



CAPTURING PERCEPTIONS, OPINIONS AND INTENTIONS AMONG MARKETERS.

RADIO: A SOUND DECISION FOR MARKETERS

For consumers, radio plays multiple roles and fulfills various needs. It's a very intimate medium, connecting one-to-many in a way that feels like it is one-to-one. It's emotional, drawing people in through the power of storytelling. It's live and local and brings listeners and communities together with the experiences and passions they share.

This presentation provides opinion poll results among marketers and a glimpse at how radio delivers on those insights.

Source: RAB Audio Pulse Poll Ongoing - October 2019-Present among marketers at ANA Masters of Marketing Conference and select Forward articles. 6 poll modules – Radio, Media Strategy, Influencer Marketing, Voice, Creative, Podcasting

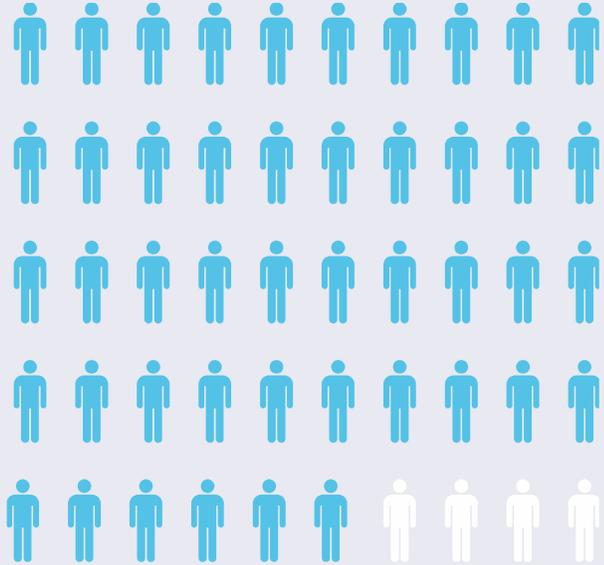
99%

of marketers polled indicate that REACH is important or very important to their brands media strategy.

Only 31% of marketers knew Radio is the #1 Reach Medium.

Source: RAB Audio Pulse Poll Ongoing October 2019-Present

RAB

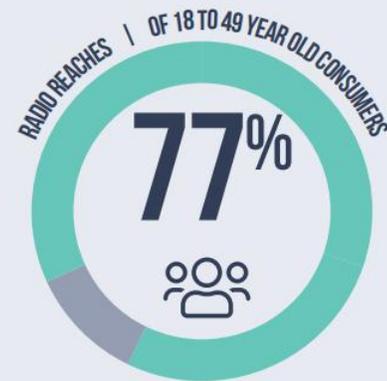
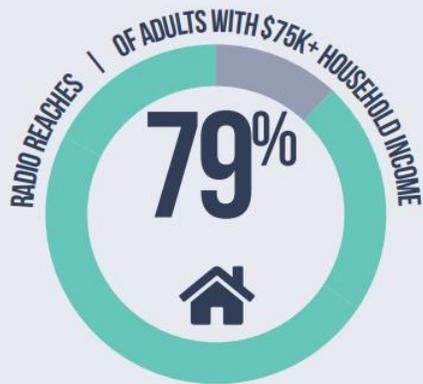


209 MILLION PEOPLE

AMERICA'S #1 REACH MEDIUM

Radio is America's #1 reach medium, connecting more adults 18 and older than social media or TV via smartphones, tablets, PCs or apps and delivering a vast amount of content wherever and whenever listeners want it – on-air, online and on-demand.

Regardless of advances in technology, radio remains the top source for music discovery and the most used audio source in car.

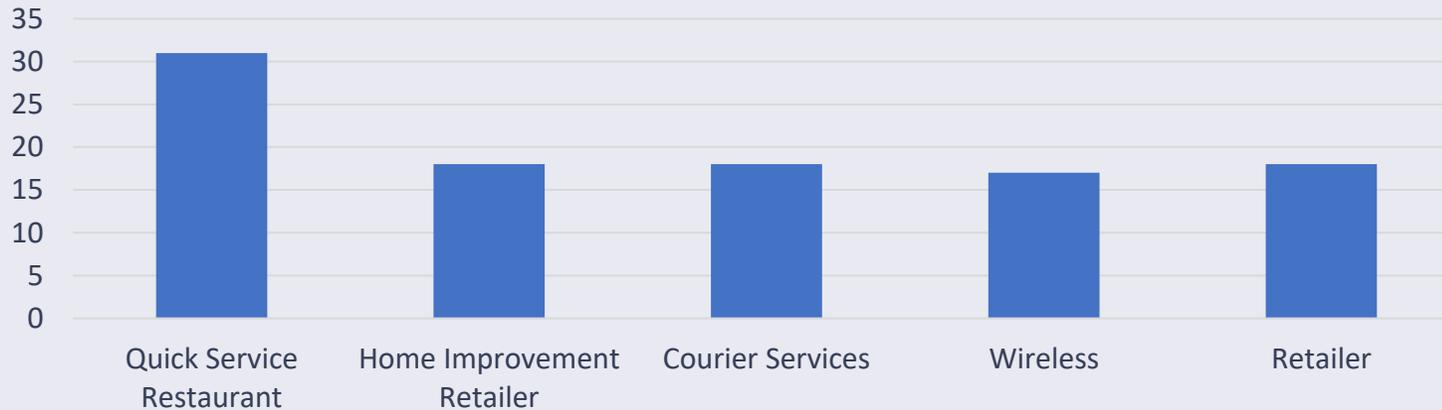


APPLYING RADIO'S REACH

A series of Nielsen cross-media studies commissioned by CUMULUS MEDIA | Westwood One finds the addition of AM/FM radio to TV plans generate a substantial lift in campaign reach. Ad occurrences from TV and radio campaigns across categories were matched to the 80,000-person Nielsen Portable People Meter panel to determine actual commercial audience exposure and precisely determine those exposed only to the TV ads, those only exposed by AM/FM radio ads, and those exposed both to both the TV and AM/FM radio ads. The resulting analysis found that adding AM/FM radio to the TV plan generates an average +20% lift in incremental reach..

RADIO ADDS INCREMENTAL REACH

Incremental reach among persons 6+



INCREMENTAL REACH GROWS AMONG YOUNGER AUDIENCES

| Category | Incremental reach by age | | | | |
|----------------------------|--------------------------|-------------|--------|--------|------|
| | P6+ | P18-34 | P18-49 | P35-54 | P55+ |
| Quick service restaurant | +31% | +46% | +30% | +32% | +31% |
| Home improvement retailer* | +18% | +42% | +35% | +25% | +11% |
| Courier services | +18% | +39% | +33% | +24% | +9% |
| Wireless | +17% | +35% | +30% | +22% | +8% |
| Retailer | +18% | +41% | +37% | +30% | +10% |



Source: Nielsen PPM Custom Analysis. Aggregate of incremental Reach Studies



A full **45%** of marketers consider radio an effective channel.

Source: Nielsen CMO Report

64% of marketers indicate they are only “somewhat” or “not enough” in the know about all that broadcast radio across platforms have to offer.

Source: RAB Audio Pulse Poll Ongoing October 2019-Present

RADIO DELIVERS MEASURABLE RESULTS.

Radio builds web and foot traffic among new users:

LEGAL

+20%

New user activity when spots aired.

AUTO SERVICE

+22%

Increase in foot traffic as a result of campaign.

PLUMBING

+2%

User lift attributed to the radio spots.

JEWELRY RETAILERS

+11%

New user activity while on air vs, off-air.

AUTOMOTIVE (7 Major Automakers)

RETAIL (32 Brands, Big Box, Department, Specialized)

TELCO (6 Carriers)

Radio Amplifies Plans

| | Adding Radio to <u>Digital Media</u> will Boost Performance by... | Adding Radio to <u>Television</u> will Boost Performance by... |
|---|---|--|
| AUTOMOTIVE (7 Major Automakers) | 2% | 6.2% |
| RETAIL (32 Brands, Big Box, Department, Specialized) | 5% | 5% |
| TELCO (6 Carriers) | 4.4% | 6.2% |

Media plans analyzed represent approximately \$200 billion.

Sources: 1) Numeric Owl, 2023/2024 RAB; 2) Audacy Meta Analysis, Relative Performance of Audio Media in the Auto, Retail, Entertainment, and Telco industries, Neustar, July 2023

Boosted performance is based on the audio's impact on other media based on the total synergistic contribution to sales.

RADIO'S POWERFUL IMPACT

Radio drives significant new patient growth for new healthcare brand.

iHeartMedia helped build brand awareness, drive web traffic and grow new patient registrations for a new healthcare brand. The brand launched in 2 markets and subsequently grew to 10 markets.

Fully integrated, multi-platform audio campaign included broadcast radio, digital audio, TTWN (Total Traffic Weather News) alongside targeted digital tactics such as email marketing, social support and location and audience-based display and video.



iHeart Analytics
Web Lift Proves
Radio's Impact



CAMPAIGN OUTPACES INDUSTRY AVERAGES
Proving the message and schedule were more effective than others in the category.



BROADCAST RADIO DRIVES INCREMENTAL WEB TRAFFIC
iHeartMedia radio ads correlated lift in brand's site traffic.



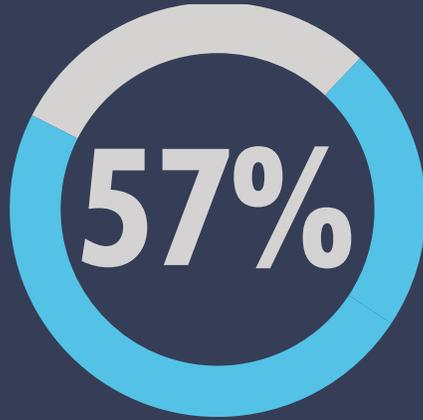
WEB LIFT INCREASES WHEN DIGITAL IS ADDED TO RADIO
iHeartMedia radio + digital marketing vs. radio-only.

72%

of marketers polled indicate that it is important or very important for their media efforts to engage locally with consumers.

Source: RAB Audio Pulse Poll Ongoing October 2019-Present

RAB[®]



OF RADIO LISTENERS

BELIEVE THAT RADIO'S PRIMARY ADVANTAGE IS ITS LOCAL FEEL.

Local radio is important to listeners. It is a trusted source for information keeping them updated on local current events.

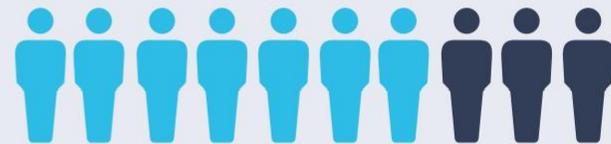
8 OUT OF 10 LISTENERS



have visited a radio personality's website in the past month.

(Source: MRI-Simmons Fall Doublebase 2024)

7 OUT OF 10 LISTENERS



have a favorite radio station

(Source: Katz Radio Group, April 2023)

MPLS

MINNEAPOLIS

Hubbard Radio has produced over a dozen Steve the Window Guy radio commercials and their interactive division produced 2 TV commercials.



When potential customers hear you on the radio they start to build a relationship with you. The relationship moves you to top of mind and new business flows from there.

Melissa Brager, Director of Operations Steve The Window Guy

HOU

HOUSTON

Cox Media Group drove awareness for an auto service parts brand among consumers and organically reach decision makers and influencers at auto shops through an integrated campaign including: 15 short form spots, targeted display and social media.



- Houston was the #1 lead source to the company's website across U.S.
- Four-year sales growth of 31% over benchmark year
- Averaged 7.75% increase in sales per year over the last 4 years

PDX

PORTLAND

Townsquare Media delivers multiple consumer touchpoints for a local restaurant to drive lunch sales and support local charities. The integrated promotions includes an on-air sponsorship of the station's iconic "Two for Tuesday" content, a "Lunch for Good" promotion featuring a charity of the month and a "Seize the Deal" promotion of gift cards.



- Average 20% lift in sales
- Increased foot traffic
- 75% lift in new user traffic to the website
- Raised money for local Maine charities
- Sales of 500-1,000 gift cards

79%

of marketers consider Radio station on-air personalities as celebrity influencers.

85%

say **TRUST** is the most important quality they look for in an influencer.

Source: RAB Audio Pulse Poll Ongoing October 2019-Present

RAB[®]



The foundation of the strong emotional connection consumers have with their radio stations is driven by their favorite radio station personalities on their favorite radio station.



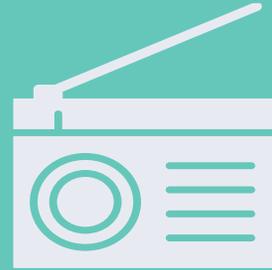
79% of adults 18+ consider radio station personalities to be very trustworthy/trustworthy.

Source: Katz Radio Group 2024 Media Trust Study

82%

of radio personality's/station/program website visitors are radio listeners.

Source: 2024 MRI-Simmons Fall Doublebase



60% OF RADIO LISTENERS are interested in connecting with their favorite on-air talent.

Source: Jacobs Media, Techsurvey 2024, Radio in the AI Era

RADIO

DROVE A 14% INCREASE In total web traffic to a liquor brand's site and the endorsement spots performed better than the liquor category norm of 4.3%.

Source: Katz Analytics, AnalyticOwl Study for Liquor Brand 2024



62% of podcast listeners prefer hearing a host-read ad.

Source: Cumulus Media and Signal Hill Insights Podcast Download - Fall 2023 Report

INFLUENCERS OUTPERFORM

Regional Utility Company partnered with Katz Radio Group to leverage radio for the first time to build awareness and drive website traffic and online engagement for their Home Services division.

The company ran a mix of :30 brand spots, :30 endorsement spots and :15 traffic sponsorships.

The campaign has resulted in a 21% lift in website traffic directly attributed to radio.

Radio personality endorsements outperformed campaign averages by 13%.



+21%



LIFT IN WEB TRAFFIC
ATTRIBUTED TO RADIO

+13%



ENDORSEMENTS
OUTPERFORMED
CAMPAIGN AVERAGE

+21%



DAILY WEB TRAFFIC
INCREASE ON-AIR
DAYS VS. OFF-AIR

RELEVANCE & RELATIONSHIP DRIVES OUTCOME

A pest control advertiser partners with Cox Media Group Atlanta to reach niche demographics to drive their business.

Radio personalities selected to endorse the brand are based on the trusted, familial relationships they have with listeners.

During COVID-19, this advertiser made a conscious decision to continue to invest but pivot messaging weekly to provide listeners the peace of mind and comfort they needed as news and moods shifted. For example:

- African-American consumers were hypersensitive towards PPE and in-home activities so the Urban format personality focused on these aspects.
- Families relate to families so the Adult Contemporary station influencer included his wife and young son in the ads talking about their time in quarantine.
- Reports from the news/talk station were informative and educational in tone focused on precautions and safety measures.

+11%



**LIFT IN WEB TRAFFIC
ATTRIBUTED TO RADIO**

(Source: LeadsRX March 11-June 24)

+11%



**APRIL/MAY 2020
SALES GROWTH (YOY)**

(Source: Pest Control Advertiser)

+31%



**JUNE 2020
SALES GROWTH (YOY)**

(Source: Pest Control Advertiser)

80%

of marketers polled agree their brand needs to establish audio cues on radio for the growing adoption of voice-activated devices.

Source: RAB Audio Pulse Poll Ongoing October 2019-Present

Smart Conversations Drive Sales

Enablement of conversational and actionable audio advertising through smart speakers.

The smart speaker hears the broadcast and invites continued conversation.

46% of listeners who heard an ad for Pizza Hut spoke to their Alexa device, engaged in a dialogue which led to receiving a discount code on their phone.

19% of listeners who heard a prompt to sign up for an Infiniti test drive, expressed interest.

1.2%+ voice click (voice CTR/impression to Skill conversion) among listeners who heard a podcast ad for the NBC show, Quantum Leap. Skill engaged listeners with an Alexa voice experience to learn more about the show and requested a link to their smartphone to download the NBC app.

RAB

SMART CONVERSATIONS DRIVE SALES

Enablement of conversational and actionable audio advertising through smart speakers.

The smart speaker hears the broadcast and invites continued conversation.

+46%

of listeners who heard an ad for Pizza Hut spoke to their Alexa device, engaged in a dialogue which led to receiving a discount code on their phone.

+19%

of listeners who heard a prompt to sign up for an Infiniti test drive, expressed interest.

+1.2+%

voice click (voice CTR/impression to Skill conversion) among listeners who heard a podcast ad for the NBC show, Quantum Leap.

57%

of marketers polled do not think the quality of radio ad creative is as good as ad creative for other media.

Source: RAB Audio Pulse Poll October 2019-Ongoing

AD AGENCY RESEARCH ON STORYTELLING FOUND:

Audio ads drive 21% stronger emotions than visual ads

Audio ads drove 50% more emotional peaks than visual ads

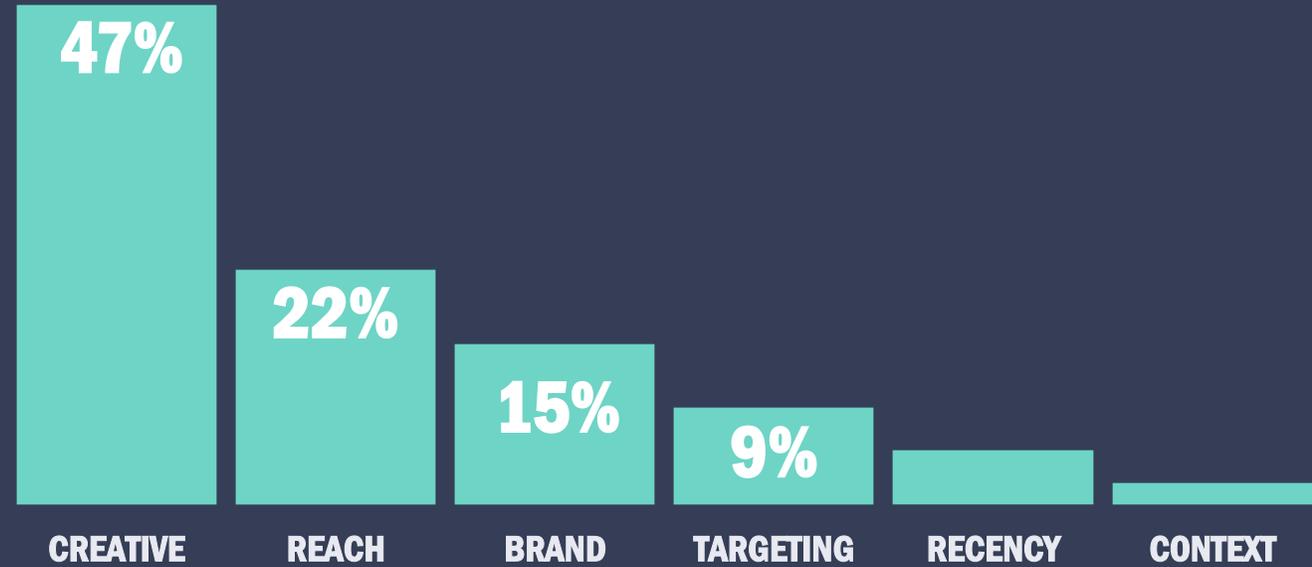
Audio ads have a consistent increase in emotional engagement for a brand than visual-only ads

Audio makes call-to-action ads a uniquely positive emotional experience

Source: MindShare Neurolab, 2019; 90 adults 18-54

RAB[®]

CREATIVE IS THE MOST IMPORTANT FACTOR FOR DRIVING SALES



(Source: Nielsen Catalina Solutions. Nearly 500 campaigns across all media platforms, 2016-Q12017)



Tell Stories



Female voices work



Tone matters



Disclaimers influence purchase intent



Consider radio format



Sonic branding and music



Localize and personalize



Timing Counts

THE RIGHT STORY DRIVES RESULTS

#1

Volume dealer in New Hampshire as a result of the radio campaign.

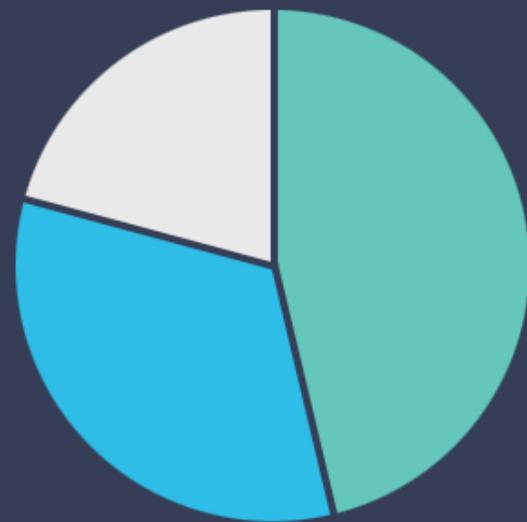
A local independent automotive dealership located 2 miles from a hospital needed to gain share while supporting first responders during the pandemic.

Maintained 100% of radio spend, switched copy to promote 0% / 84-month financing.

Townsquare Media added bonus support by running a separate message promoting free oil changes for first responders.

In three weeks, they booked 100 free oil changes that directly led to 6 new car sales. In addition, they have grown market share to #1 volume dealer in March and April.

ONE MESSAGE 3-WAYS DROVE RESULTS



| | |
|-----------------|----|
| TEXT FEMALE | 69 |
| TEXT MALE | 49 |
| AFFORDABLE SPAN | 31 |



Beasley Media Group in Ft. Myers, FL partnered with an Air Conditioning Company to run an off season campaign to generate incremental activity and sales.

Beasley created 3 campaigns personalized and customized with the station formats and target audiences in mind (female, male, Hispanic adults).

In just one week of advertising on Beasley radio, traffic to the Air Conditioning Company's website jumped from an average of 500 visits to 2,037 visits.

RADIO

Radio across platforms provides the targeted, trusted media environment to reach and engage consumers with the power of the brands' voice to drive results.



**RADIO
UNITES**



**RADIO
HELPS**



**RADIO
INFORMS**



**RADIO
ENTERTAINS**



**RADIO DRIVES
RESULTS**

THANK YOU

To learn more about how Radio can drive your brand goals forward follow us and contact us!

Subscribe to the Radio Matters blog and Radio on Main Street Podcast at:
www.RadioMatters.org

Opt-in to receive the Matter of Fact newsletter at: www.rab.com

Visit: www.rab.com/thisisradio

Like and follow us on social media

  @RadioAdvBureau

 Radio Advertising Bureau

Reach out – any time, any way:
Tammy Greenberg - tgreenberg@rab.com | 212-681-7208

RAB[®]