

RADIO INSIGHTS

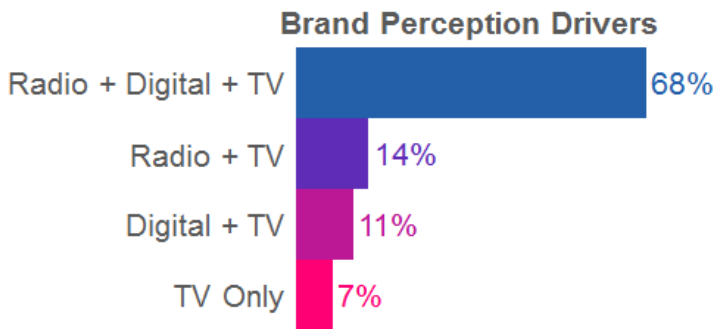
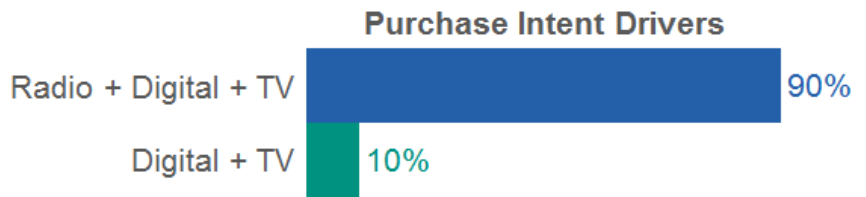
RADIO PERFORMS WELL IN THE MEDIA MIX NEWEST STUDY: MEDIA MIX WITH RADIO HAD BEST RESULTS

by Mary Beth Garber | EVP, Marketing Strategy | Katz Media Group

MEDIA MIXES WITH RADIO OUTPERFORM THOSE WITHOUT RADIO

The IAB recently commissioned Research Now to execute a series of cross media ad campaign effectiveness studies with multi-touch attribution to examine the performance of each media alone and in combination with others. Katz analyzed the results of the one campaign study that included Radio in the media mix and discovered what an incredible difference exposure to Radio made.

The particular case study involved a major U.S. Retailer whose campaign used a combination of Radio, TV and Digital. Evaluation of the cross media campaign proved that those consumers who were exposed to Radio in addition to Digital and TV were significantly more likely to shop in the store than those who were not, garnering a 9-fold increase in **Purchase Intent**.



In evaluating **Brand Perception**, the case study showed that exposure to multiple platforms drove the best results; no single medium executed alone drove significant brand lift. And not all media mixes are created equal – those *with* Radio drove a better response level than those *without* Radio. In fact, adding Radio exposure to Digital + TV drove 6 times the brand perception as just Digital and TV together.

The findings of this IAB study are in line with those of The ARF’s How Advertising Works research, based on 5,000 campaigns over 12 years: campaigns that involve more media channels consistently outperform those that employ fewer media channels, and Radio can be a key driver in campaign effectiveness.

Including Radio in campaigns, especially those involving TV and Digital, is likely to make them far more effective.

Source: IAB, Now Research Cross-Media Ad Effectiveness Study, January 2017