

RADIO INSIGHTS

RADIO: THE ROI TURBO-BOOSTER PROVIDES IMMEDIATE SALES LIFT TO TELEVISION-ONLY CAMPAIGNS

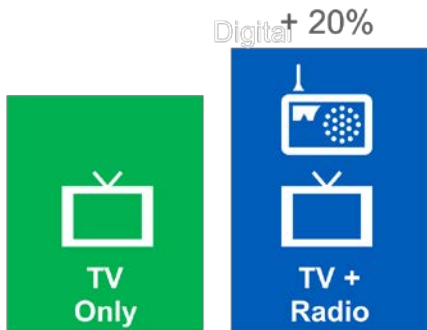
By Brian McElroy | SVP, Director of Research | Katz Media Group

The Advertising Research Foundation is developing best practices to help marketers navigate the increasingly complex media landscape. Based on analysis of thousands of advertising campaigns, The ARF's "How Advertising Works" is providing insights on how to best improve brand sales.

One key insight is the importance of diversification in media mixes. In order to maximize ROI, The ARF is encouraging brands to *advertise across multiple media rather than relying on just one*.

Marketing managers who limit the number of media in their programs also limit their ability to generate efficient returns on spending. The ARF estimates that ROI increases 19% when two media are used in ad campaigns versus one, and improves to 23% when using three media.

ROI Increase by Adding Radio to TV-Only Campaign

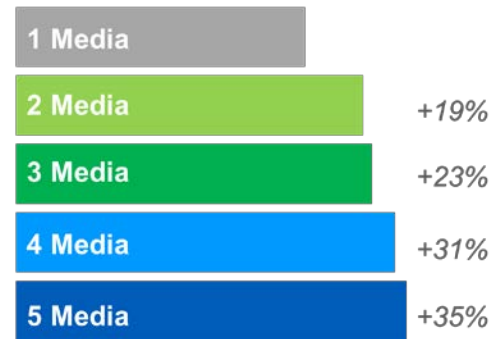


This pattern also holds up for Radio, specifically.

According to The ARF, *Radio pays dividends for brands that add it to their Television campaigns*. Brands improve their ROI an estimated 20% once dollars are invested in Radio rather than relying solely on Television advertising.

This news is yet another example that demonstrates Radio's ability to effectively and efficiently drive sales.

Incremental ROI Generated by Adding Media to Campaign



A MESSAGE FOR MARKETERS: RADIO IN THE MEDIA MIX WILL IMPROVE YOUR BOTTOM LINE!

Source: The Advertising Research Foundation