIKE LA-Z-BOY CHAIRS AND SPORTS.



# QSR-1'S TELEVISION SPEND WAS HEAVILY CONCENTRATED AT NIGHT AND MOSTLY DURING THE WEEK

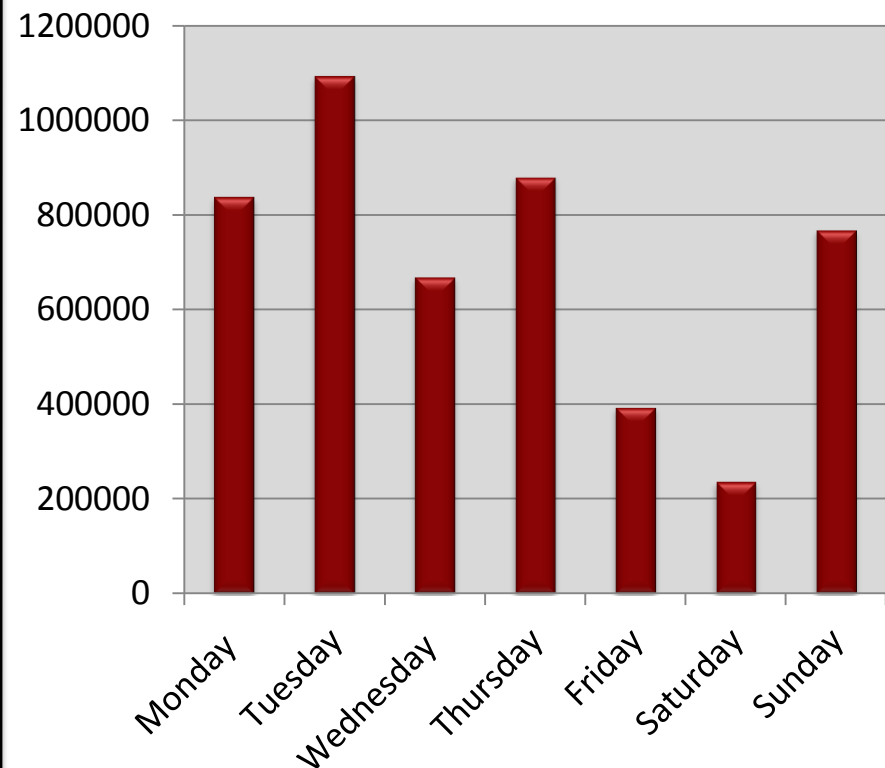
## TV Spending by Time of Day



Note:

Morning – 6a-9:59  
Afternoon – 10-3:59  
Evening – 4-10:59  
Late Night 11-11:59

## TV Spending by Day of Week



\*Source: Kantar, Two weeks, July 2012

# INCREASING POTENTIAL AUDIENCE RECEPTIVITY FOR QSR-1'S NEW PRODUCT

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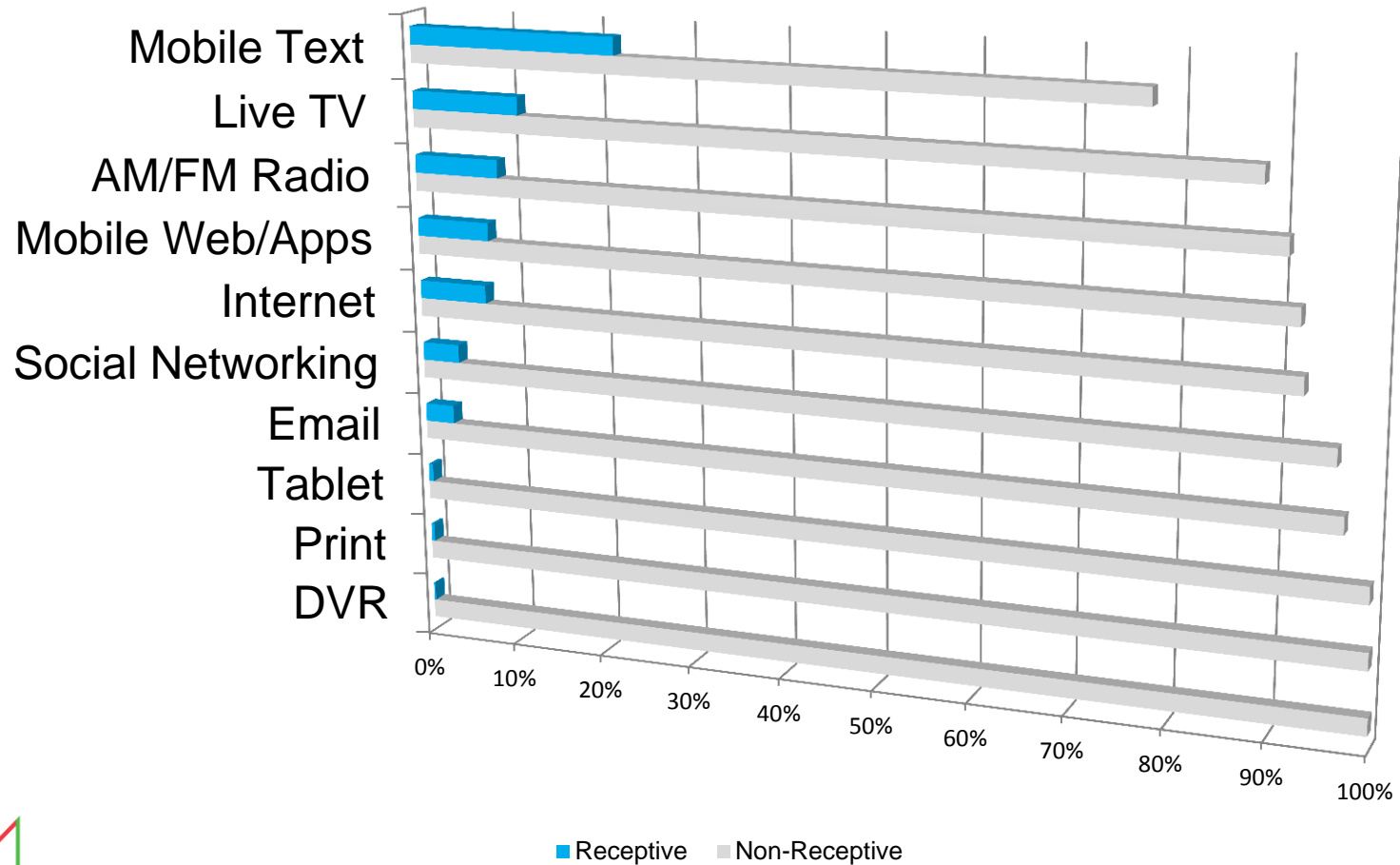
Given campaign objectives, QSR-1's male audience may be more receptive to bacon cheeseburger messages when they are with friends, socializing, and around food -- eating, preparing food or snacking. And when they are in a relaxed good mood and in a positive mindset....

MBI TouchPoints can identify those times over the course of the day and week ... and determine the media in use during those precise moments

Receptivity Analysis: When men are with friends socializing around food, they are eating, preparing meals or snacking. This contributes to a positive mindset and a relaxed environment.

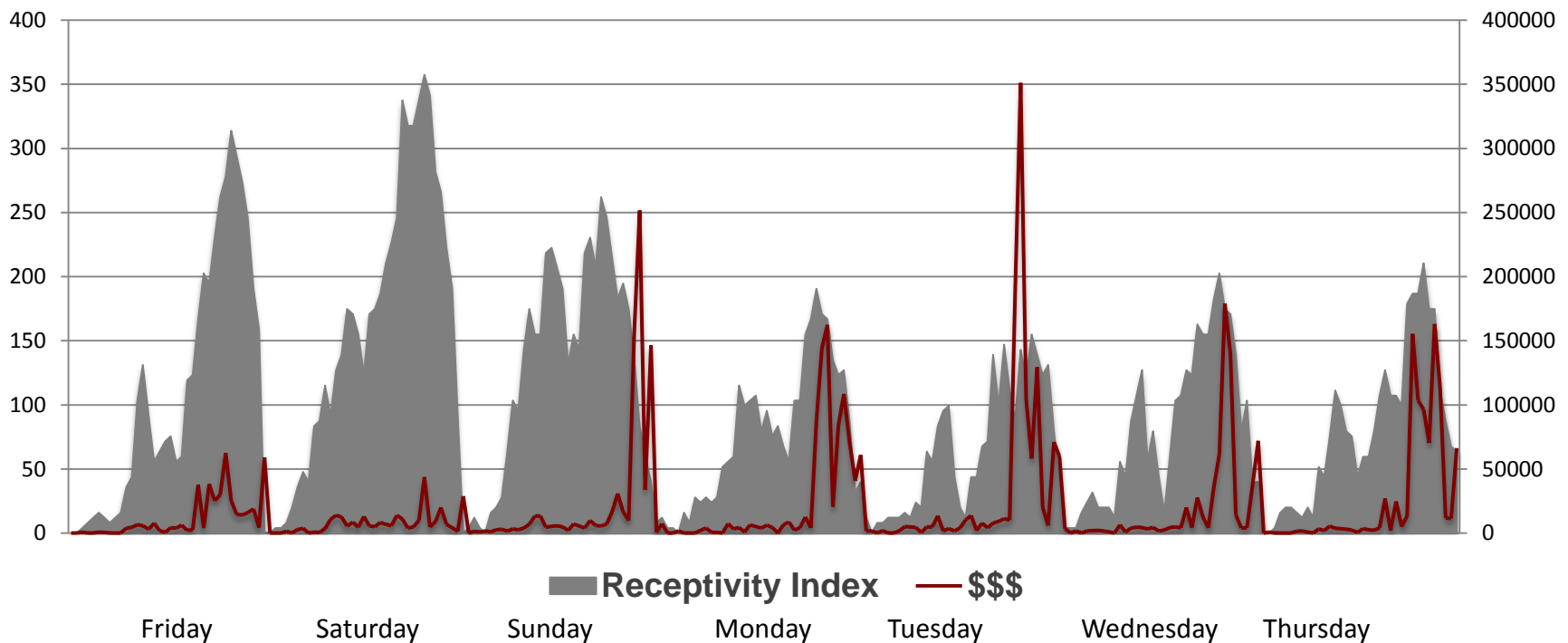
# MOBILE TEXT, LIVE TV AND RADIO ARE IN USE DURING QSR-1'S PERIODS OF POTENTIAL AUDIENCE RECEPTIVITY

## MEDIA IN USE IN RECEPTIVE HALF HOURS



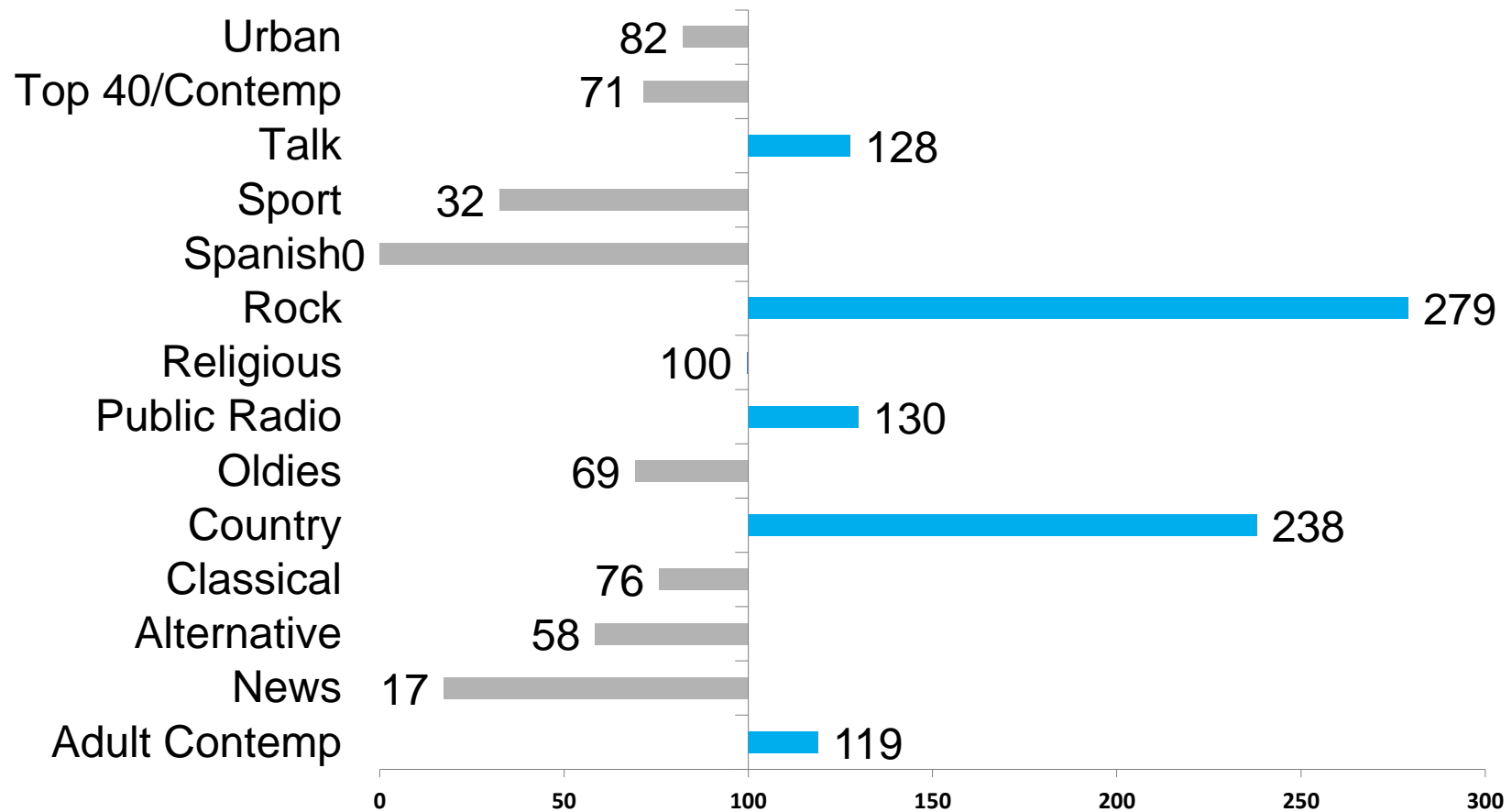
# QSR-1's Television Spend Was Aligned With Certain Periods of Potential Audience Receptivity

## Television Expenditures Compared to Receptivity Potential Index By 1/2 Hour Throughout The Week



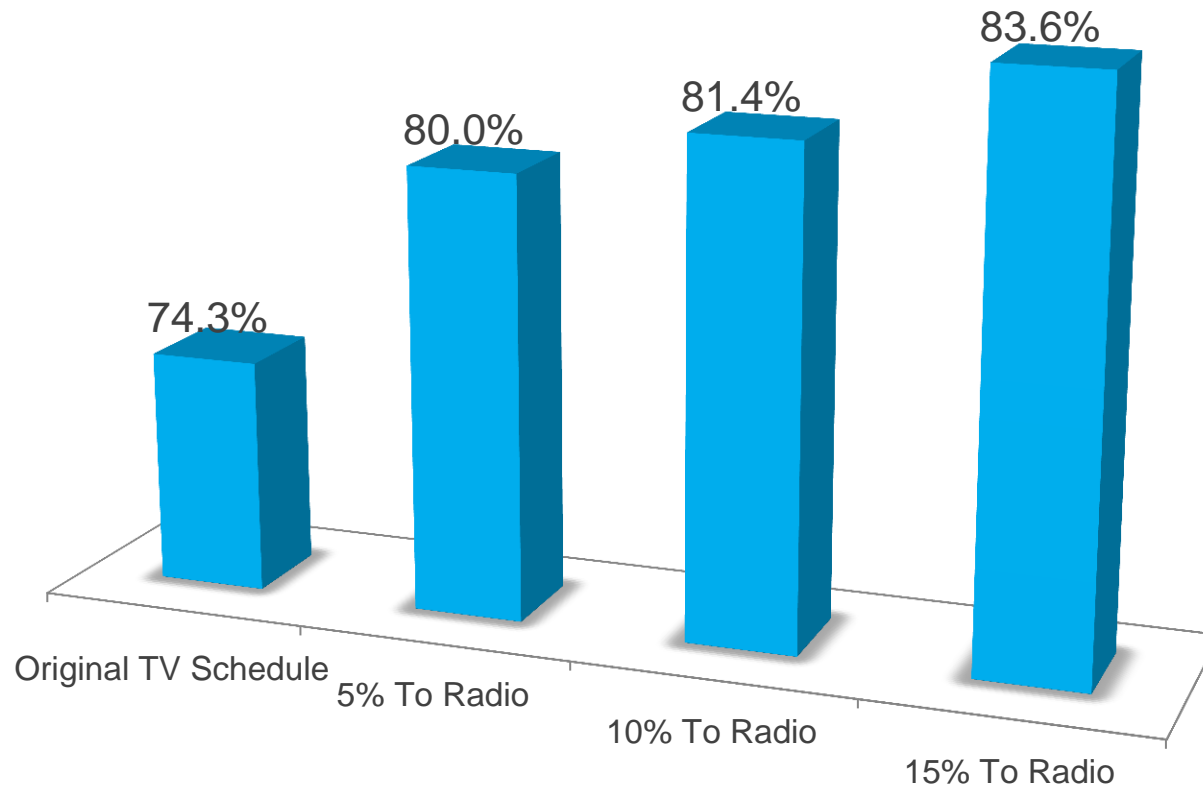


# SEVERAL RADIO FORMATS ALSO DELIVERED PERIODS OF POTENTIAL AUDIENCE RECEPTIVITY FOR QSR-1



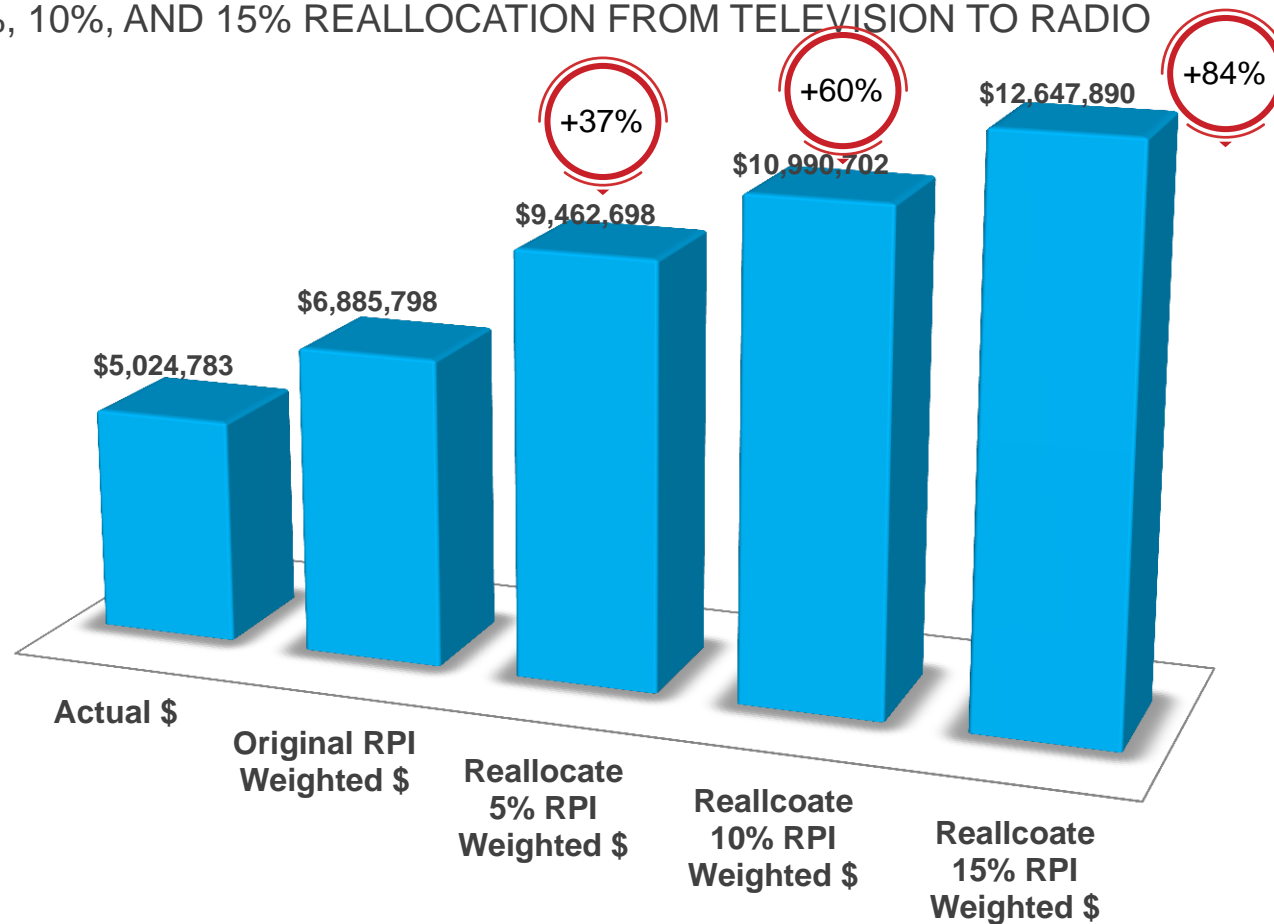
# QSR-1'S CAMPAIGN REACH INCREASED BY 12% WHEN A PORTION OF THE TV PLAN WAS REALLOCATED TO RADIO

AVERAGE WEEKLY REACH

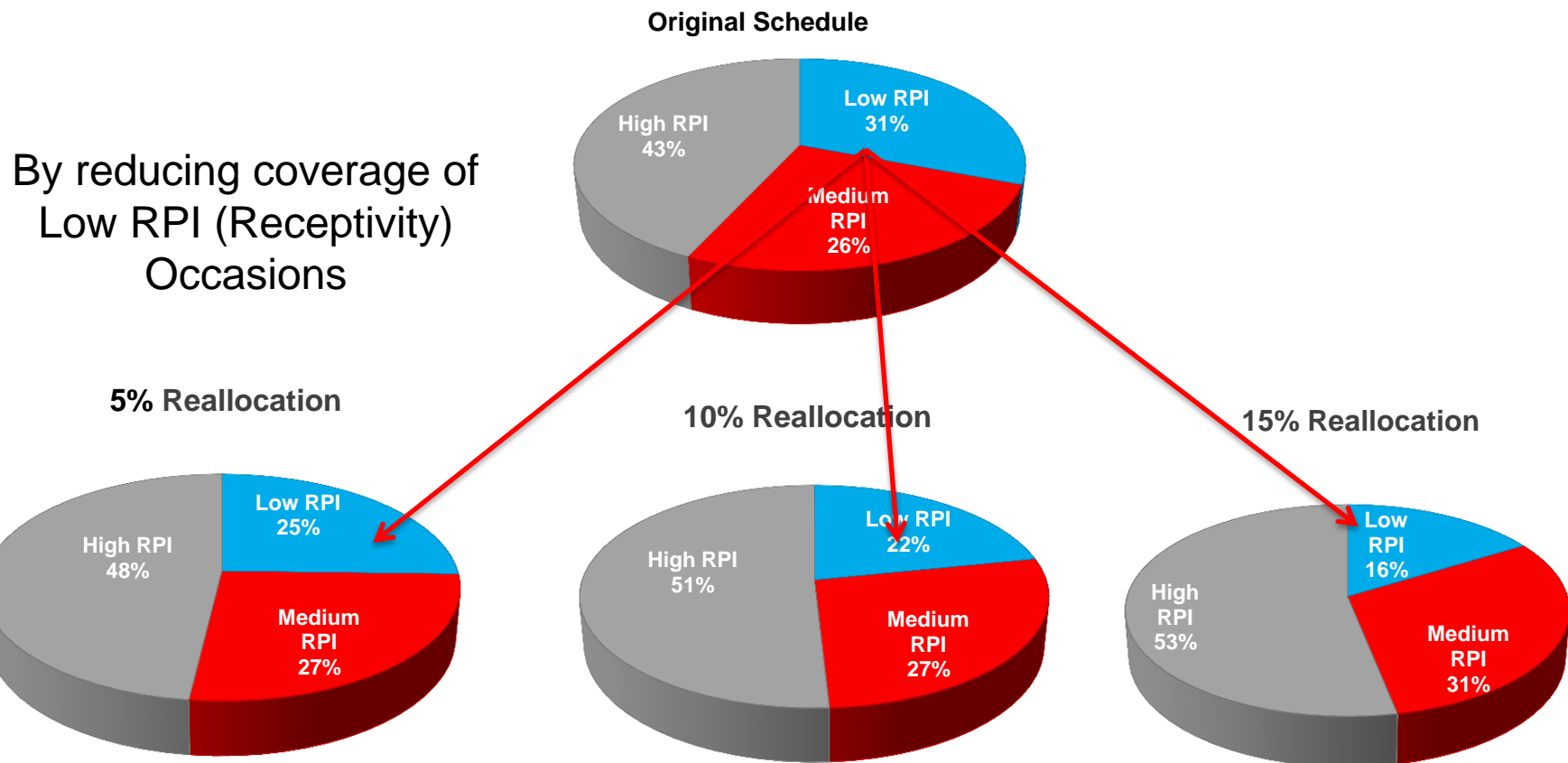


# REALLOCATING A SMALL PORTION OF QSR-1'S TV SPEND TO HIGH RECEPTIVITY RADIO IMPROVES POTENTIAL CAMPAIGN EFFECTIVENESS BY UP TO 84% ... AT NO ADDITIONAL COST

ACTUAL SPEND AND RPI WEIGHTED SPEND, ORIGINAL PLAN VS 5%, 10%, AND 15% REALLOCATION FROM TELEVISION TO RADIO



# REALLOCATING 10% OR 15% OF QSR-1'S TV SPEND TELEVISION TO RADIO INCREASED POTENTIAL AUDIENCE RECEPTIVITY ... AT NO ADDITIONAL COST



# Radio = Reach & Receptivity



The QSR 1 case study demonstrates that by holding dollars constant, but re-allocating as much as 15% of television spend into radio and occasions with increased receptivity potential, campaign effectiveness can increase substantially.

Reallocating 15% of TV Spend To Radio Resulted In ...



**+ 12%**  
**Reach**



**+ 84%**  
**Receptivity**

# FAST FOOD CATEGORY

QUICK SERVE RESTAURANT CASE 2

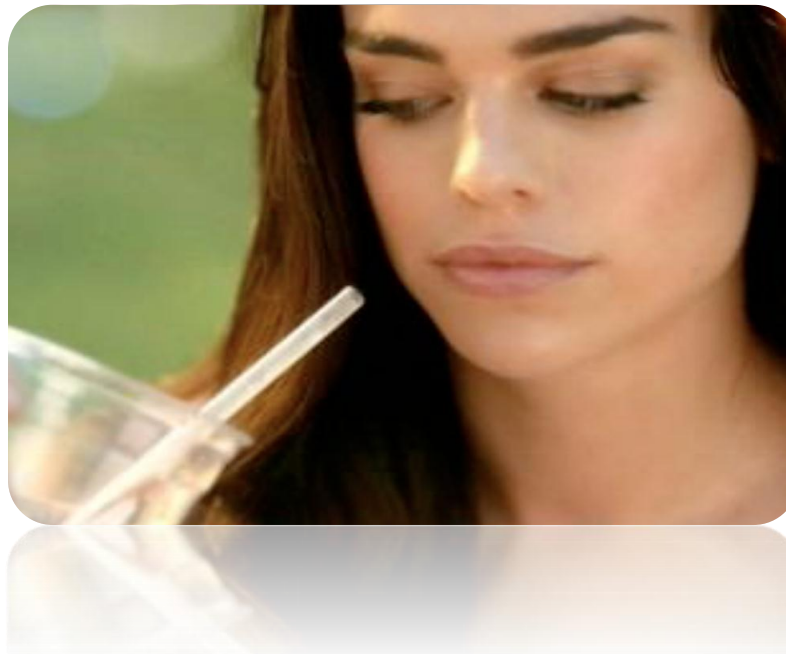


# BACKGROUND

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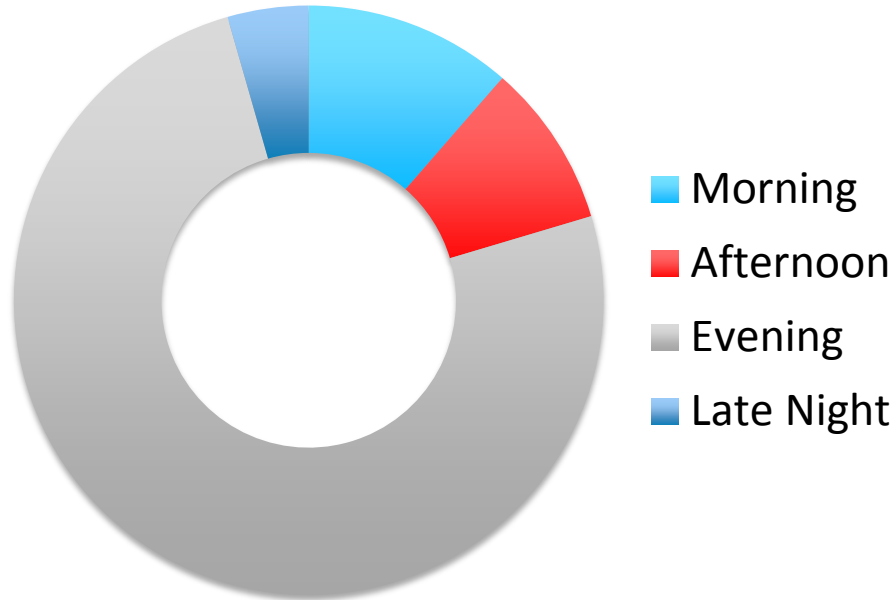
QSR-2 SPENT OVER \$5MM IN JULY LAUNCHING A SUMMER BEVERAGE. TARGETING WOMEN, QSR-2 PROMISED A RICH INDULGENT COFFEE DRINK THAT DELIGHTS AND SURPRISES. THE CAMPAIGN GIVES WOMEN PERMISSION TO INDULGE WHILE STAYING YOUNG AND BEAUTIFUL.

CAMPAIGN IDEA: INDULGENCE ... “SIMPLE JOY OF A PERFECT SIP”



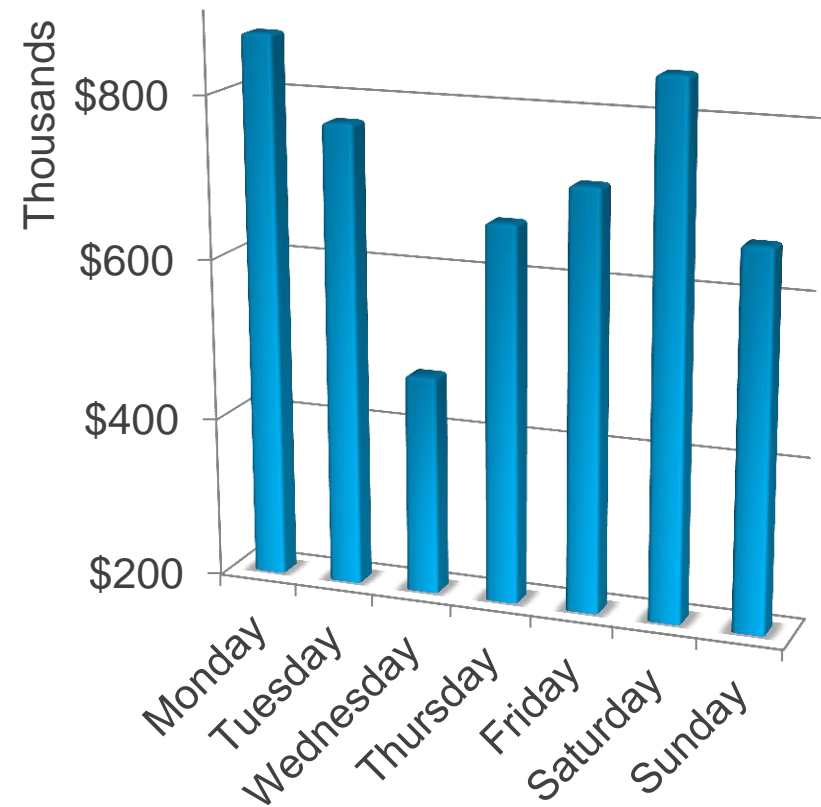
# QSR-2'S TV SPEND WAS CONCENTRATED IN THE EVENING AND THROUGHOUT THE WEEK

## TV SPENDING BY TIME OF DAY



Note:  
Morning – 6a-9:59  
Afternoon – 10-3:59  
Evening – 4-10:59  
Late Night 11-11:59

## TV SPENDING BY DAY OF WEEK



\*Source: Kantar, Two weeks, July 2012



# INCREASING POTENTIAL AUDIENCE RECEPTIVITY FOR QSR-2'S BEVERAGE

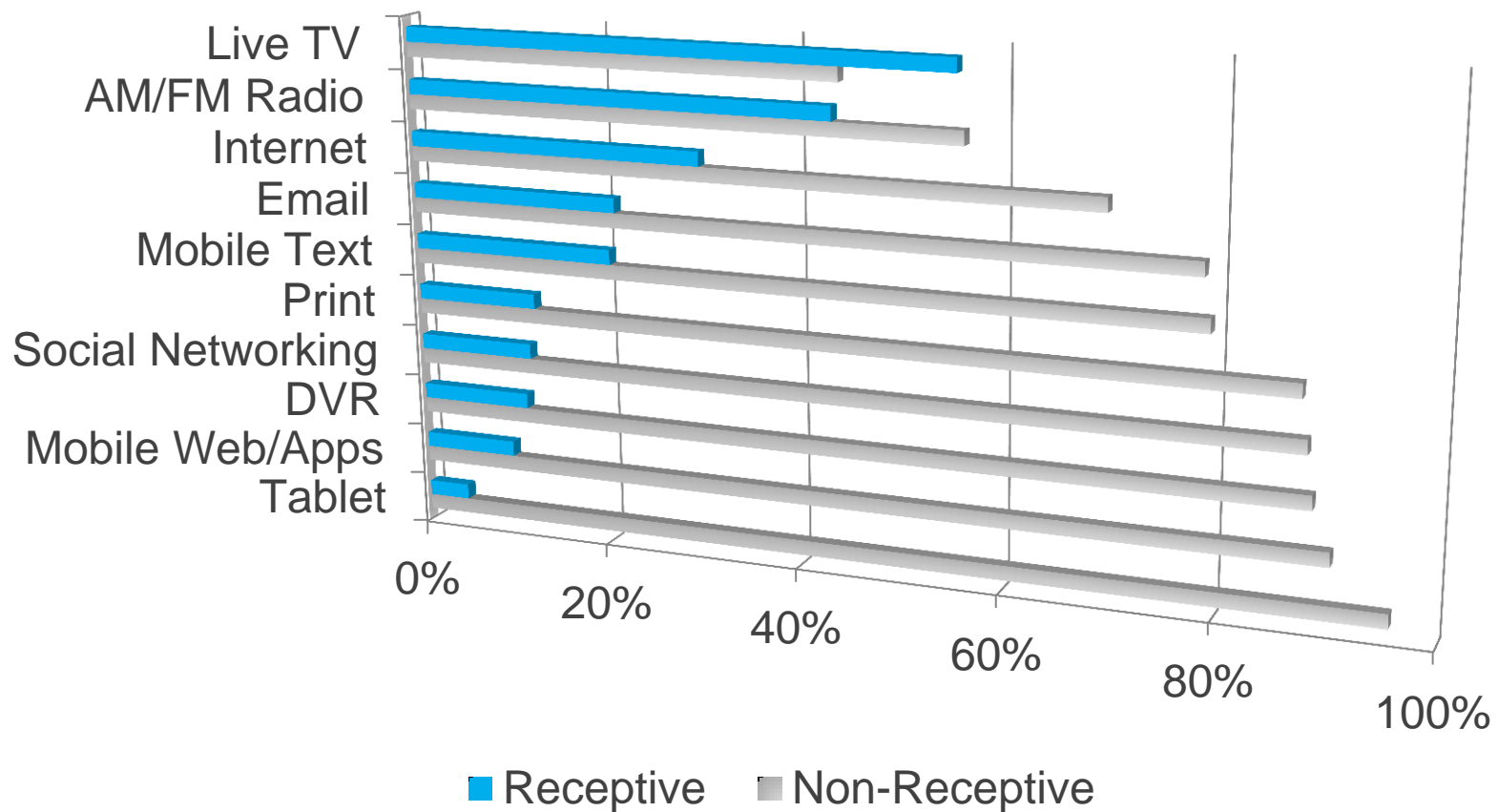
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GIVEN CAMPAIGN OBJECTIVES, QSR-2'S FEMALE AUDIENCE MAY HAVE BEEN MORE RECEPTIVE TO THEIR NEW BEVERAGE MESSAGES WHEN THEY WERE ALONE – AND OUT - ANYWHERE BUT HOME ... IN A POSITIVE FRAME OF MIND AND EMOTIONAL MINDSET. MBI TOUCHPOINTS IDENTIFIED THOSE TIMES OVER THE COURSE OF THE DAY AND WEEK ... AND DETERMINED THE MEDIA IN USE DURING THOSE PRECISE MOMENTS.

Receptivity Analysis: When women are alone and out - anywhere but home – they are happy, content, confident, excited, hopeful and loving.

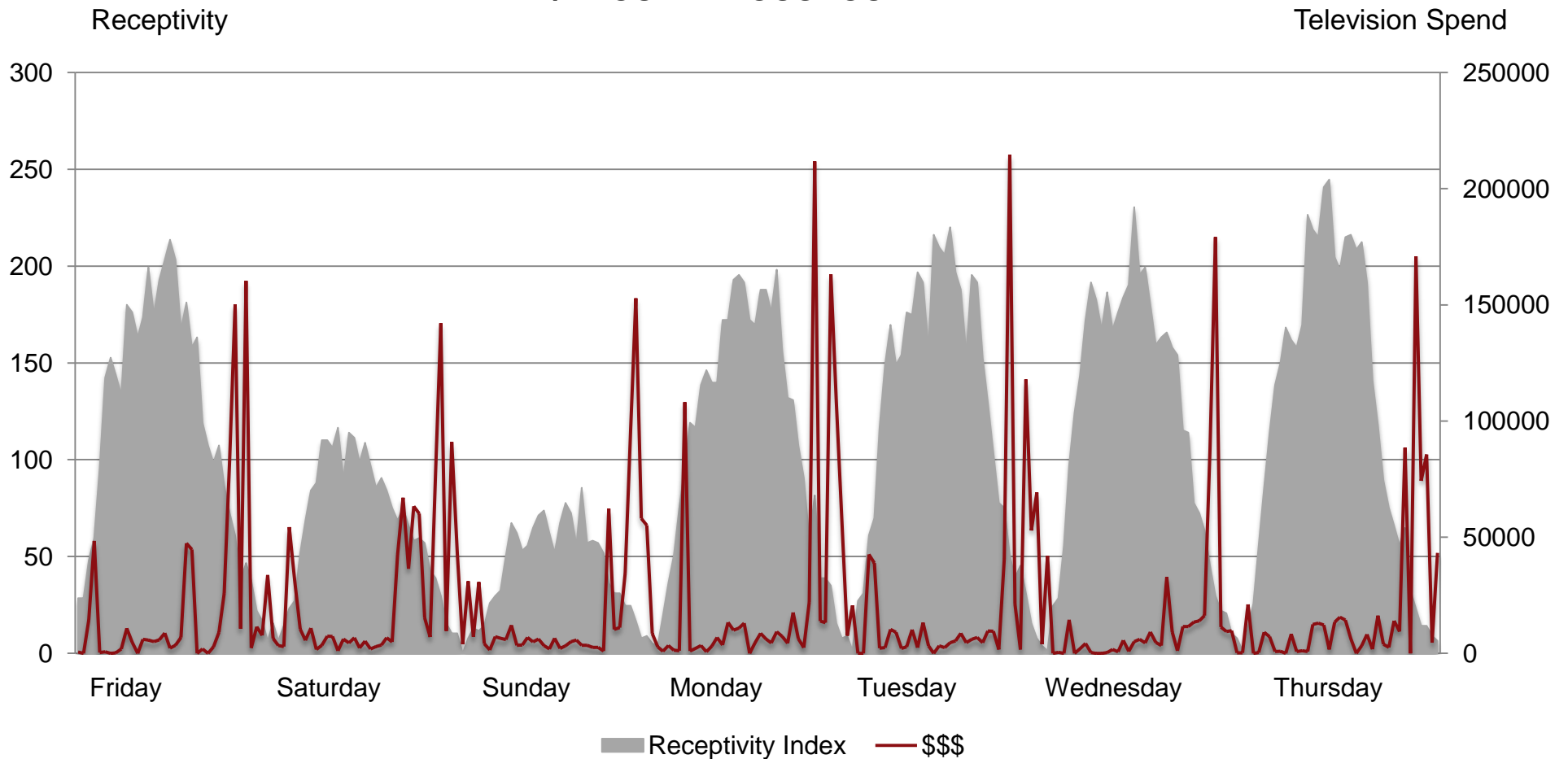
# TV AND RADIO TOP THE LIST OF MEDIA USED DURING PERIODS OF POTENTIAL AUDIENCE RECEPTIVITY FOR QSR-2

MEDIA USED IN RECEPTIVE HALF HOURS

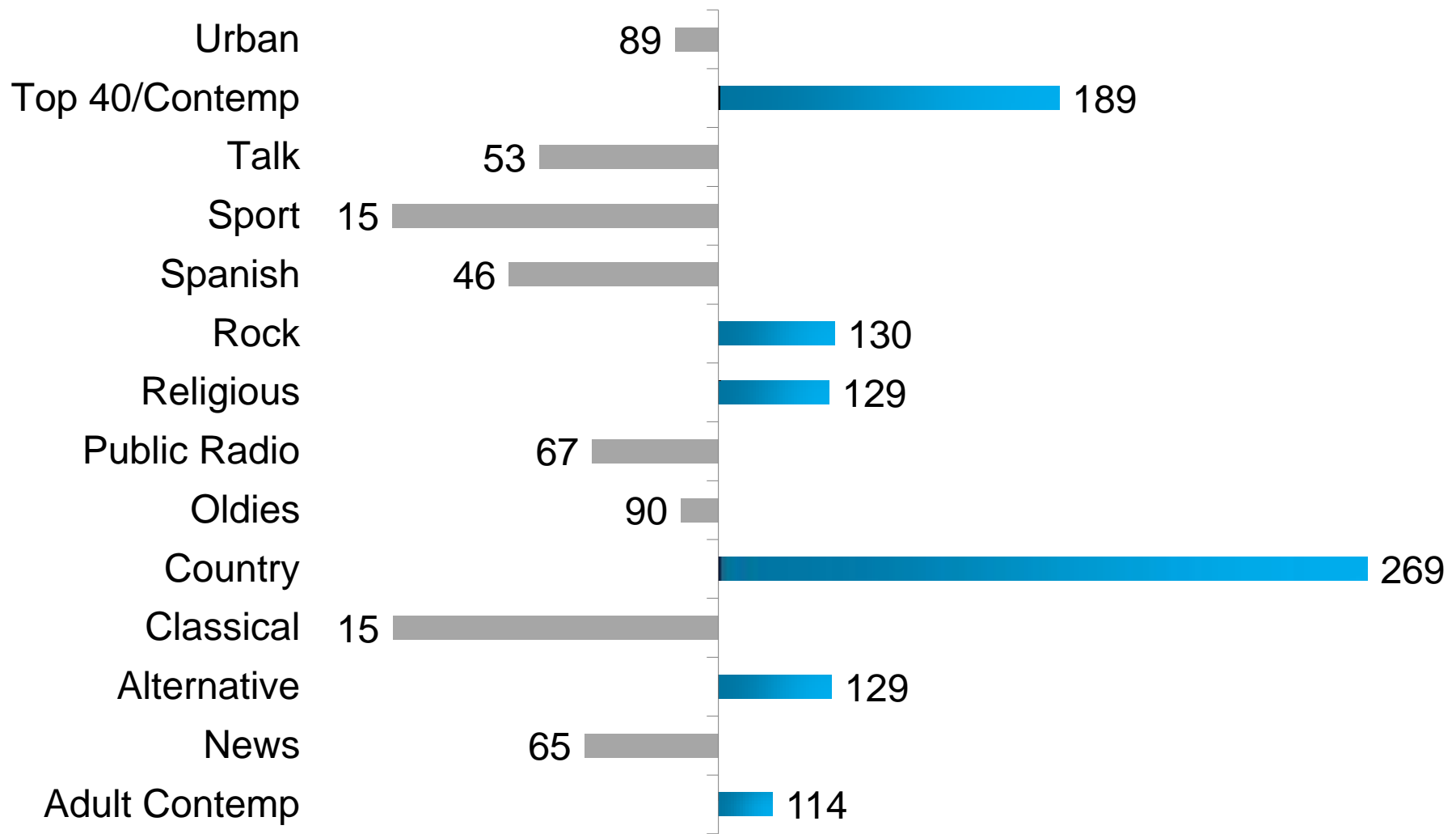


# QSR-2'S TELEVISION SPEND WAS ALIGNED WITH MANY PERIODS OF POTENTIAL AUDIENCE RECEPTIVITY

TELEVISION EXPENDITURES COMPARED TO RECEPTIVITY POTENTIAL INDEX  
BY 1/2 HOUR THROUGHOUT THE WEEK

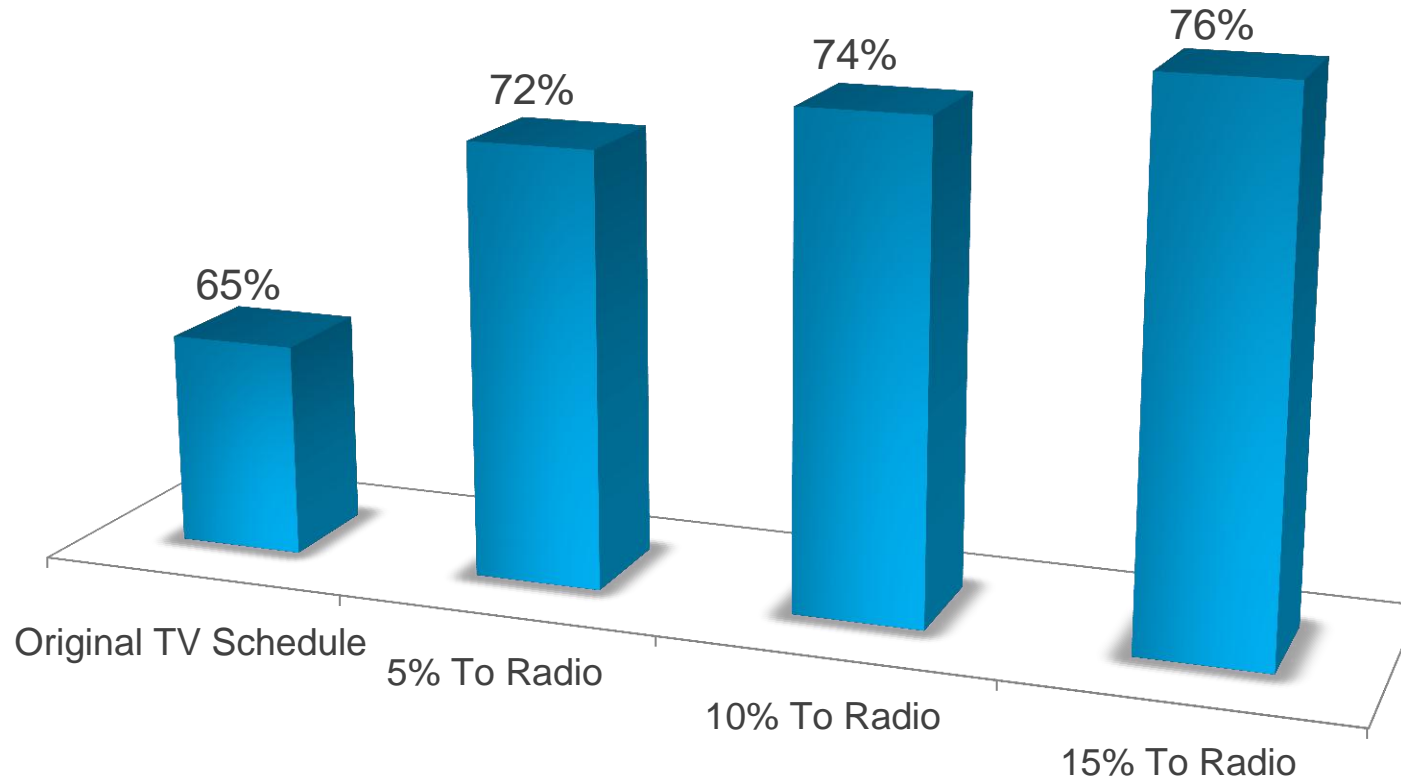


# SEVERAL RADIO FORMATS ALSO DELIVERED PERIODS OF POTENTIAL AUDIENCE RECEPTIVITY FOR QSR-2



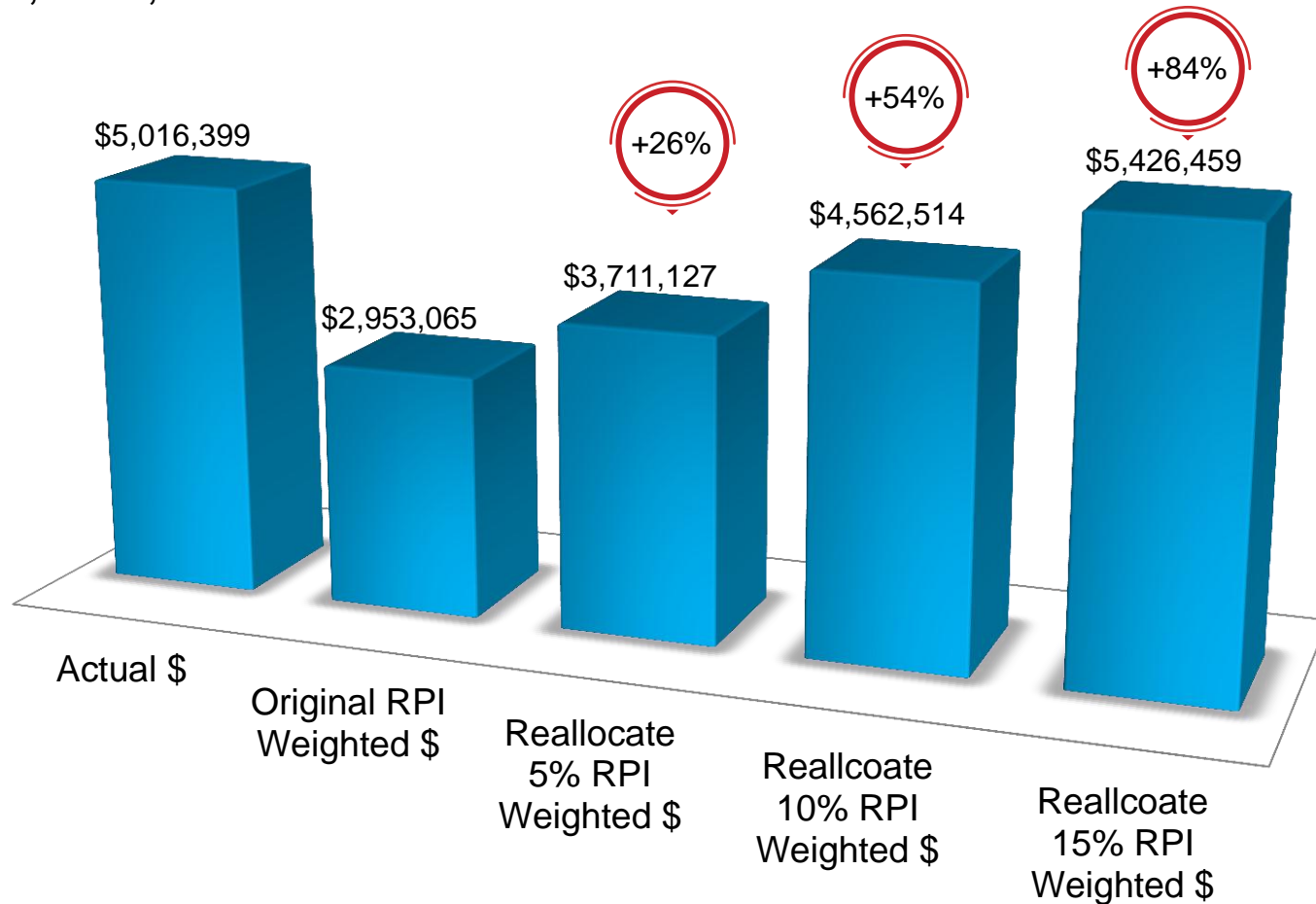
# QSR-2'S CAMPAIGN REACH INCREASED BY 16% WHEN 15% OF THE TV PLAN WAS REALLOCATED TO RADIO

AVERAGE WEEKLY REACH



# REALLOCATING A SMALL PORTION OF QSR-2'S' TV SPEND TO HIGH RECEPTIVITY RADIO IMPROVES POTENTIAL CAMPAIGN EFFECTIVENESS BY UP TO 84% ... AT NO ADDITIONAL COST

ACTUAL SPEND AND RPI WEIGHTED SPEND, ORIGINAL PLAN VS. 5%, 10%, AND 15% REALLOCATION FROM TELEVISION TO RADIO

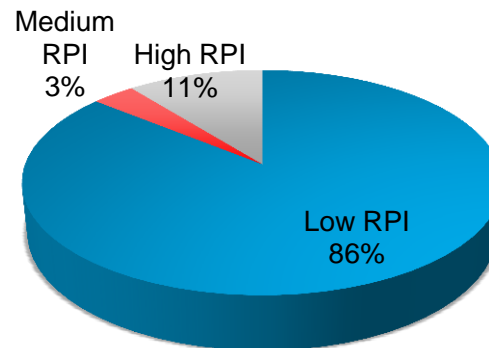


RPI – Receptivity Potential Index, a measure of target audience social-emotional context associated with moments of highest receptivity

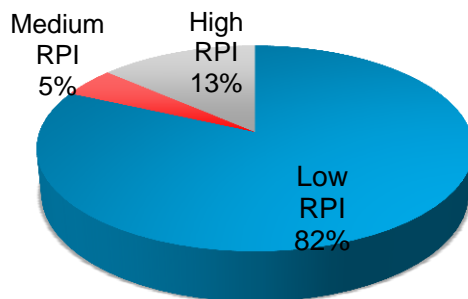
# REALLOCATING 5%, 10% OR 15% OF QSR-2'S "BEVERAGE" TELEVISION SPEND TO RADIO INCREASED POTENTIAL AUDIENCE RECEPTIVITY ... AT NO ADDITIONAL COST

By reducing coverage of Low RPI (Receptivity) Occasions

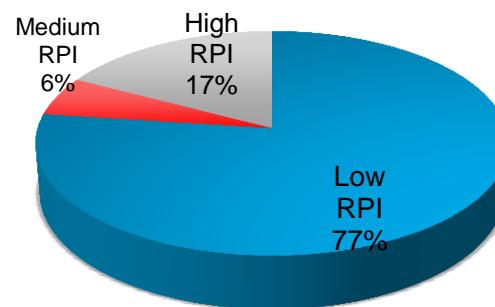
**Original Schedule**



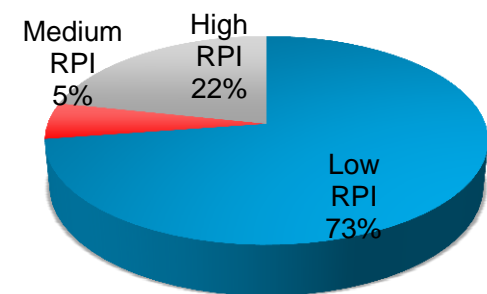
**5% Reallocation**



**10% Reallocation**



**15% Reallocation**



RPI – Receptivity Potential Index, a measure of target audience social-emotional context associated with moments of highest receptivity

# RADIO = REACH & RECEPTIVITY

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QSR-2's case study demonstrates that by holding dollars constant, but re-allocating as much as 15% of television spend into radio and occasions with increased receptivity potential, campaign effectiveness can increase substantially.

Reallocating 15% of TV Spend To Radio Resulted In ...

**+16%**

**REACH**

**+84%**

**RECEPTIVITY**



# FINANCE CATEGORY

FINANCIAL SERVICES CASE 1

# BACKGROUND

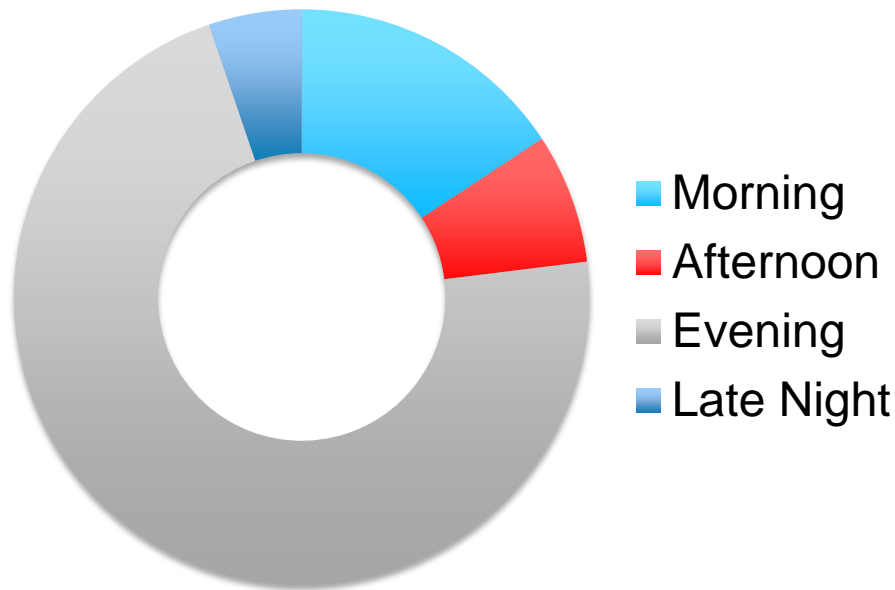
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FS-1 SPENT \$1.6 IN TELEVISION HIGHLIGHTING THEIR CASH BACK CREDIT CARD AND THE WAY IT FITS THE WAY YOU LIVE. WITH THE CARD, YOU GET 1, 2, OR 3% CASH BACK ON THE THINGS YOU BUY MOST.



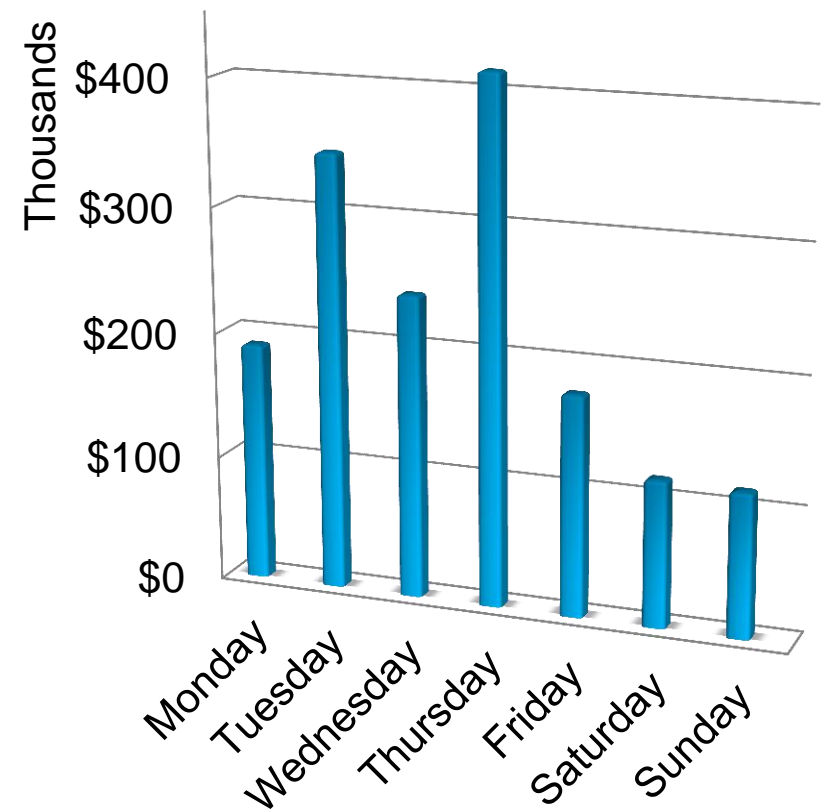
# FS-1'S TELEVISION SPEND WAS CONCENTRATED AT NIGHT AND DURING THE WEEK

## TV SPENDING BY TIME OF DAY



Note:  
Morning – 6a-9:59  
Afternoon – 10-3:59  
Evening – 4-10:59  
Late Night 11-11:59

## TV SPENDING BY DAY OF WEEK



\*Source: Kantar, Two weeks, July 2012

# INCREASING POTENTIAL AUDIENCE RECEPTIVITY FS-1'S CASH BACK CREDIT CARD

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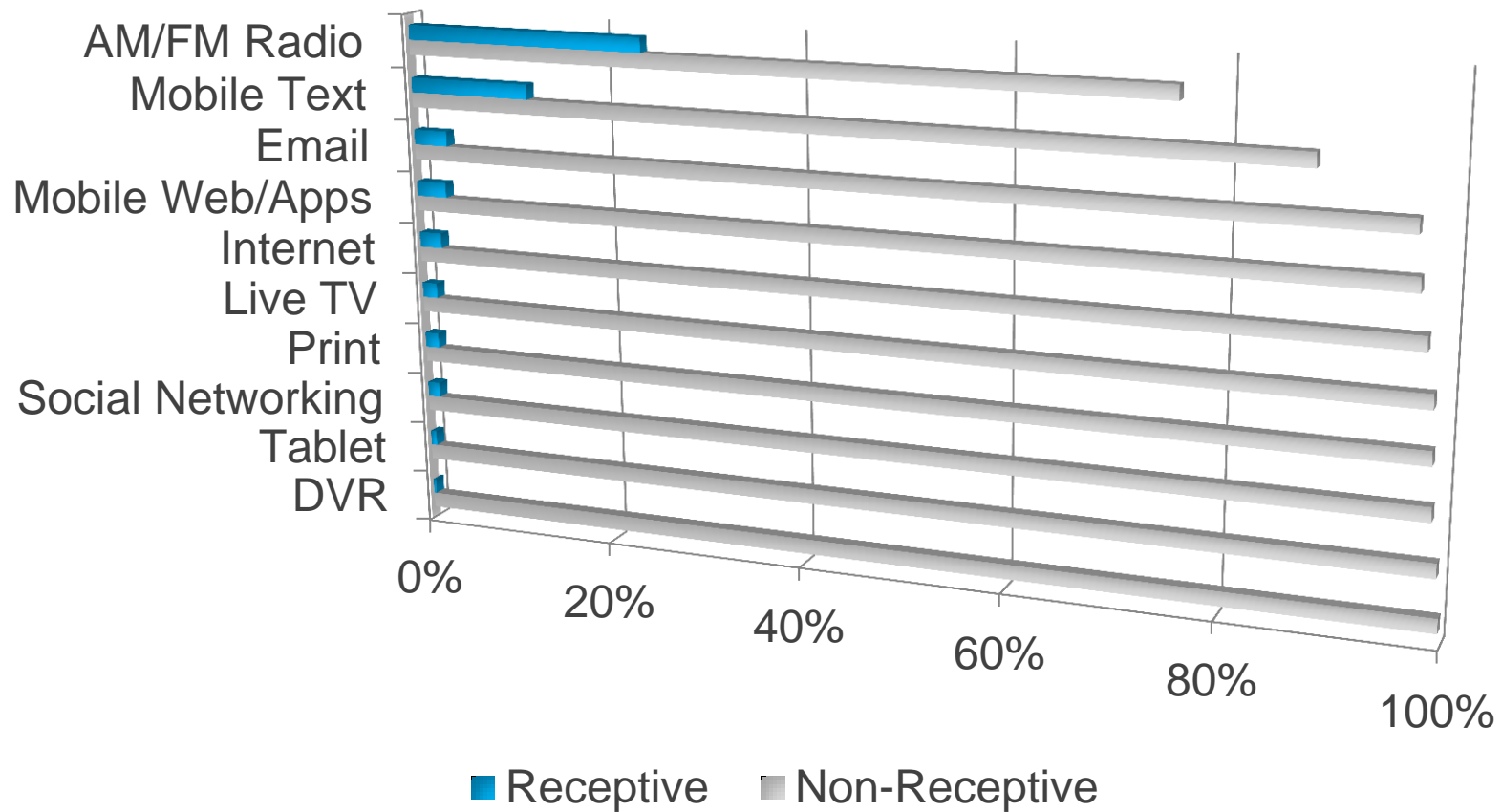
GIVEN CAMPAIGN OBJECTIVES, FS-1'S AUDIENCE  
MAY BE MORE RECEPTIVE TO THEIR CASH-BACK CREDIT CARD  
WHEN THEY ARE BANKING, SHOPPING AND IN A HAPPY, POSITIVE  
MOODS AND MINDSETS...

MBI TOUCHPOINTS CAN IDENTIFY THOSE TIMES OVER THE COURSE  
OF THE DAY AND WEEK ... AND DETERMINE THE MEDIA IN USE  
DURING THOSE PRECISE MOMENTS

Receptivity Analysis: When adults are shopping,  
banking or in happy, positive moods and mindsets.

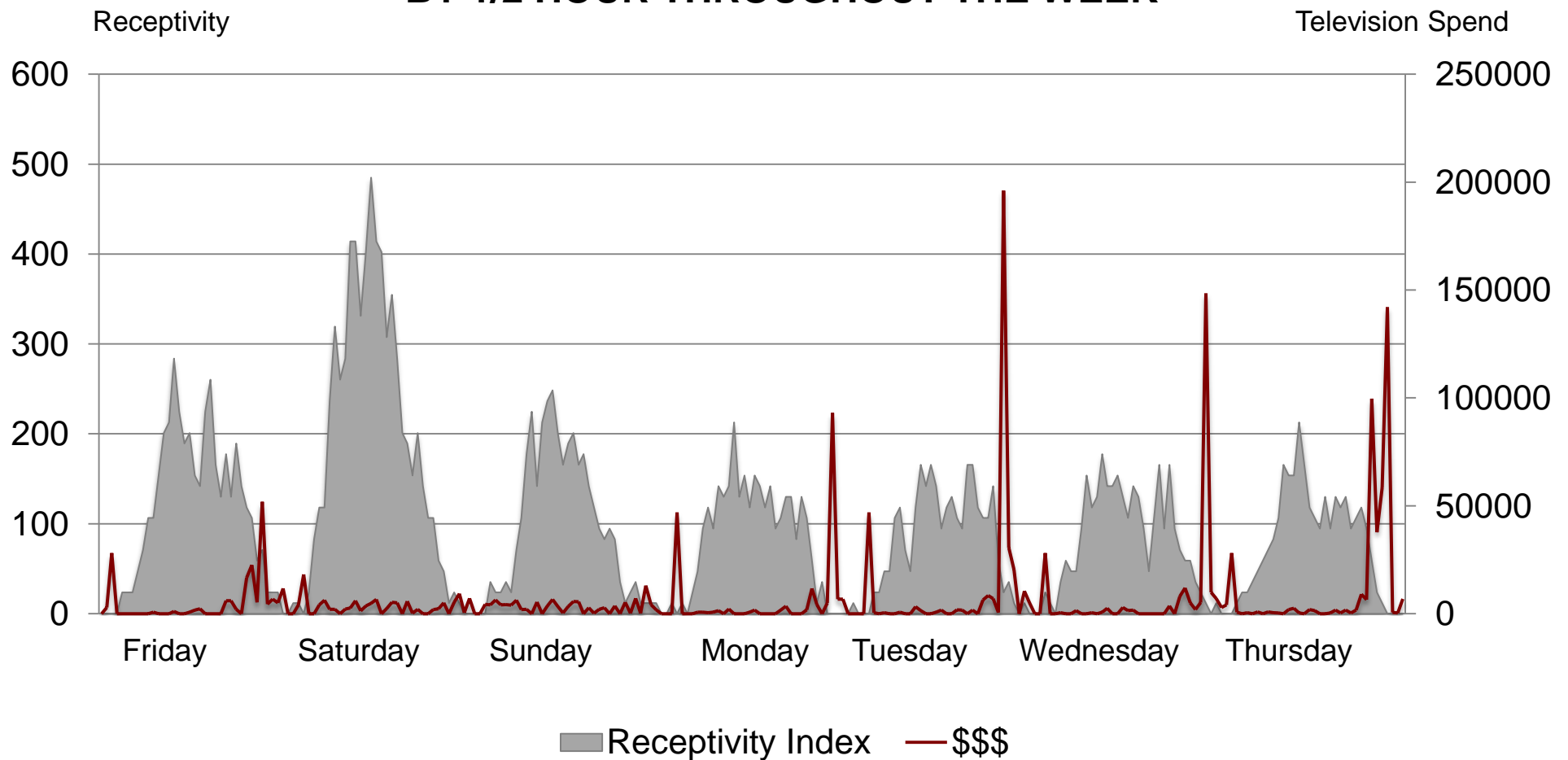
# RADIO WAS USED DURING FS-1'S PERIODS OF POTENTIAL AUDIENCE RECEPTIVITY

MEDIA USED IN RECEPTIVE HALF HOURS

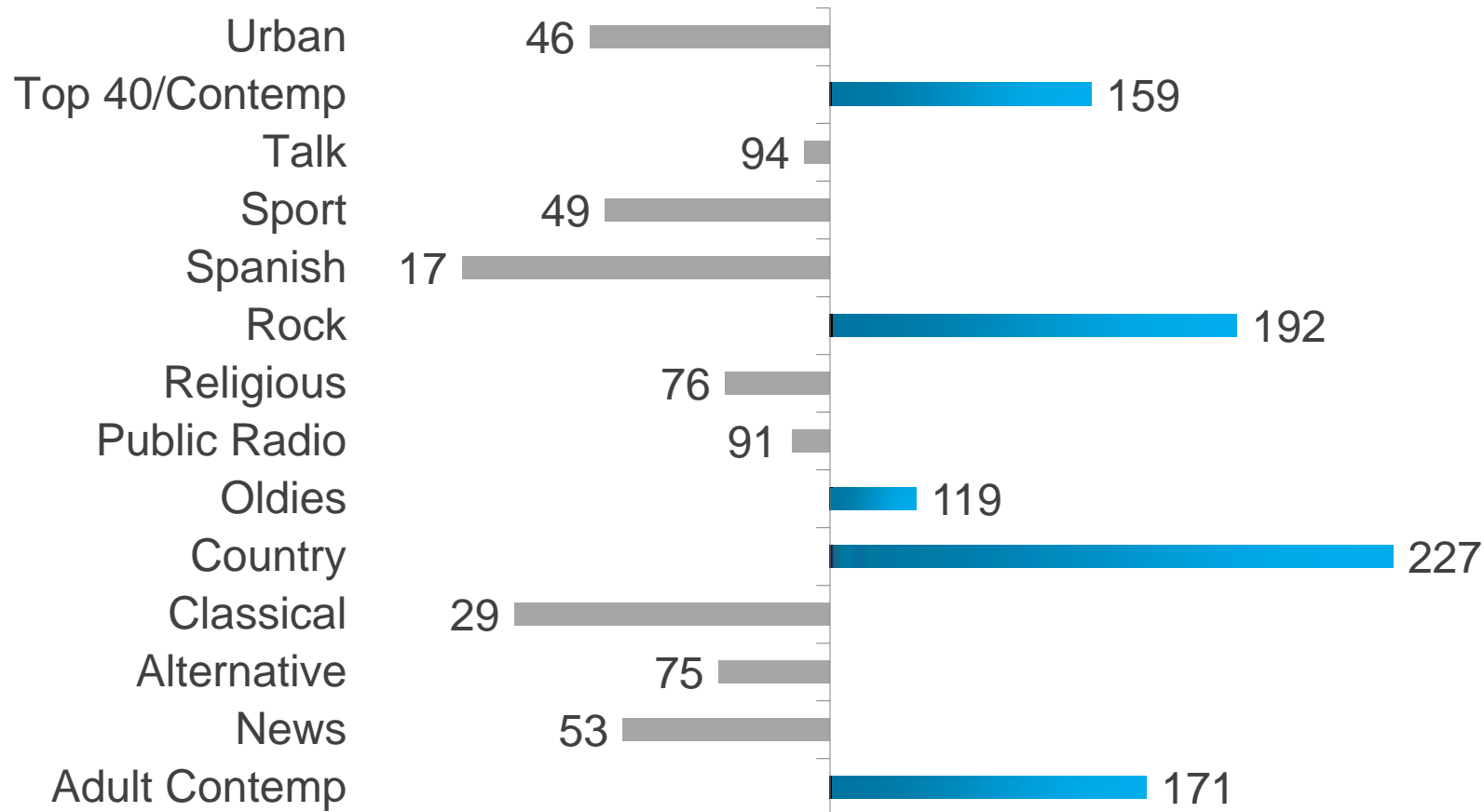


# FS-1'S TELEVISION SPEND WAS ALIGNED WITH PERIODS OF POTENTIAL AUDIENCE RECEPTIVITY 26

## TELEVISION EXPENDITURES COMPARED TO RECEPTIVITY POTENTIAL INDEX BY 1/2 HOUR THROUGHOUT THE WEEK

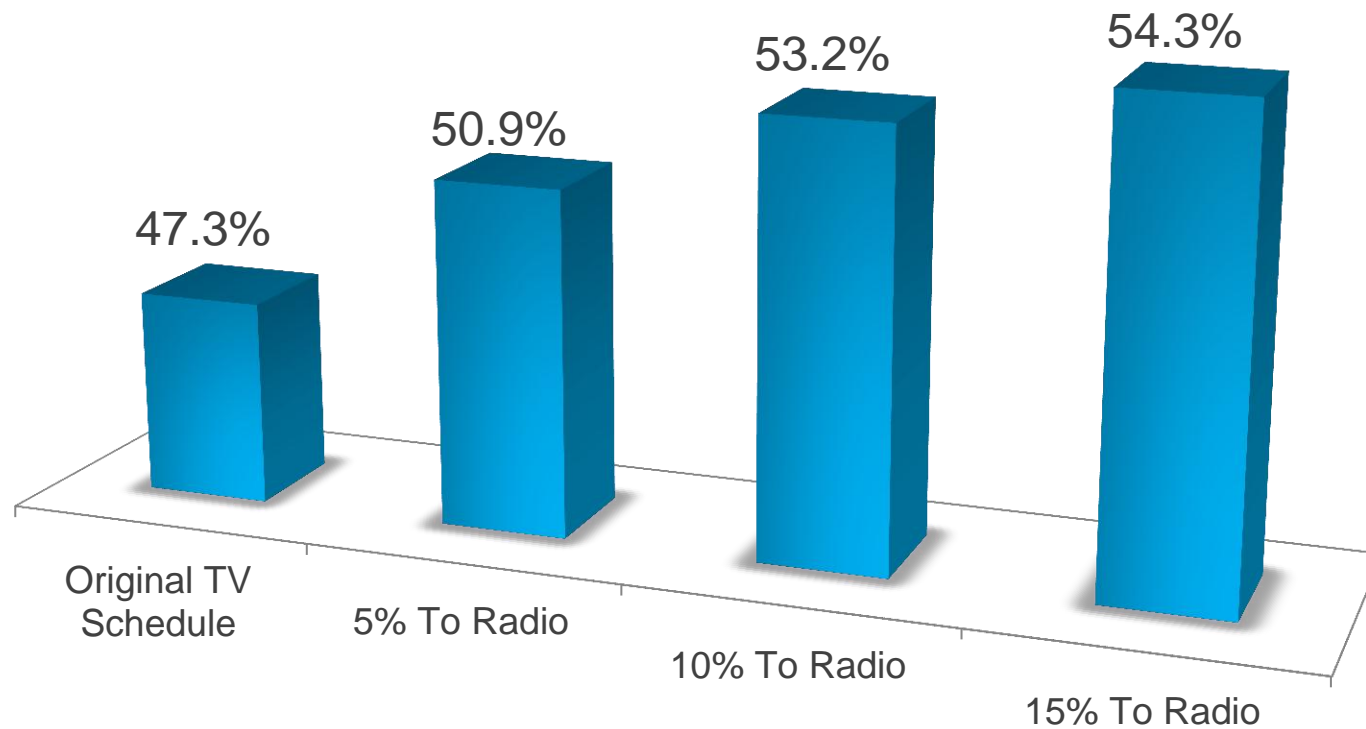


# SEVERAL RADIO FORMATS ALSO DELIVERED PERIODS OF POTENTIAL AUDIENCE RECEPTIVITY FOR FS-1



# FS-1'S CAMPAIGN REACH INCREASED BY 15% WHEN A PORTION OF THE TV PLAN IS REALLOCATED TO RADIO

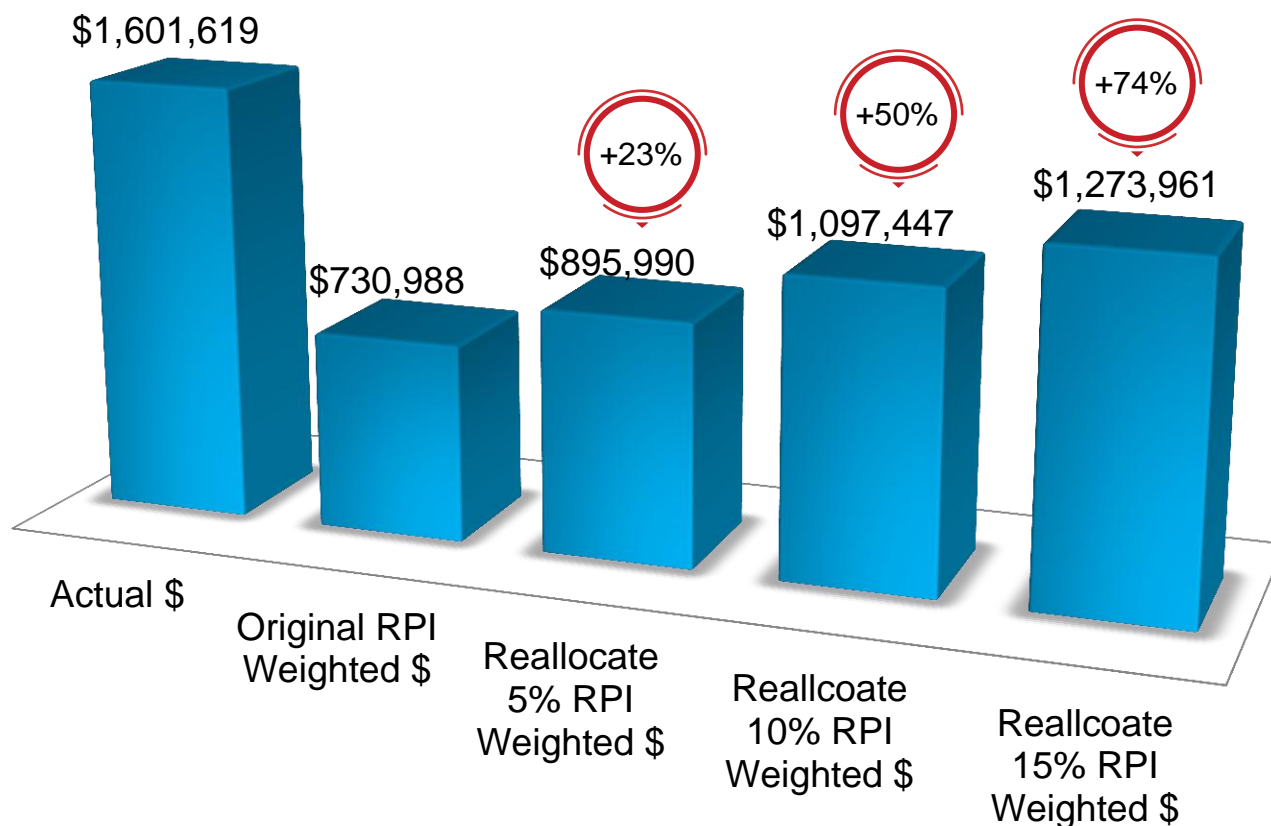
AVERAGE WEEKLY REACH





# REALLOCATING A SMALL PORTION OF FS-1'S TV DOLLARS TO HIGH RECEPTIVITY RADIO IMPROVED POTENTIAL CAMPAIGN EFFECTIVENESS BY UP TO 74% AT NO ADDITIONAL COST

ACTUAL SPEND AND RPI WEIGHTED SPEND, ORIGINAL PLAN VS 5%, 10%, AND 15% REALLOCATION FROM TELEVISION TO RADIO

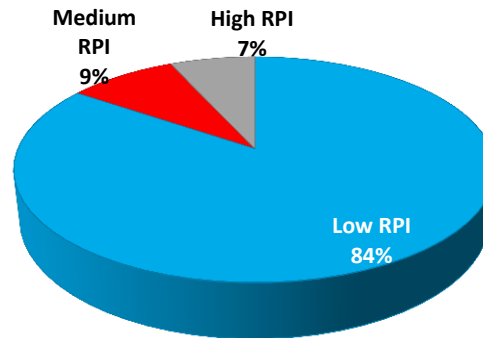


RPI – Receptivity Potential Index, a measure of target audience social-emotional context associated with moments of highest receptivity

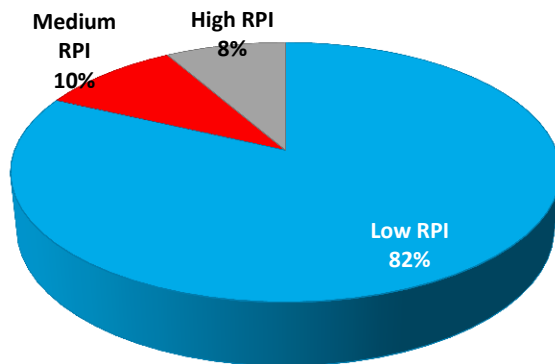
# REALLOCATING 10% OR 15% OF TELEVISION SPENDING TO RADIO INCREASES FS-1'S POTENTIAL AUDIENCE RECEPTIVITY ... AT NO ADDITIONAL COST

By reducing coverage of Low RPI (Receptivity) Occasions

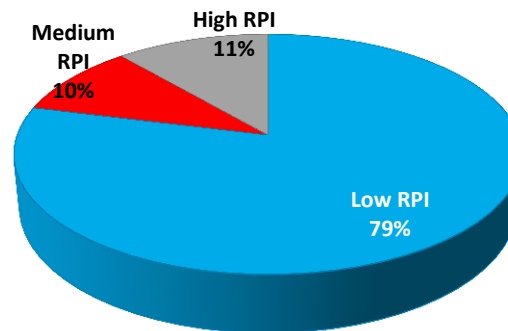
Original Schedule



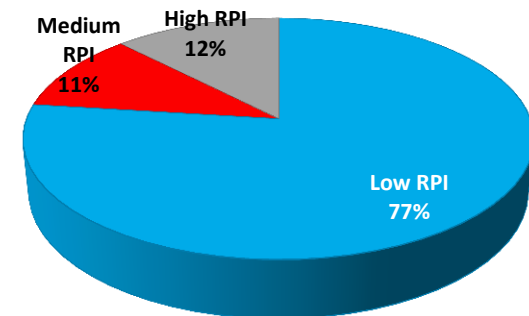
5% Reallocation



10% Reallocation



15% Reallocation



RPI – Receptivity Potential Index, a measure of target audience social-emotional context associated with moments of highest receptivity

# RADIO = REACH & RECEPTIVITY



The FS-1 case study demonstrates that by holding dollars constant, but re-allocating as much as 15% of television spend into radio and occasions with increased receptivity potential, campaign effectiveness can increase substantially.

Reallocating 15% of TV Spend To  
Radio Resulted In ...

**+15%**

**REACH**

**+74%**

**RECEPTIVITY**

# FINANCE CATEGORY

FINANCIAL SERVICES CASE 2



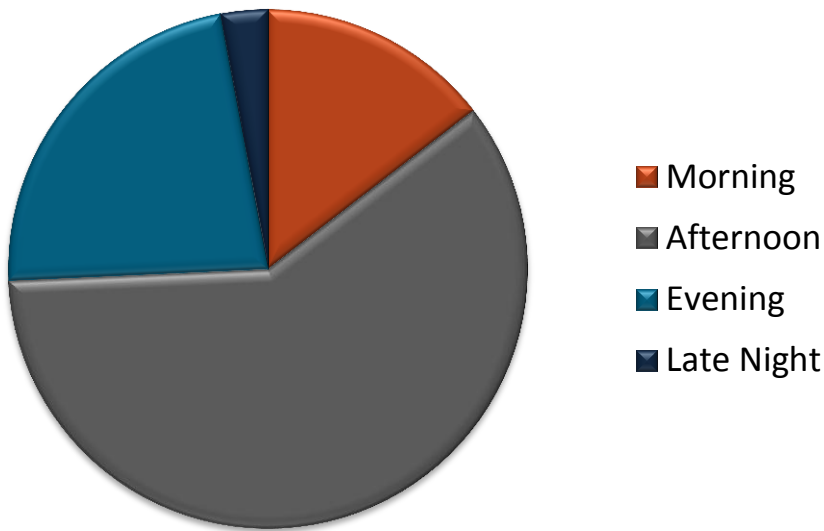
# BACKGROUND

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FINANCIAL SERVICES 2 SPENT \$1.8MM ADDRESSING HOW CONSUMERS CAN GET HELP FOR FINANCIAL CRUNCHES BETWEEN PAYCHECKS FROM THE TRUSTED FOLKS AT FS-2. THEY PROVIDE A CUSHION SO YOU DON'T LIVE PAYCHECK TO PAYCHECK.

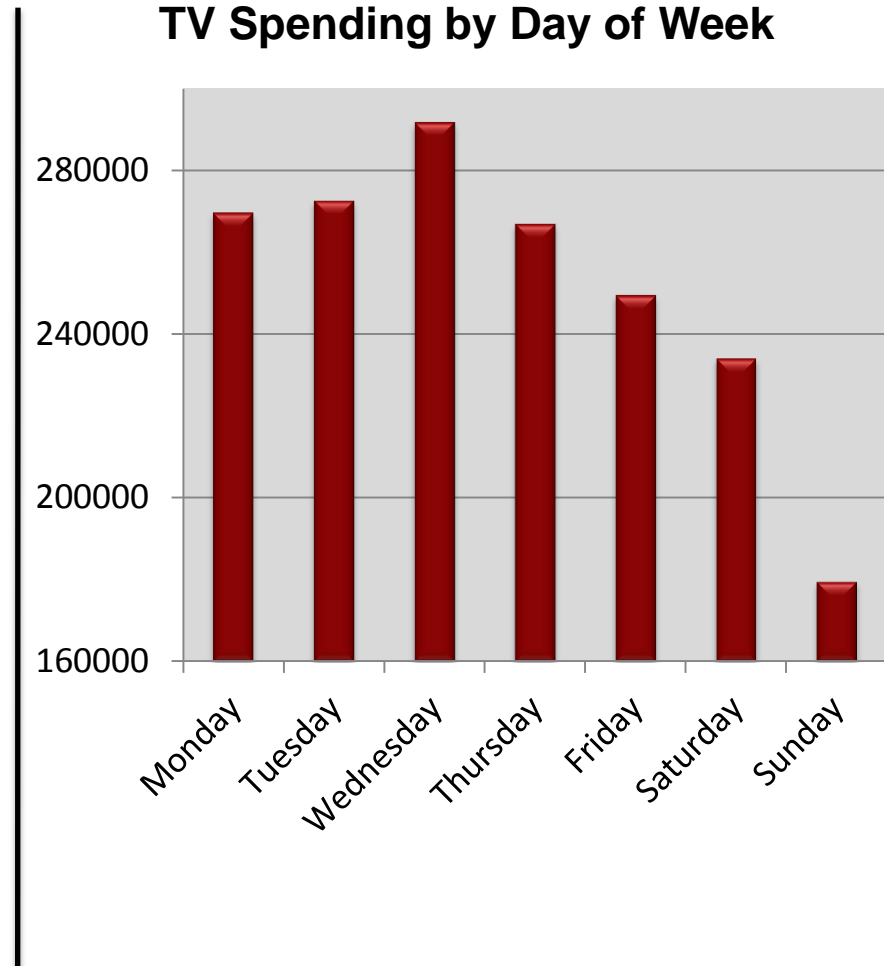
# FS-2'S TELEVISION SPOTS RAN DURING THE MORNING AND AFTERNOON AND DURING THE WEEK

**TV Spending by Time of Day**



Note:  
 Morning – 6a-9:59  
 Afternoon – 10-3:59  
 Evening – 4-10:59  
 Late Night 11-11:59

**TV Spending by Day of Week**



\*Source: Kantar, Two weeks, July 2012

# INCREASING POTENTIAL AUDIENCE RECEPTIVITY FOR FINANCIAL SERVICE 2


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Given campaign objectives, FS-2's audience may be more receptive to the loan message when they're alone or with their partner/spouse and not feeling too confident about their situation – when they're actively worried and in negative moods...

MBI TouchPoints can identify those times over the course of the day and week ... and determine the media in use during those precise moments

The logo for MBI TouchPoints, featuring the text "MBI TouchPoints™" in a sans-serif font. To the left of the text is a stylized graphic consisting of a red diagonal line and a green vertical line meeting at a point.

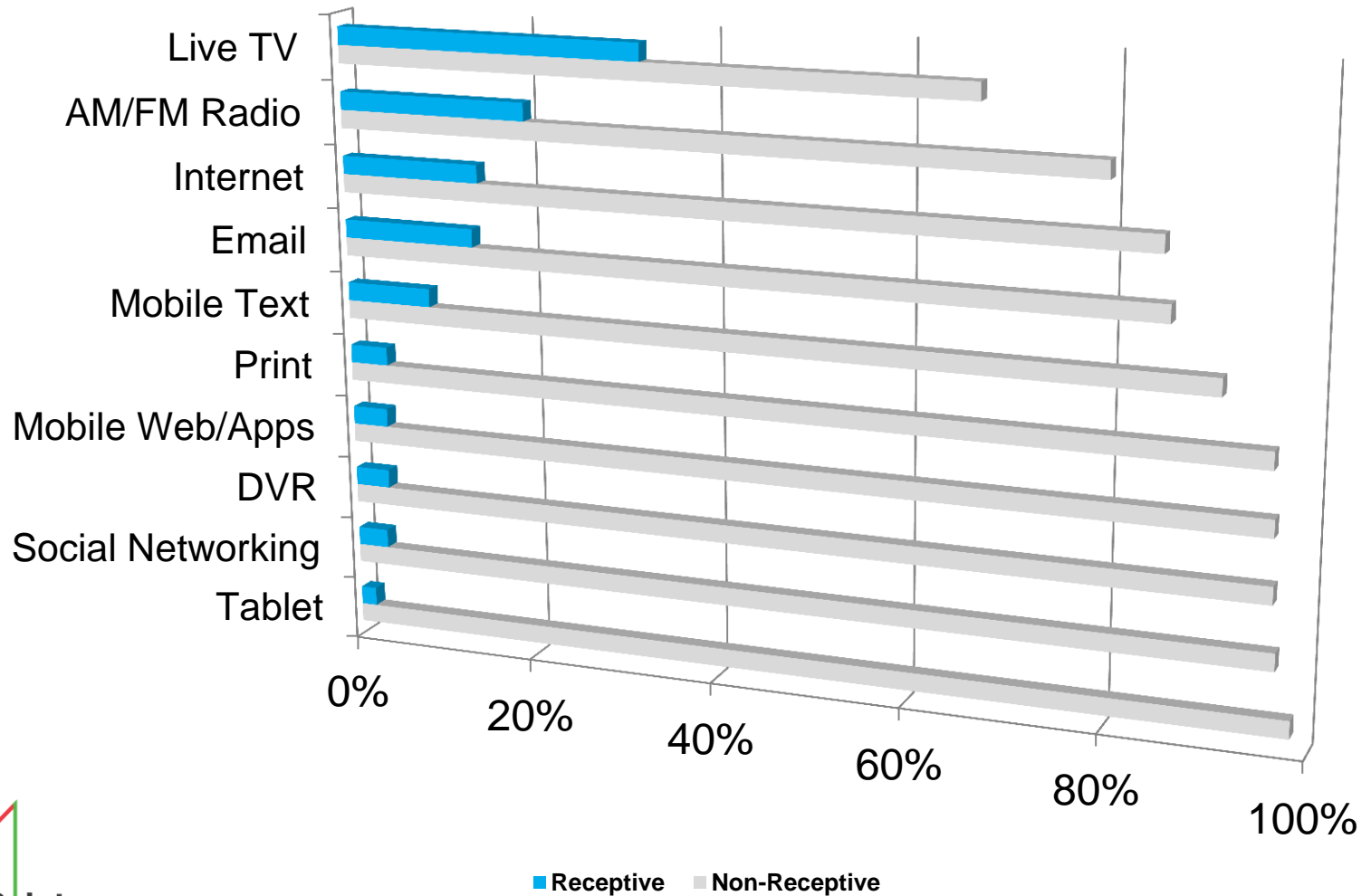
MBI TouchPoints™

A large, solid grey arrow pointing to the right, positioned to the left of the text block.

Receptivity Analysis: They're alone or with their partner/spouse and they're not feeling too confident about their situation and they're worried, frustrated, exhausted, overwhelmed or angry. They're also alert and active.

# TV & RADIO WERE IN USE DURING FS-2'S PERIODS OF POTENTIAL AUDIENCE RECEPTIVITY

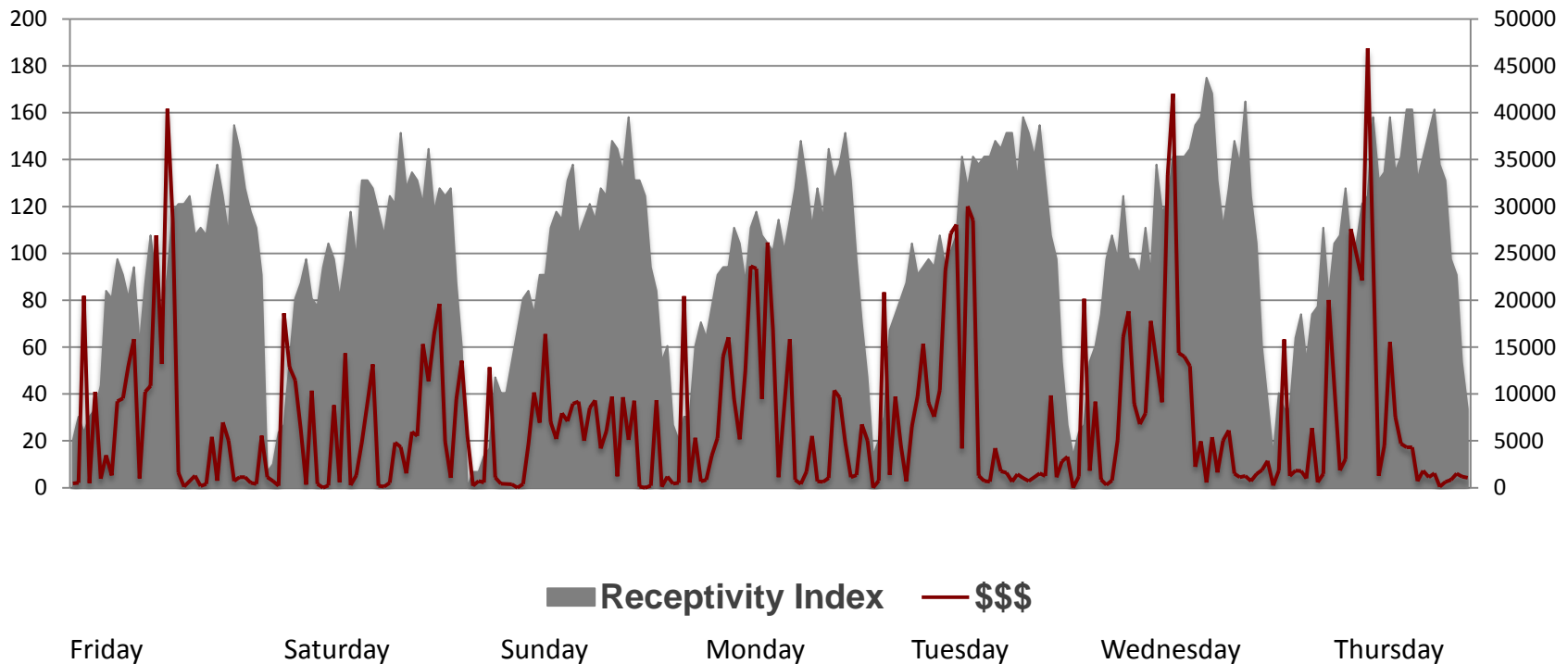
## Media Used In Receptive Half Hours



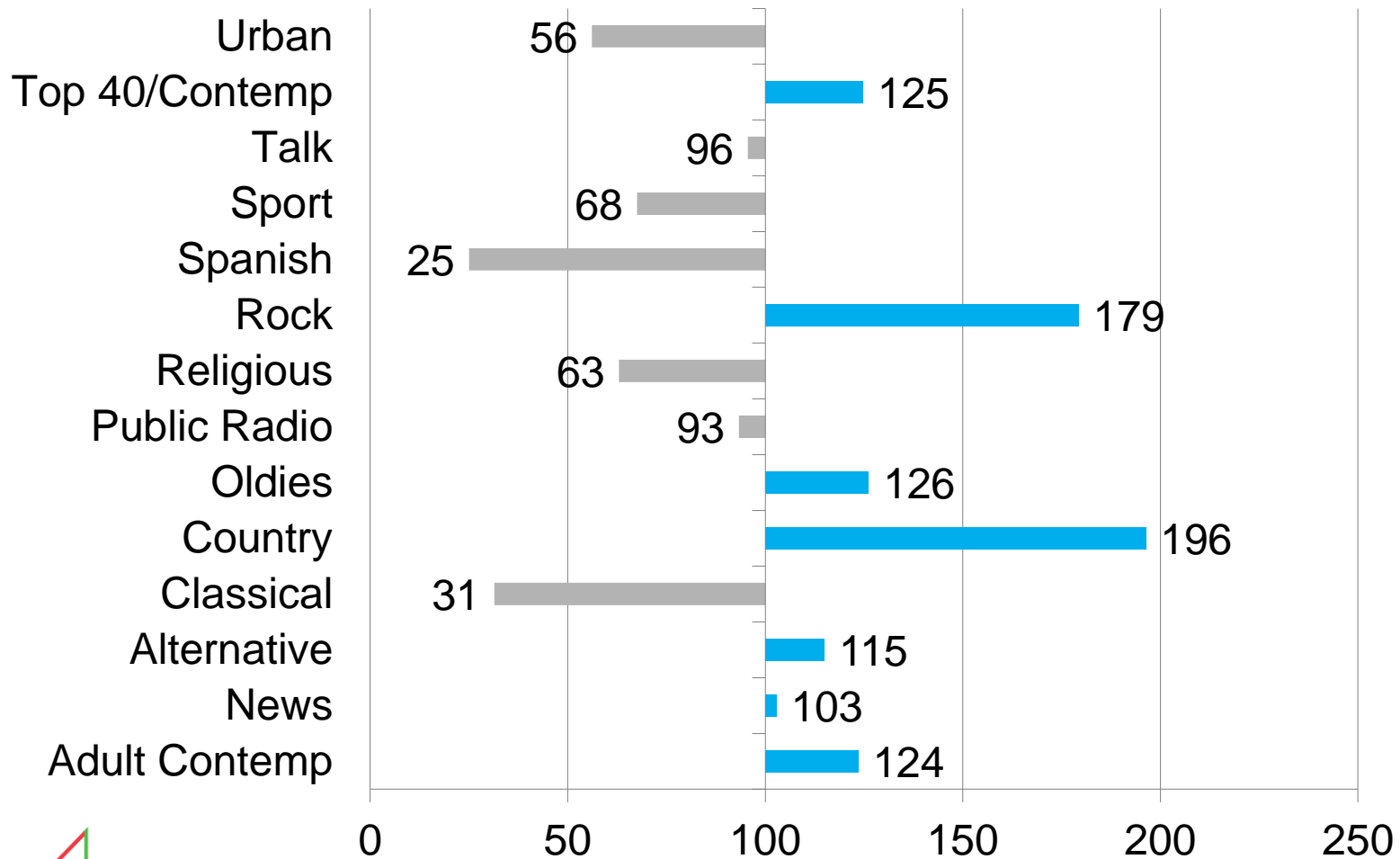


# FS-2's Television Spend Was Aligned With Periods of Potential Audience Receptivity

Television Expenditures Compared to Receptivity Potential Index  
By 1/2 Hour Throughout The Week

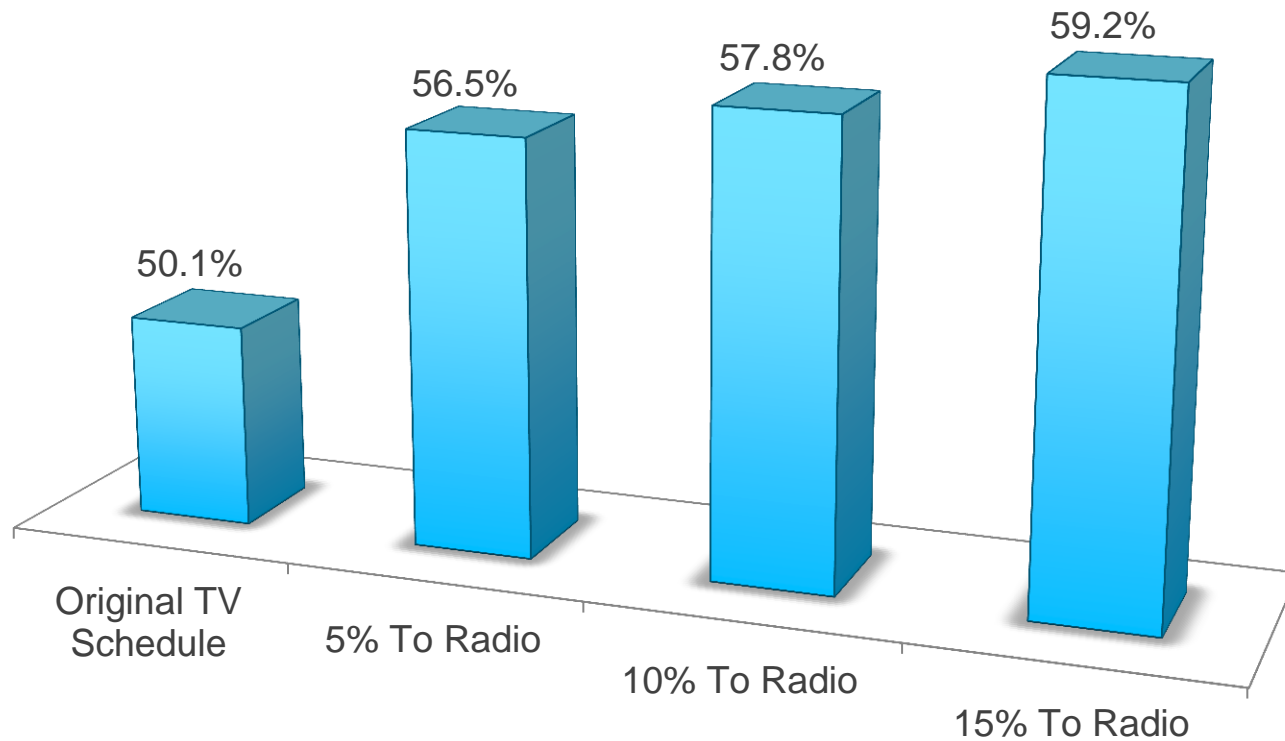


# SEVERAL RADIO FORMATS ALSO DELIVERED PERIODS OF POTENTIAL AUDIENCE RECEPTIVITY FOR FS-2



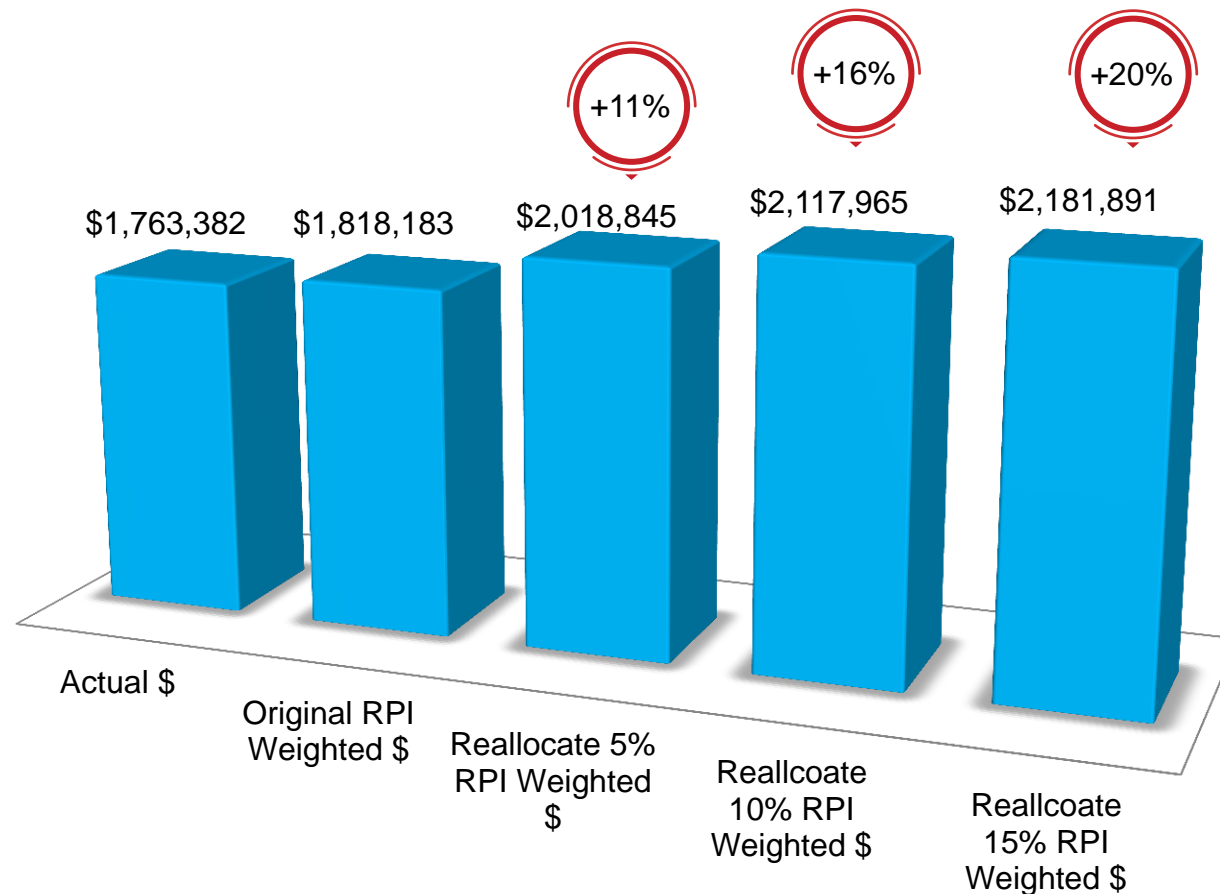
# FS-2'S CAMPAIGN REACH INCREASED BY 20% WHEN A PORTION OF THE TV PLAN WAS REALLOCATED TO RADIO

AVERAGE WEEKLY REACH



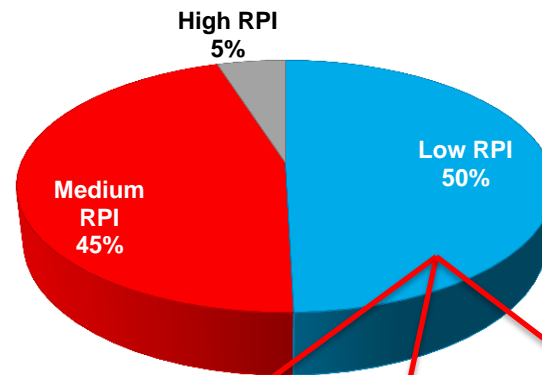
# REALLOCATING A SMALL PORTION OF FS-2'S TV DOLLARS TO HIGH RECEPTIVITY RADIO IMPROVED POTENTIAL CAMPAIGN EFFECTIVENESS BY UP TO 20% AT NO ADDITIONAL COST

ACTUAL SPEND AND RPI WEIGHTED SPEND, ORIGINAL PLAN VS 5%, 10%, AND 15% REALLOCATION FROM TELEVISION TO RADIO



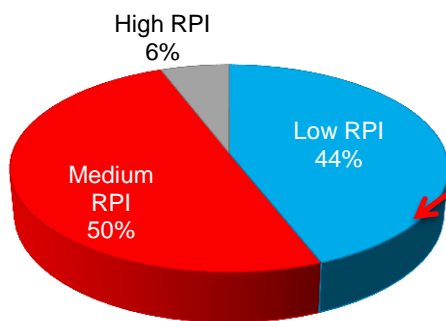
# REALLOCATING 10% OR 15% OF TELEVISION SPENDING TO RADIO INCREASES FS-2'S POTENTIAL AUDIENCE RECEPTIVITY ... AT NO ADDITIONAL COST

Original Schedule

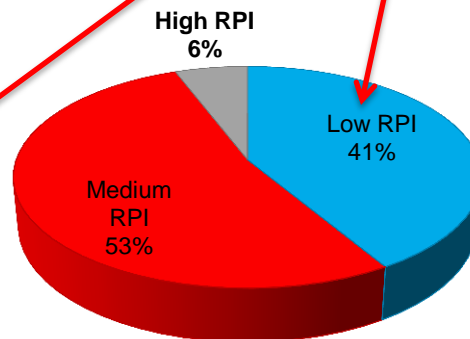


By reducing coverage of Low RPI (Receptivity) Occasions

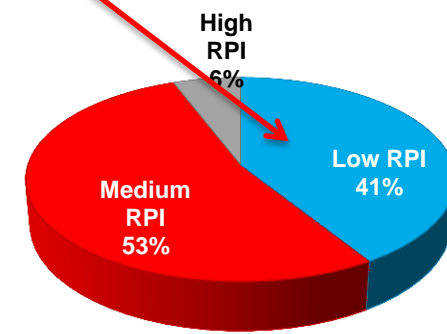
5% Reallocation



10% Reallocation



15% Reallocation



MBI TouchPoints™

RPI – Receptivity Potential Index, a measure of target audience social-emotional context associated with moments of highest receptivity

# Radio = Reach & Receptivity

Reallocating 15% of TV  
Spend To Radio Resulted  
In ...

The FS-2 case study demonstrates that by holding dollars constant, but re-allocating as much as 15% of television spend into radio and occasions with increased receptivity potential, campaign effectiveness can increase substantially.



**+20%**  
**Reach**



**+20%**  
**Receptivity**

# AUTOMOTIVE CATEGORY

AUTO CASE 1

# BACKGROUND

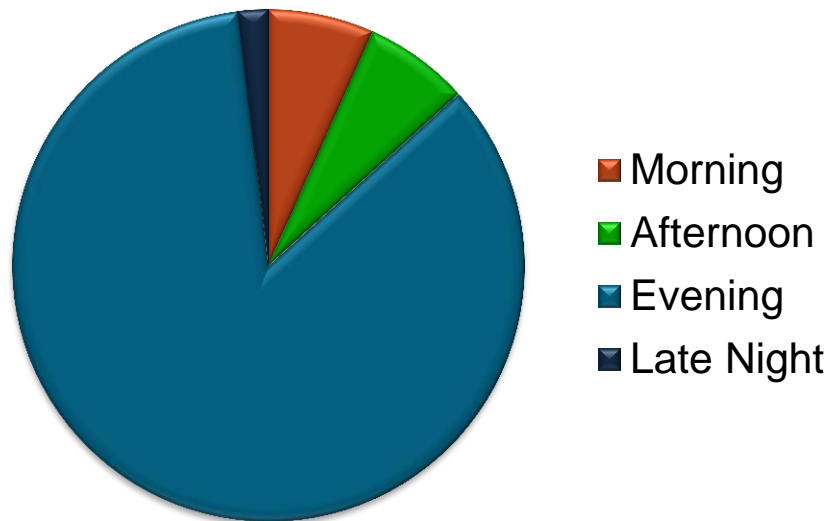
AUTO-1 SPENT \$11.2MM ANNOUNCING THE CAR HAS BEEN COMPLETELY RE-IMAGINED AND NOW COMES LOADED WITH EXCITING INNOVATIVE FEATURES LIKE ZERO GRAVITY SEATS. THE CAR IS ALL ABOUT “INNOVATION THAT EXCITES”





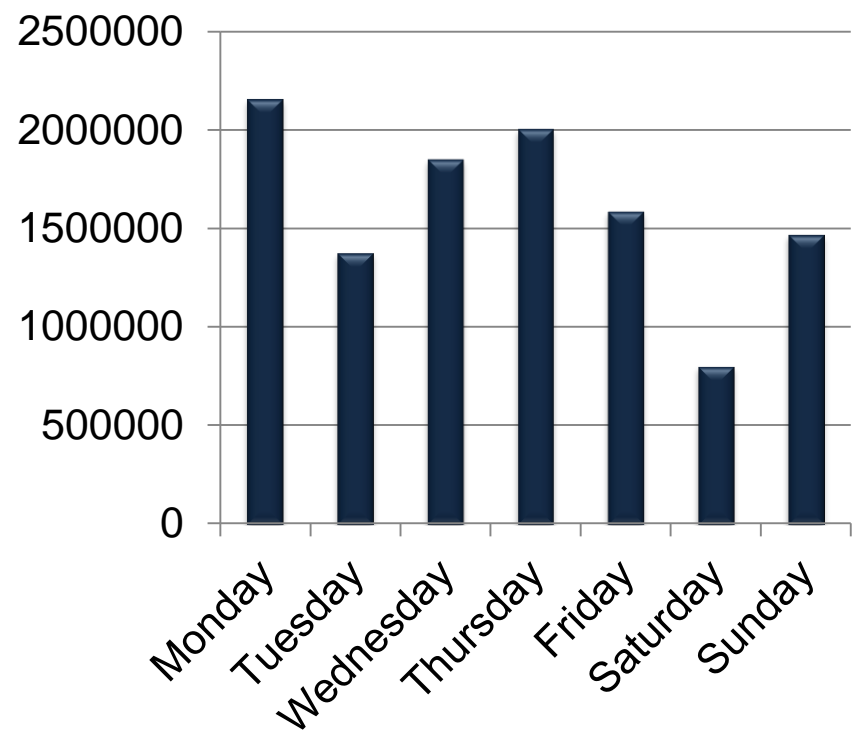
# AUTO-1'S TELEVISION SPOTS RAN DURING THE EVENING AND THROUGHOUT THE WEEK

## TV Spending by Time of Day



Note:  
Morning – 6a-9:59  
Afternoon – 10-3:59  
Evening – 4-10:59  
Late Night 11-11:59

## TV Spending by Day of Week



\*Source: Kantar, Two weeks, July 2012

# INCREASING POTENTIAL AUDIENCE RECEPTIVITY FOR AUTO-1

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Given campaign objectives, Auto-1's audience may be more receptive to a message about a completely re-designed sedan when they're with their partners/spouse in the car traveling - in a good mood, feeling confident, excited, hopeful and interested

MBI TouchPoints can identify those times over the course of the day and week ... and determine the media in use during those precise moments

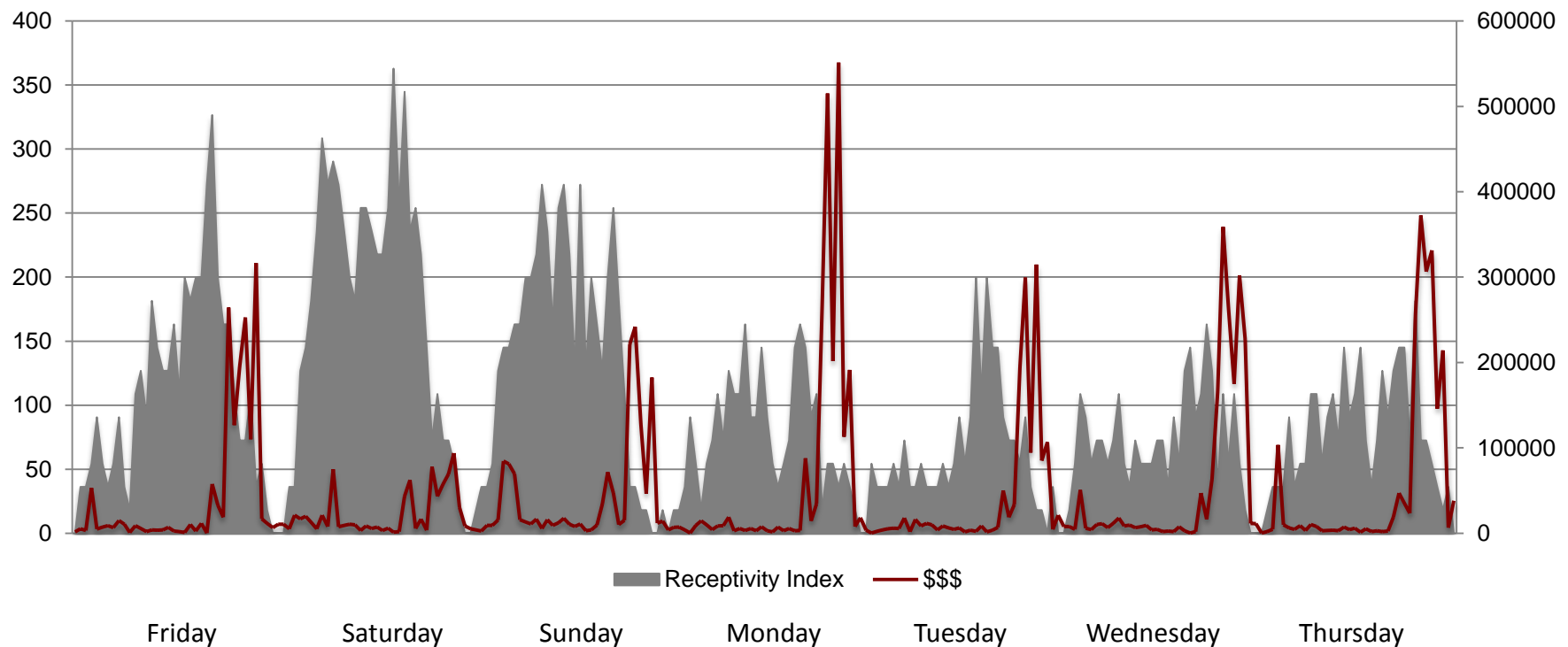


Receptivity Analysis: When they're with their partners/spouse in the car traveling. They are in a good mood, feeling confident, excited, hopeful and interested.



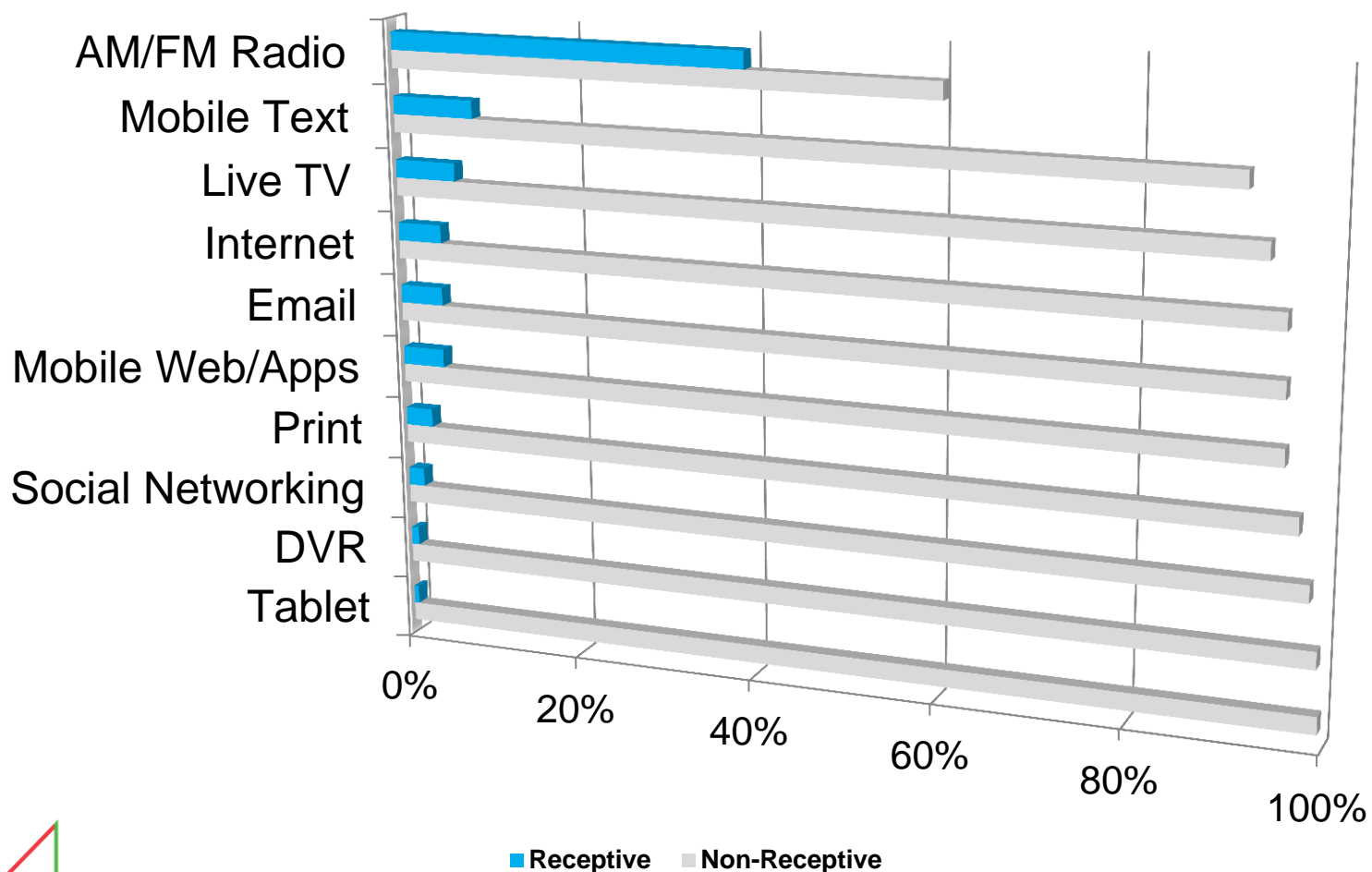
# Auto-1's Current Television Spend Was Aligned With Periods of Potential Audience Receptivity

**Television Expenditures Compared to Receptivity Potential Index  
By 1/2 Hour Throughout The Week**

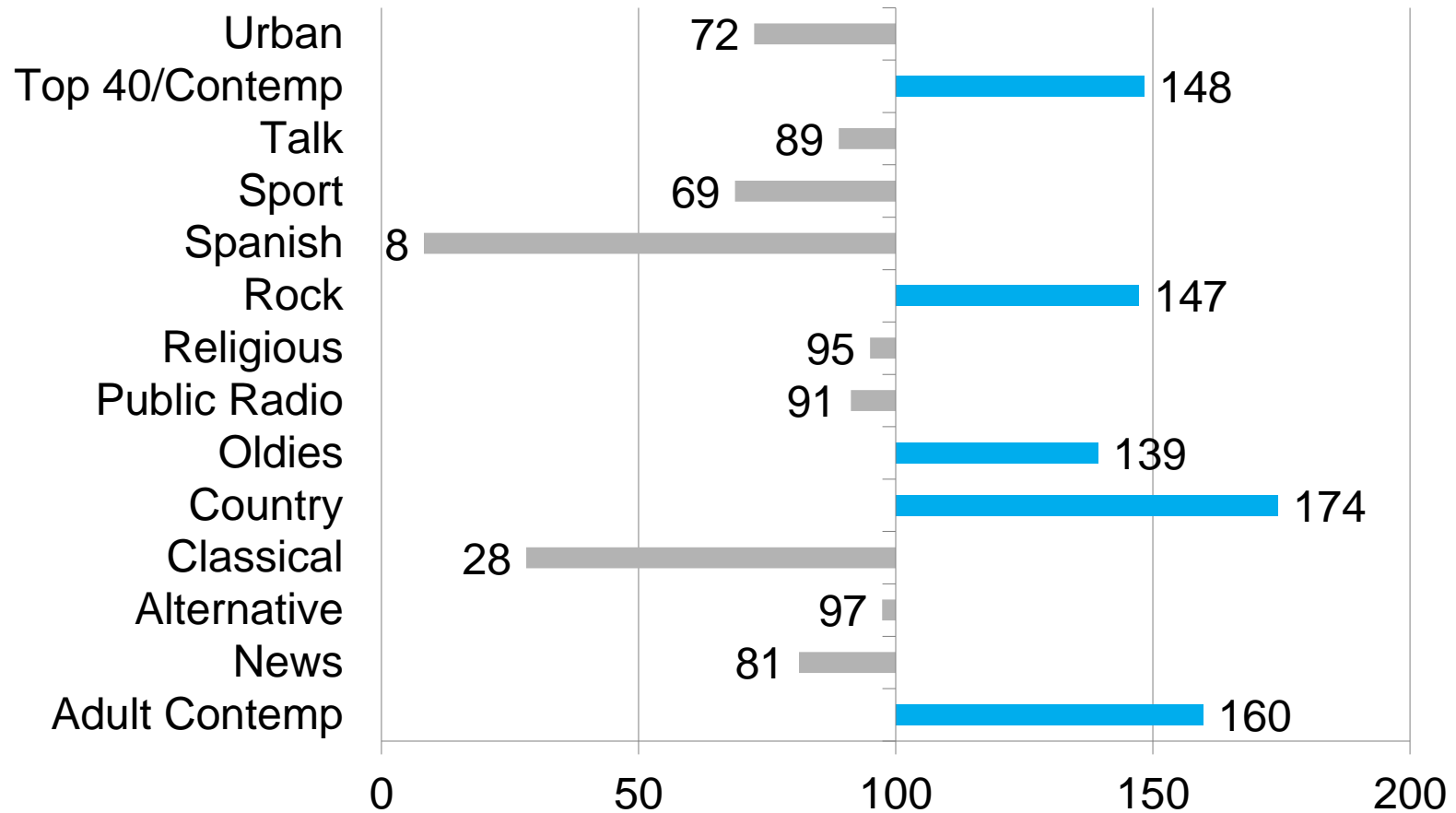


# RADIO TOPS THE LIST OF MEDIA USED DURING PERIODS OF AUTO-1'S POTENTIAL AUDIENCE RECEPTIVITY

MEDIA USED IN RECEPTIVE HALF HOURS

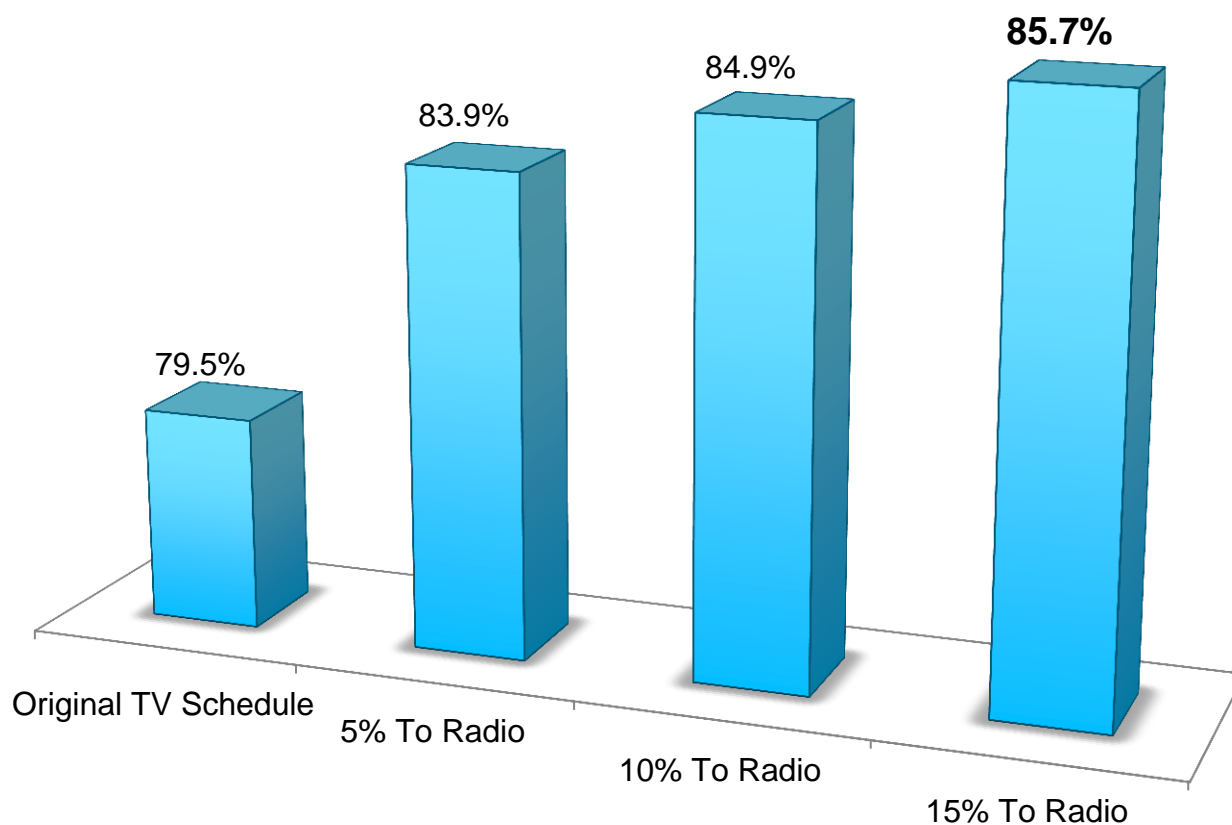


# SEVERAL RADIO FORMATS ALSO DELIVERED PERIODS OF POTENTIAL AUDIENCE RECEPTIVITY FOR AUTO-1



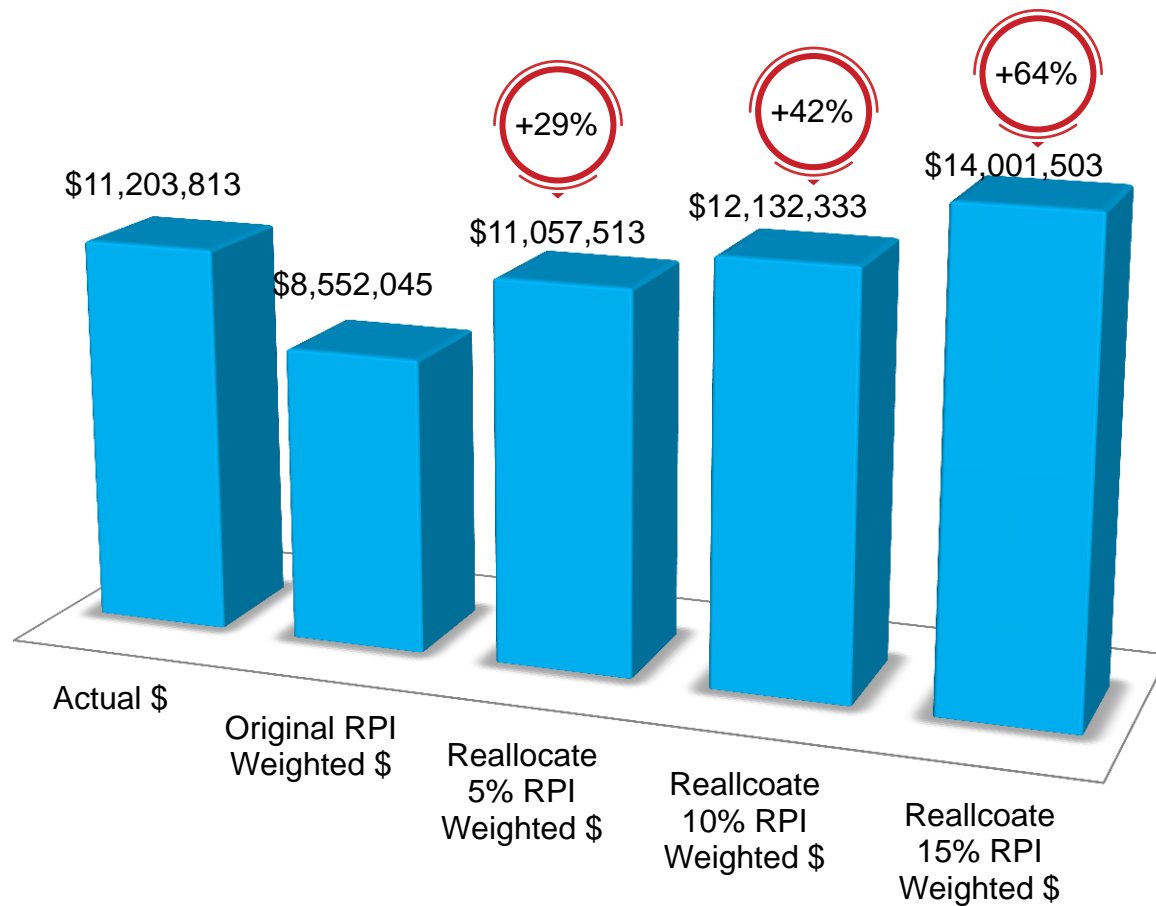
# AUTO-1 CAMPAIGN REACH INCREASED BY 8% WHEN A PORTION OF THE TV PLAN WAS REALLOCATED TO RADIO

## AVERAGE WEEKLY REACH

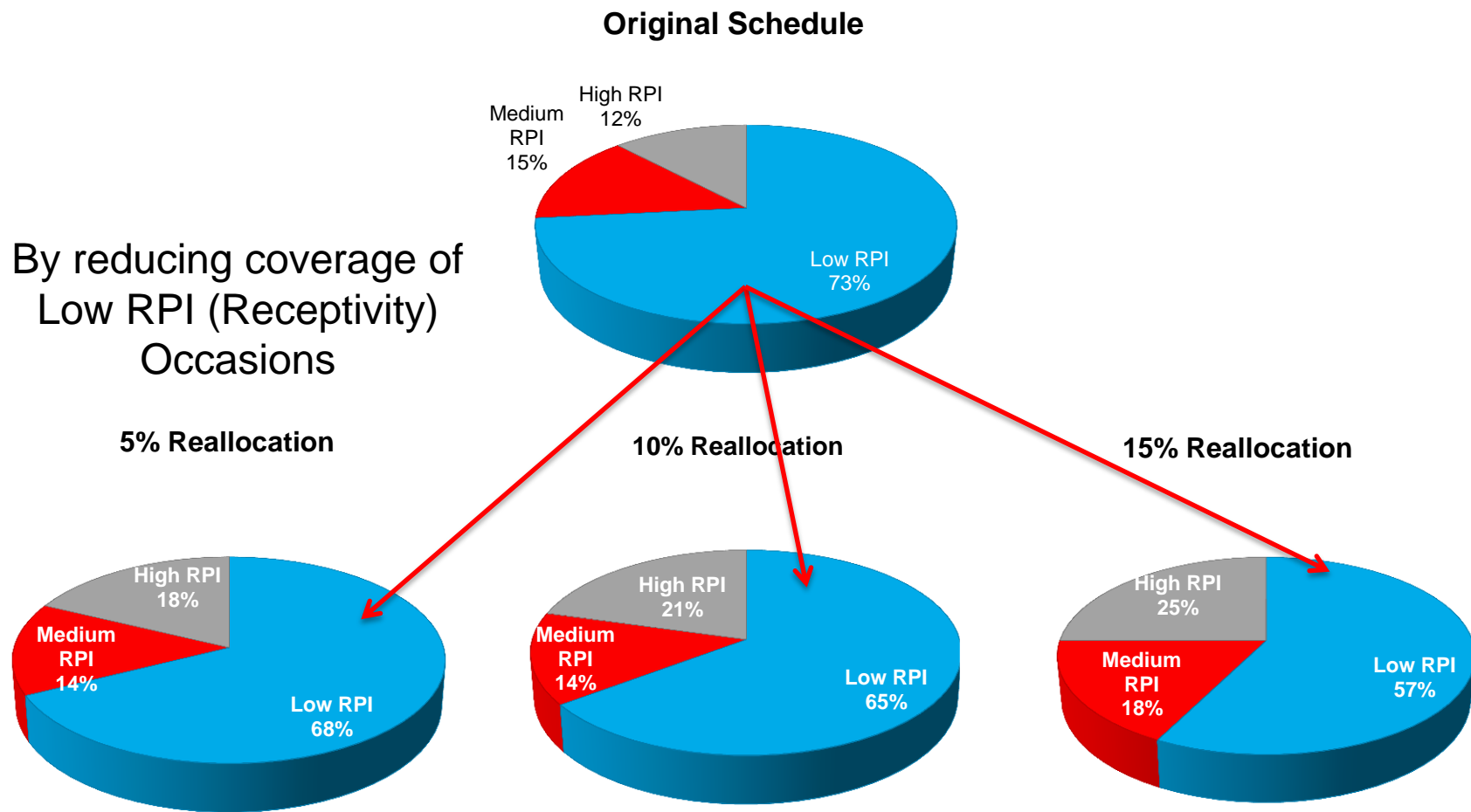


# REALLOCATING A SMALL PORTION OF AUTO-1'S TV DOLLARS TO HIGH RECEPTIVITY RADIO IMPROVED POTENTIAL CAMPAIGN EFFECTIVENESS BY UP TO 64% AT NO ADDITIONAL COST

ACTUAL SPEND AND RPI WEIGHTED SPEND, ORIGINAL PLAN VS 5%, 10%, AND 15% REALLOCATION FROM TELEVISION TO RADIO



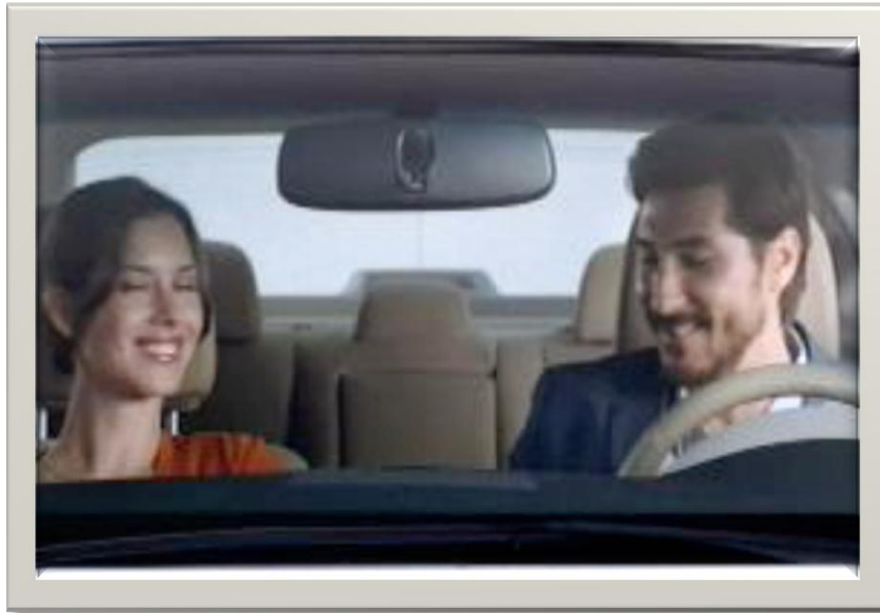
# REALLOCATING 10% OR 15% OF TELEVISION SPENDING TO RADIO INCREASED AUTO-1'S POTENTIAL AUDIENCE RECEPTIVITY ... AT NO ADDITIONAL COST



RPI – Receptivity Potential Index, a measure of target audience social-emotional context associated with moments of highest receptivity



# Radio = Reach & Receptivity



The Auto-1 case study demonstrates that by holding dollars constant, but re-allocating as much as 15% of television spend into radio and occasions with increased receptivity potential, campaign effectiveness can increase substantially.

Reallocating 15% of TV Spend To Radio Resulted In ...



**+8%**  
**Reach**



**+64%**  
**Receptivity**

# AUTOMOTIVE CATEGORY

AUTO CASE 2



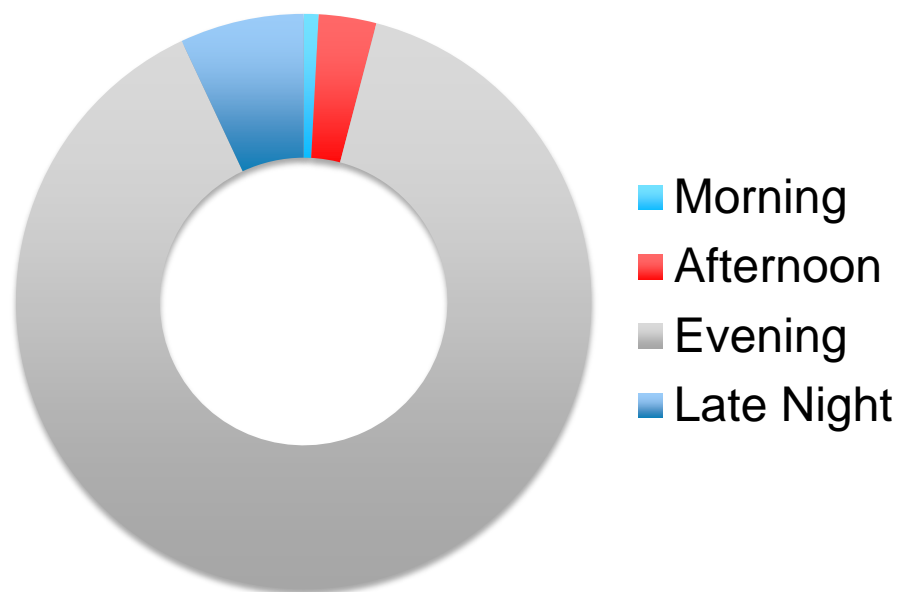
# BACKGROUND

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AUTO-2 SPENT \$7.7MM IN TELEVISION TO SHOW UPSCALE CONSUMERS THAT A PARTICULAR BRAND SATISFIES THEIR NEED FOR THRILL, EXCITEMENT AND A LITTLE INTRIGUE WITH ITS NEW SLEEK, MODERN FEATURES.

# AUTO-2'S TELEVISION SPOTS RAN DURING THE EVENING AND EARLY IN THE WEEK

## TV SPEND BY TIME OF DAY



Note:

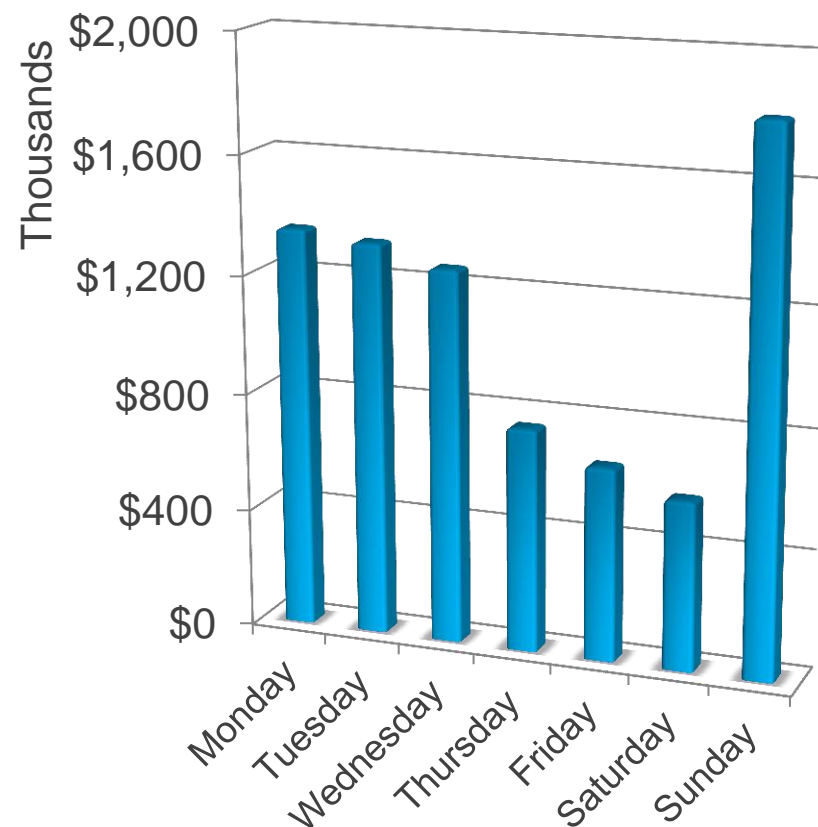
Morning – 6a-9:59

Afternoon – 10-3:59

Evening – 4-10:59

Late Night 11-11:59

## TV SPENDING BY DAY OF WEEK



\*Source: Kantar, Two weeks, July 2012



# INCREASING POTENTIAL AUDIENCE RECEPTIVITY FOR AUTO-2

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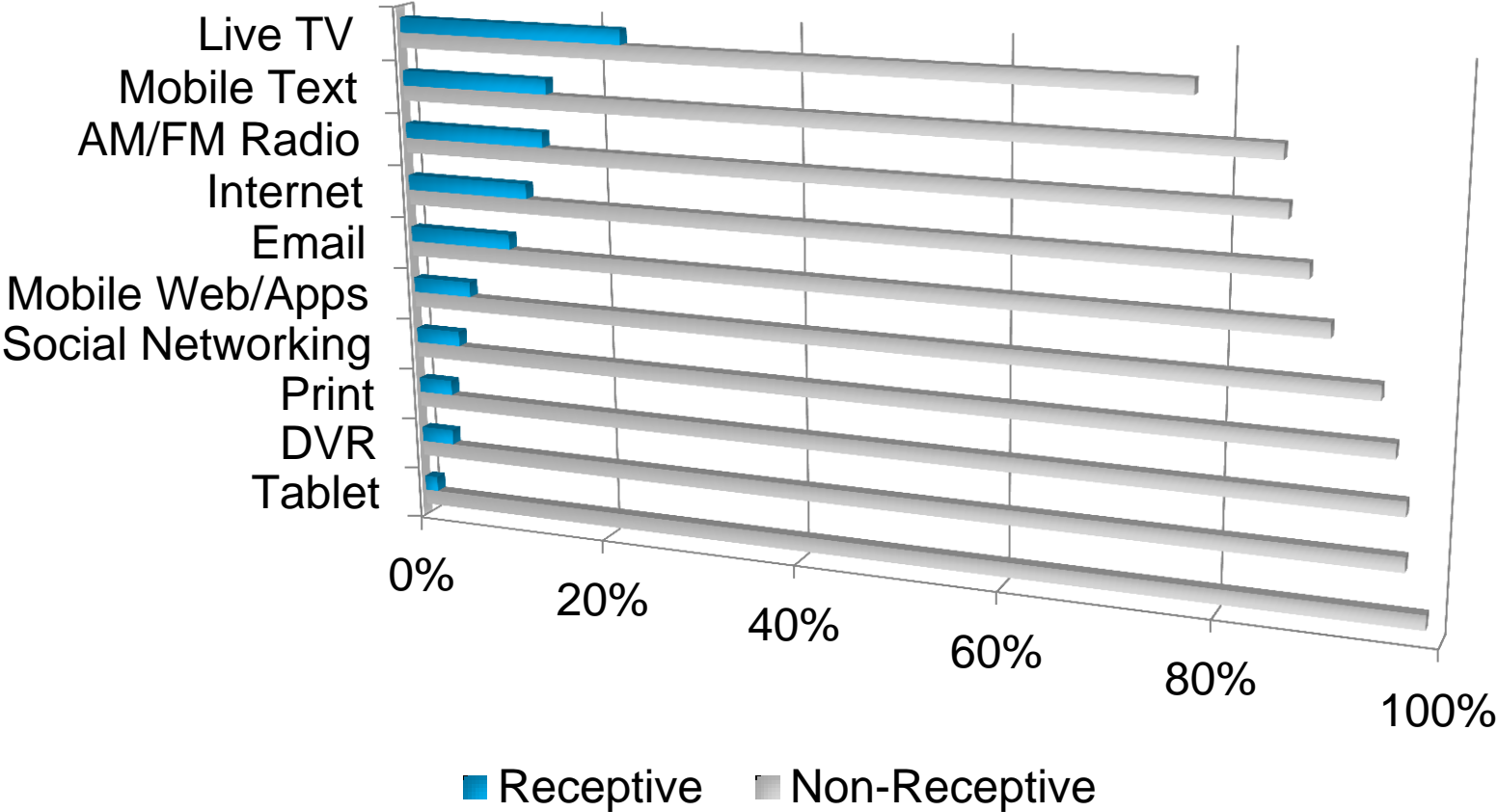
GIVEN CAMPAIGN OBJECTIVES, AUTO-2'S AUDIENCE MAY BE MORE RECEPTIVE TO AN UPSCALE CAR MESSAGE WHEN THEY'RE ALONE OR WITH PARTNERS/SPOUSE AND FRIENDS, IN GOOD MOODS TALKING, CHATTING AND FEELING POSITIVE MOODS AND MINDSET

MBI TOUCHPOINTS CAN IDENTIFY THOSE TIMES OVER THE COURSE OF THE DAY AND WEEK ... AND DETERMINE THE MEDIA IN USE DURING THOSE PRECISE MOMENTS

*Receptivity Analysis: Alone or with partners/spouse and friends, in a good mood talking, chatting and feeling positive about their mindsets. Also feeling confident, content, excited, hopeful and interested.*

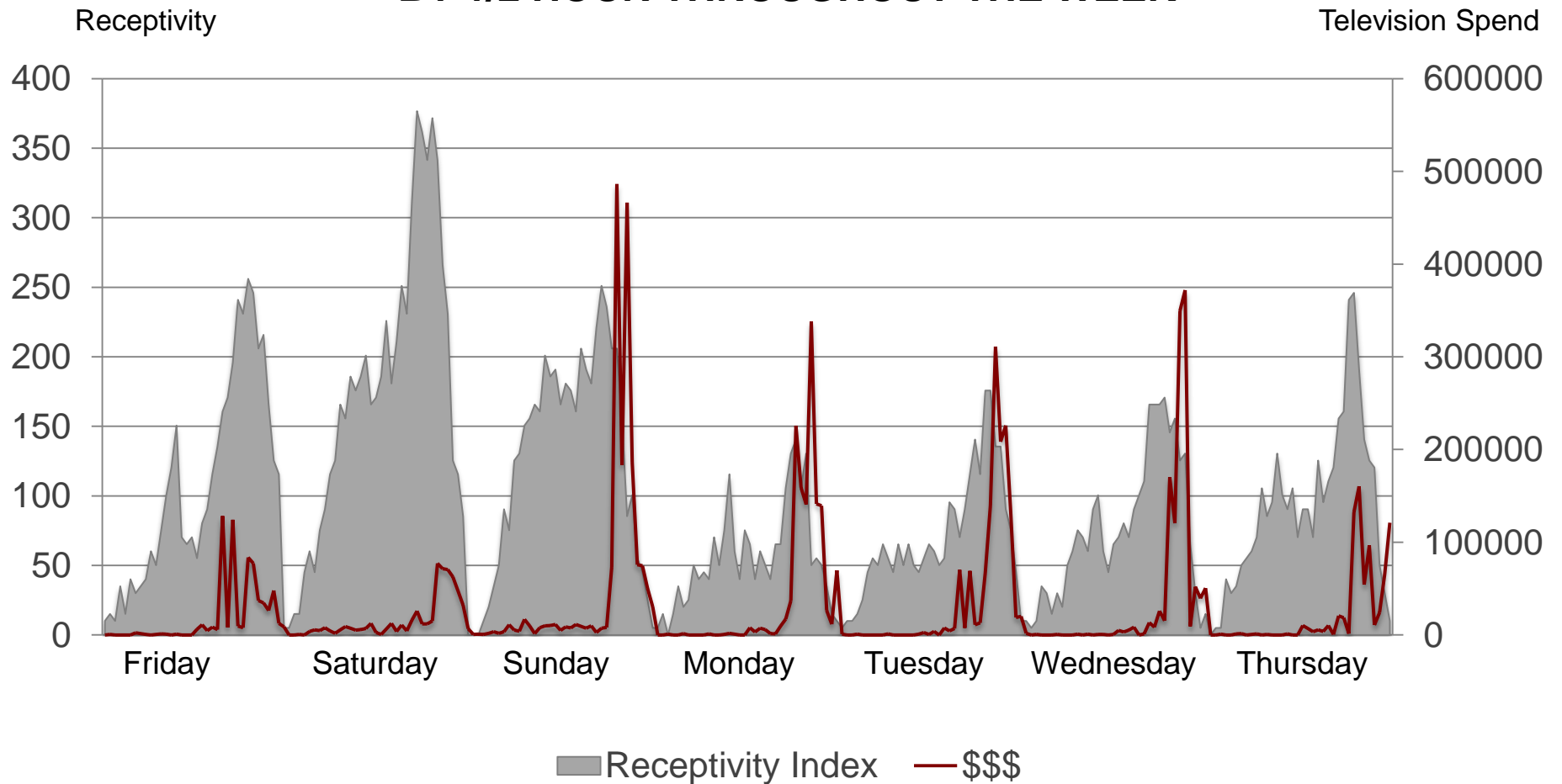
# TV, MOBILE AND RADIO TOPPED THE LIST OF MEDIA USED DURING PERIODS OF AUTO-2'S POTENTIAL AUDIENCE RECEPTIVITY

MEDIA USED IN RECEPTIVE HALF HOURS

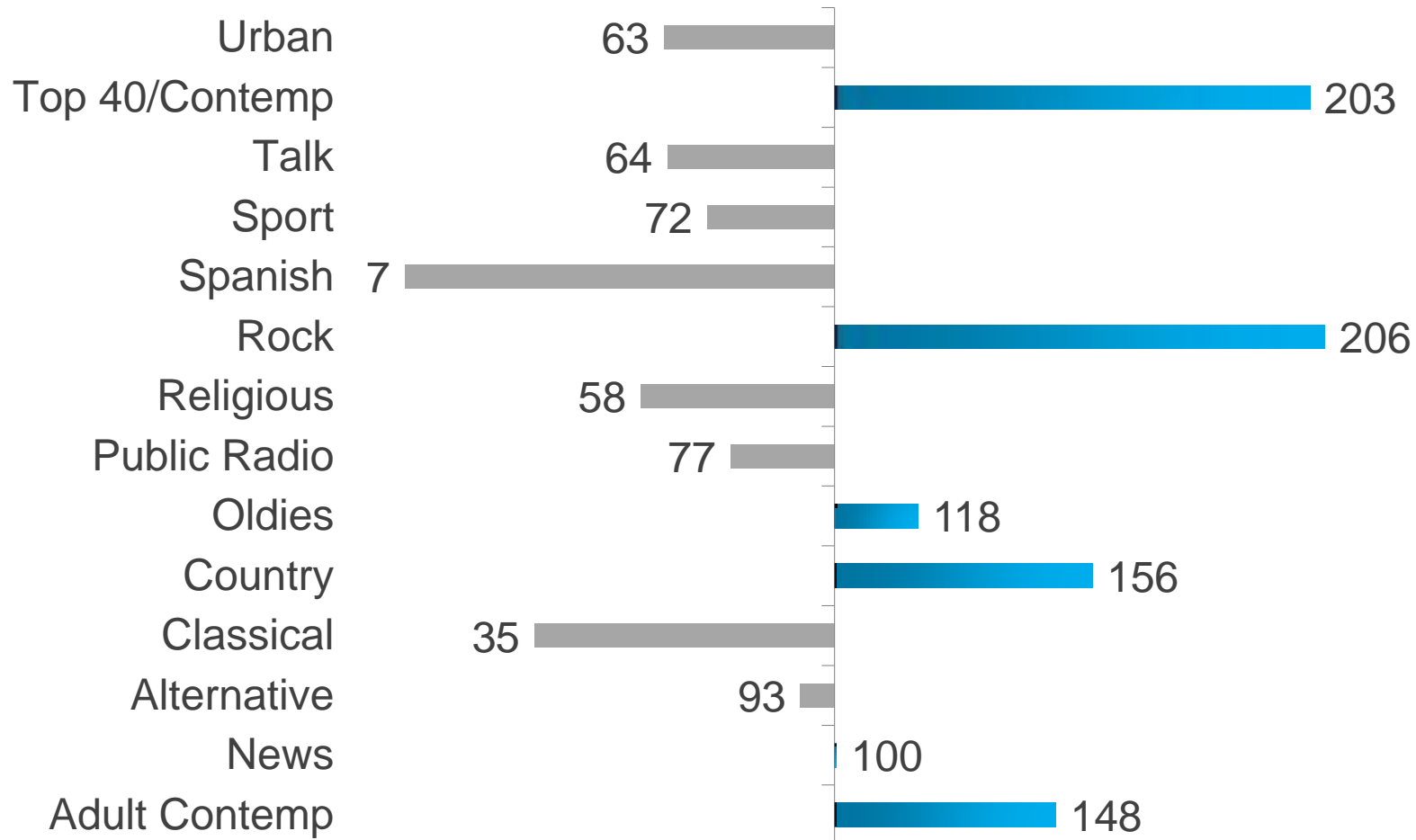


# AUTO-2'S CURRENT TELEVISION SPEND WAS ALIGNED WITH CERTAIN PERIODS OF POTENTIAL AUDIENCE RECEPTIVITY

## TELEVISION EXPENDITURES COMPARED TO RECEPTIVITY POTENTIAL INDEX BY 1/2 HOUR THROUGHOUT THE WEEK



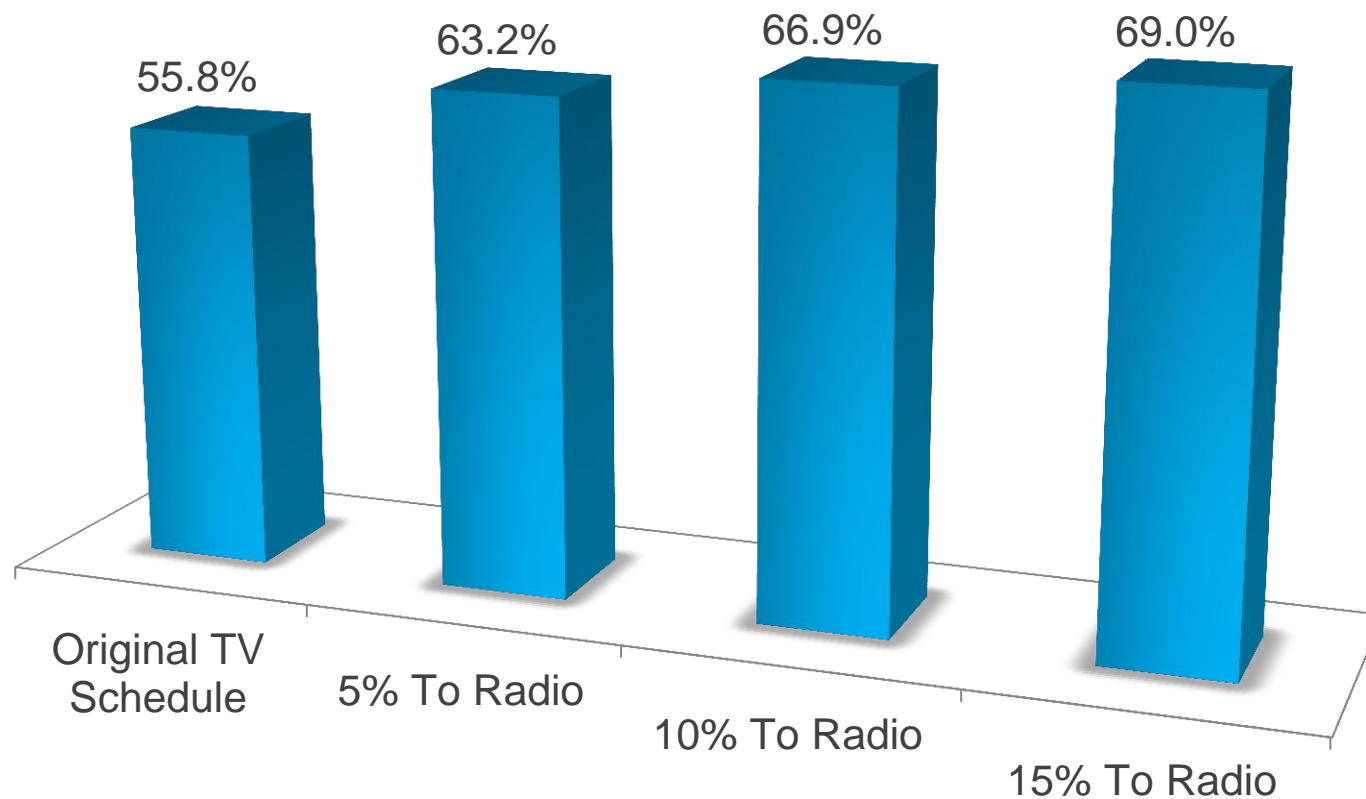
# SEVERAL RADIO FORMATS ALSO DELIVERED PERIODS OF POTENTIAL AUDIENCE RECEPTIVITY FOR AUTO-2





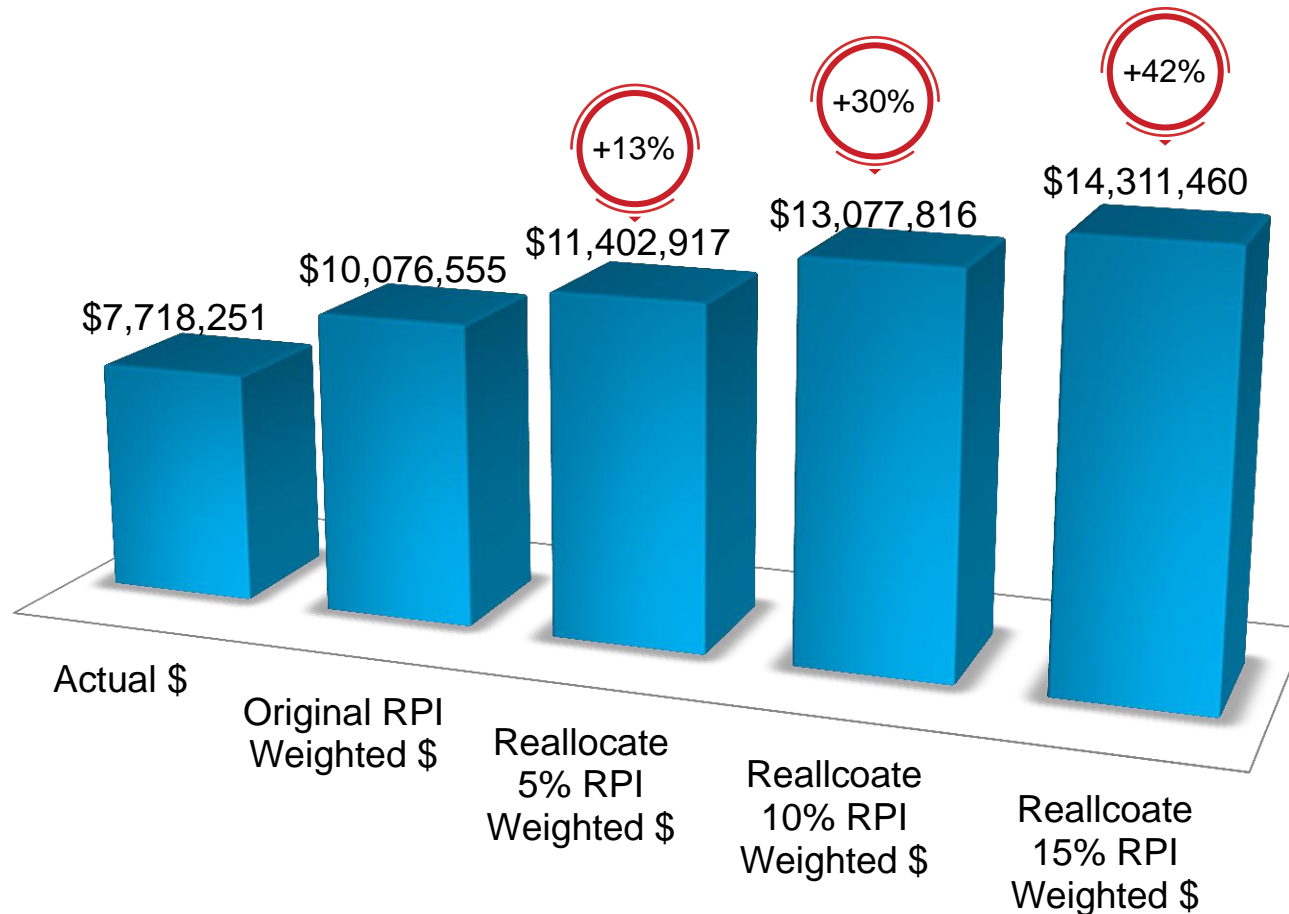
# AUTO-2'S CAMPAIGN REACH INCREASED BY 24% WHEN A PORTION OF THE TV PLAN WAS REALLOCATED TO RADIO

AVERAGE WEEKLY REACH



# REALLOCATING A SMALL PORTION OF AUTO-2'S' TV DOLLARS TO HIGH RECEPTIVITY RADIO IMPROVED POTENTIAL CAMPAIGN EFFECTIVENESS BY UP TO 42% AT NO ADDITIONAL COST

ACTUAL SPEND AND RPI WEIGHTED SPEND, ORIGINAL PLAN VS 5%, 10%, AND 15% REALLOCATION FROM TELEVISION TO RADIO



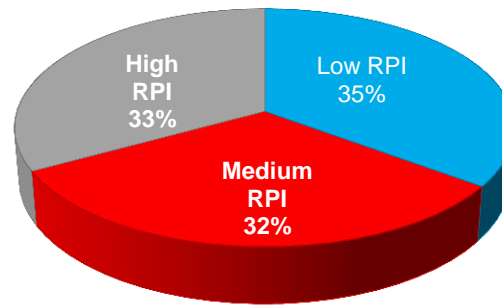
RPI – Receptivity Potential Index, a measure of target audience social-emotional context associated with moments of highest receptivity



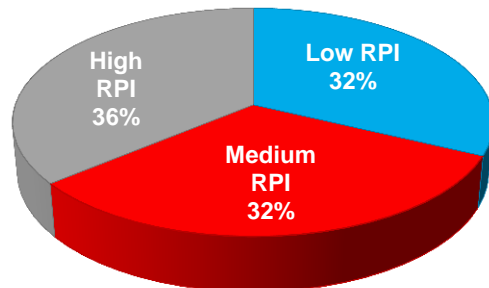
# REALLOCATING 10% OR 15% OF TELEVISION SPENDING TO RADIO INCREASED AUTO-2'S POTENTIAL AUDIENCE RECEPTIVITY ... AT NO ADDITIONAL COST

By reducing coverage of Low RPI (Receptivity) Occasions

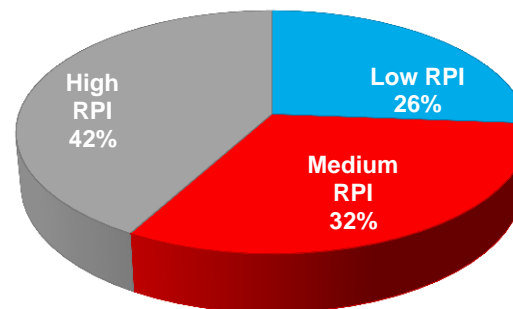
Original Schedule



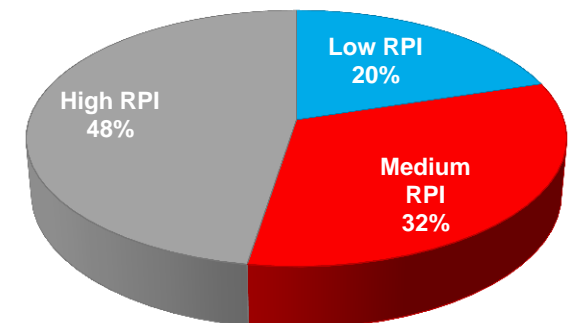
5% Reallocation



10% Reallocation



15% Reallocation



RPI – Receptivity Potential Index, a measure of target audience social-emotional context associated with moments of highest receptivity

# RADIO = REACH & RECEPTIVITY

Reallocating 15% of TV  
Spend To Radio Resulted In

...

**+24%**

**REACH**

**+42%**

**RECEPTIVITY**

The Auto-2 case study demonstrates that by holding dollars constant, but re-allocating as much as 15% of television spend into radio and occasions with increased receptivity potential, campaign effectiveness can increase substantially.

# RETAIL CATEGORY

HOME IMPROVEMENT CASE



# BACKGROUND

HOME IMPROVEMENT RETAILER SPENT CLOSE TO \$5MM ON TELEVISION DURING TWO WEEKS OF JULY 2012

THE COMPANY'S AIMS TO CONVINCED YOUNG COUPLES THAT TACKLING A BIG DIY HOME IMPROVEMENT PROJECT CAN BE FUN AND REWARDING.

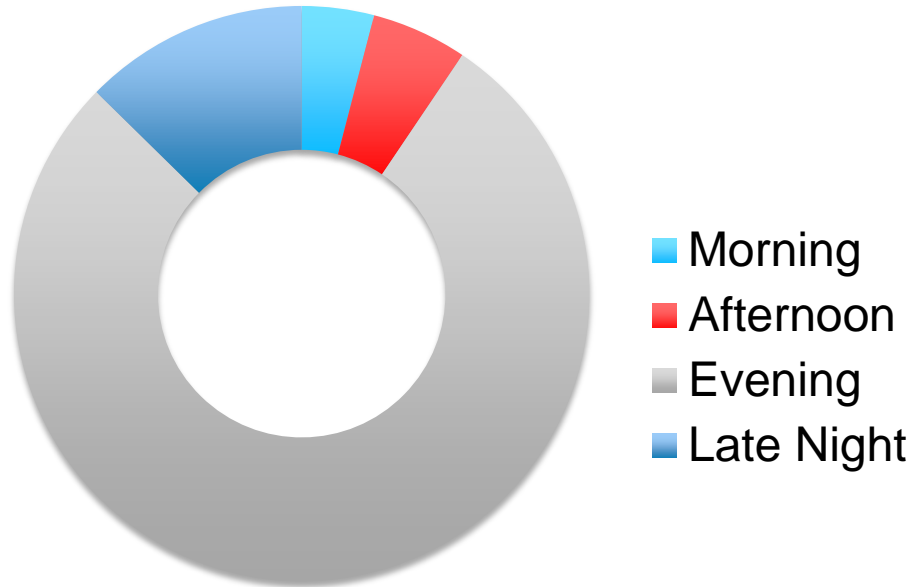
THANKS TO THE COMPANY, YOU CAN CREATE SOMETHING BEAUTIFUL AND FEEL PRODUCTIVE AND SUCCESSFUL.

“NEVER STOP IMPROVING; MAKE IT BEAUTIFUL.”



# HOME IMPROVEMENT COMPANY'S TV SPEND – RAN HEAVILY IN EVENINGS AND MID-WEEK

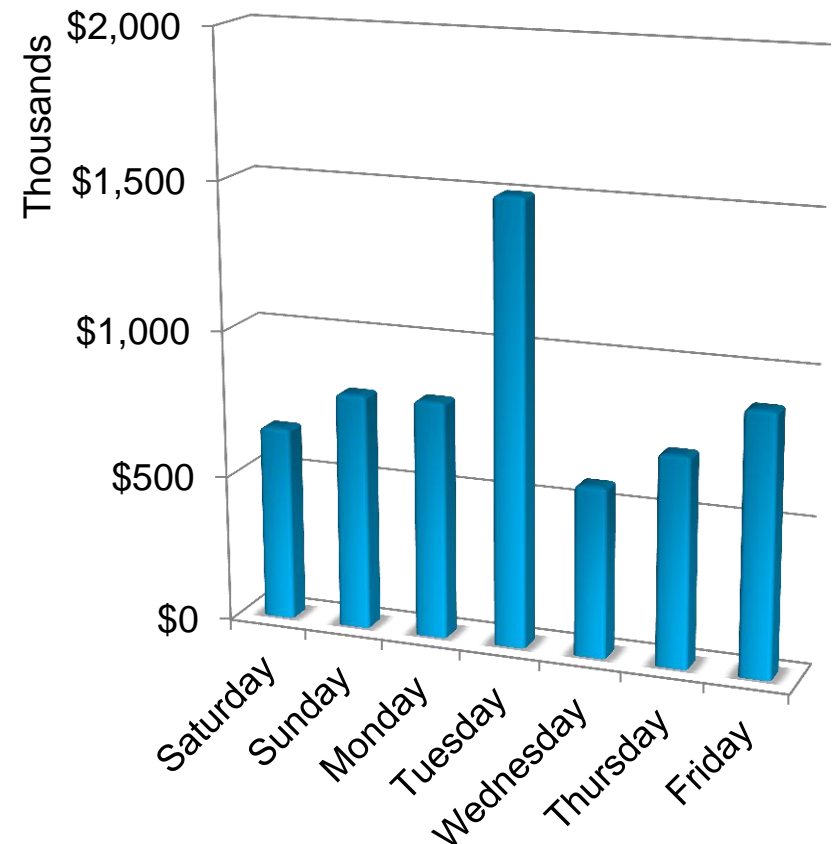
## TV SPEND BY TIME OF DAY



Note:  
Morning – 6a-9:59  
Afternoon – 10-3:59  
Evening – 4-10:59  
Late Night 11-11:59

\*Source: Kantar, Two weeks, July 2012

## TV SPEND BY DAY OF WEEK



Note: Also ran 2 spots in MLB's All Star Game on Tuesday, July 10



# INCREASING POTENTIAL AUDIENCE RECEPTIVITY FOR HOME IMPROVEMENT COMPANY

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GIVEN CAMPAIGN OBJECTIVES, THE COMPANY'S AUDIENCE MAY BE MORE RECEPTIVE TO THEIR DIY PROJECT MESSAGES WHEN SPOUSES/PARTNERS ARE TOGETHER, IN POSITIVE, ALERT MOODS AND EMOTIONALLY UPBEAT...

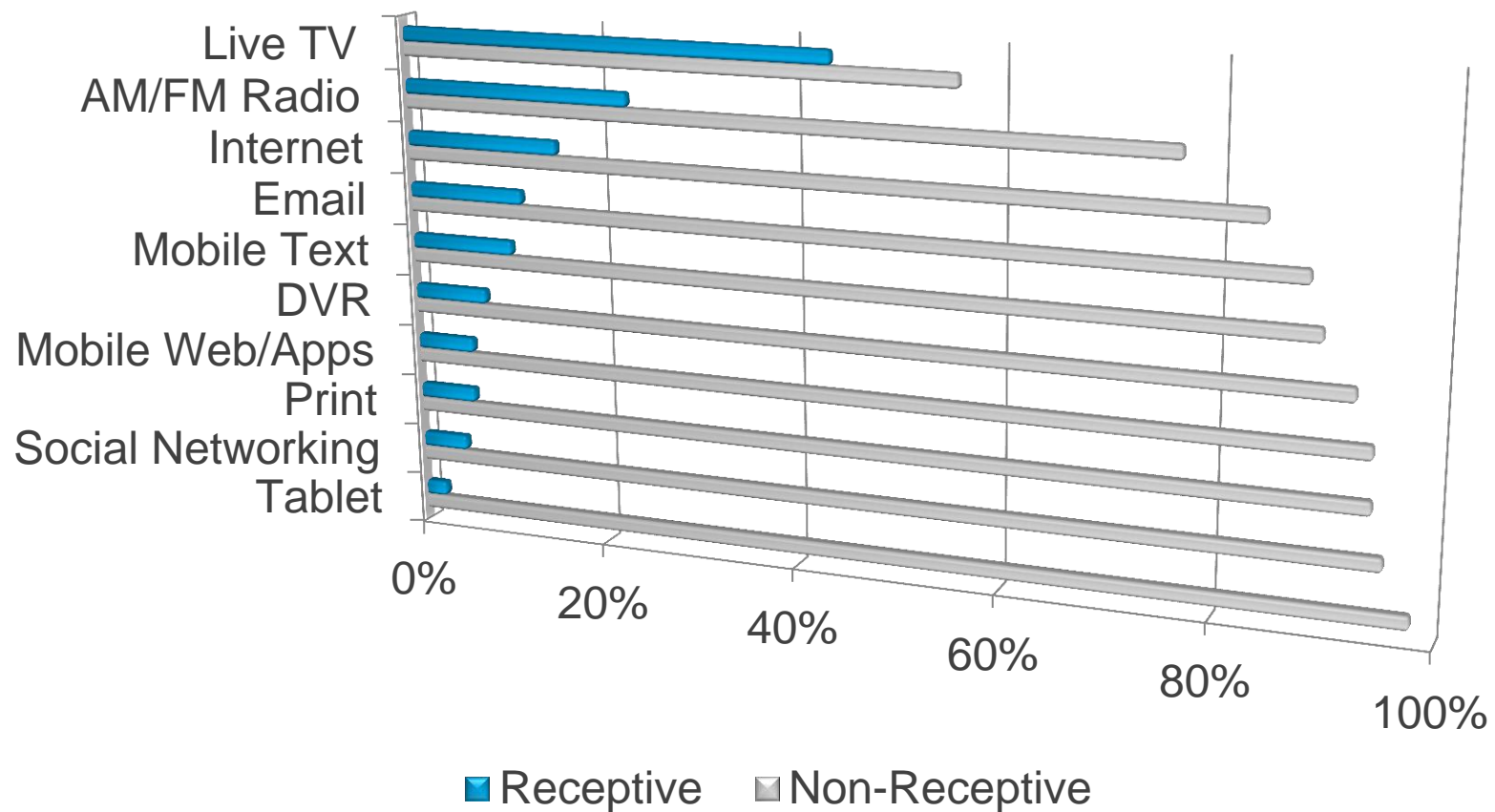
MBI TOUCHPOINTS CAN IDENTIFY THOSE TIMES OVER THE COURSE OF THE DAY AND WEEK ... AND DETERMINE THE MEDIA IN USE DURING THOSE PRECISE MOMENTS

Receptivity Analysis: Adults (spouses/partners) together and in positive, alert moods – excited, confident, happy, loving or hopeful.



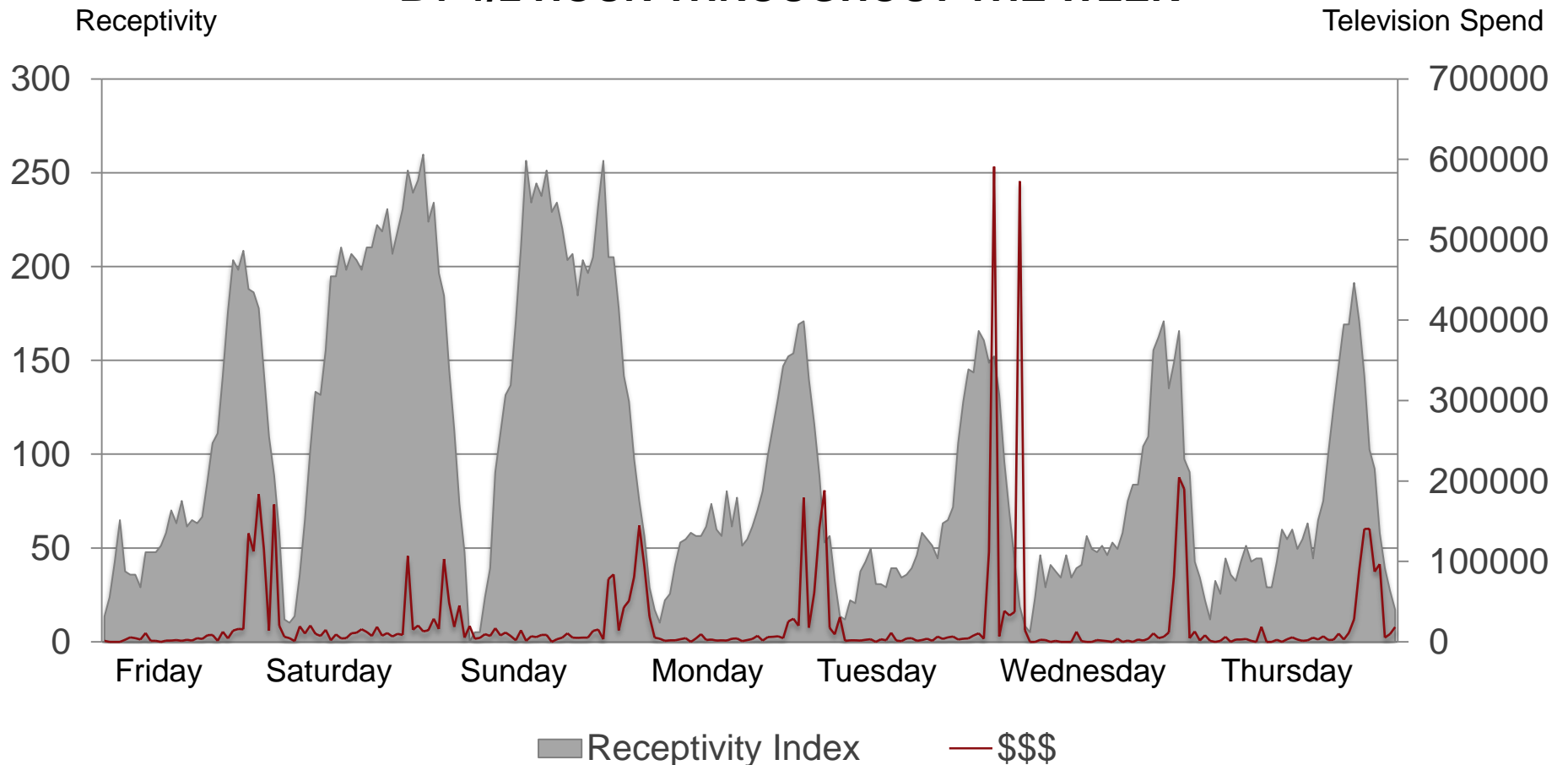
# TV AND RADIO TOP THE LIST OF MEDIA USED DURING PERIODS OF POTENTIAL AUDIENCE RECEPTIVITY FOR HOME IMPROVEMENT COMPANY

MEDIA IN USE DURING RECEPTIVE HALF HOURS

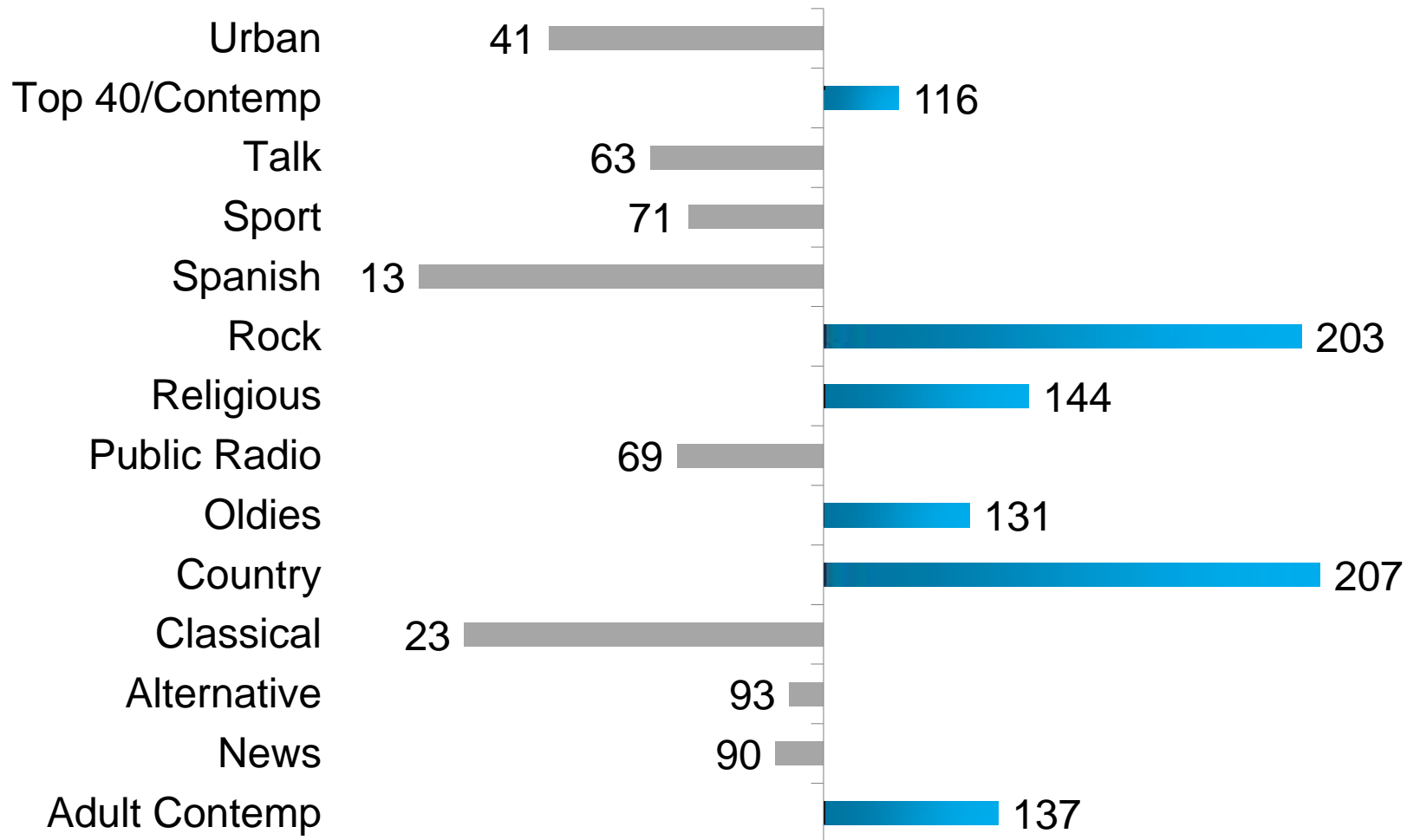


# HOME IMPROVEMENT COMPANY'S TELEVISION SPEND WAS ALIGNED WITH SOME PERIODS OF POTENTIAL AUDIENCE RECEPTIVITY

## TELEVISION EXPENDITURES COMPARED TO RECEPTIVITY POTENTIAL INDEX BY 1/2 HOUR THROUGHOUT THE WEEK

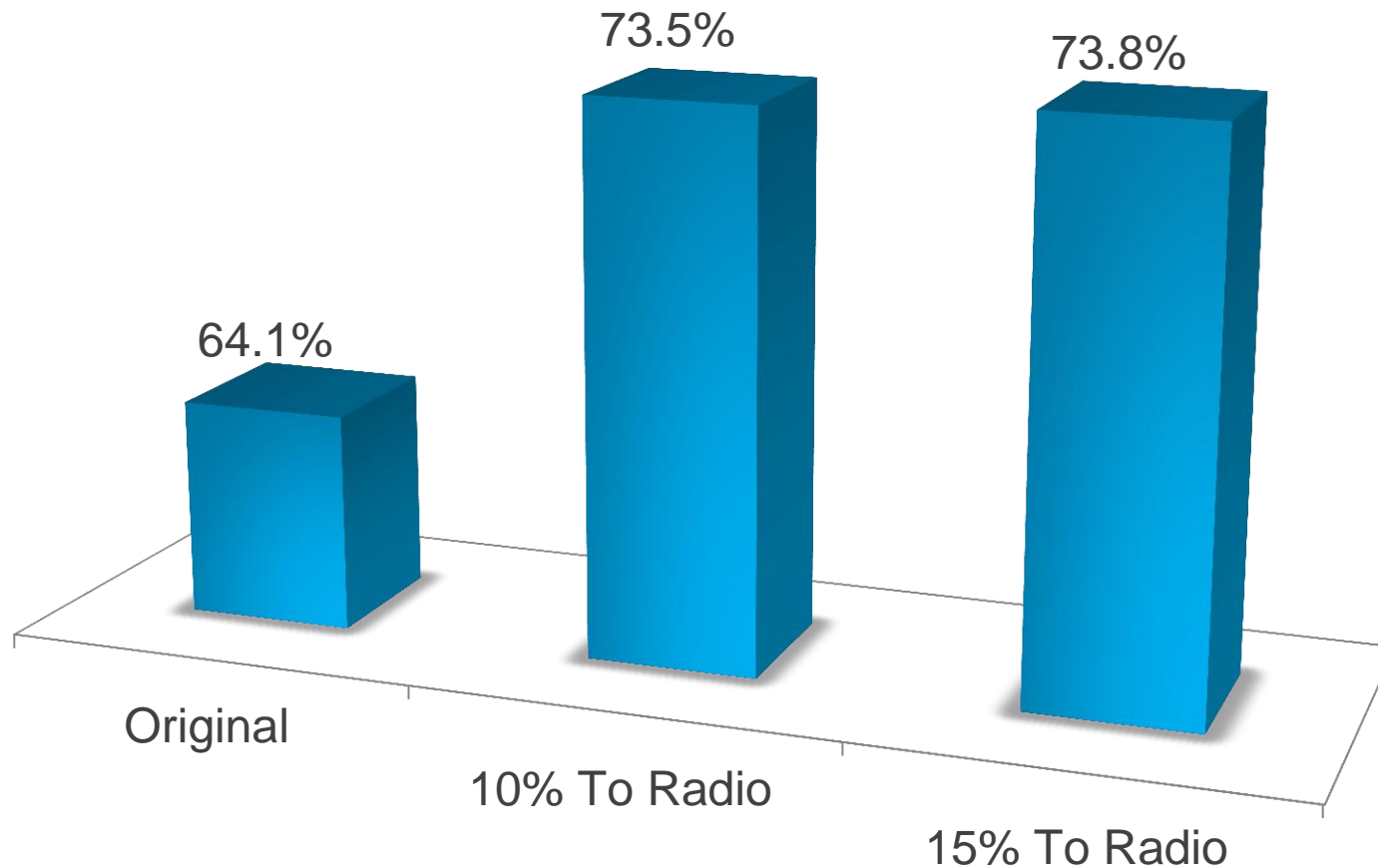


# COUNTRY, ROCK AND ADULT CONTEMPORARY RADIO FORMATS ALSO DELIVERED POTENTIAL AUDIENCE RECEPTIVITY



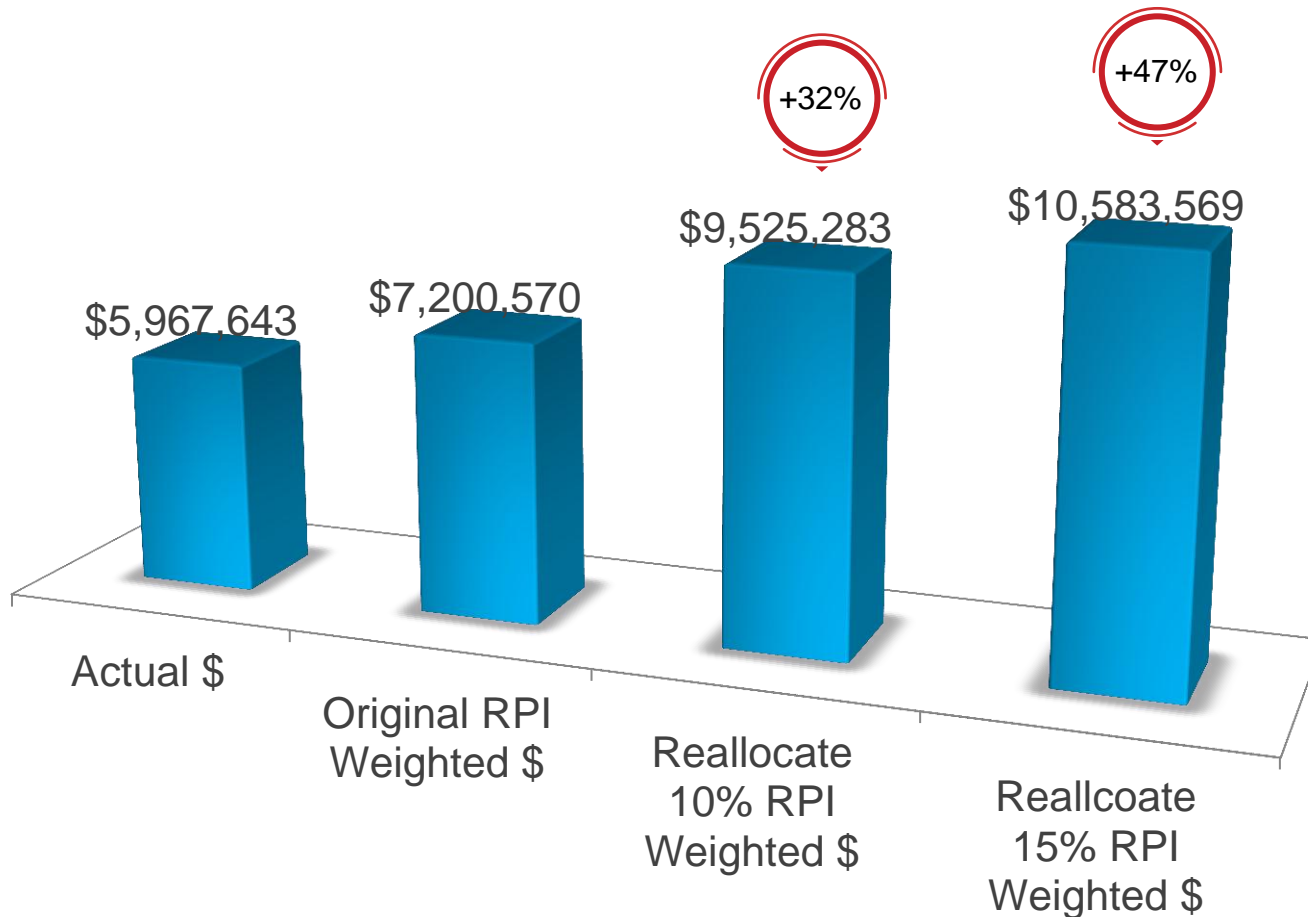
# HOME IMPROVEMENT COMPANY'S CAMPAIGN REACH INCREASED BY 15% WHEN 15% OF THE TV SPENDING WAS REALLOCATED TO RADIO

AVERAGE WEEKLY REACH



# REALLOCATING A SMALL PORTION OF HOME IMPROVEMENT'S TV DOLLARS TO HIGH RECEPTIVITY RADIO IMPROVED POTENTIAL CAMPAIGN EFFECTIVENESS BY UP TO 47% AT NO ADDITIONAL COST

ACTUAL SPEND AND RPI WEIGHTED SPEND, ORIGINAL PLAN VS. 10% AND 15% REALLOCATION FROM TELEVISION TO RADIO

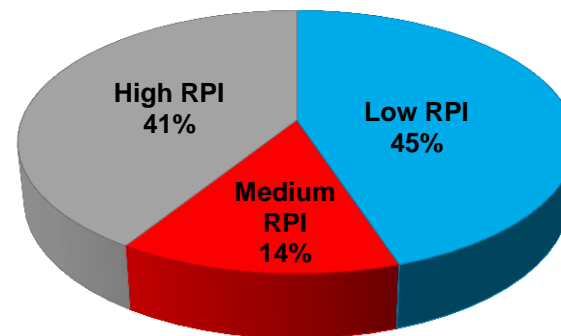


RPI – Receptivity Potential Index, a measure of target audience social-emotional context associated with moments of highest receptivity

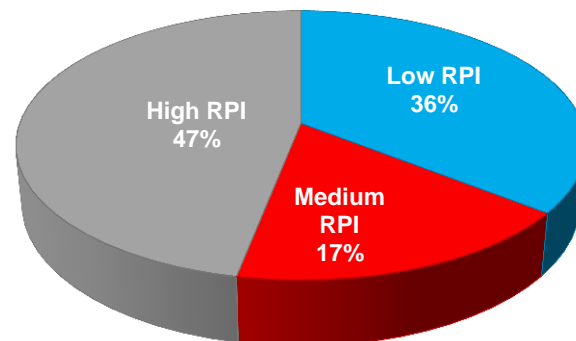
# REALLOCATING 10% OR 15% OF HOME IMPROVEMENT COMPANY'S DIY TELEVISION SPEND TO RADIO INCREASED HIGH RECEPTIVITY POTENTIAL INDEX PLACEMENTS AT NO ADDITIONAL COST

Original Schedule

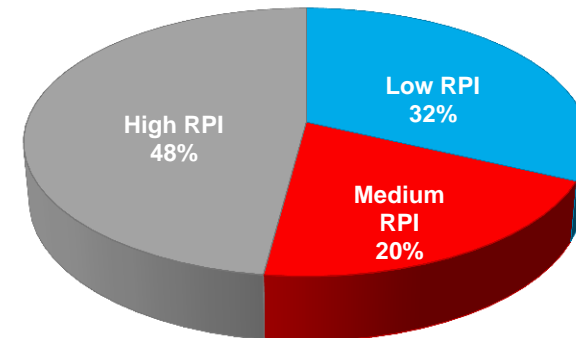
By reducing coverage of Low RPI (Receptivity) Occasions



10% Reallocation



15% Reallocation



RPI – Receptivity Potential Index, a measure of target audience social-emotional context associated with moments of highest receptivity

# RADIO = REACH & RECEPTIVITY



The home improvement case study demonstrates that by holding dollars constant, but reallocating as much as 15% of television spend into radio and occasions with increased receptivity potential, campaign effectiveness can increase substantially.

Reallocating 15% of TV Spend To Radio Resulted In ...

**+15%**

**REACH**

**+47%**

**RECEPTIVITY**