

# CBS Brainsights Research

Brainsights results demonstrate that Radio is just as effective at getting the listener's attention and making a connection on an emotional level as audio and video combined. Radio's advantage is its ability to connect with the listener and create positive brand memories- leading to brand salience.





- Brainsights research uncovered radio's ability to deliver brand messaging as effectively as TV and Digital on all three key measures
- 2020 results are consistent with Brainsights 2018- highlighting the superior encoding ability of radio
- 2020 also showed that Radio is more powerful at breaking through to deliver messages that resonate deeply with consumers
- As a result Radio excels at driving brand-building as evidenced by compelling maximum emotional connection scores across all categories
- Deeper emotional connections on Radio happened across both gender and age groups (A18-34/A35-64)
- Radio excels in traditional radio categories Auto, Finance, QSR and Retail
- Brainsights 2020 confirms that radio delivers at similar levels to TV in the non-traditional CPG category










## What is Neuromarketing Research?

Brainsights is a Canadian company and a world leader in neuro-marketing measurement. Brainsights analyses human reactions to advertising, by recording neural activity through EEG technology.

Brainsights focuses on three core metrics to create a Neural Engagement Score.

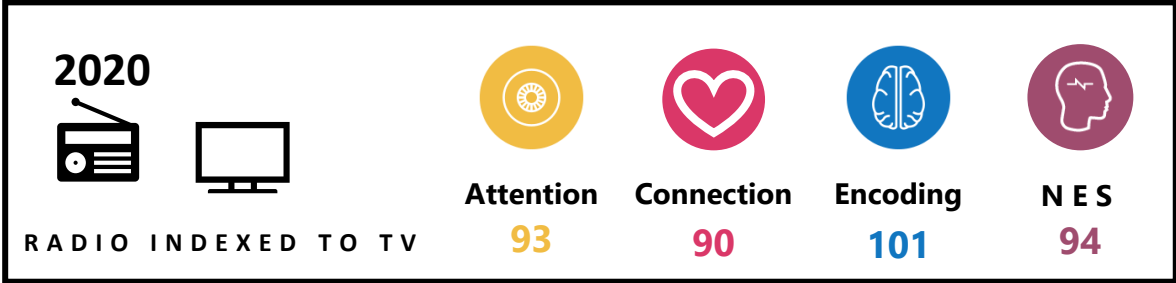
	ATTENTION	DOES THE AD CAPTURE ATTENTION	BREAKTHROUGH
	CONNECTION	IS THERE A DEEPER RELATIONSHIP	INTENT/ CONSIDERATION
	ENCODING	IS THE AD BEING COMMITTED TO MEMORY	BRAND/ PRODUCT LINK
	NEURAL ENGAGEMENT	MEASURES CONTENT EFFECTIVENESS	CONTENT IMPACT

<b>2018</b>							
	INDEX TO AVERAGE (TV/DIGITAL/RADIO)			<b>Attention</b> 100	<b>Connection</b> 100	<b>Encoding</b> 108	<b>NES</b> 103



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BRAINSIGHTS 2020 is a head-to-head comparison of radio and television creative in the same campaign.



## Category Neural Engagement Scores



Neural Engagement is a measure of the decision-making mind of the consumer.

**NES**

QSR INDEX	94
FINANCE INDEX	92
AUTOMOTIVE INDEX	99
E-COMMERCE INDEX	95
CPG AVERAGE INDEX	94

## Radio ads elicit much stronger emotions from consumers

- On average, Radio creates a deeper emotional impression than TV – Max Connection moments are + 23% higher on Radio vs TV
- Higher positive emotional response results in more positive encoding of the brand
- Deeper emotional connections on Radio happen across both gender and age groups
- Radio is more powerful at breaking through clutter to deliver messages that resonate deeply with consumers

**Powerful emotional stories can be communicated on Radio creating positive retention of brand messaging!**

- Brainsights 2020 confirms that Radio performs on par with TV, indexing between 92% and 99% of similar content on television.
- Consistent performance across all categories, including CPG, establish RADIO as an effective medium for reaching consumers and communicating key brand messages.

Go to <http://www.radiocbs.com/> for more details or contact your CBS rep to arrange a presentation.

