

RADIO BOOSTS BRAND CONSIDERATION

Double digit increases for Financial Institutions

Financial institutions

**Radio drives
brand consideration**

Radio boosts brand consideration

2 financial institutions (banks) studied. Radio targeted consumers.

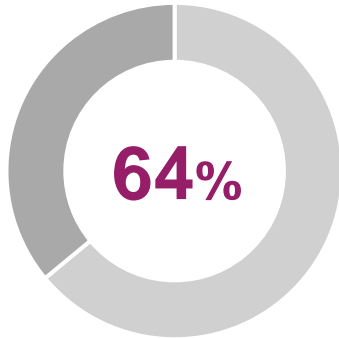
INCREASE IN CONSIDERATION TO OPEN AN ACCOUNT



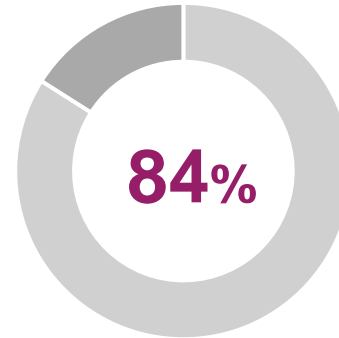
Radio listeners react **to financial ads**

Listeners are overwhelmingly open to banking ads and likely to take action after hearing them.

% OF RADIO LISTENERS WHO AGREE WITH STATEMENT



Radio advertising could encourage me to **learn more** about a bank and opening an account in the future.



It is smart for financial companies to use radio advertising to make people aware of their offerings.

THIS!
IS RADIO

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