

RADIO ADVERTISING GENERATES SIGNIFICANT SALES AND PROFIT GROWTH

Effectiveness endures with AM/FM radio

Purpose:

Measure the sales effect of AM/FM radio ads for marketers who use the medium compared to those who do not.

Key Findings:

Radio drives significant lifts in market share, pricing power, sales, profits, and ROI.

AM/FM radio's enduring role in effectiveness

Peter Field, one of the “godfathers of marketing effectiveness,” reports major differences in business outcomes for marketers who utilize AM/FM radio advertising versus those who don't:

+13%

greater **mental availability**, the propensity of a brand to be noticed and thought of in buying situations

+28%

larger **market share**

+42%

lift in the number of companies reporting **large profits**

+23%

increased **return on marketing investment**

Key Takeaways:

- Marketers must focus on both converting existing demand/sales activation and creating future demand/brand building to grow sustained sales and profits.
- AM/FM Radio is proven to increase mental availability by 13% among consumers in buying situations.
- Radio increases brand trust by a staggering 58%
- Short term sales effect increases 13% for brands using AM/FM radio compared to those that do not.
- Market share increases 28% among marketers using radio.
- The return on marketing investment in radio is an average increase of 23%.

Source: Peter Field Radio's Enduring Role in Effectiveness, Radio Centre Ireland, October 2023;
IPA Databank, 2000-2022 for-profit cases