3 1 2 8 B1G0 4UD 10 1 5 3
6 7 3 7 D4T4M1NE 8 9 6 1

*What big data tells us about
radio advertising effectiveness
and how to optimise it*

Re-evaluating media for recovery

Understanding the true value of media for growing brands during challenging times

ebiquity

HEAR AND NOW

RADIOCENTRE

How targeting people at relevant times helps turbocharge ad effectiveness

---

RADIOCENTRE

RADIO

THE BRAND MULTIPLIER

Using audio advertising to expand your brand

---

rab

AUDIO NOW

HOW A NEW ERA OF LISTENING IS HELPING ADVERTISERS BE HEARD

---

rab

RADIO: THE ROI MULTIPLIER

HOW RADIO CAN UNLOCK MILLIONS IN UNTAPPED REVENUE FOR ADVERTISERS

RADIOCENTRE

Building Shelf Awareness

Quantifying radio's last-minute influence for FMCG brands

RE-EVALUATING MEDIA

What the evidence reveals about the true worth of media for brand advertisers

ebiquity

RADIOCENTRE

Strike a Chord

How music enhances brand communication

---

rab

Radio: The Emotional Multiplier

How radio boosts consumer happiness and enhances receptiveness to brand advertising

Key findings from the "Media and the mood of the nation" study

RADIO

---

rab

Radio: The Online Multiplier
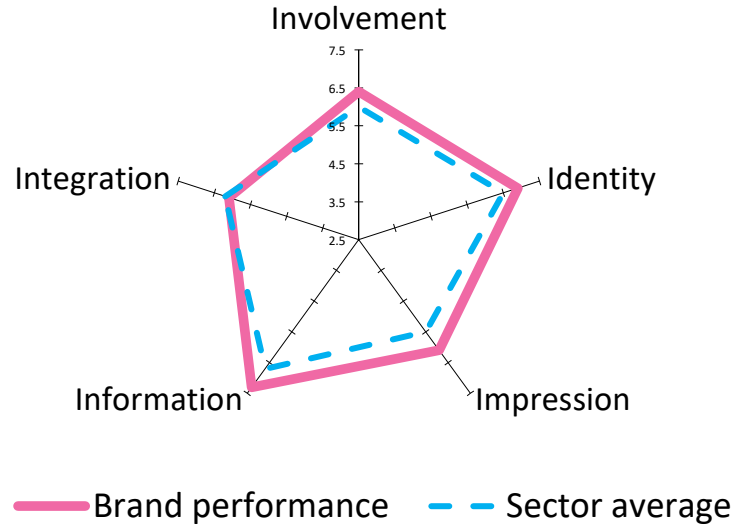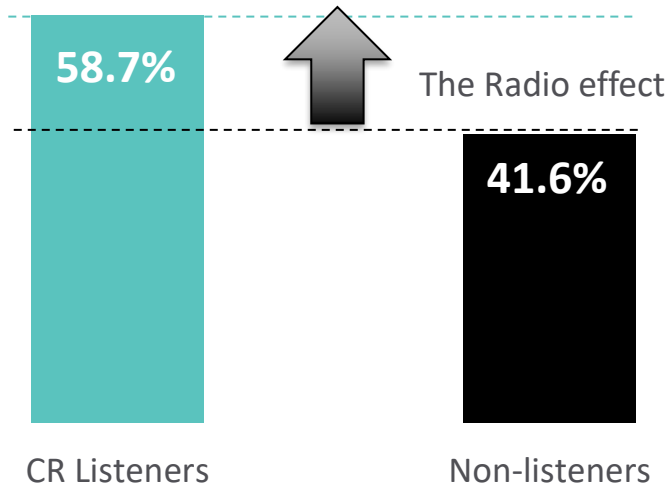
Telecoms Motors
High Street Stores
Insurance Travel

How allocating 10% of a media budget into radio boosts brand browsing online by 52%

Radiogauge

Isolating radio's effect & evaluating creative performance

58.7%

The Radio effect

41.6%

CR Listeners

Non-listeners

Involvement

Identity

Impression

Information

Integration

7.5
6.5
5.5
4.5
3.5
2.5

—— Brand performance   – – Sector average

7 2 1 2 5 6 7 8 9 6 7 6 3 5 7 3 1 2 3 1 2 5 3 1 9 8 6 3 5 5 7 2 1 2 5 3 1 2 8 B1G04UD10 1 5 3
3 1 2 5 3 1 9 8 6 3 9 3 5 7 2 1 2 5 6 7 8 9 6 3 5 5 7 3 1 2 5 9 1 2 8 6 7 3 7 D4T4M1NE 8 9 6 1

The Radiogauge database: 2008 to date

Background information	Radio campaign planning factors	Creative attributes	Effectiveness outcomes
• Sector • Type of purchase • Target audience • Objective • Lead medium	• Reach % • OTH • GRPs • Campaign length	• Ad Construct • Music • Sonic branding • Voice gender • Accents • Integration • Time length • 5i's score	**Uplifts CR vs. non-CR** • Ad awareness • Brand relevance • Brand trust • Brand consideration • Claimed response

72125678967635731231253198635721253128 B1G04UD10153
31253198639357212567896357312591286737 D4T4M1NE8961

Objectives for this study

1. Provide a state-of-the-nation overview of how advertisers have been using radio, and of the headline effectiveness outcomes they have achieved

2. To develop understanding of which creative and media campaign planning factors are most influential in optimising results…and to what extent

7 2 1 2 5 6 7 8 9 6 7 6 3 5 7 3 1 2 3 1 2 5 3 1 9 8 6 3 5 7 2 1 2 5 3 1 2 8 B 1 G 0 4 U D 1 0 1 5 3
3 1 2 5 3 1 9 8 6 3 9 3 5 7 2 1 2 5 6 7 8 9 6 3 5 7 3 1 2 5 9 1 2 8 6 7 3 7 D 4 T 4 M 1 N E 8 9 6 1

Methodology

1. Data cleaning and alignment

2. Data summary

3. Quartile analysis/regression analysis

7 2 1 2 5 6 7 8 9 6 7 6 3 5 7 3 1 2 3 1 2 5 3 1 9 8 6 3 5 7 2 1 2 5 3 1 2 8 B 1 G 0 4 U D 1 0 1 5 3
3 1 2 5 3 1 9 8 6 3 9 3 5 7 2 1 2 5 6 7 8 9 6 3 5 7 3 1 2 5 9 1 2 8 6 7 3 7 D 4 T 4 M 1 N E 8 9 6 1

Outputs

1. **Data cleaning and alignment**

2. Data summary

3. Quartile analysis/regression analysis

the Big Audio Dataset

INDIVIDUAL CAMPAIGNS
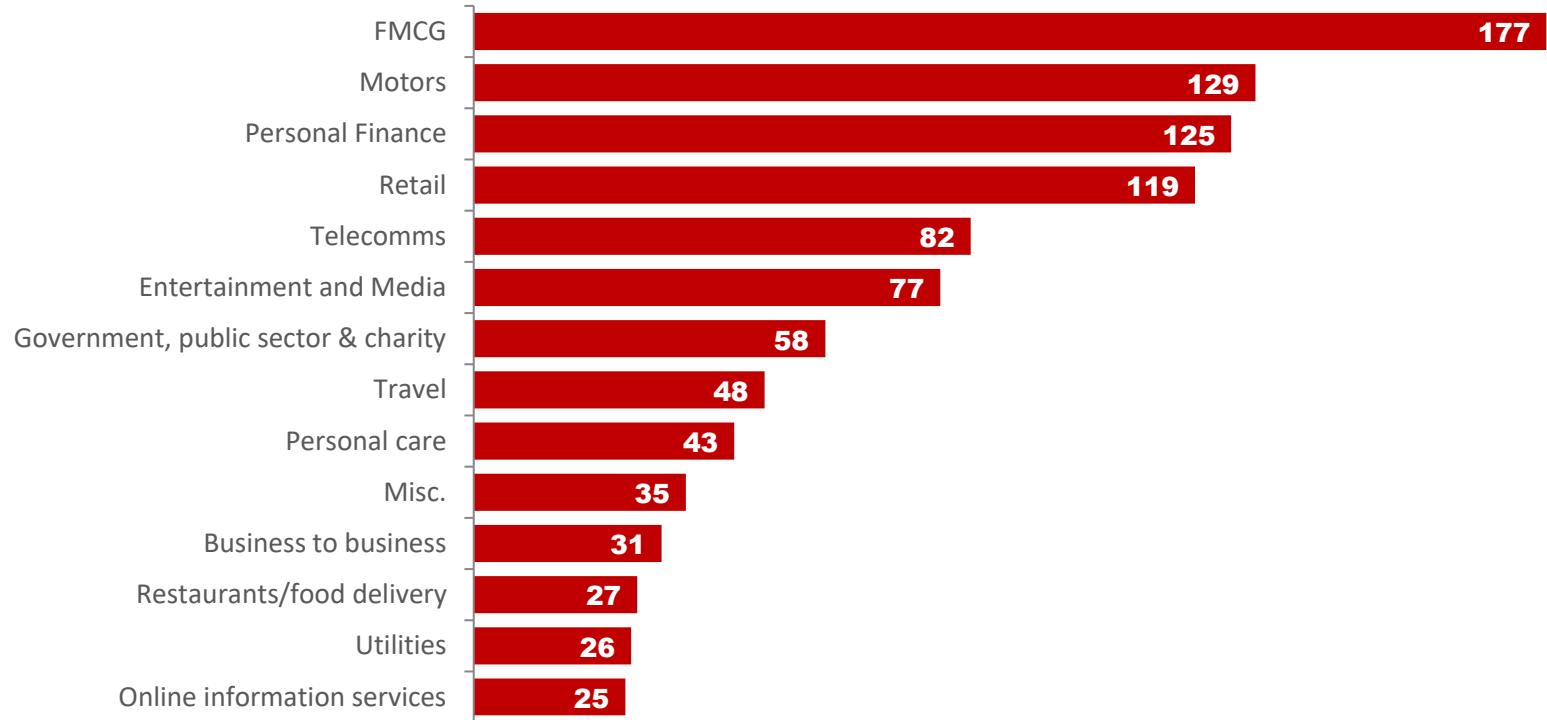**1,002**

INDIVIDUAL BRANDS
463

SECTORS
14

RADIO PLANNING FACTORS
7

CREATIVE ATTRIBUTES
22

EFFECTIVENESS OUTCOMES
5

Total **DATAPOINTS**
800,598

Number of campaigns by sector

Sector	Number of campaigns
FMCG	177
Motors	129
Personal Finance	125
Retail	119
Telecomms	82
Entertainment and Media	77
Government, public sector & charity	58
Travel	48
Personal care	43
Misc.	35
Business to business	31
Restaurants/food delivery	27
Utilities	26
Online information services	25

Source: Big Audio Dataset

Outputs

1. Data cleaning and alignment

2. **Data summary**

3. Quartile analysis/regression analysis

State of the nation: averages across all campaigns

5x Effectiveness outcomes
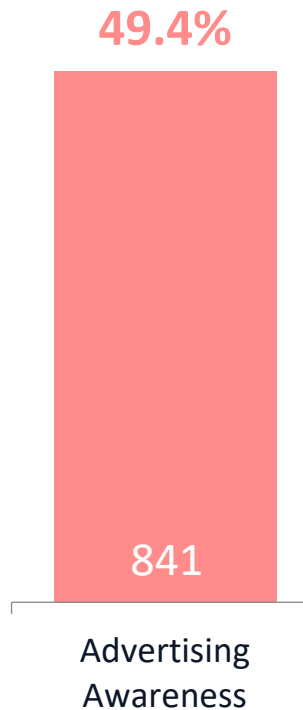
Uplift rate: CR vs. non-CR
- Ad awareness
- Brand relevance
- Brand trust
- Brand consideration

Average
- Claimed response

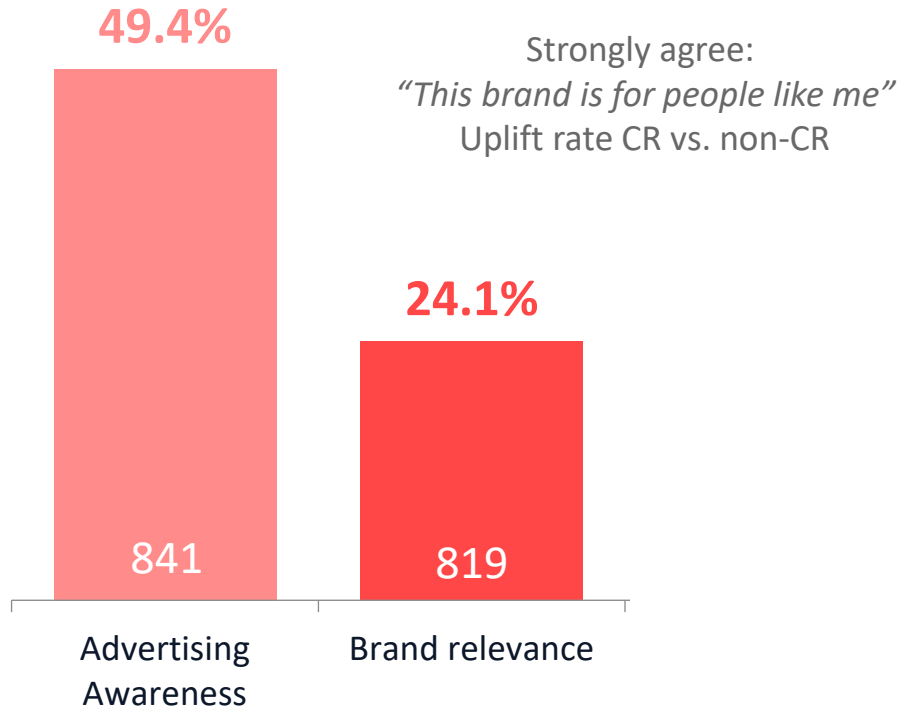# State of the nation: average uplift rate in *ad awareness*

49.4%

Yes: *"Have you seen or heard any advertising for this brand recently?"*
Uplift rate CR vs. non-CR

841

Advertising Awareness

Base: all aware of brand

State of the nation:
average uplift rate in *brand relevance*

49.4%

Strongly agree:
"This brand is for people like me"
Uplift rate CR vs. non-CR

24.1%

841

819

Advertising
Awareness

Brand relevance

Base: all respondents

State of the nation: average uplift rate in **brand trust**

49.4%

Strongly agree:
"This is a brand I trust"
Uplift rate CR vs. non-CR

31.6%

24.1%

841

819

231

Advertising Awareness

Brand relevance

Brand trust

Base: all respondents
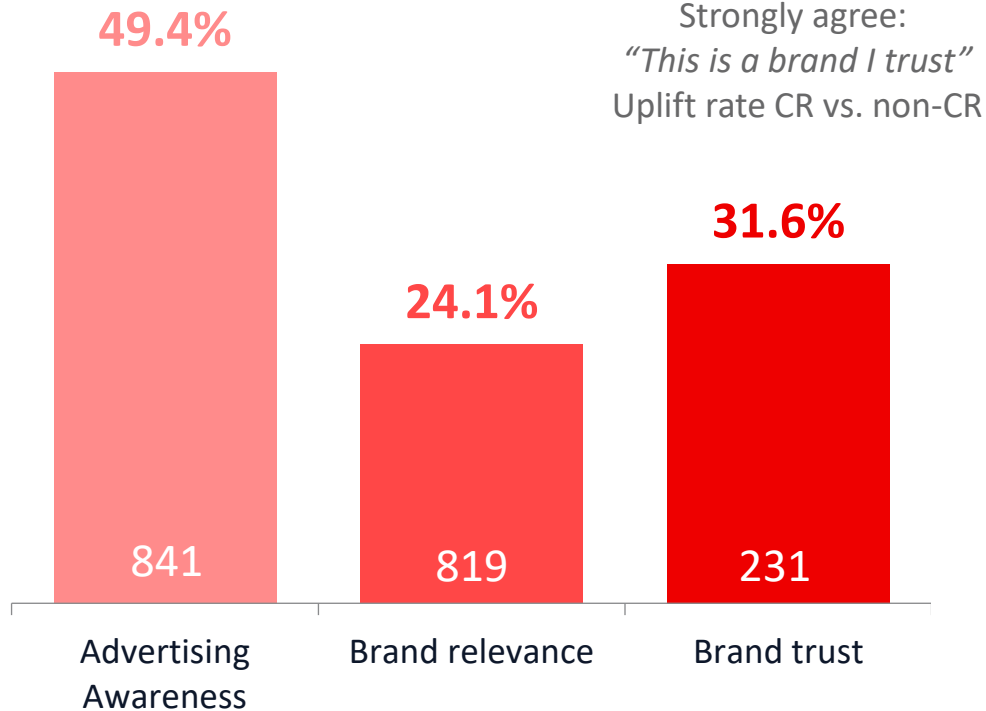
State of the nation: average uplift rate in *brand consideration*

Highly likely:
"If you were considering buying product category *today,
how likely would you be to consider* brand name?*"*
Uplift rate CR vs. non-CR

49.4%

31.6%

24.1%

17.9%

841 — Advertising Awareness

819 — Brand relevance

231 — Brand trust
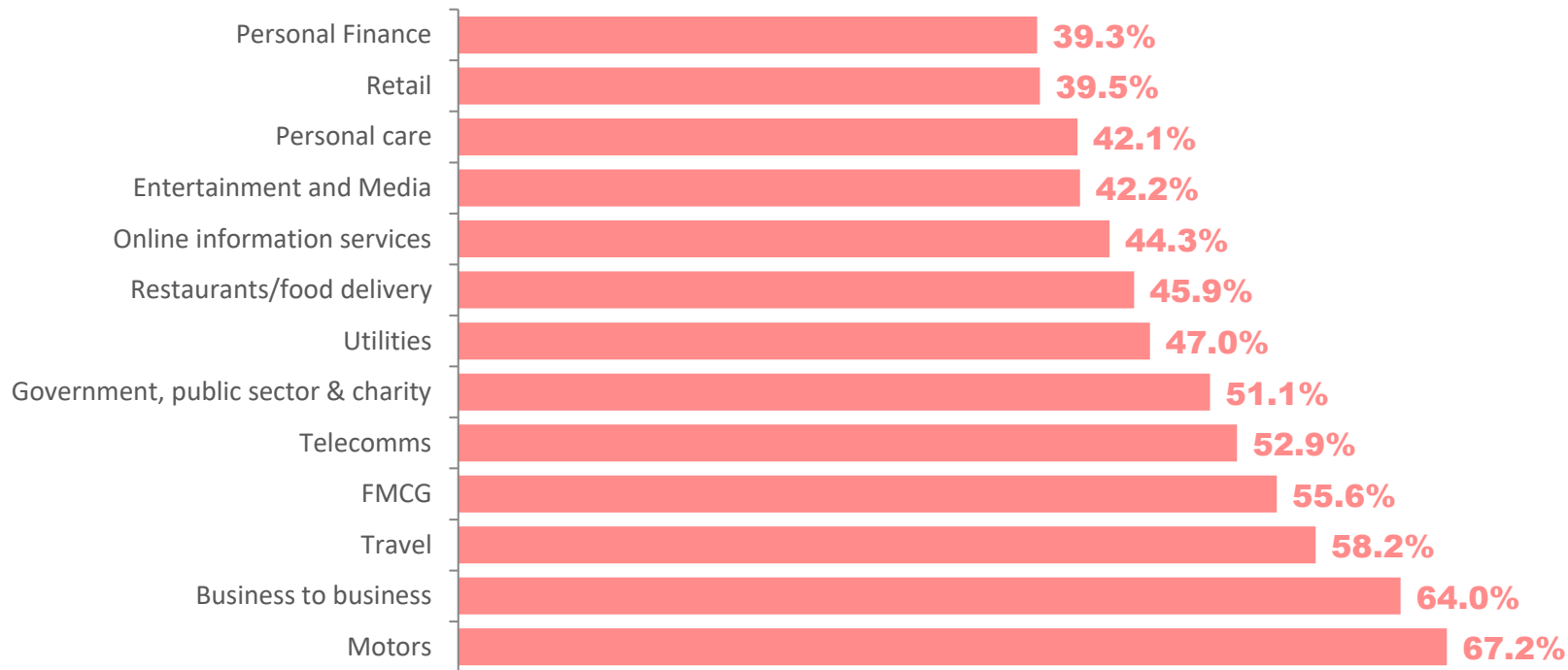
828 — Brand consideration
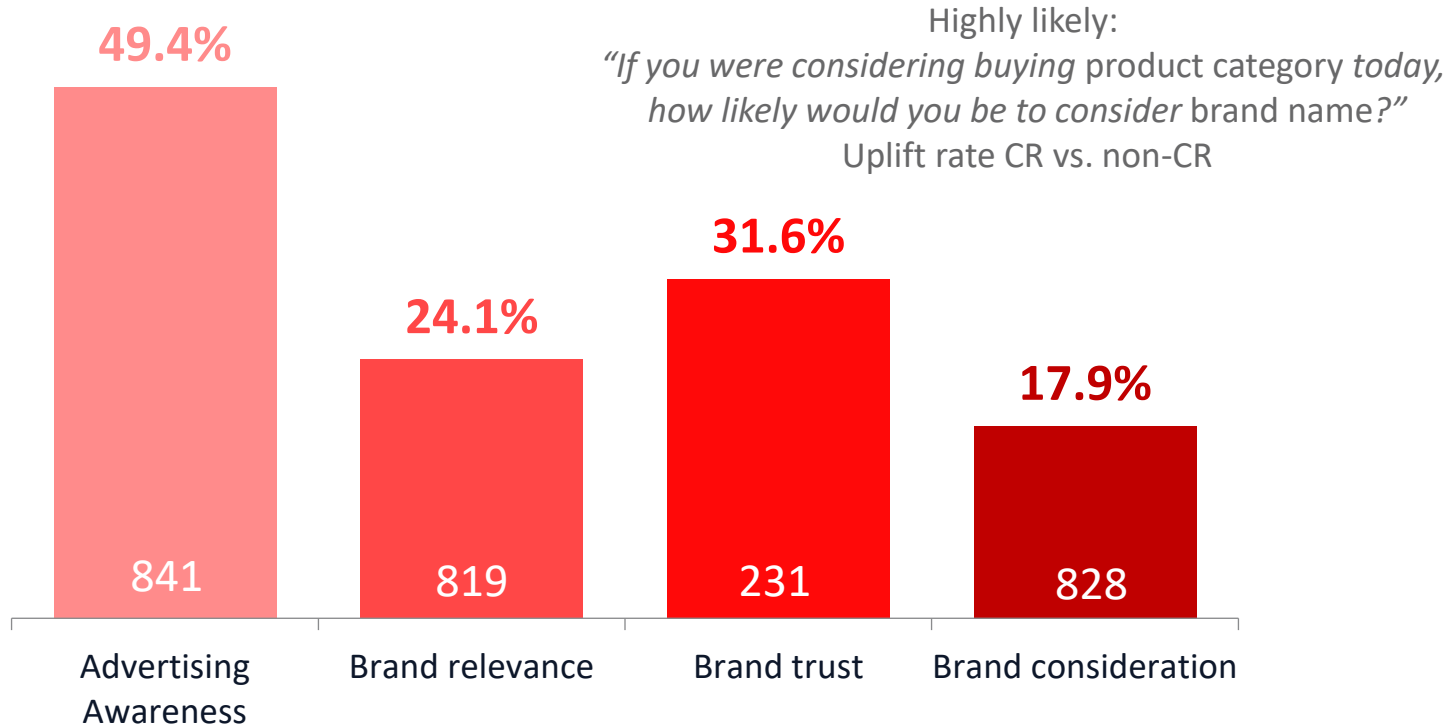
State of the nation: average *claimed response*

Radio stimulates online response
"Have you taken any of the following actions as a result of hearing this ad?"

21.0%

18.6%

291

291

Searched online for details

Accessed the brand's website
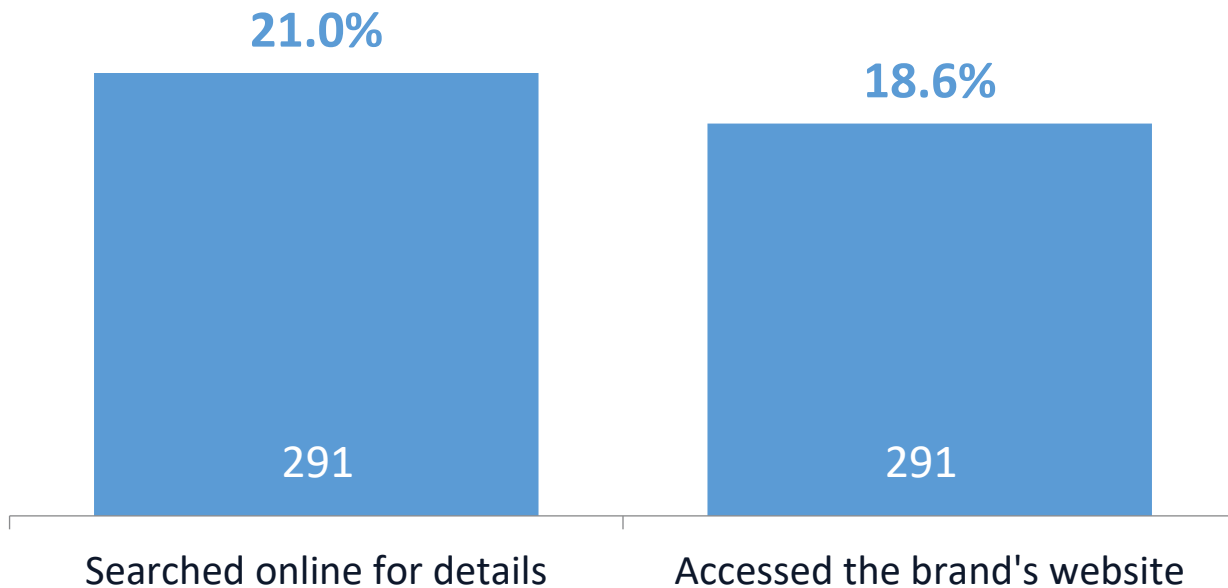
Ad awareness:
average uplift rate by sector

Sector	Uplift rate
Personal Finance	39.3%
Retail	39.5%
Personal care	42.1%
Entertainment and Media	42.2%
Online information services	44.3%
Restaurants/food delivery	45.9%
Utilities	47.0%
Government, public sector & charity	51.1%
Telecomms	52.9%
FMCG	55.6%
Travel	58.2%
Business to business	64.0%
Motors	67.2%

Source: Big Audio Datamine

Base: ad. awareness uplift rate (CR vs. non-CR)

Outputs

1. Data cleaning and alignment

2. Data summary

3. **Quartile analysis/regression analysis**

What affects radio campaign performance?

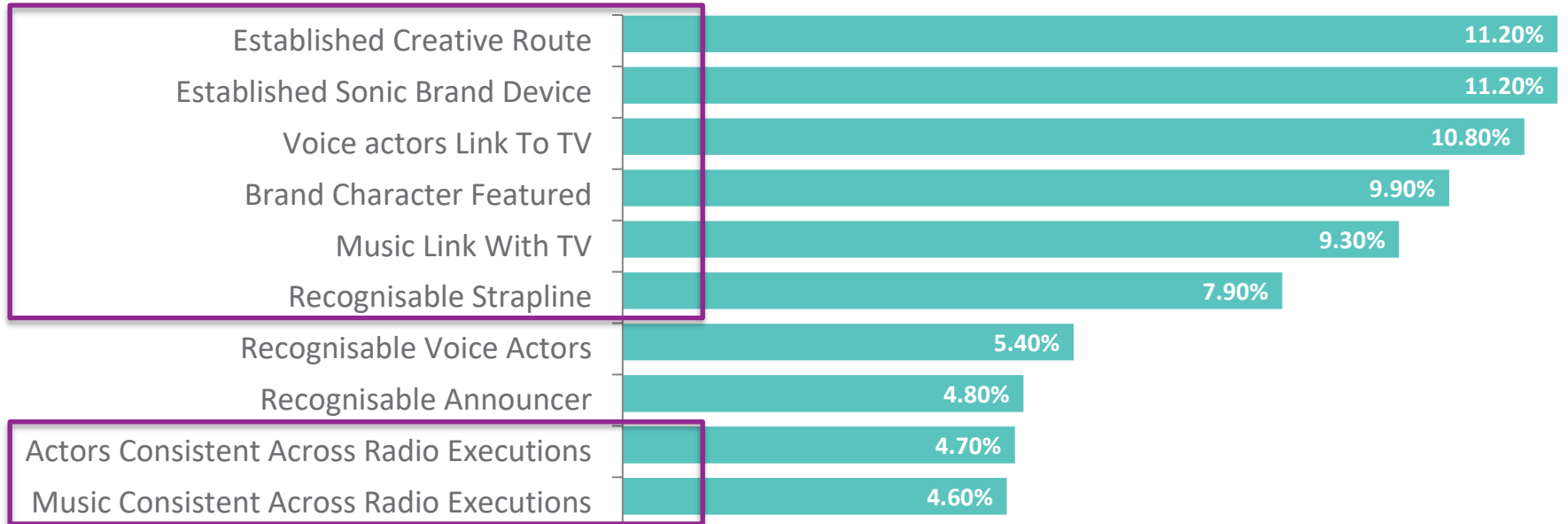| FIXED FACTORS |
| --- |
| • Sector |
| • Size of brand |
| • Type of purchase |

VARIABLE FACTORS
• Creative execution
• Campaign weight

The best performing campaigns place an emphasis on creative consistency

The top 10 creative attributes

Ad. awareness uplift rate (ads using attribute vs. those not using)

Attribute	Uplift
Established Creative Route	11.20%
Established Sonic Brand Device	11.20%
Voice actors Link To TV	10.80%
Brand Character Featured	9.90%
Music Link With TV	9.30%
Recognisable Strapline	7.90%
Recognisable Voice Actors	5.40%
Recognisable Announcer	4.80%
Actors Consistent Across Radio Executions	4.70%
Music Consistent Across Radio Executions	4.60%

Source: Big Audio Datamine
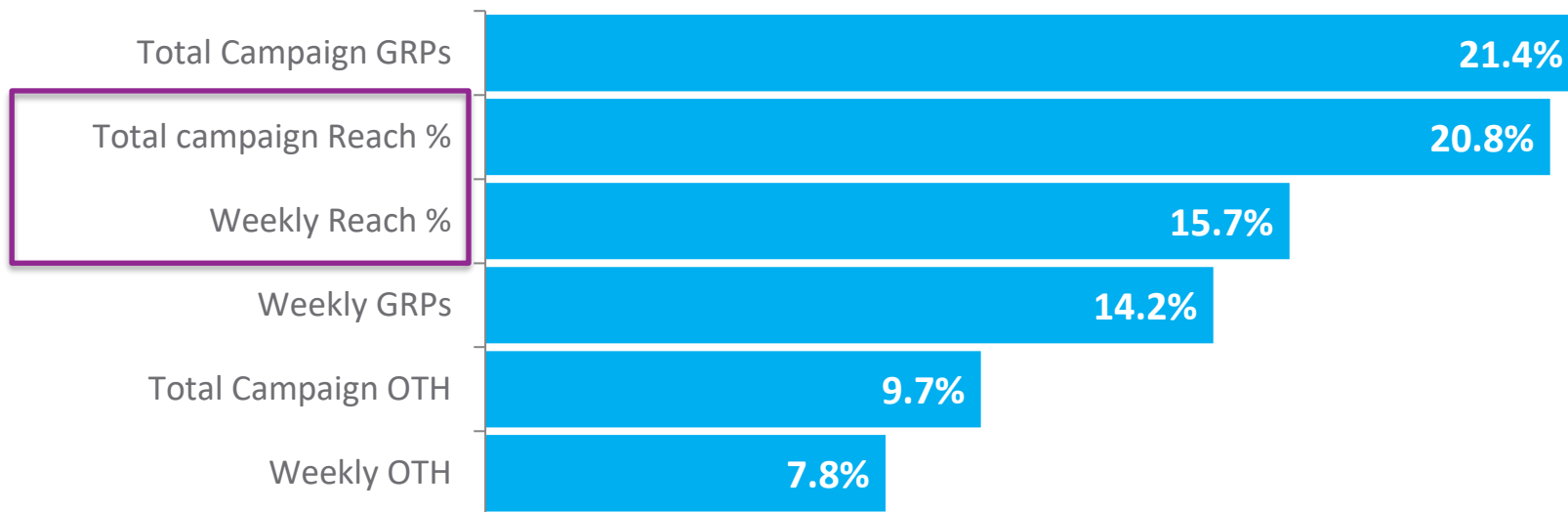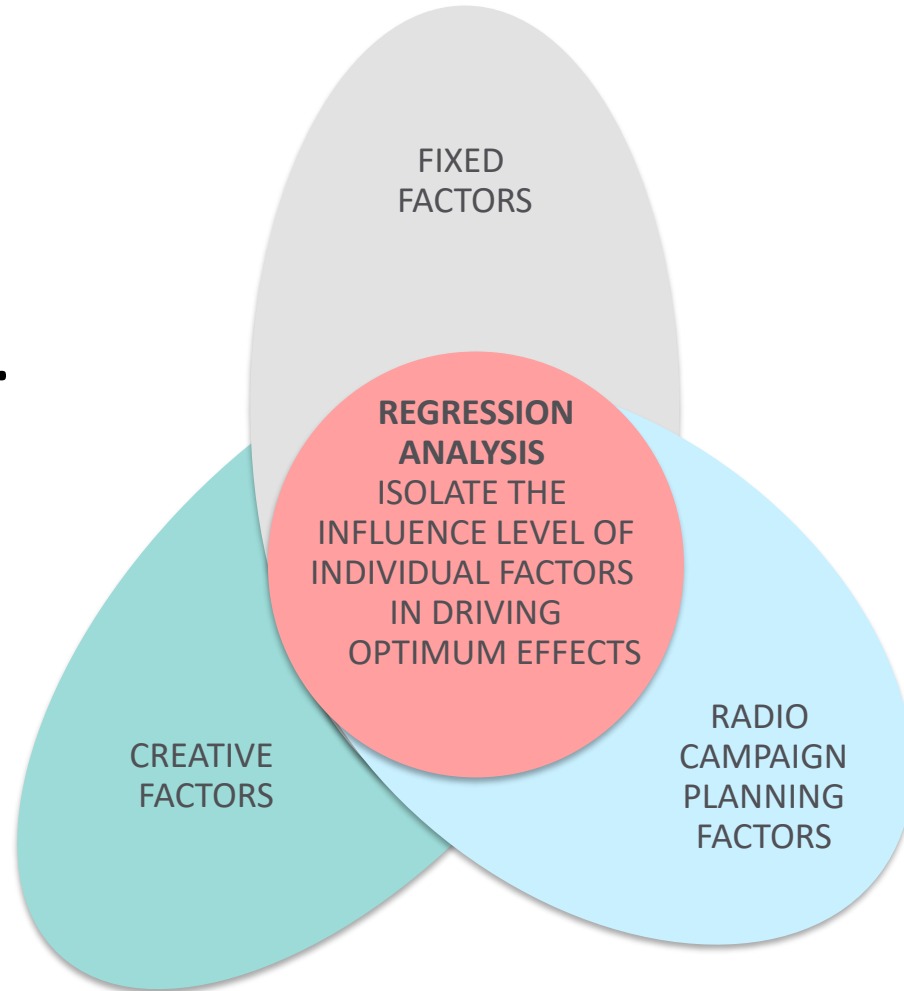
Base: ad. awareness uplift rate (ads using attribute vs those not using)

Campaigns that focus on building reach deliver stronger effects

The effect of media planning factors
Ad. awareness uplift rate (top 2 vs. bottom 2 quartiles)

Total Campaign GRPs	21.4%
Total campaign Reach %	20.8%
Weekly Reach %	15.7%
Weekly GRPs	14.2%
Total Campaign OTH	9.7%
Weekly OTH	7.8%

Base: ad. awareness uplift rate (top 2 vs. bottom two quartiles)

To be continued…

Summary

1. Radio delivers significant uplifts in effectiveness outcomes

- as lead medium/within a wider media mix
- across a range of metrics (awareness ->brand-> response)
- across all sectors
- highly efficient

2. Clear guidance for advertisers to help optimise radio effects

- Develop creative consistency
- Focus on building reach

Coming early 2022…

1. Analysis into impact of different variables in isolation

2. Radio campaign planning optimisation tool

3 1 2 8 TH4NK 8 7 1 0 1 5 3
6 7 3 7 YOU 1 6 3 1 2 8 9 6 1

*What big data tells us about
radio advertising effectiveness
and how to optimise it*

7 2 1 2 5 6 7 8 9 6 7 6 3 5 7 3 1 2 3 1 2 5 3 1 9 8 6 3 5 7 2 1 2 5 3 1 2 8 B1G04UD10153
3 1 2 5 3 1 9 8 6 3 9 3 5 7 2 1 2 5 6 7 8 9 6 3 5 7 3 1 2 5 9 1 2 8 6 7 3 7 D4T4M1NE8961