

RADIO ADDS
BITE!



Strengths in a slowdown

How radio can help your business



In a slowdown

Radio has many benefits for your business

- It's low-risk - you get more for less
- Its agile - you can get an ad on the radio really quickly
- It's engaging - you can mobilise customers
- It's cost-effective - you get access to 38,600 listeners

(source: RAJAR/Ipsos MORI /RSMB. Q1 2012 Isle of Man)





RADIO adds BITE



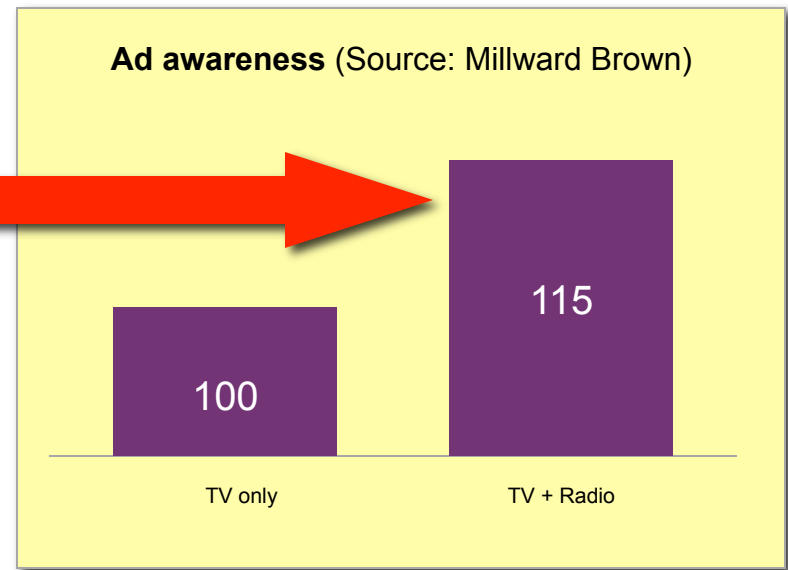
It's flexible and cost efficient, it complements other media and it's a powerfully emotional influencer.



Look what happens...

When 10% of a TV campaign is redeployed to radio

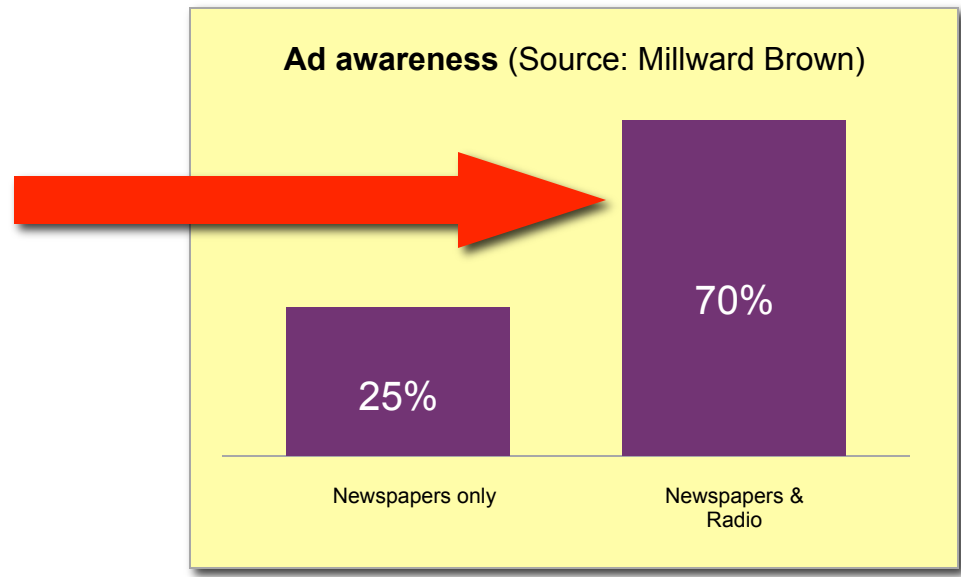
Overall ad awareness increases by 15%



Look what happens...

When 50% of press ads are redeployed to radio

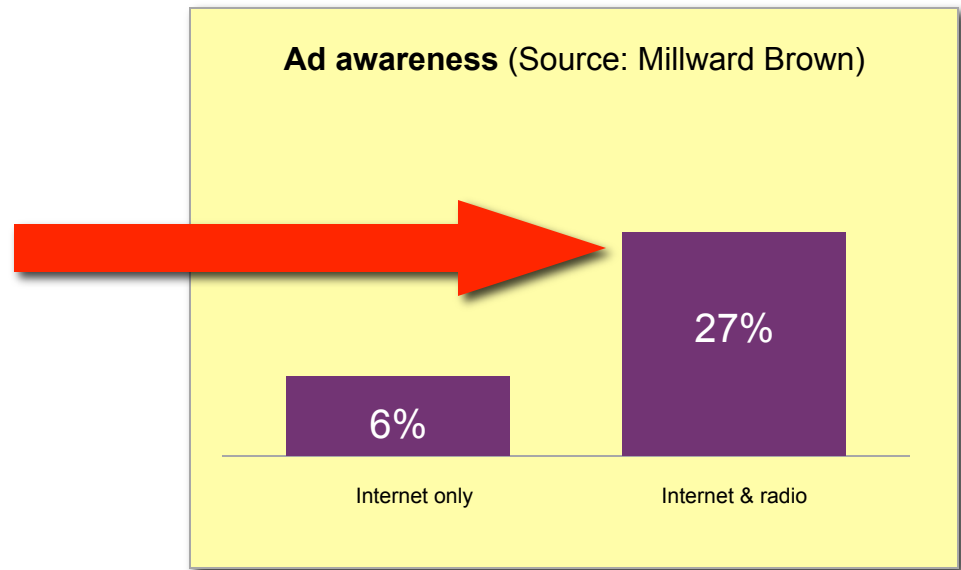
Unaided brand recall
increases three-fold



Look what happens...

When 50% of internet ads are redeployed to radio

Unaided brand recall
increases four-fold

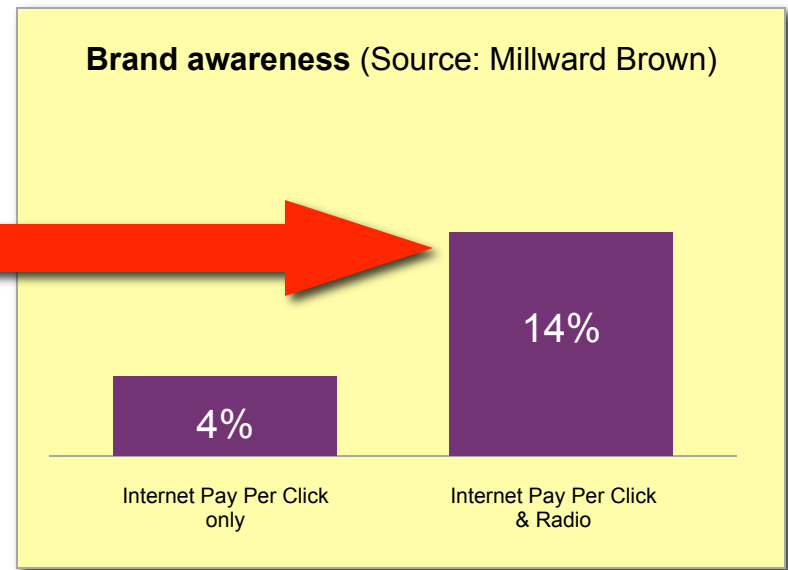


Look what happens...

When people are exposed to radio within search

Brand name search
increases **350%**

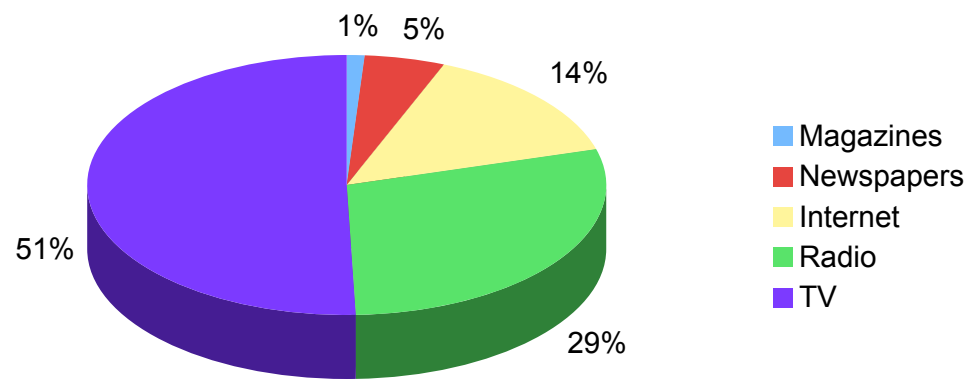
‘Word of Mouse’ is a
powerful thing



Radio is in great shape...

From an audience perspective

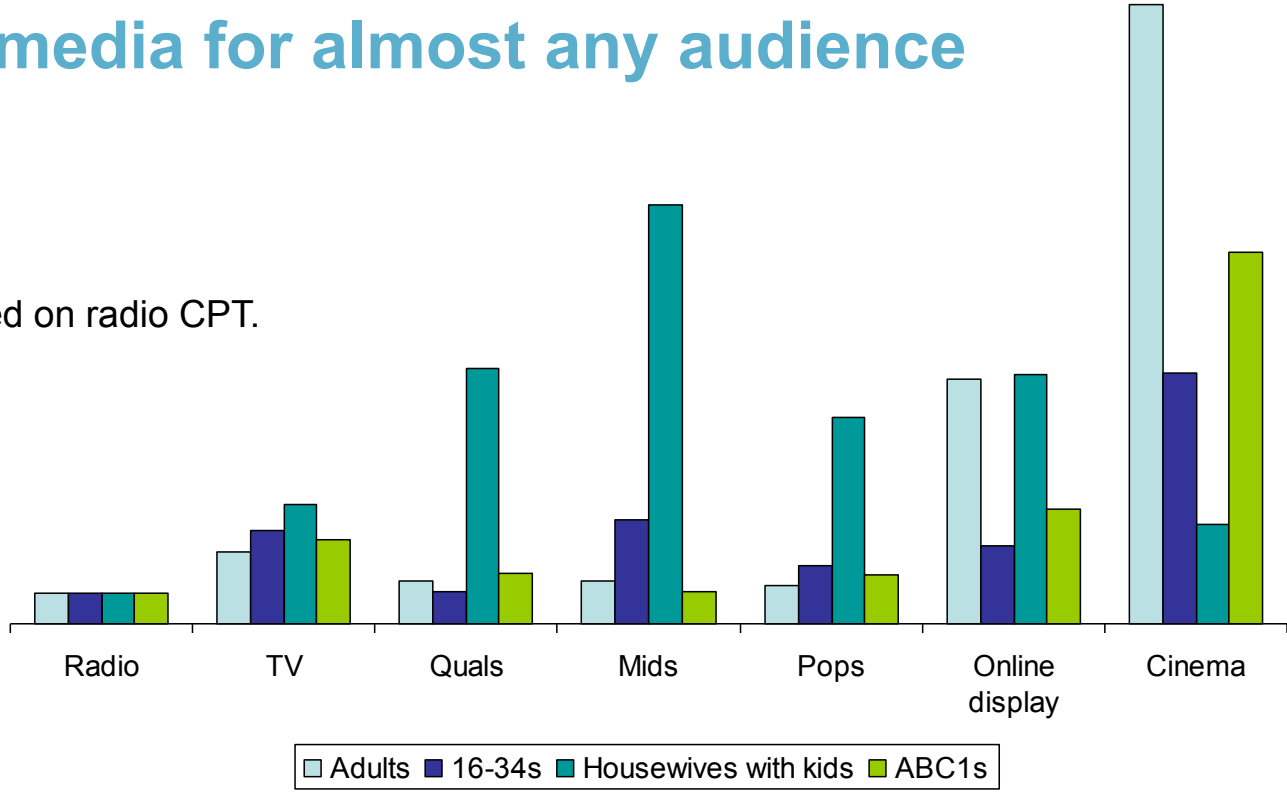
- Consumers spend over 25% of their day listening to radio
- Radio is the second most-consumed media after TV
- It's a hugely important medium for consumers





Radio is more cost-effective... Than any media for almost any audience

Media CPTs indexed on radio CPT.
Radio = 100



More info?

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