

THE #1 MEDIUM TO DRIVE WORD OF MOUTH

Word of Mouth Drives Sales

Purpose:

Measure radio's impact on creating viral brand conversations or word of mouth.

Key Findings:

Radio drives more weekly brand conversations than any other media regardless of category.

Radio leads to purchase

More than half of brand conversations among heavy radio listeners lead to purchase intent. **Higher than average!**

51%

Of brand conversations among Heavy Radio Listeners result in

Intent to purchase

That's ahead of the national avg. (49%)



Radio performs particularly well in:

Auto +14%
Sports +13%
Telcom +10%
Technology +9%
Beverages +5%
Healthcare +5%

Key Takeaways:

- Heavy radio listeners have 4.7 billion weekly brand conversations – more than heavy users of other media: social media (3.8B), TV (2.6B), newspapers (2.6B) or magazines (2.4B).
- Fifty-one percent of brand conversations among heavy radio listeners result in intent to purchase.
- Heavy radio listeners are more likely to be brand influencers than users of any other media.
- Radio is highly trusted and is emotionally engaging.