



Audio Integrations go beyond Brand sell to Break Through the Consumer Filter!

- 1.Audio Integrations Surpass Brand sell to Engage Consumers?**
- 2.Break Through Consumer Filters with Audio Integrations?**
- 3.Beyond Brand sell: Audio Integrations Capture Consumer Attention?**

PROVING IT WORKS

Higher engagement drives consumer response

46% of Canadians have visited a website, gone to a store or attended an event after hearing an on-air discussion.

Provides context, credibility and improved brand equity

39% of Canadians feel radio is more personal than any other media and believe online streaming does not replace radio.

PROVING IT WORKS

Conveys a more in-depth brand story

Radio personalities are trusted influencers

46% agree their favourite AM/FM radio personalities are opinion leaders they trust and almost two third of listeners are tuning in to hear their favourite radio hosts.

BRANDED CONVERSATIONS

What is it and how does it work?

- Branded conversations are influencer-curated brand messaging meets the scale of radio.
- Seamless delivery as part of AM/FM announcer break.
- A station and host are selected based on the product and target audience.
- Client provides communication points and hosts personalize the content into an organic discussion.
- Happens a few times a week over several weeks during a campaign.
- Social media extensions are available.
- Often runs in conjunction with brandsell.
- 3-4 weeks lead-time to arrange.



Peloton Branded Conversation



**Tostitos Break Takeover/
Branded Conversation**

AUDIOCAST SERIES

What is it and how does it work?

- Cast your message to the masses via engaging short-form content.
 - Seamless delivery as part of AM/FM announcer breaks.
 - Pre-recorded and plays like a short form, branded podcast.
 - Contextually relevant to client values and priorities.
 - Entertaining and often educational for the listener.
- Pre-recorded to be provide consistent messaging across stations.
 - Often runs with sequential creative over several weeks.
 - 3-4 weeks lead-time to arrange.



**Green Leaf Greenhouses
Audiocast :60**

REMOTES

What is it and how does it work?

- On air host sets up on site of your local business to support special sale or grand-opening.
- 5 days prior to being on site, a schedule of 30sec pre-promo spots runs on air to inform the public of the event.
- While on site for 3-4 hours, host can engage with customers in store and listeners on air with contest or giveaways.
- 60sec live cut-ins are done from the location to further engage listeners to visit the location.
- Limited availability and often booked on Saturday or Sunday.
- Ideally booked 4 or more weeks in advance of an event.

HOST READ BRANDSELL

What is it and how does it work?

- Pre-recorded brandsell ads read by host and played in their show.
- Seamless delivery as part of AM/FM announcer break.
- Based on product and target audience a station and host in market is selected as an ideal fit.
- Radio hosts bring communication points to life in their own style and voice.
- These can be 15sec, 30sec or 60sec spots.
- Can run in conjunction with brandsell.
- 2 weeks lead-time to arrange.

CONTENT ADJACENT TAGS

What is it and how does it work?

- Live or recorded to sound live by on-air host.
- Delivered adjacent to premium content such as:
 - Sports
 - Weather
 - Traffic
 - Agricultural Reports
- Often runs as part of a shorter call to action campaign.
- Provides 7 to 10 seconds of branded messaging.
- 1 week lead-time to arrange.

NATIONAL VOICE

What is it and how does it work?

- Client/Agency consultation around content direction and purpose.
 - Full-service production of the podcast.
 - Distribution across all platforms.
 - Option for client to provide in show experts to validate the content.
- AM/FM radio amplification to drive awareness and downloads.
 - Contextually relevant to client values and priorities.
 - 5 to 7 weeks lead-time to arrange.
 - Scalable by number of episodes.



HOST ENDORSEMENTS

What is it and how does it work?

- Pre-recorded scripts read by selected host.
 - Delivered as part of AM/FM commercial break.
 - Host in market is selected based on listener profile and client preference.
 - Radio hosts bring communication points to life in their own style and voice with personal endorsement of the product or company.
- These can come in 15sec, 30sec or 60sec spots.
 - Can run in conjunction with a brand spot as part of the same commercial stop-set.
 - 2-3 weeks lead-time to arrange.
 - Runs on the host's station.



ON-AIR PRIZING/GIVEAWAYS

What is it and how does it work?

- Engage with listeners through an on-air call in game brought to them by your client.
- Requires a minimum of 5 x \$100 gift cards per station as the giveaway is done daily by the same hosts Monday-Friday.
- Programming tries to build a game or contest related to the client/product.
- Traveller trivia for a vacation or airline client.
- Name that themed tune for a movie release
- Requires a \$5,000 station investment in brandsell to unlock.
- Ideal to run sequentially across different stations over several weeks.
- Often come with a "brought to you by" or 15sec commercial spot before or after the segment.
- Requires 3 weeks advance notice .



STATION/MARKET TAKEOVER

What is it and how does it work?

- Blanketing a station or series of stations with curated messages that tie together in a story or themed conversation.
- Often aligned with a popular on-air show or time of day like the drive home (5pm-6pm)
- By dominating the commercial space your messaging effectiveness is heightened.
- Using host read spots and longer form commercials you can tell a story.
- Ideally executed in medium to smaller markets.
- Requires 5-6 weeks lead time and is a seasonal offer.