

# radioGAUGE Canada

CBS is the exclusive provider of radioGAUGE research in Canada

## radioGAUGE Benchmarks

### Unprompted Brand Awareness

- Respondents exposed to radio were 11% more likely to recall the advertised brand than those exposed to all media **except radio**.
- A good recall score can translate into a competitive advantage at point-of-sale for CPG products or when consumers are building a "brand consideration list" for bigger ticket items.

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### Campaign Awareness

- Radio lifts awareness of all advertising.
- Consumers exposed to a brand's radio advertising as part of the media mix are 38% more likely to recall advertising for that brand via any medium!

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### Brand Connection

- Radio builds relationships. Consumers exposed to the radio campaigns tested are 38% more likely to strongly identify with the advertised brand.
- When consumers identify with a brand, they are much more likely to buy that brand!

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### Brand Consideration

- Consumers exposed to radio advertising are 34% more likely to strongly agree that they would consider buying the brand being advertised.
- Increased brand consideration = increased sales.

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### What is radioGAUGE?

- Ongoing radio advertising measurement in Canada since 2011
- Provides customized effectiveness learning for individual campaigns
- Confidential study shared exclusively with the agency and advertiser
- 17 categories / 100 campaigns tested to date
- Database of 80,000 respondents to date

### What does radioGAUGE provide?

- Competitive assessment by category
- Campaign results benchmarked against market sector competitors
- Comparative category intelligence based on client input
- Recommendations for improving performance of creative
- Two proprietary questions available for custom research
- Individual PowerPoint debriefs for every campaign tested
- Brand level results add to Canadian benchmarks

### What is the radioGAUGE methodology?

- INDEPENDENT third-party research company-DRG
- Conducts all research on behalf of RadioCentre in the U.K., plus partners in Ireland, South Africa, Australia and C.B.S. in Canada
- 15-minute online survey conducted by Dynata, an award-winning digital data collection specialist
- 800 respondents per advertiser
- 5 campaigns tested per study, 3 times a year, using robust test and control methodology
- Sample base: Adults 18-64
- Nationally/Provincially representative: Gender/ Age / Region

### How do I join radioGAUGE?

- Minimum GRP levels of 100 GRPs per week in PPM markets
- Minimum of four PPM markets in campaign, including Toronto
- Minimum 2-week campaign
- **Intention to share results with client**

CONTACT YOUR CBS SALES REPRESENTATIVE FOR MORE INFORMATION

Category Results: summaries available [www.radiocbs.com](http://www.radiocbs.com)

