

February 2021

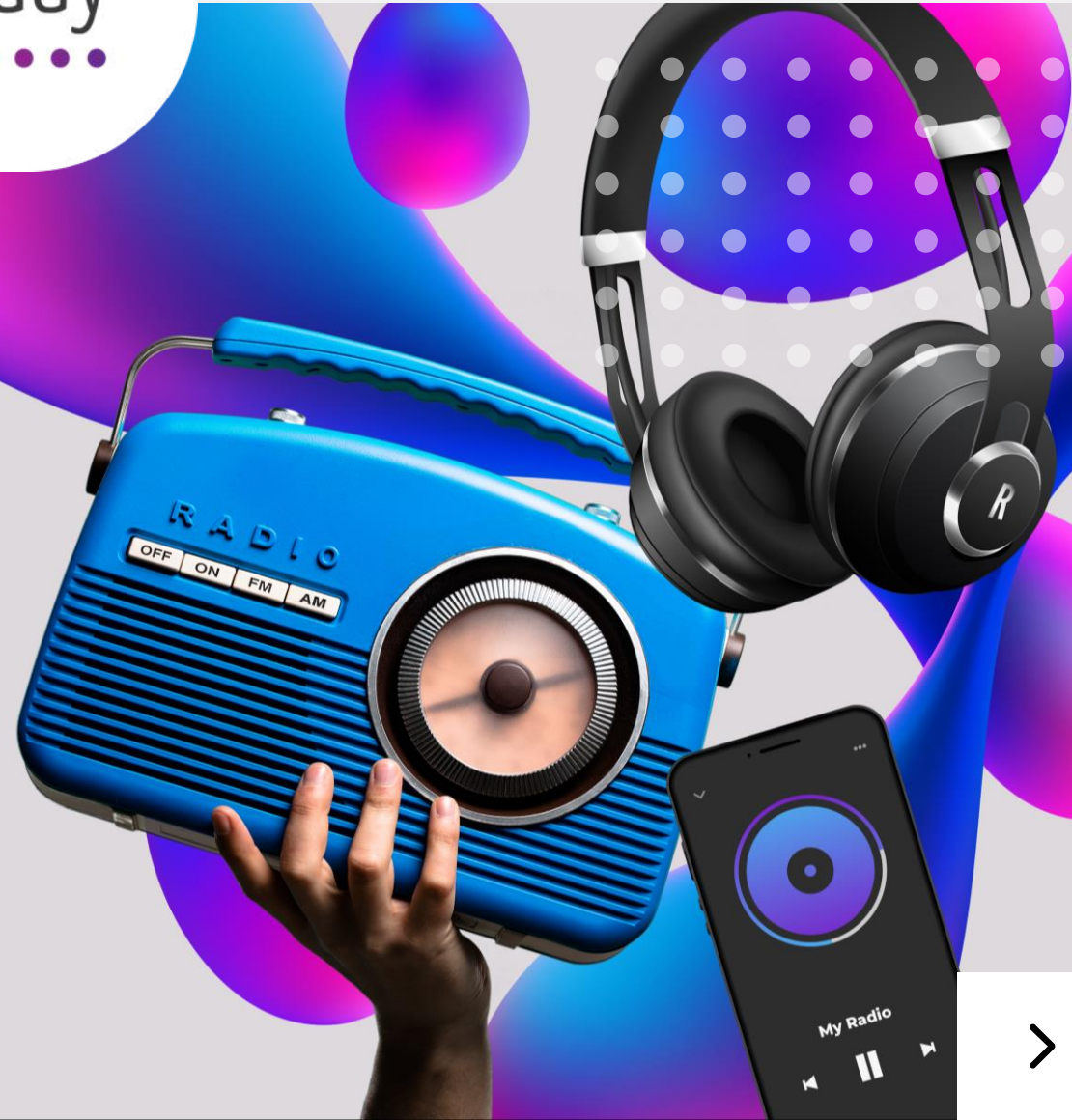
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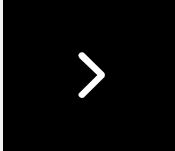
worldRADIOday  
13 February

[www.egtaradioday.com](http://www.egtaradioday.com)

# The sound of success.

How radio boosts your business.





### 1. Reach & Listening

Reach and time spent listening are as strong as ever. Radio allows brands to reach millions of people on a daily basis.



### 2. Targetability

Radio targets the right people at the right time with the right content.



### 3. Multiplatform & mobile

Audio is everywhere and radio is the most mobile medium.



### 4. Companionship

Radio is a hands-free, eyes-free medium present in unique moments throughout the day.



### 5. Engagement

Radio brings communities together to inform and entertain. Radios develop a strong relationship with listeners, enabling advertisers to engage them in an intimate & personal setting.



### 6. Multiplier

Radio has a unique campaign multiplier effect in the media mix.



### 7. Activation & ROI

Radio drives immediate activation and generates strong ROI - a perfect match for call-to-action campaigns getting tactical messages to air quickly and building frequency.



### 8. Brand builder

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Brands that advertise on radio in times of crisis - win.



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Audio innovations in ad tech and data create new and exciting opportunities for marketers.

# The sound of success

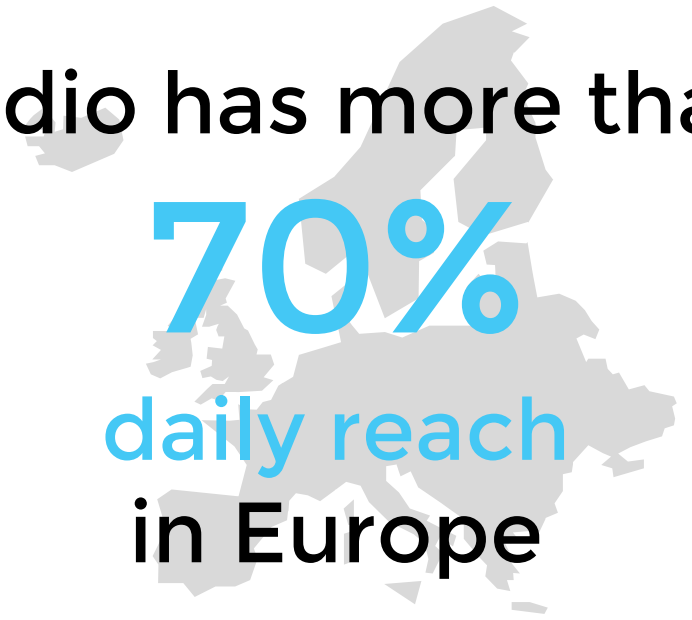
How radio boosts your business.

# 1. Reach & Listening

Reach and time spent listening are as strong as ever. Radio allows brands to reach millions of people on a daily basis.

Radio has more than

**70%**  
daily reach  
in Europe



European radio  
listeners listen on  
average to

**3 hours 19 min**  
of radio every day

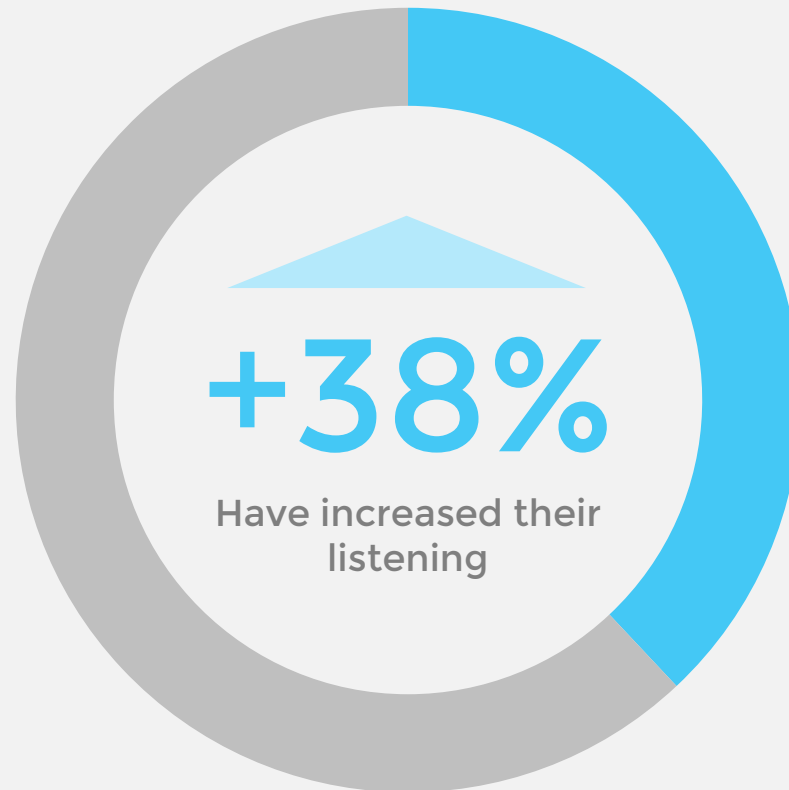


# Staying strong during the Pandemic

## Listening on radio

Commercial radio listeners are listening to more radio than before pandemic.

## UK - Radio listening



38% of listeners tuned in to radio for one hour 45 minutes a day longer than during the pre-lockdown period



# Staying strong during the Pandemic

## Listening online

The intensity of audio usage increased remarkably since the beginning of the COVID crisis.



+22%

More listeners of online  
radio in Germany\*



+36%

More listeners of online  
radio in Belgium\*\*



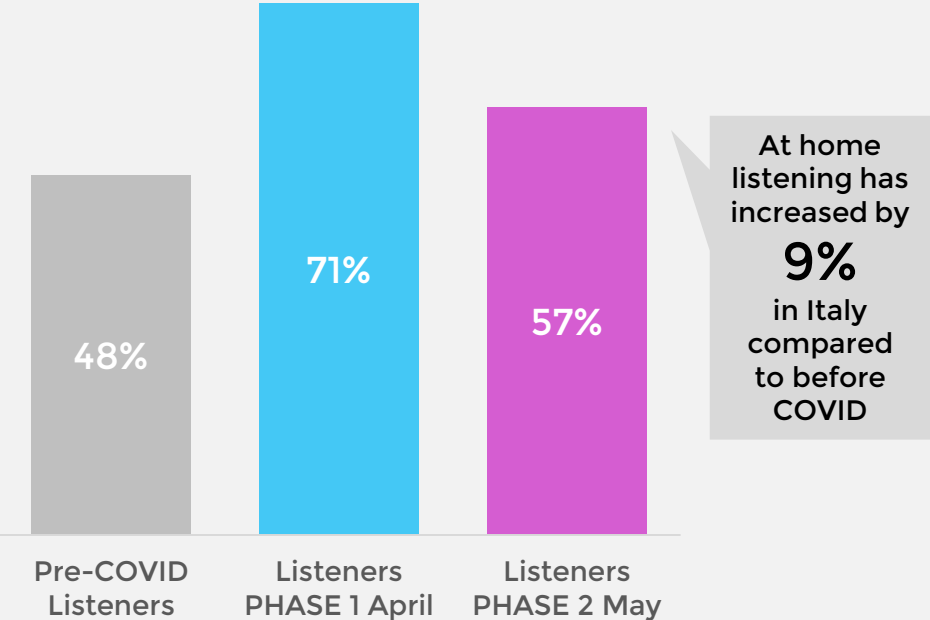


# Staying strong during the Pandemic

## Listening at home

Listening to radio at home grew significantly over the course of the pandemic.

Italy – listeners listening to radio at home\*



**+26%**

Americans spend more time listening to radio at home\*\*



Source: \*GfK, Listening to the radio at the time of Covid, \*\*Nielsen, [link](#)

# 2. Targetability

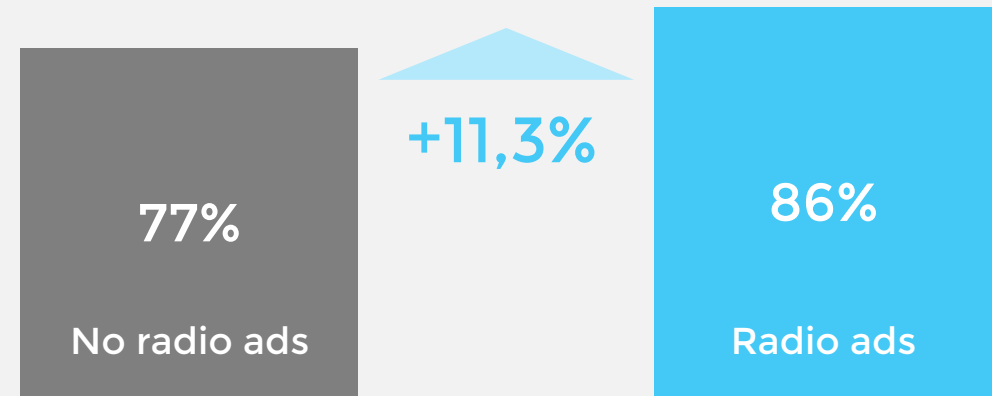
Radio targets the right people at the right time with the right content.

- ▶ Geographically
- ▶ Demographically
- ▶ Time of day/day of week
- ▶ Listening context

Ads that are creatively tailored to the moment of listening deliver the largest effects - up to 70% increase in engagement and 40% increase in memory encoding\*

## Radio's last-minute influence for FMCG brands

Radio advertising that reaches shoppers in-car increases brand visibility on-shelf by 11.3%\*\*



% of respondents noticing advertised brands when looking at the relevant shelf. Average across all brands (test vs. control)

# 3. Multiplatform & mobile

- ▶ Audio is everywhere and radio is the most mobile medium.
- ▶ With additional touchpoints and formats brought by digital audio radio becomes even more ubiquitous.





# 4. Companionship

Radio is a hands-free, eyes-free medium present in unique moments throughout the day.



Audio is **ON** when screens are **OFF**

- ▶ Hands-free, eyes-free medium
- ▶ Unique moments
- ▶ Concentration and focus
- ▶ 1:1 premium mobile environment
- ▶ 79% of audio consumption takes place where visual media cannot reach consumers\*
- ▶ ALL DAY COMPANION - Brings information, fun, good vibes

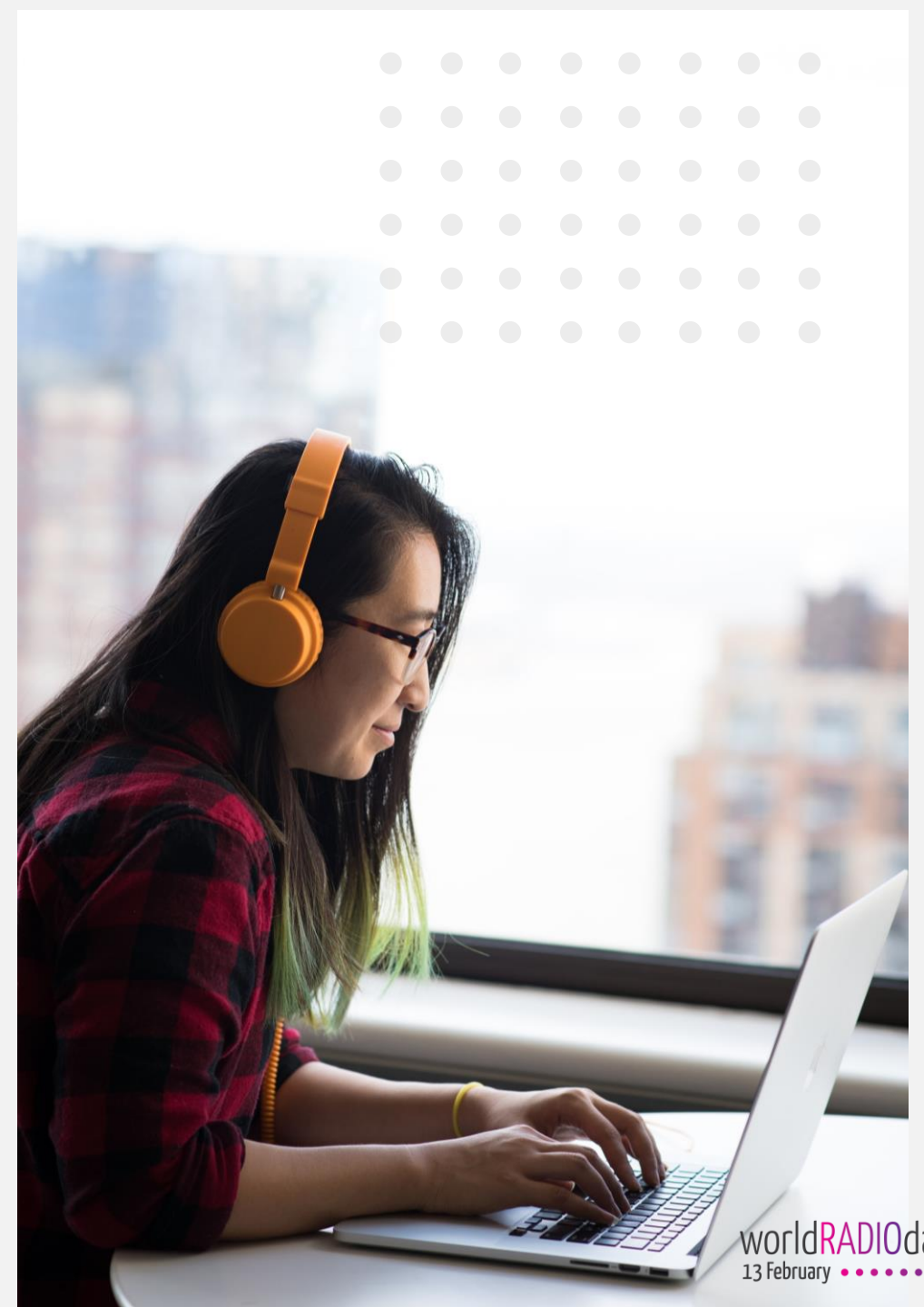
# Audio is **ON** when screens are **ON**

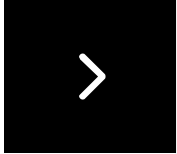
- ▶ Audio attracts attention even when in background mode
- ▶ Amplifies mood - People feel **twice as happy** when listening to radio compared to when not consuming any media\*
- ▶ Boosts productivity
- ▶ **35%** listeners are more receptive to advertising when relaxed and focused\*

Sources:

\* Medium.com, "Pandora + Magna Global + IPG Media Lab Present: Ad Receptivity, Deconstructed," June 4, 2019

\*\* Radiocentre, Hear and Now, [link](#)





# 5. Engagement

Radio brings communities together to inform and entertain. Radios develop a strong relationship with listeners, enabling advertisers to engage them in an intimate & personal setting.

## Helping local businesses during COVID



Offering free airtime for local businesses selected by a special jury

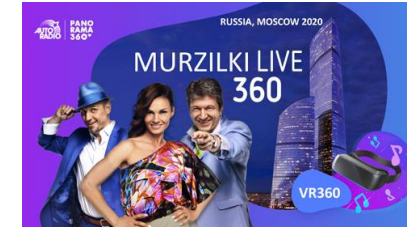


Helping to keep favourite businesses from shutting down by offering vouchers for re-opening to listeners

## Entertaining fans in lockdown



Drive concerts



VR concerts



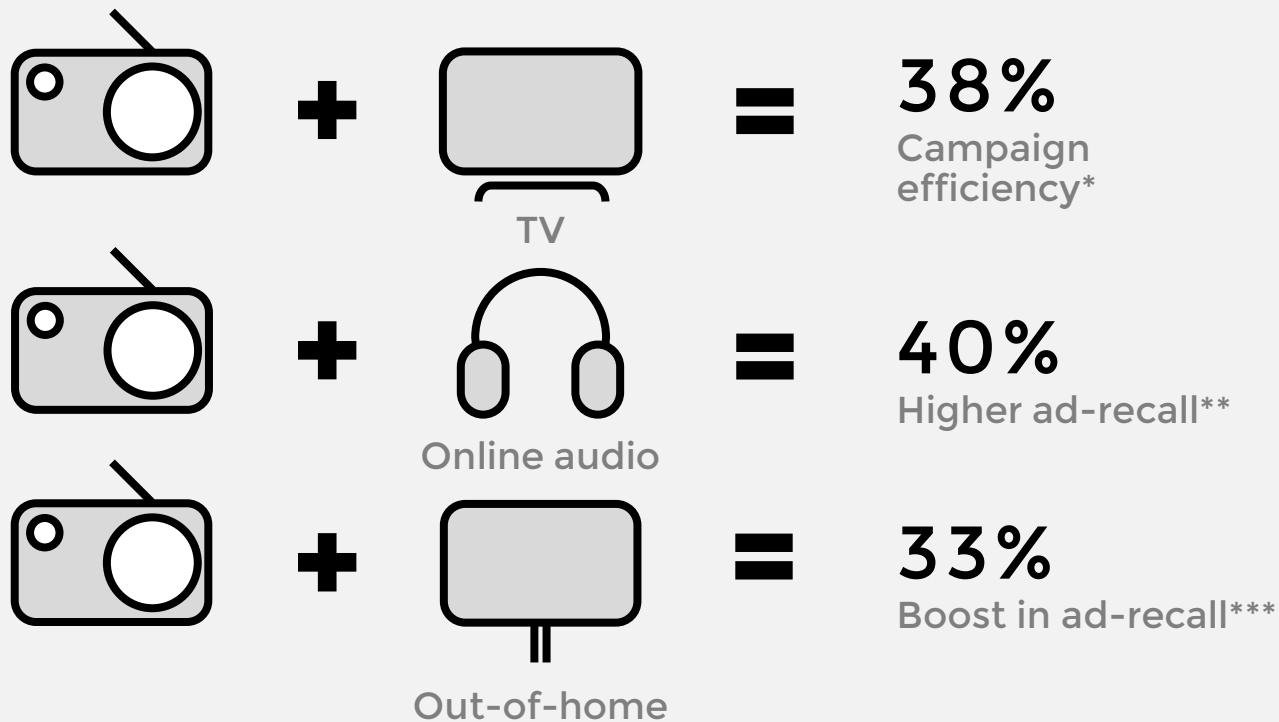
Online music festivals



Supporting creativity, inspiring listeners to create music

# 6. Multiplier

Radio has a unique campaign multiplier effect in the media mix.



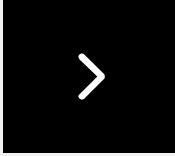
Sources:

\*SNPTV econometric modelisation study, [egtabite n. 290](#) by egta,

\*\*RMS AUDIO TOTAL Tracker data,

\*\*\*Plankton Pancake campaign, [egtabite n. 303](#) by egta

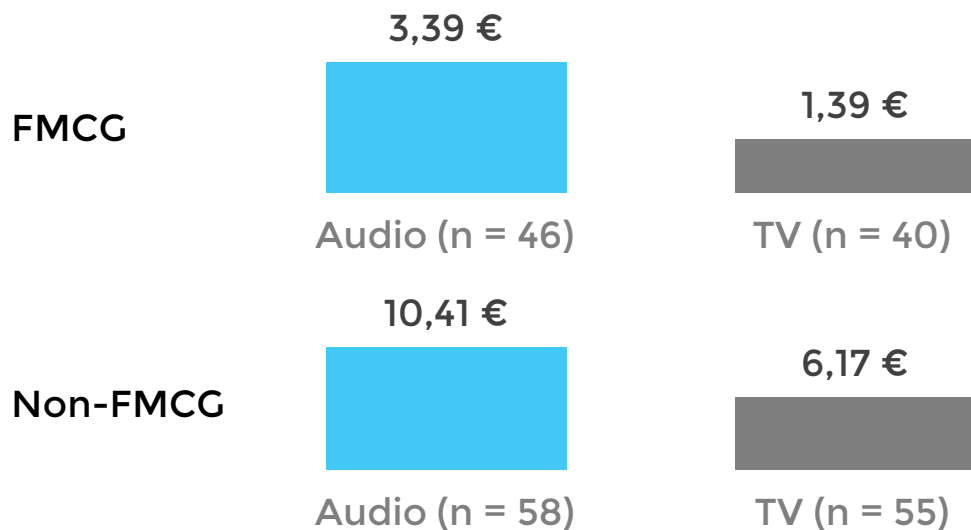




# 7. Activation & ROI

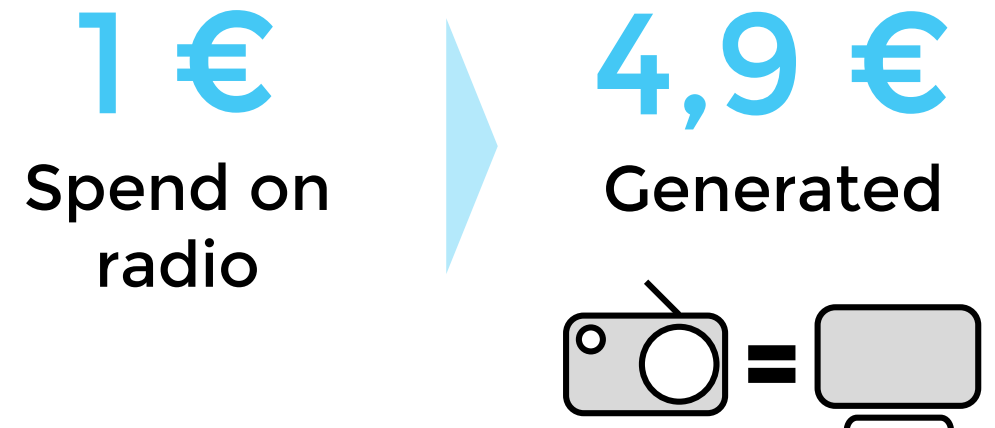
Radio drives immediate activation and generates strong ROI – a perfect match for call-to-action campaigns getting tactical messages to air quickly and building frequency.

## ROI of Audio vs. TV (Germany)\*



## Radio ROI (France)

Radio is as effective as TV with regards to ROI\*\*



Sources: \*Audioeffekt Spezial: Radio - Der Booster im Media-Mix, [link](#); \*\*SNPTV 2019 Survey, [link](#)



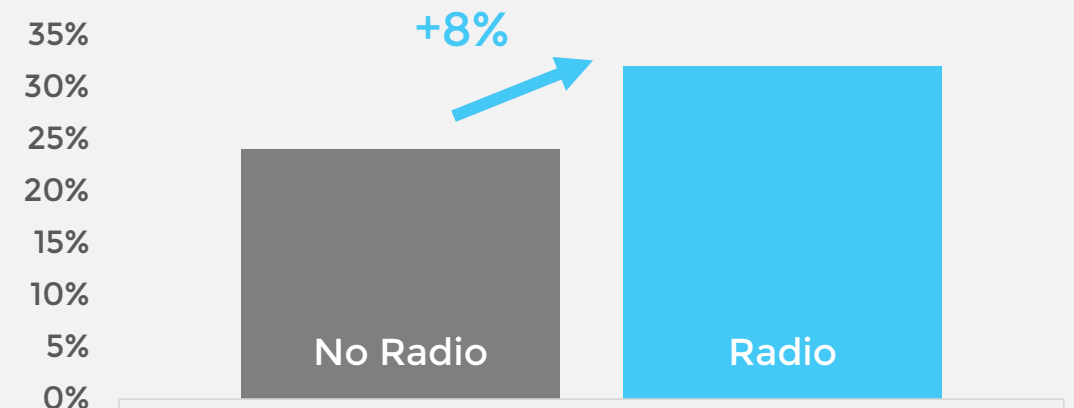
# 8. Brand builder

Radio helps brands to grow – the high reach of radio combined with its mood-enhancing effect on listeners brings brand-building messages across.

Radio can improve  
the cost-effectiveness of  
brand campaigns by  
**over 20%\***

Including radio in the mix significantly  
increases the chance of achieving brand  
fame

Campaigns which use radio have a stronger “fame  
effect” than those which do not\*\*



# 9. Digital booster

Radio drives traffic, search and e-commerce.



Radio delivers up to:



**+21%**

lift in web activity for D2C brands\*

On average, advertising on radio drives a +21% lift in site activity for direct-to-consumer brands



**+17%**

lift in web traffic for automotive\*\*

Research showed that radio drives immediate web traffic response for automotive advertisers



**+29%**

lift in Google search activity\*\*\*

Sources:

\* Radio: LeadsRx study of 62 direct-to-consumer advertisers, November 2017-November 2018, [link](#)

\*\* LeadsRx and iHeartMedia Automotive Radio Attribution Study, 2019. N = 310 automotive advertisers in 100 markets, 19 brands, Jan 2018 - May 2019, [link](#)

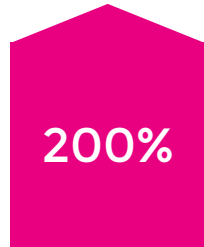
\*\*\* Radio drives search, RAB, Media Monitors, 2017



# 10. Recovery driver

Brands that advertise on radio in times of crisis - win.

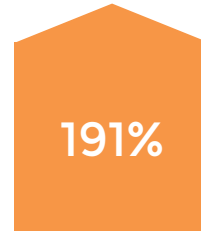
Examples of brands investing in radio during the 2020 pandemic



200%

**YoY SALES INCREASE**

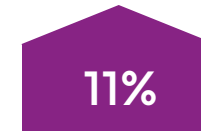
For an outdoor brand trying radio for the 1<sup>st</sup> time



191%

**ONLINE TRAFFIC**

For a camper van promotion



11%

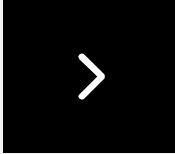
**BRAND AWARENESS**

For motor oil brand adding radio to their online & TV campaign



12%

**PURCHASE INTENT**



# 11. Creativity, Flexibility & Agility

Audio offers creative & effective solutions at an affordable production cost. Its flexibility and agility enables to quickly adapt and air a spot.

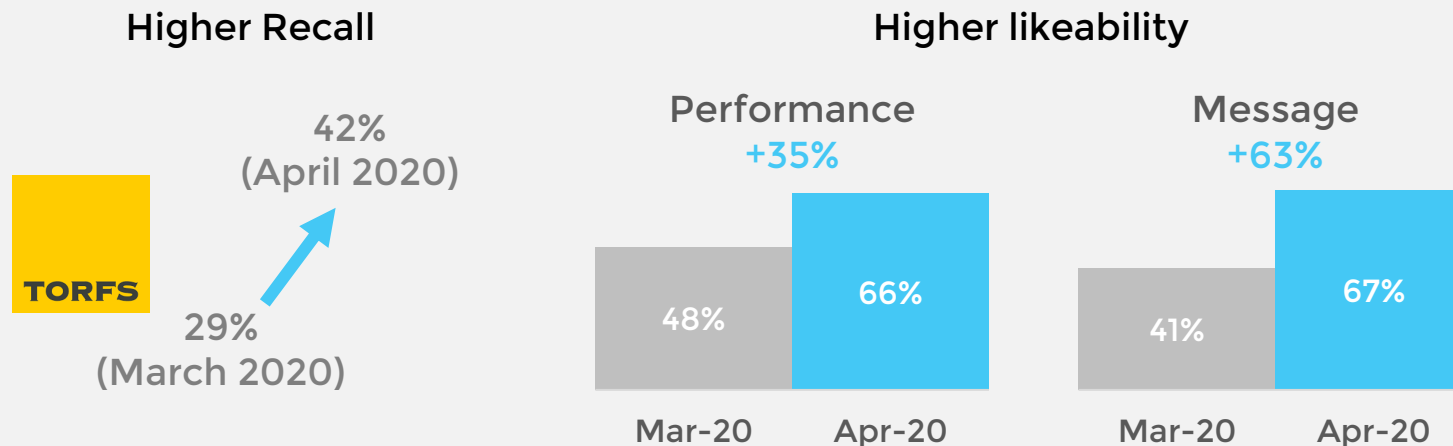
Creative drives almost 50% of sales lift\*

## Flexibility – helping retail:

All radios in Belgium and the Netherlands came together offering retailers in lockdown free 5s tags-on to radio spots to add mentions about home delivery, web shop etc.

## Agility: adapting creative to COVID

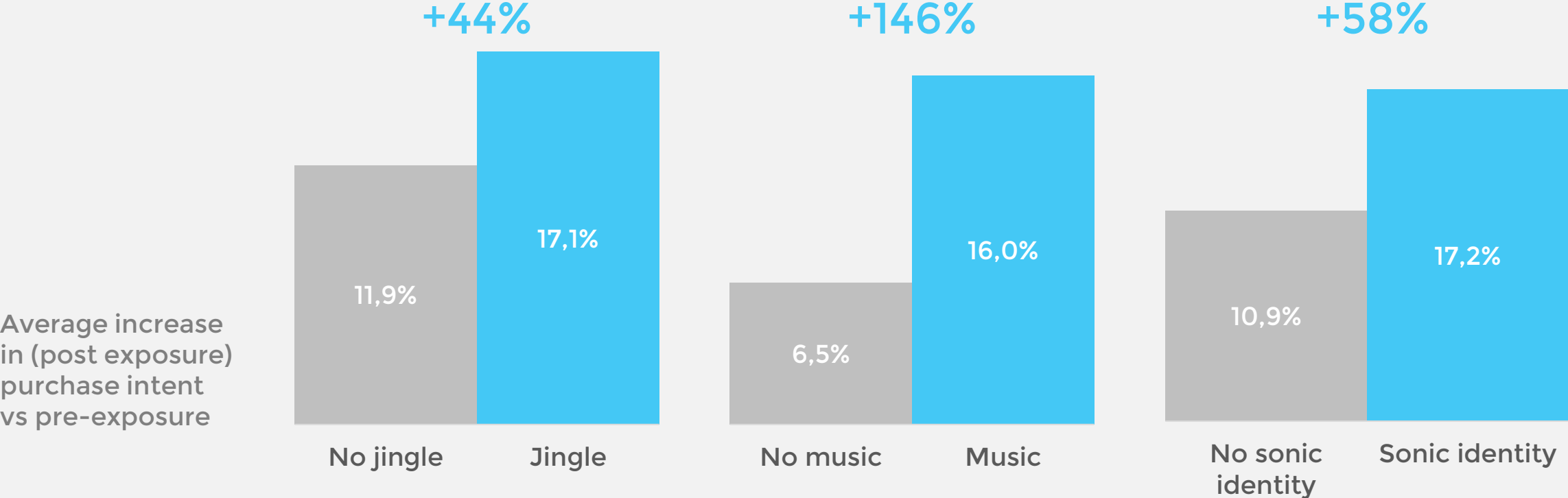
E-commerce site Torfs adapted their campaign in April 2020 to better match COVID times with emphasis on community and local business and saw great increase in campaign KPIs compared to March.\*



Sources: \* Nielsen Catalina Solutions, nearly 500 CPG campaigns that ran in 2016 and 2017 on all major platforms \*\* Diva 3.0

# Creativity in sonic branding brings results

Music, sonic identities and jingles make significant difference in **purchase intent**



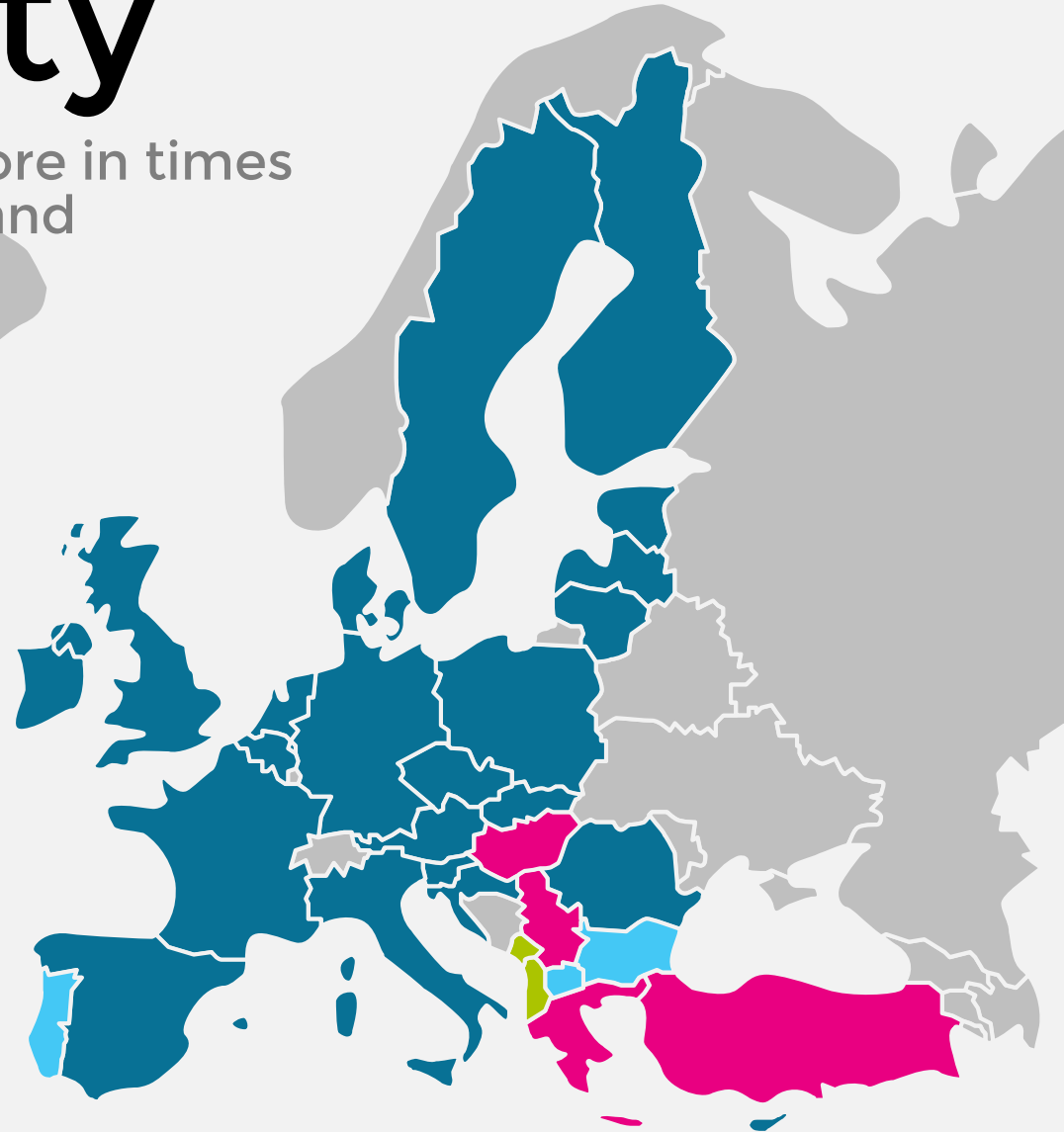
Source: WestwoodOne | Veritonic Testing of US-focused radio award winners at Cannes Lions (2018) and Clios (2018), Radio Mercury Awards (2015-2017 winners only, 2018 finalists and winners)



# 12. Trust & Safety

Radio is a trusted source of information – even more in times of crisis. Radio offers premium content, ad fraud and bots-free environment.

## Most trusted media

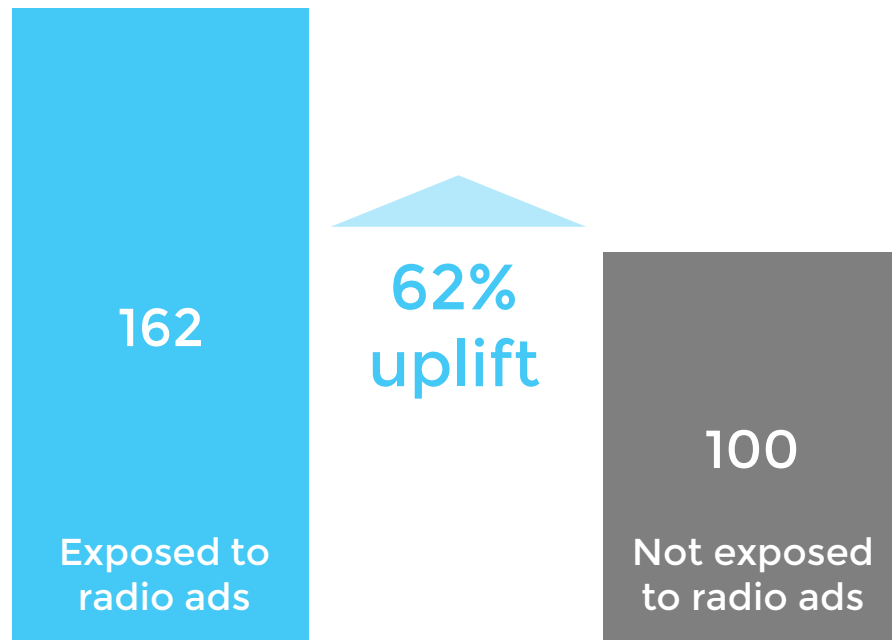


Source: EBU based on Standard Eurobarometer 92. EBU Media Intelligence Service - Trust in Media 2020 : most trusted medium per country

Radio gauge data in the UK shows that people exposed to radio advertising within a campaign are 62% more likely to trust a brand.

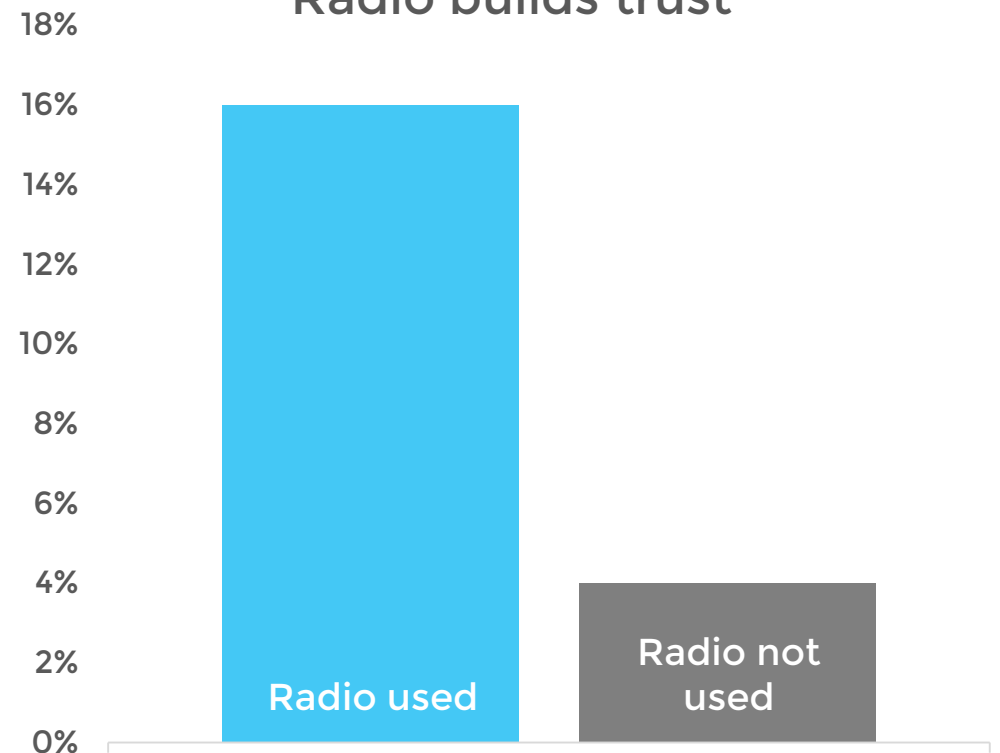
### Brand trust: All campaigns

Radio increases brand trust by 62%



Analysis of the IPA Databank highlights how campaigns that feature radio generate 4x the level of brand trust as those that don't.

### Radio builds trust



# 13. Innovation

Audio innovations in ad tech and data create new and exciting opportunities for marketers.

- ▶ Dynamic audio creative: 125% lift in purchase intent<sup>1</sup>
- ▶ Voice activated advertising on smart speakers: interactive ads, product sampling, branded content – [cases](#)
- ▶ Voice activated audio advertising on mobile: 14.4% mobile engagement<sup>2</sup>
- ▶ 3D audio: 2.9x higher brand consideration<sup>3</sup>
- ▶ Interactive audio ads – 3x higher response rate than standard mobile display ad<sup>4</sup>
- ▶ Podcast advertising: 81% of listeners have taken an action as a result of listening to podcast ads.<sup>5</sup>  
12% of listeners bought a product advertised on a podcast.<sup>6</sup>

#### Sources:

1. Pandora: Turn It Up – The 2019 Definitive Guide to Audio
2. Instreamatic.ai Launches Voice-Activated Advertising in Russian Speaking Countries, [businessinsider.com](#), (17/08/2018), [link](#)
3. DAX 3D audio campaign for SKY F1 [link](#)
4. egtabite 213 [link](#)
5. Spotify, Crowd DNA & Spotify, We're All Ears, 2018, Global
6. Acast, 2019

New egta insight:  
**Voice. Key insights for media companies into an emerging technology**



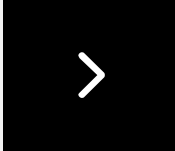
Incl. examples of voice activated radio campaigns

Available here  
<https://cli.re/zNAmJ7>



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