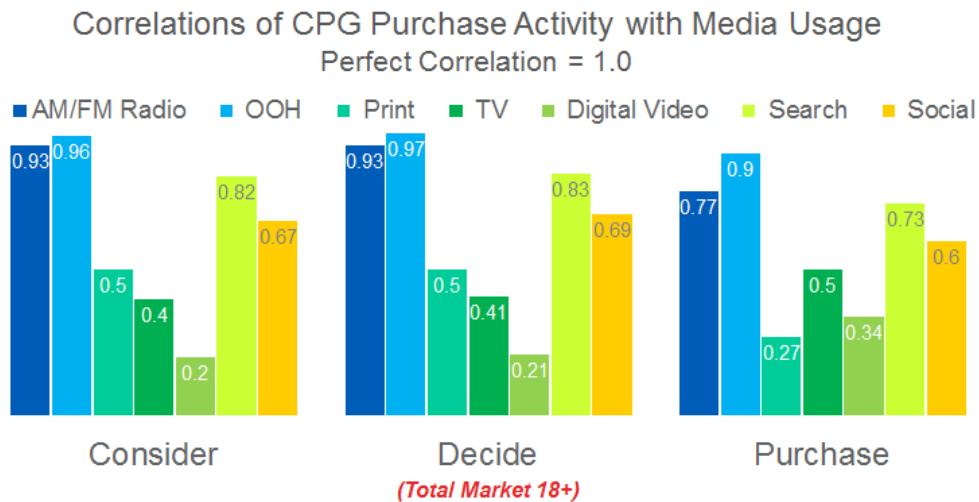


RADIO INSIGHTS

RADIO HAS MAJOR ROLE IN INFLUENCING PURCHASES RECENT STUDY UNDERSCORES RADIO'S VALUE IN THE PURCHASE JOURNEY

The Purchase Journey is full of key stages that help determine which products make it to the cash register. The marketers' challenge is to reach prospective buyers at the most opportune – and influential – moments when they are primed and receptive to messaging.

Starcom MediaVest Group conducted a 2016 study with iHeartMedia to see how AM/FM Radio as a medium impacts the decision-making and purchase of products, including CPG and Auto categories. They analyzed the data signals that consumers shared during their path to purchase—where they were, how they felt, what they were doing and which media they were using at the time. There was evidence of high consumer engagement with AM/FM Radio prior to and during the purchase journey for consideration, decision-making, and purchase, across all categories. For CPG in particular, they determined that every time a consumer heard a Radio ad they were in the right place and mindset to be most receptive to messaging, giving Radio a near 1 to 1 correlation, or direct impact, on considering, deciding and purchasing.



“Despite being one of the oldest advertising media forms around, it is clear that radio...will continue to play an important role in the decision making and purchase process.” –Starcom MediaVest Group



Mary Beth Garber, EVP Media Strategy, Katz Media Group

Note on graph: Data does not reflect coverage of each medium, only its ability to influence in the purchase funnel
Source: Starcom MediaVest Group and iHeartMedia proprietary study released in 2016