



## Radio & other media

The radio industry is embracing emerging technologies to ensure it continues its close relationship with listeners across all platforms.

Radio's place as part of people's everyday lives means commercial radio continues to thrive. Radio is embracing and using technology to consolidate listener engagement.

### Radio and Online

Radio and the Internet can be consumed simultaneously.

Radio is the best medium to drive people to web sites for more detailed information  
Radio adds a strong emotional element to an Internet message.

Commercial Radio Australia commissioned TNS to study, in partnership with seven consumer brands, the combination of commercial radio and the internet in engaging consumers in delivering on advertising objectives.

### **The findings:**

- Over 80% of people who hear a relevant radio commercial referring to a website have visited a website as a result
- Visits to a finance brand website nationally **increased by 25%** following the campaign
- Commercial radio **generated 11% more visits** to a media partner's webpage involved in the study, following the campaign period.
- A leading finance brand **generated a 145% increase** in page impressions during the campaign
- For one finance client, completed online applications **increased 94%** during the campaign

**Detailed research and findings can be found on the Commercial Radio Website [www.commercialradio.com.au](http://www.commercialradio.com.au)**

**Source:**

Commercial Radio Australia, "Radio & Online – we just click!" Study, 2007.



## Radio and Newspapers

Radio is live and can create new demand, by stimulating an emotional response. Radio can direct consumers to a newspaper advertisement for detailed information.

- People spend over 7 times longer with commercial radio than newspapers (146 mins per day\* compared with 19 mins per day).
- With radio, advertisers can reach elusive targets and impact readers more often.
- On an average weekday morning, 80% of people will listen to radio while only 62% read newspapers\*\*.
- People spend more time with radio than newspapers, providing more opportunities for consumers to hear your message.
- Radio advertising is twice as effective at reaching consumers than newspaper advertising.\*\*\*
- With radio advertisers can influence consumers at the right psychological moments – far closer to time of purchase than can be achieved by newspaper advertising alone.
- Radio can target specific audiences as well as deliver a mass market.
- The flexibility of radio enables advertisers to respond immediately to changing market conditions.
- Radio personalises the advertising message by using the power of the human voice.
- An ad avoidance study\*\* found that newspapers had the highest avoidance levels at 68%. Radio has greater engagement with an ad avoidance score of only 16%.

### Source:

- \*Nielsen Radio Ratings, Average of Five Capital Cities, Survey 1-8, 2008. All people 10yrs+, Monday-Sunday 5.30am-12mn unless otherwise stated.
- \*\*Radio Marketing Bureau, Radio and Newspaper Research study, 2009.
- \*\*\*The Nielsen Company, How US Adults Use Radio & Other Forms of Audio: an Observational Study, 2008
- How Avoidance Varies by Medium, Initiative Media (RAB UK – You can't Close your Ears), 2005.

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# RADIO ADVERTISING Australia's listening



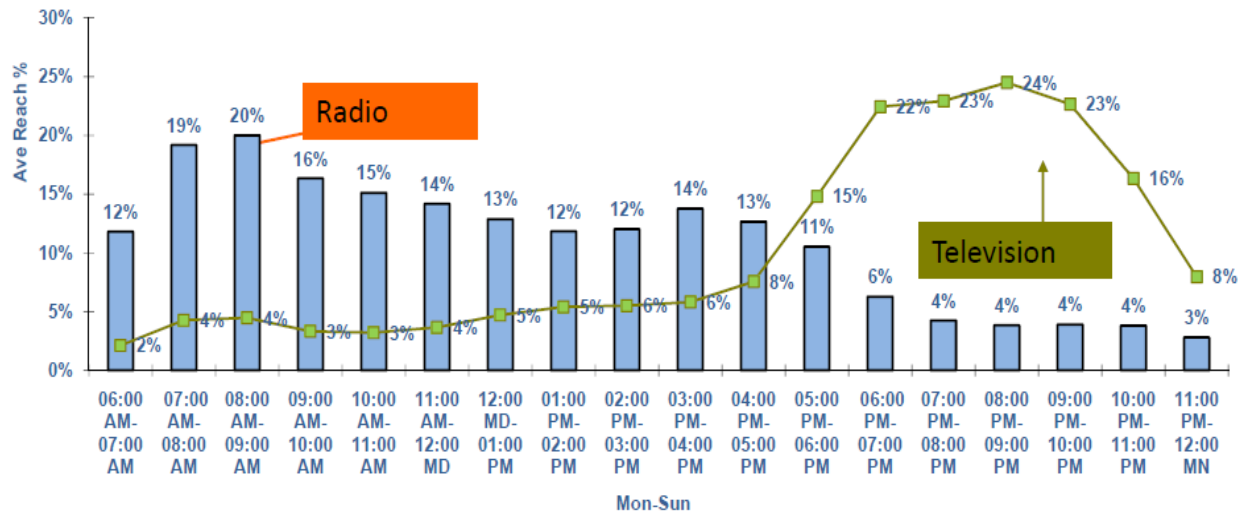
## Radio and Television

Radio and television are **logical partners** with radio's strength across the day, when stores are open, complementing a television campaign in the evening.

**Radio reaches people on the go and out of home** where television cannot and radio listeners are station loyal as well as program loyal.

The Millward Brown radio advertising effectiveness study (2006)\* showed that radio, used in combination with television, **multiplies the impact of a campaign**.

It involved reallocating **20%** of a television advertising budget to radio and measuring the increase in **brand awareness and sales**.



Radio Source: Nielsen Media Research, Radio Advisor, Average Audience, 5 Cap Cities, Avg Survey 1-8, 2006, All people 10+, TV Source: OZTAM, 5 City Total, Average Audience, 12/2/06-1/12/06, All people 10+

**Source:**

\*Millward Brown, Radio Effectiveness Study 2006.