



BRAINSIGHTS



## HOW DOES IT WORK?

**Brainsights** measures people's subconscious responses to audio or visual content. Respondents wear headsets over their left frontal lobe that measure brainwaves on a second-by-second basis using EEG (electroencephalography).

Three specific mental states have been found to influence advertising results:

**ATTENTION:** Does it get attention? Is the target group responding to the advertising and to what degree?

**CONNECTION:** Associated with higher-order thinking. More important than attention. Are consumers responding to the product/service being offered?

**ENCODING:** Is the information in the ad being stored in the respondent's memory? When they are in a buying situation, will they remember the advertiser?

Please contact your CBS account representative or a member of the Insights department for additional information. [www.radiocbs.com](http://www.radiocbs.com) © BRAINSIGHTS 2018

## THE CBS BRAINSIGHTS STUDY - 2018

100 RESPONDENTS | 8 CATEGORIES | 32 RADIO ADS ANALYZED

### RADIO DELIVERS MEMORABILITY FOR ADVERTISERS



### RADIO IS MORE MEMORABLE THAN TELEVISION



### RADIO OUTPERFORMS DIGITAL IN CONNECTION AND ENCODING



## PEOPLE REMEMBER RADIO ADS

When compared to TV and digital ads, radio ads perform better on encoding. In general, TV performs poorly on encoding. Radio and TV work well together to provide memorability for advertisers.

Digital ads get higher attention scores because of targeting and optimizations. However, radio performs better than digital on connection and encoding.

Younger audiences also connect with and remember radio ads. In general, millennials are platform agnostic and accept content delivered across different channels.

## COMING SOON

**How does radio perform across categories?** We take a look at Health & Beauty, Movies, Automotive, Entertainment, eCommerce and Retail.

**What creative performs best on radio?** We examine what makes great radio creative.