



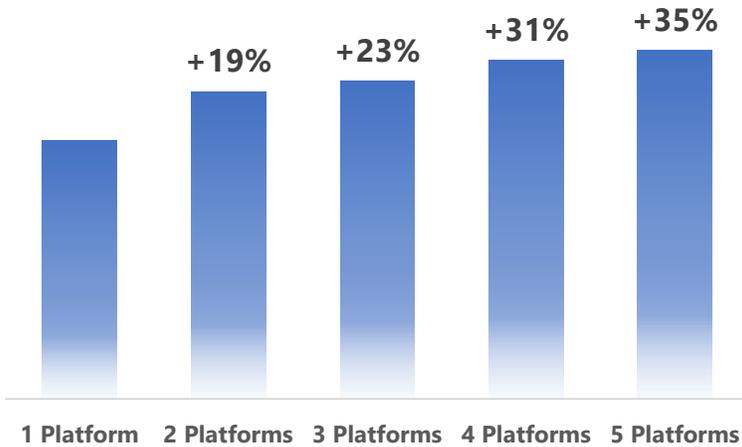
AM/FM Radio Makes Your Digital Campaign Better

October 2022

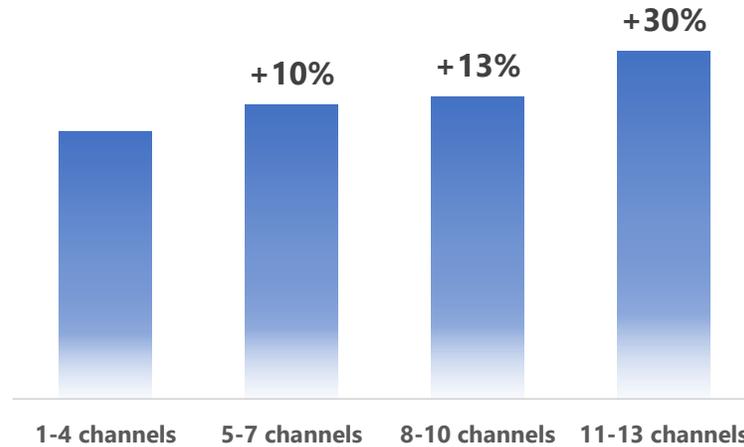


IMPORTANCE OF AD-SPEND ACROSS MULTIPLE PLATFORMS

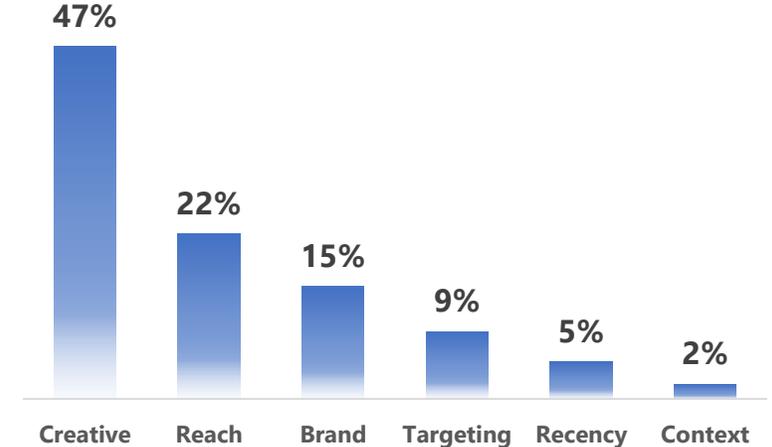
INCREMENTAL ROI BY ADDING PLATFORMS



INCREMENTAL EFFECTIVENESS BY ADDING MEDIA PLATFORMS



WHAT CONTRIBUTES TO SALES LIFT ON ALL MAJOR MEDIA PLATFORMS?



Advertising Research :

- Spending across multiple platforms delivers greater ROI than any single platform
- The **greater the number of advertising platforms, the greater the ROI**

World Advertising Research Center:

- The greater the number of media platforms, the greater the marketing effectiveness
- As **more advertising channels are used, effectiveness goes up**

Nielsen:

- Biggest drivers of sales effect are **creative and reach**
- 22% of sales lift was generated by **reach** > **targeting** at 9%
- The way to **grow reach in the media plan is adding media platforms**

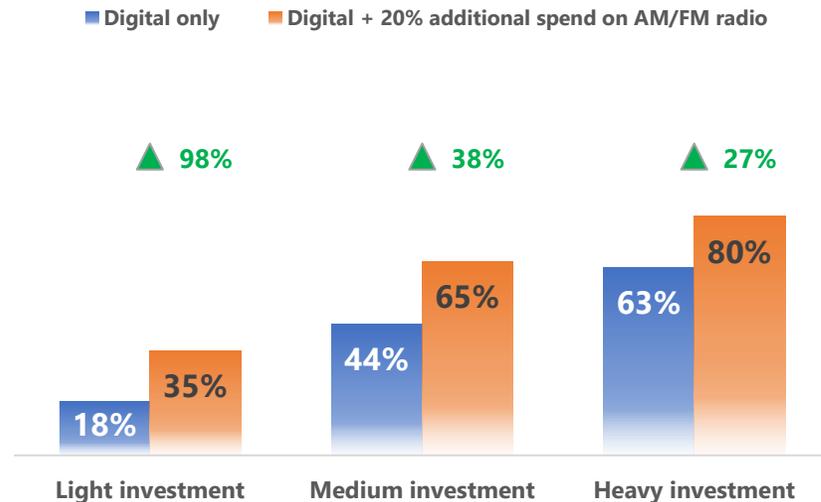


DIGITAL & AM/FM RADIO WORK WELL TOGETHER: AM/FM RADIO IS A REACH ACCELERATOR

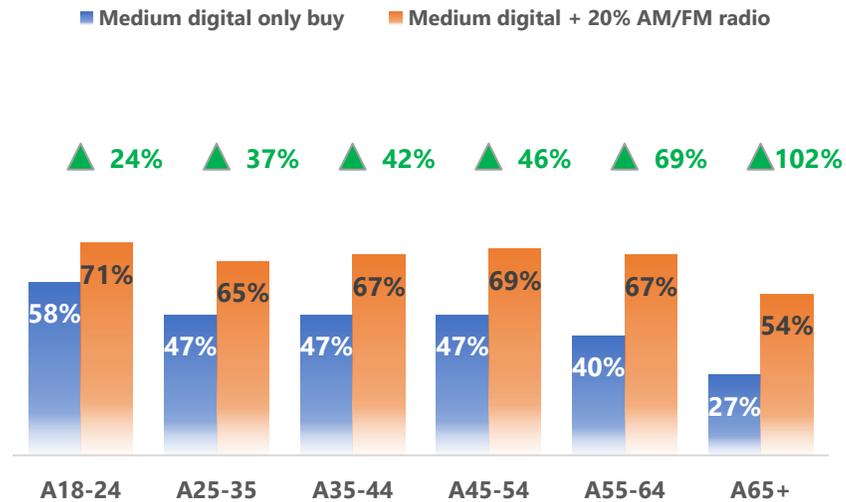
Nielsen Media Impact:

- Additional spend on AM/FM radio on the existing digital plan **boosts media optimization platform** on heavy, medium, and light digital campaigns
- Increasing the ad budget to add AM/FM radio to the existing digital campaign results in an eye-popping **incremental reach across all investment levels & age groups**
 - Greater reach lift occurs with **smaller digital campaigns (almost double)**
 - Greater reach lift for **more mature age groups (40% or more for adults aged 35+)**
- Campaign reach also **explodes when AM/FM radio is introduced** into a TV and digital media plan

A25-54, MONTHLY REACH BY INVEST. LEVEL



DIGITAL VS. DIGITAL + RADIO, WEEKLY REACH



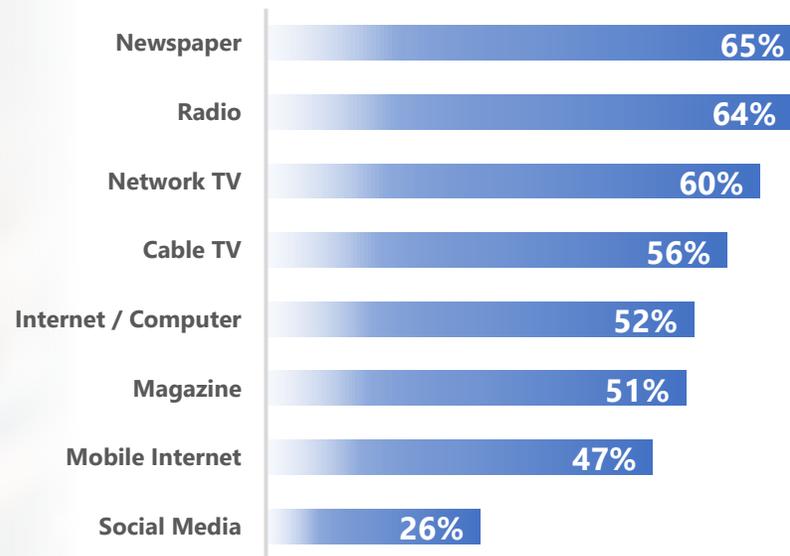
Read as:
A medium digital-only campaign reached 44% of the market. Adding 20% additional investment on AM/FM radio to the plan generated a +38% increase in campaign reach.

A medium digital-only campaign reached 47% of adults aged 35-44. Adding 20% additional investment on AM/FM radio to the plan generated a +42% increase in adult 35-44 campaign reach.

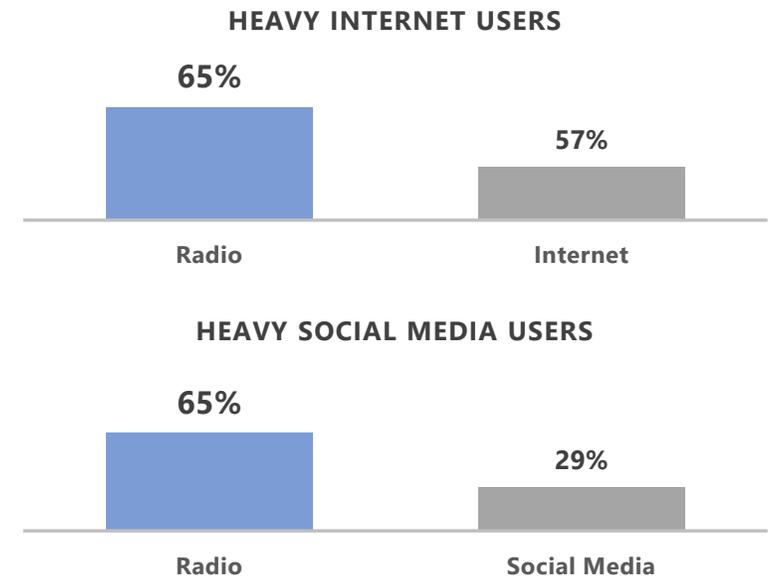


TRUST TOWARDS RADIO OVER OTHER MEDIA

% OF ADULTS CONSIDERING MEDIA TYPE TO BE VERY TRUSTWORTHY / TRUSTWORTHY



% OF HEAVY USERS OF DIFFERENT MEDIA CONSIDERING MEDIA TYPE TO BE VERY TRUSTWORTHY / TRUSTWORTHY



Katz Radio Group Analysis:

- Radio is **one of the most trusted media**. Almost 2 in 3 finds that radio is trustworthy, **23% more than Internet / computer, 36% more than mobile Internet and 2.5 times that of social media**
- Radio is also **a trusted media for super fans or super users of other media**. Regardless of people's media consumption behavior, radio holds on to around two thirds of their trust



APPENDIX: RADIO AND INTERNET AUDIENCE PROFILE

	Heavy AM/FM Radio listeners	Heavy Internet users
Median age	51	41
Annual income	70K	89K
Full-time employed	51%	58%
≥1 children in home	35%	35%
% Using social media	83%	91%
% Aged 18 – 34	20%	38%
% Aged 35 – 54	40%	39%
% Aged 55+	40%	24%

Nielsen Scarborough:

- Digital and AM/FM radio works well together because their **audience profile is very similar**

