

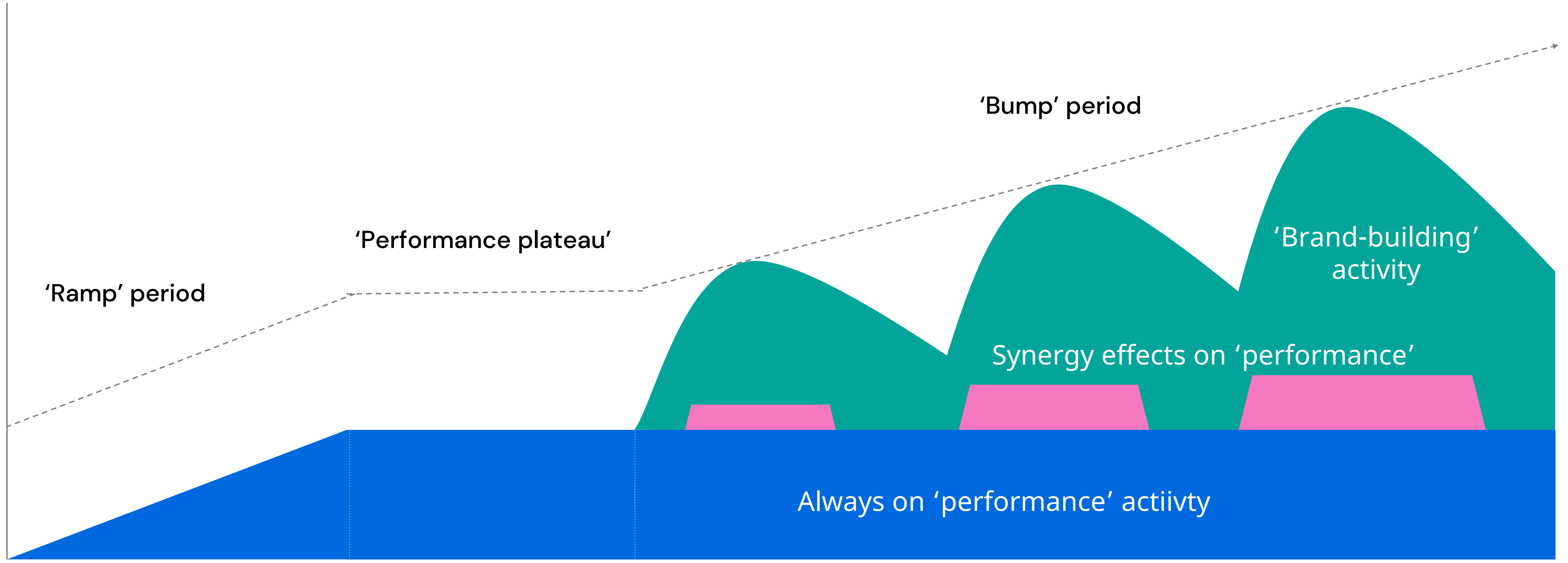
**Radio**



**The Performance  
Multiplier**

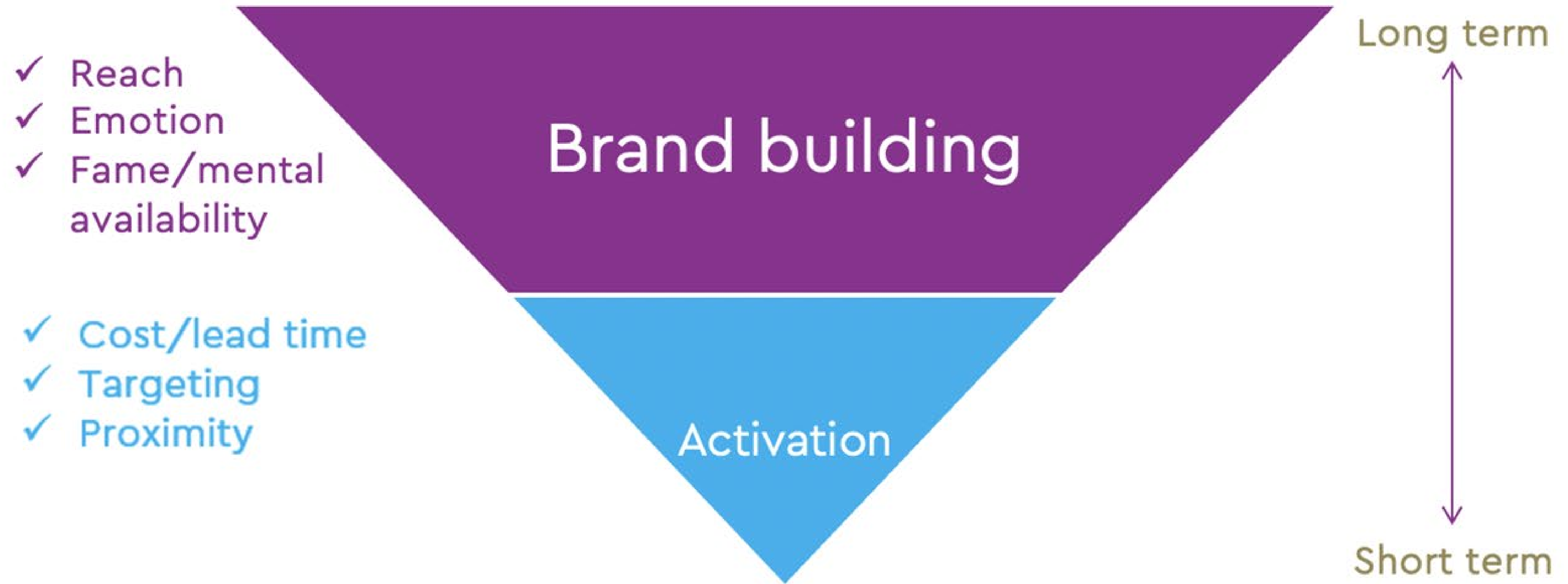
# Combining brand and performance is the key to a long term sustainable growth

Sales from advertising



Source: Dr Grace Kite & Tom Roach

# Radio proven effective at both **generating** and **converting** demand



“We can’t measure radio’s effect from a Performance perspective!”

“We find it difficult to attribute online response to radio advertising!”

“Radio advertising doesn’t seem to drive online response!”

# The challenges to accurate radio attribution

## 1. Bridging the offline/online divide



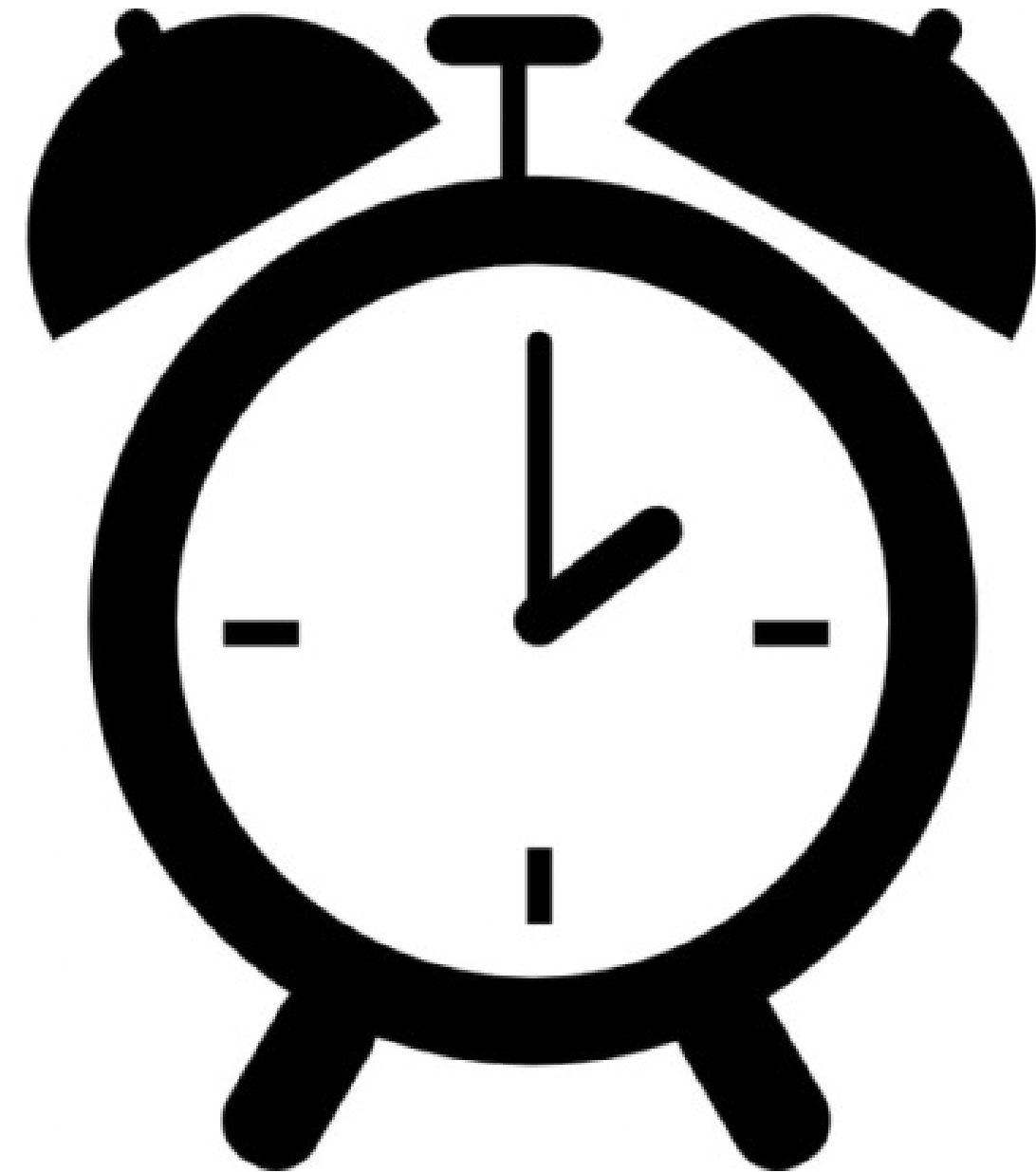
# The challenges to accurate radio attribution

## 2. Listeners are engaged in other tasks



# The implications of parallel listening

## 1. **Delayed** response



### **IMPLICATION:**

Short-term, spot-by-spot, response-window attribution will not accurately quantify the true radio effect.

# The implications of parallel listening

## 2. Indirect response



### IMPLICATION:

The full effect of radio will be realised via a range of referral sources.



# Objectives for this study

1. Quantify the full extent of radio advertising's short-term uplift effect on web sessions.
2. Provide context for radio's performance relative to other media.
3. Define how the use of radio can drive overall Performance Marketing effectiveness.
4. Identify media planning strategies and creative approaches that optimise radio's effect.
5. Explore radio's value-added longer-term brand effects for Performance-led campaigns.

# The core methodological challenge



Accurately capture an *offline* medium's *online* response,  
when it is distributed over a *yet-to-be-determined* interval,  
and delivered through a *range of response channels*.

# How the study was done

**Our approach = regression modelling**



**Identifying the correlation between  
media impacts and web sessions**

# Understanding radio's effect vs. other media

**MEDIA  
CAMPAIGN  
DATA**  
(by MEDIUM)

Daily adult impressions  
& weekly spend

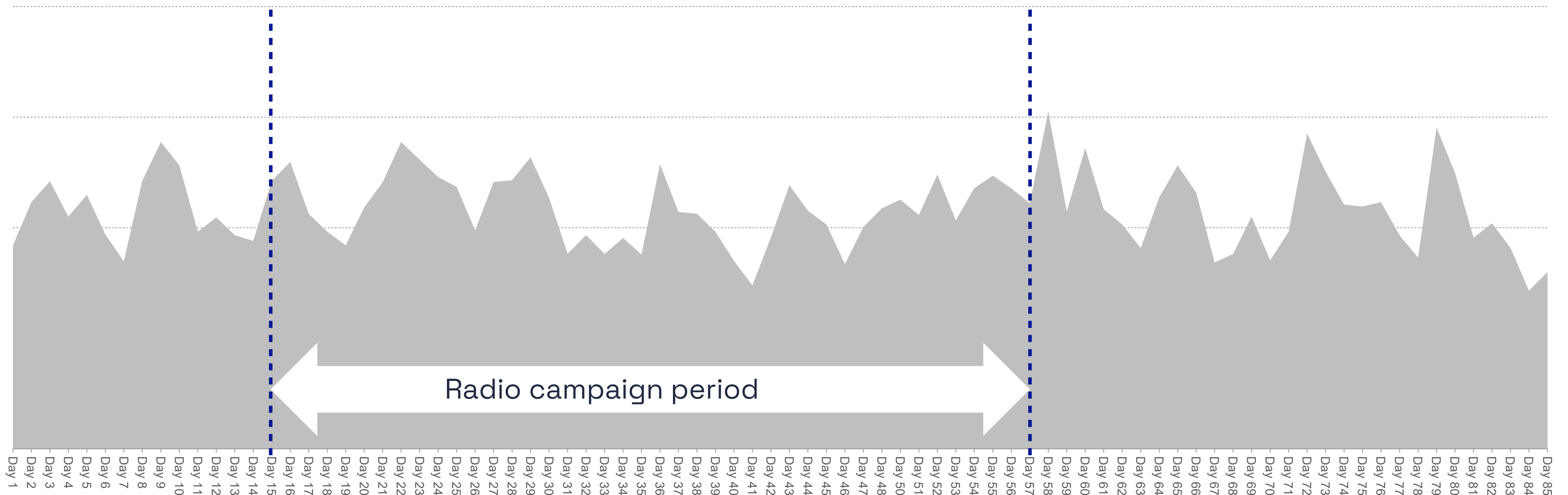
**GOOGLE ANALYTICS  
DATA**  
(by REFERRAL SOURCE)

Daily web sessions

For full radio campaign period & two weeks pre- and post

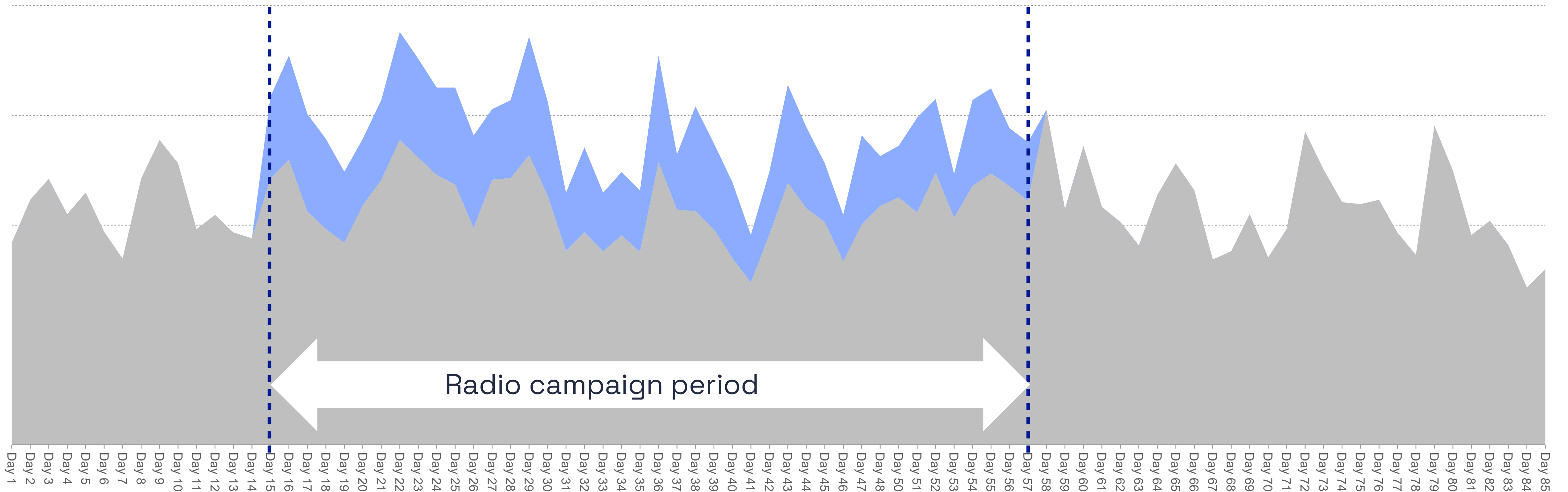
# 1. Establishing Baseline traffic

Daily web session volumes once media activity effects have been removed



# 2. Quantifying the total 'demand-generation' media effect

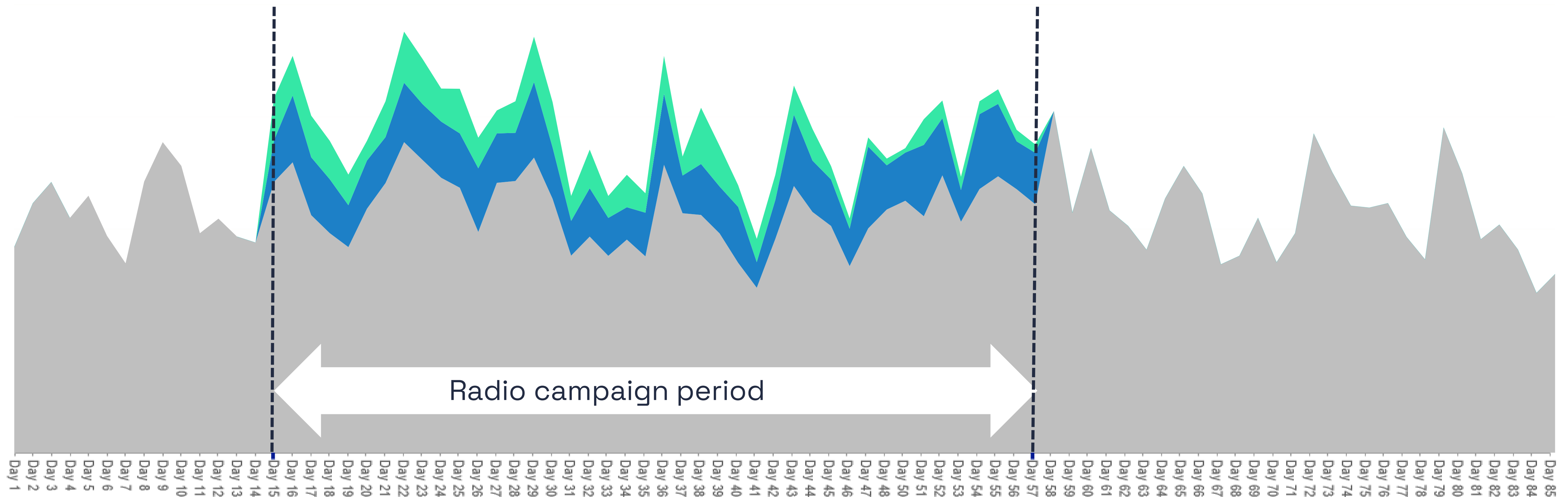
Actual web session volumes vs. baseline



# 3. Isolating the RADIO campaign effect

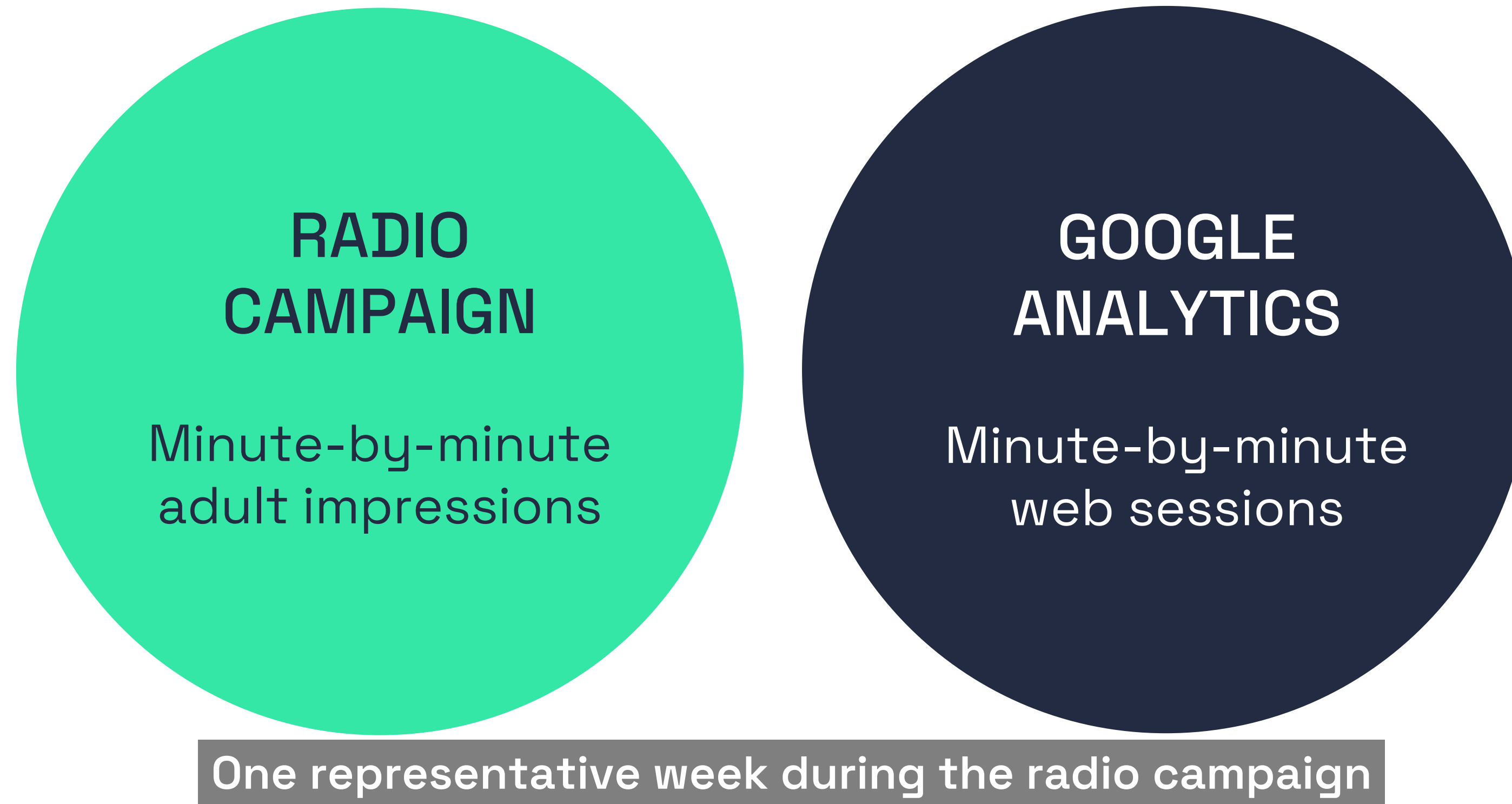
Share of additional web sessions attributed to RADIO

Share of additional web sessions attributed to other-media-combined





# Understanding Radio's *delayed response* in detail



# The campaign recruitment process

Over a period of

**12 months**

we contacted

**11 media agencies**

about

**20+ campaigns**

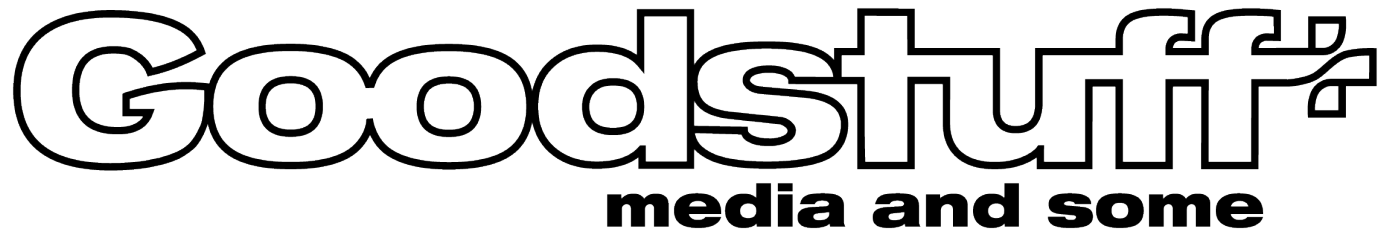
# Participating advertisers/agencies



**HARRY'S**



december **19**



# Overview: the four participating media campaigns

2 X National  
2 x Regional

‘Demand-generation’ media  
used/reviewed:

4x featured Radio  
(2x inc. Digital Audio)

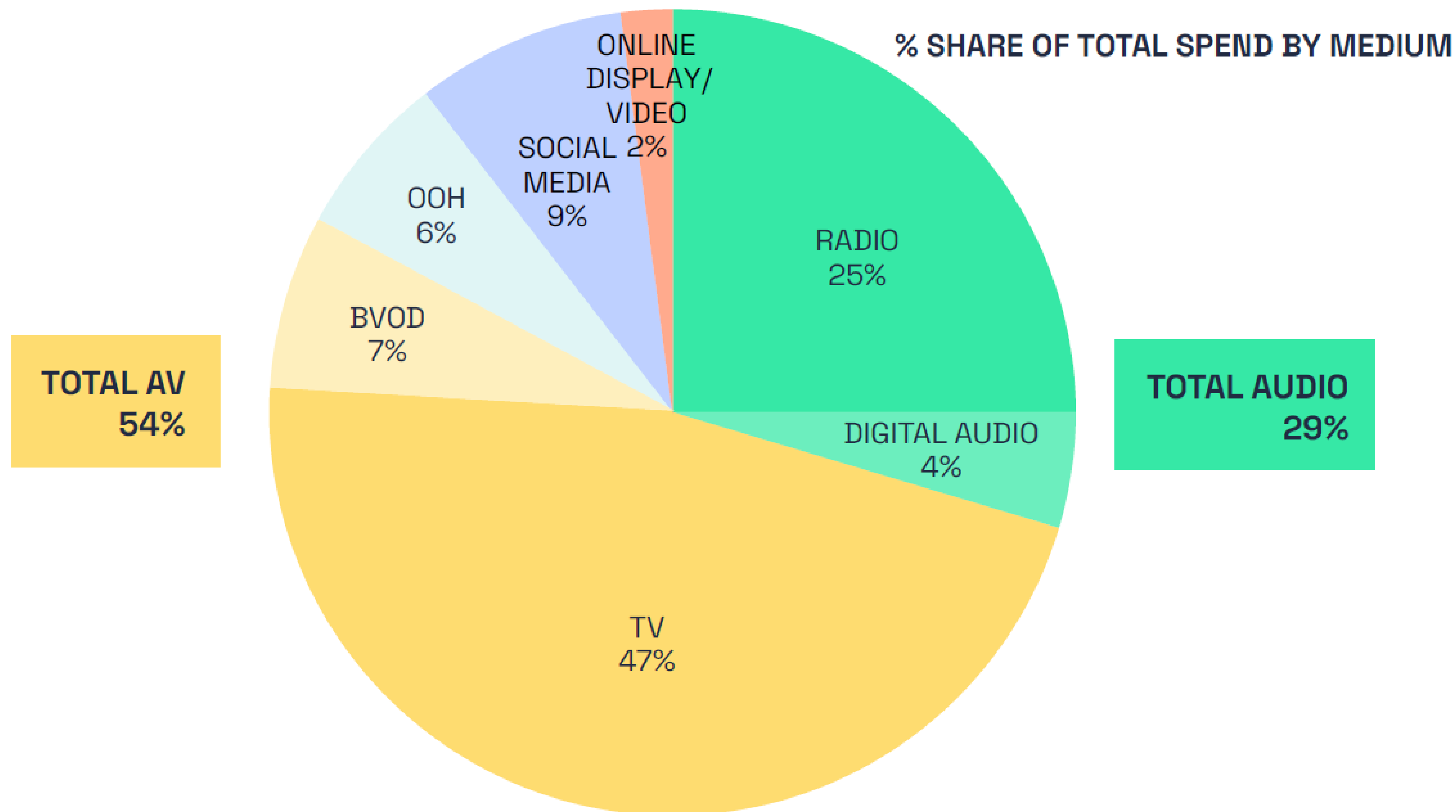
3x featured TV  
(2x inc. BVOD)

2x featured OOH

2x featured Social Media

2x Featured Online  
Display/video

TOTAL MEDIA SPEND WITHIN RADIO CAMPAIGN PERIOD = **£3.25M**



# Depth of data/statistical significance

Daily  
multi-media  
model

1.6bn multi-media impressions  
30m web sessions

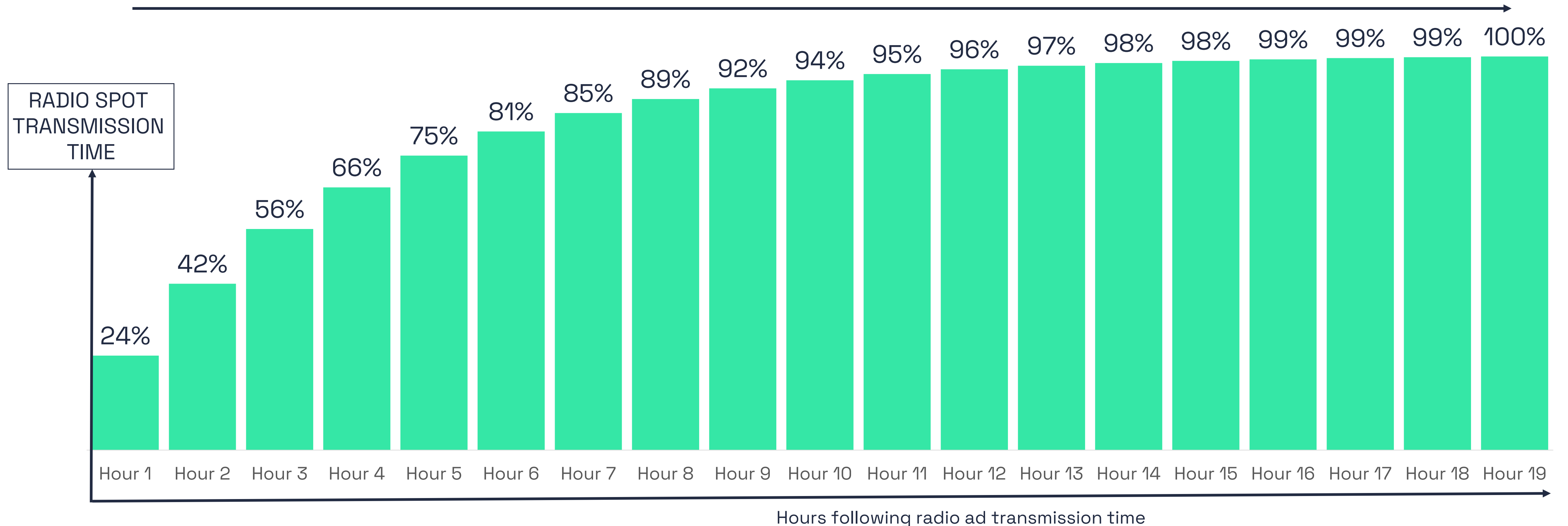
Minute-by-minute  
Radio  
model

152m Radio impressions  
2.1m web sessions

# The findings

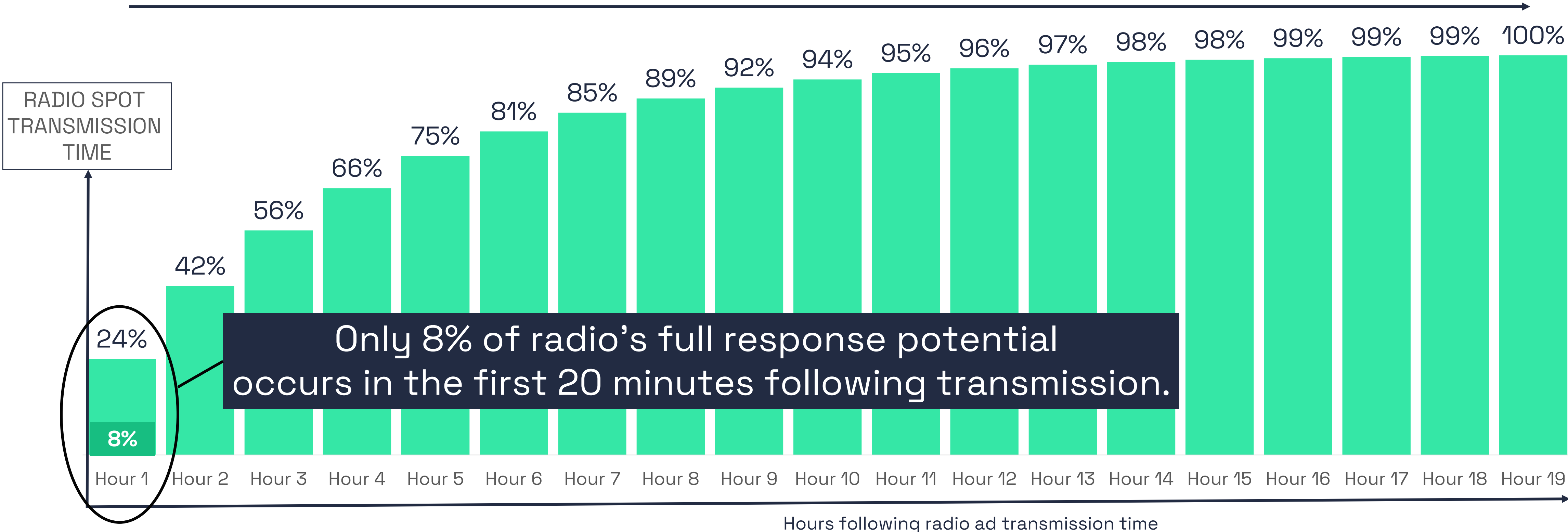
# An average radio spot takes 19 hours to deliver its full web response potential

Cumulative build of effect (proportion of total) for each radio spot delivered by hour following transmission



# Typical short-term response window attribution excludes 92% of radio's full effect!

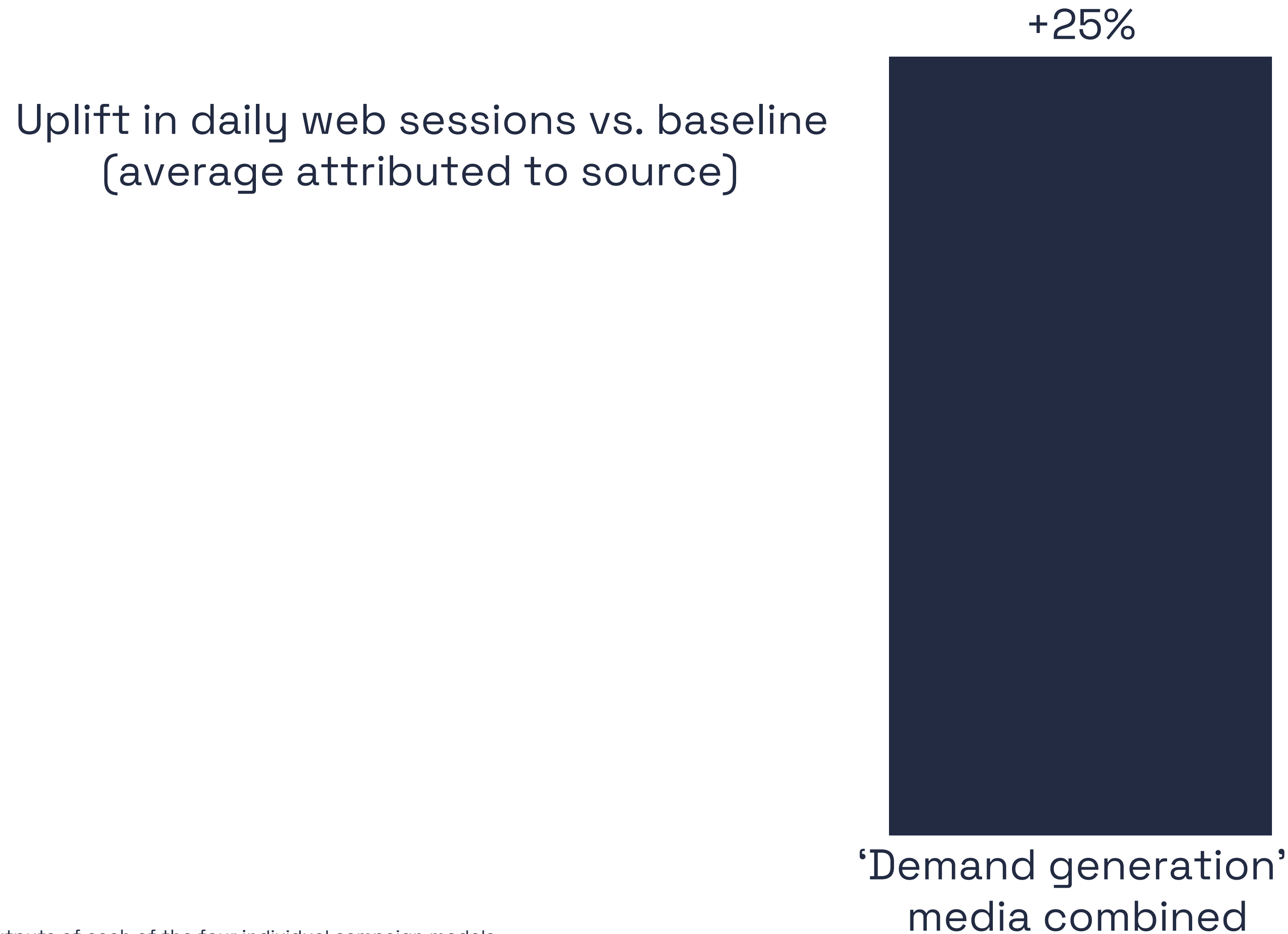
Cumulative build of effect (proportion of total) for each radio spot delivered by hour following transmission



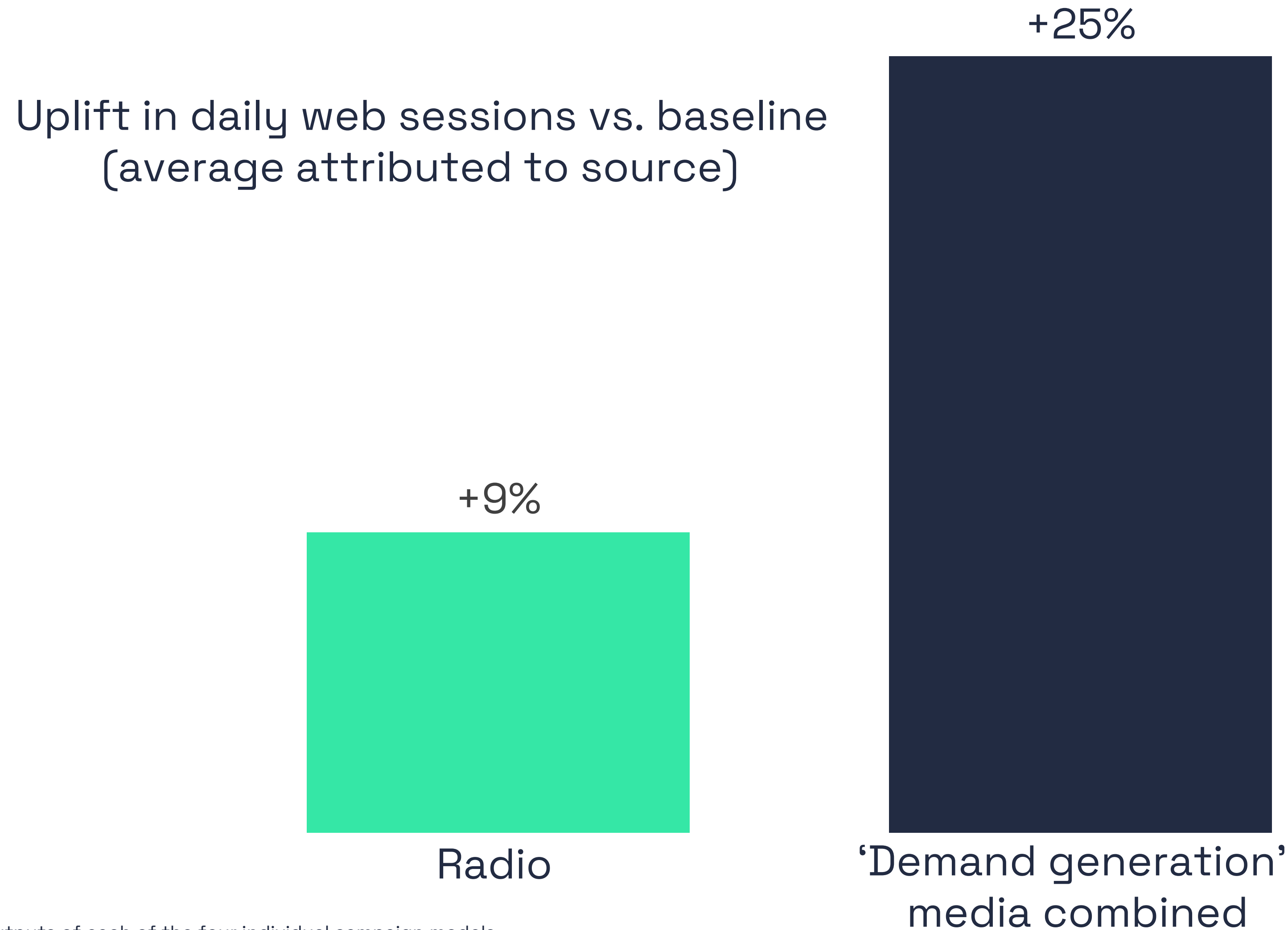
Only 8% of radio's full response potential occurs in the first 20 minutes following transmission.



# On average, all 'demand generation' media combined increase daily web sessions by 25%

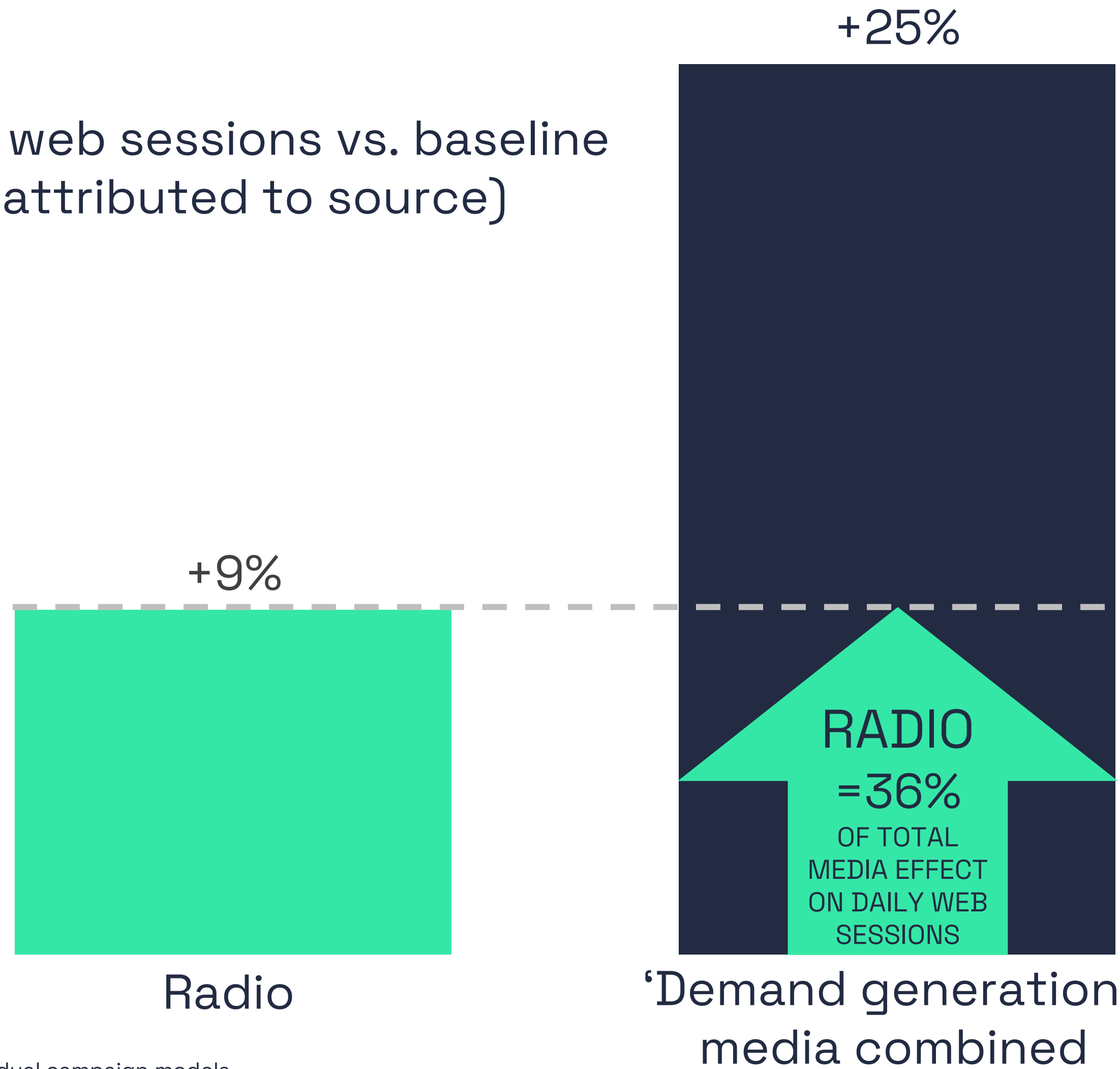


# Radio advertising uplifts daily web sessions by an average of 9% over baseline (when correctly attributed)



# Radio accounts for 36% of *total media-driven uplift* in daily web sessions

Uplift in daily web sessions vs. baseline  
(average attributed to source)



**RADIO**  
= 29%  
OF TOTAL  
MEDIA BUDGET

Base: averages calculated from the outputs of each of the four individual campaign models

Source: Radio: the Performance Multiplier, Google Analytics/Colourtext

# Understanding relative campaign performance

## The challenges:

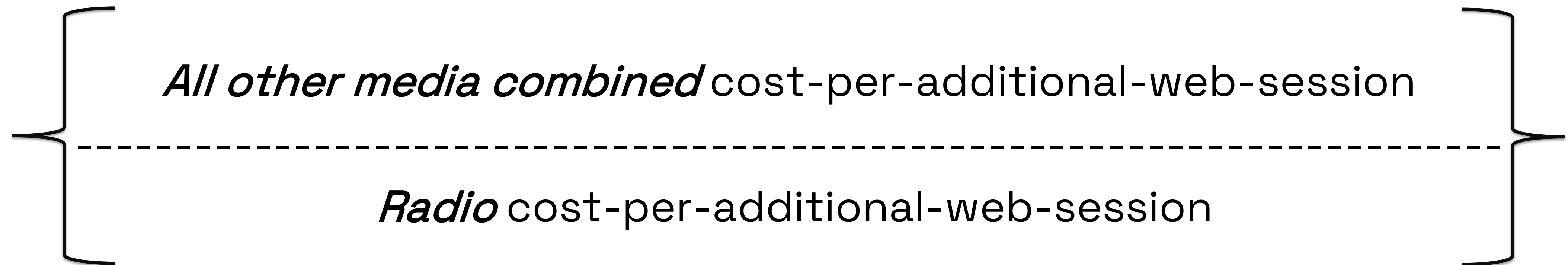
- Huge disparity in baseline web session volumes
- The value of a web session varies greatly from business to businesses



Therefore, straightforward **cost-per-additional-web-session** comparison **is not a meaningful measure** of relative campaign performance.

# Understanding relative campaign performance

Our solution = the **RADIO COST-EFFICIENCY RATIO (“RACER”)**

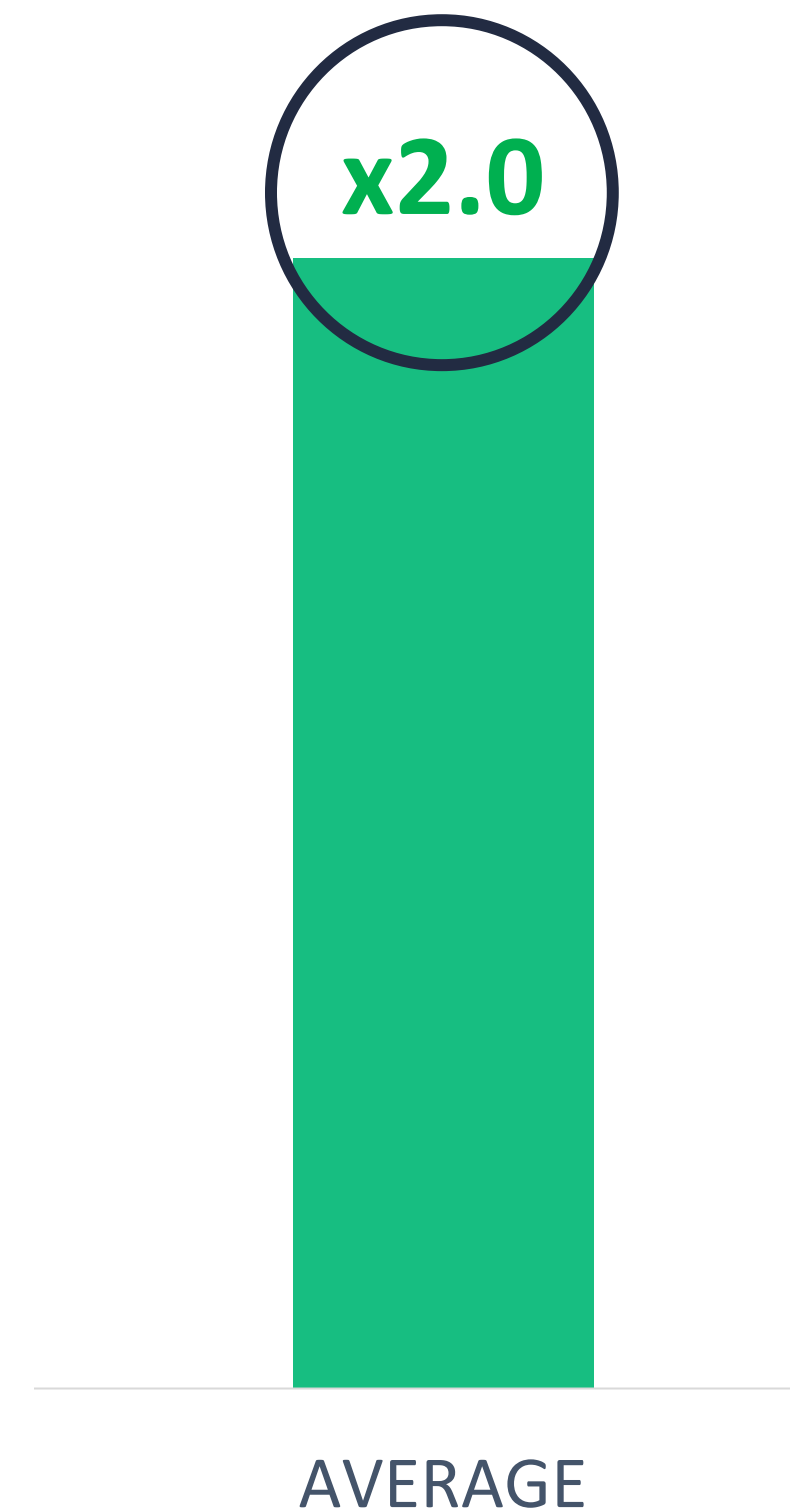


**If RACER >1, radio is more cost-efficient than other-media-combined.**

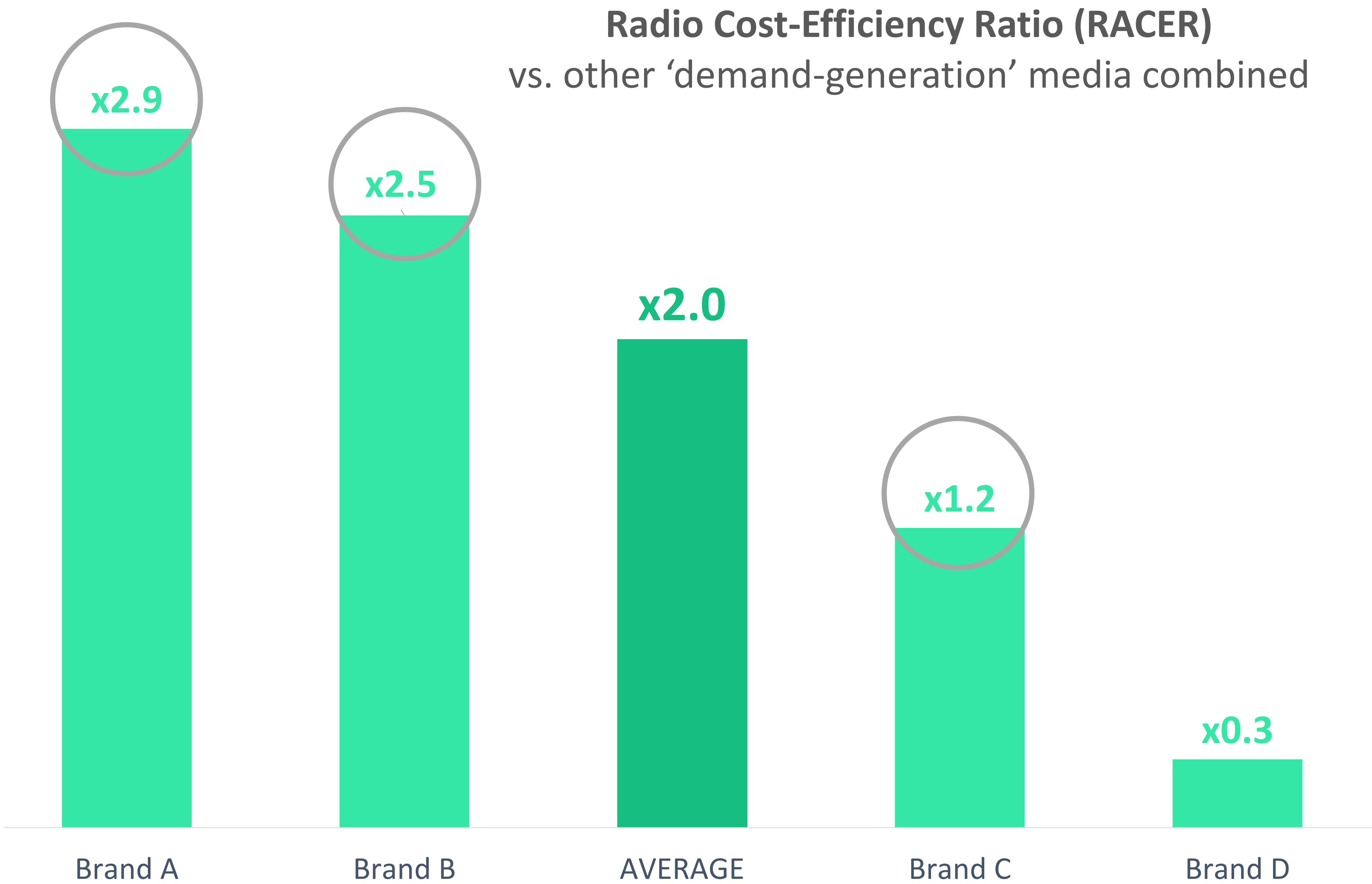
- This formula allows us to:
  - assess radio’s performance (relative to other media) on a *campaign-by-campaign* basis.
  - calculate the *average* radio performance (relative to other media) across ALL campaigns.

# Radio uplifts *web sessions* **TWICE** as **cost-efficiently** as other 'demand-generation' media combined

Radio Cost-Efficiency Ratio (RACER)  
vs. other 'demand-generation' media combined  
(average across all 4 campaigns)



# Radio uplifts *web sessions* more **cost-efficiently** than other-media-combined in **3** out of four cases



Base: individual campaign models/ average calculated from the outputs of each of the four individual campaign models

Source: Radio: the Performance Multiplier, Participating agencies/Google Analytics/Colourtext

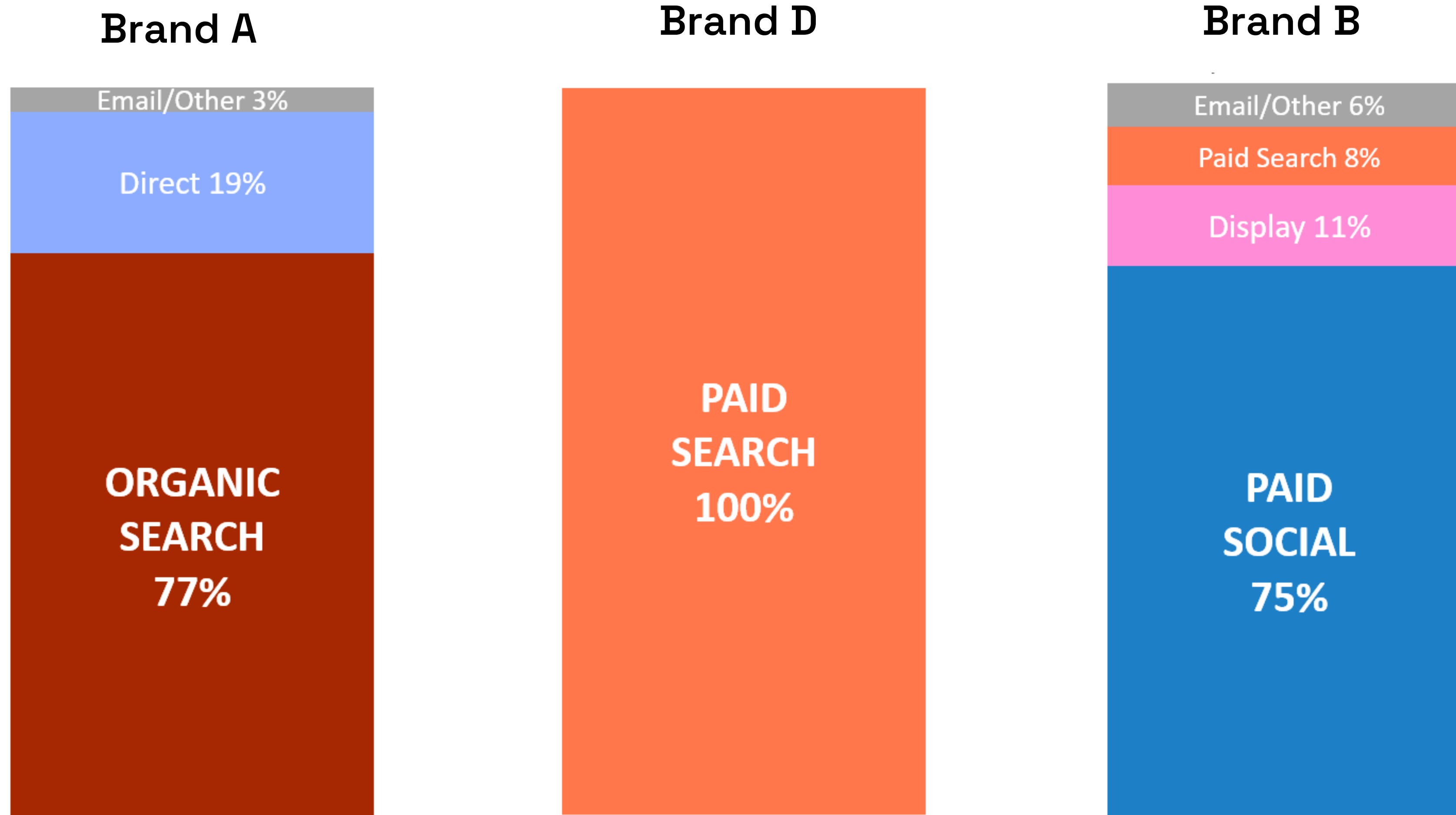
# The best-performing campaigns are characterised by higher weekly reach % & consistent use of distinctive audio brand assets

	Average radio campaign weekly reach %	Average score for use of audio brand assets (max.= 10)*
<b>CAMPAIGNS ACHIEVING ABOVE-AVERAGE RADIO COST-EFFICIENCY RATIO (RACER)</b>	<b>31%</b>	<b>6</b>
<b>CAMPAIGNS ACHIEVING BELOW-AVERAGE RADIO COST-EFFICIENCY RATIO (RACER)</b>	<b>22%</b>	<b>3</b>



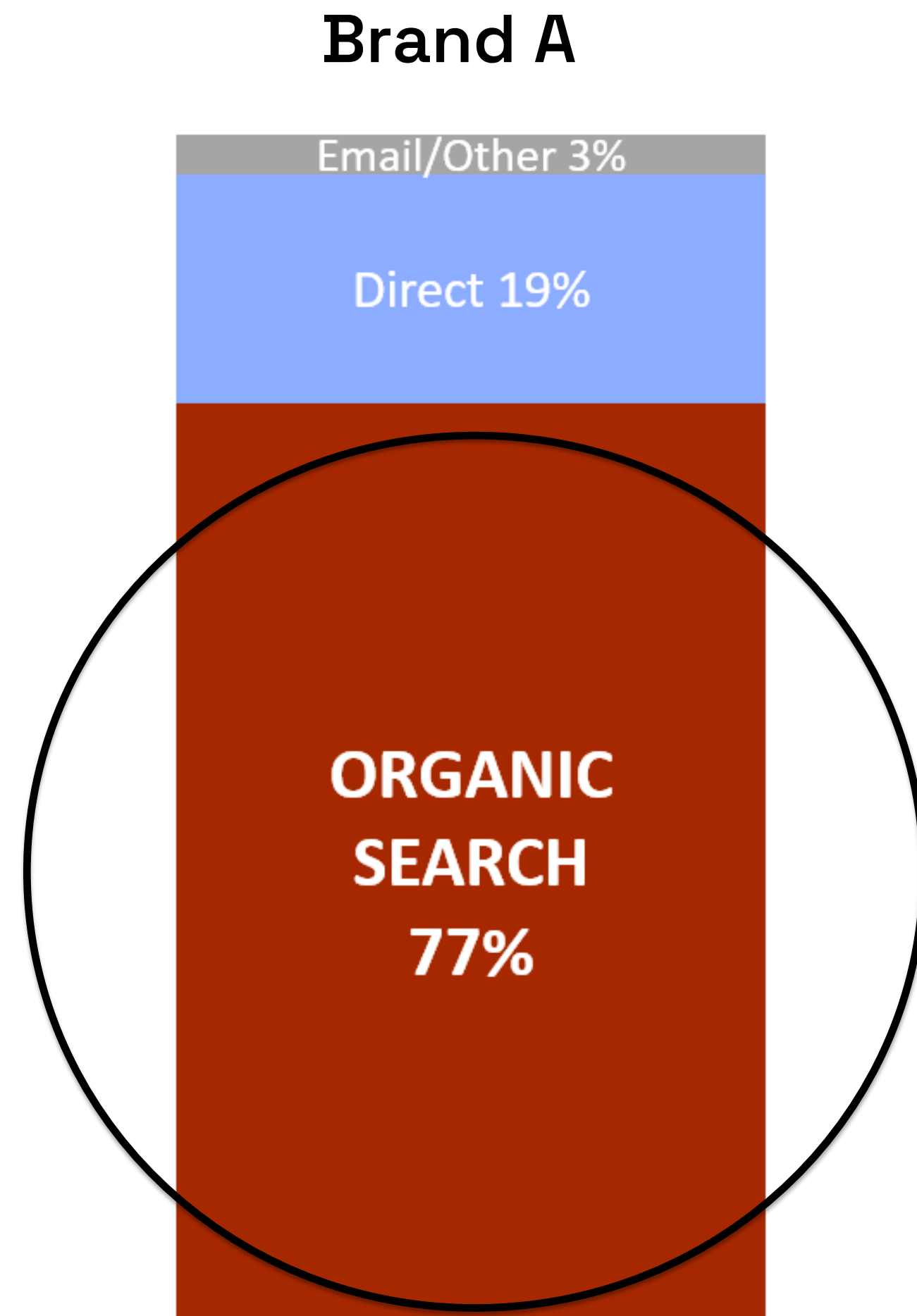
**The impact of radio on  
overall performance efficiency**  
alongside pureplay online response channels

# Uplift in web sessions over baseline by referral source (Brands A, D, and B)

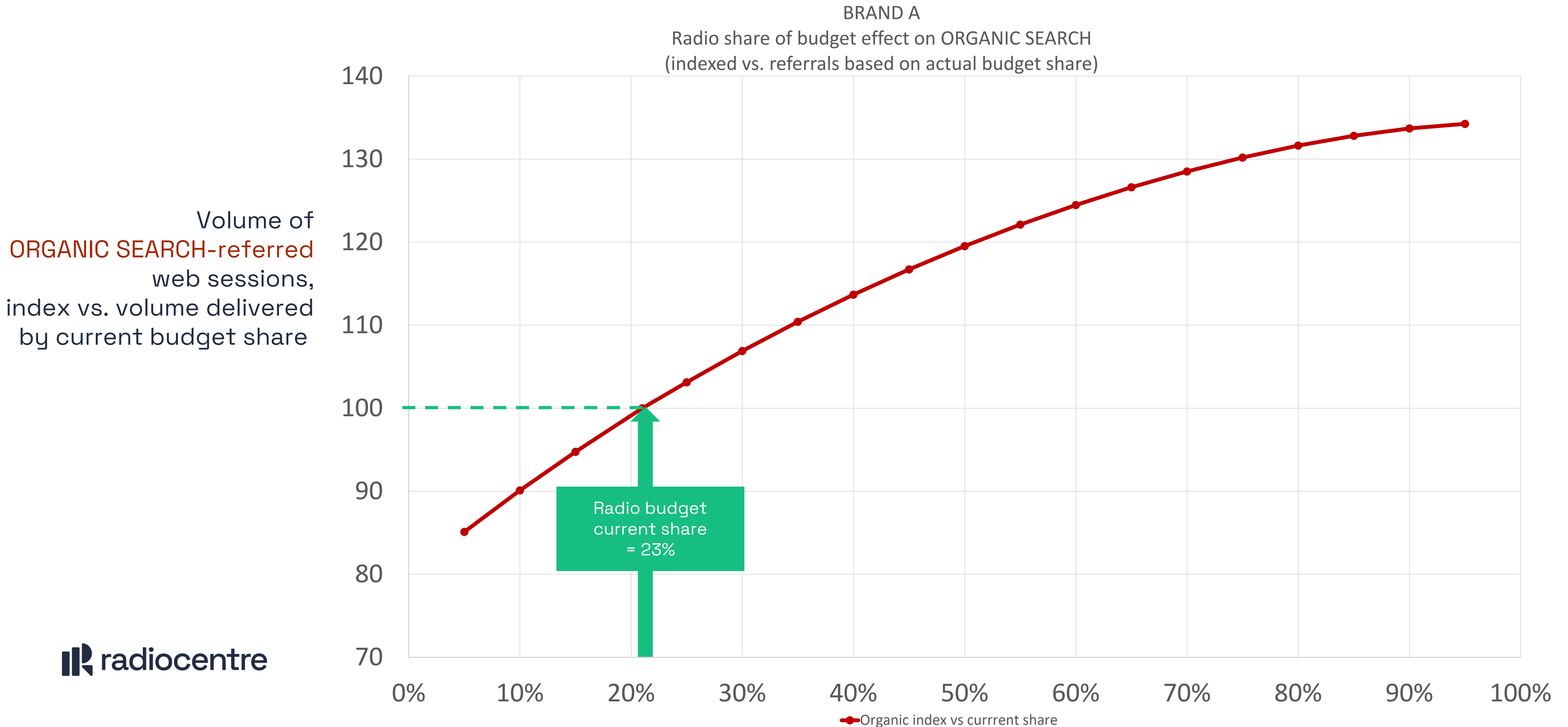


# Brand A

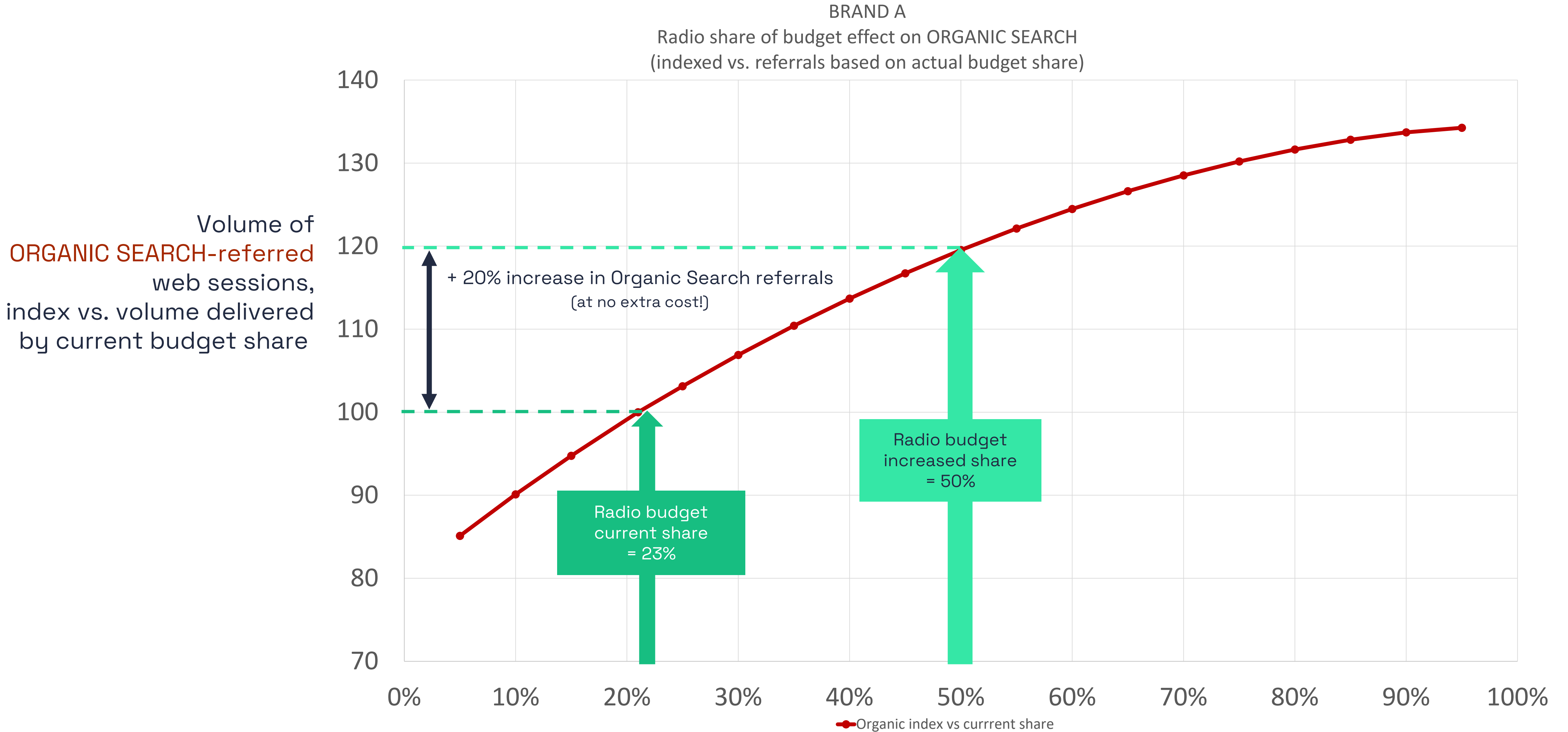
## Radio's effect on Organic Search referrals



# Reallocating budget to Radio boosts **Organic Search** referrals AT NO EXTRA COST!



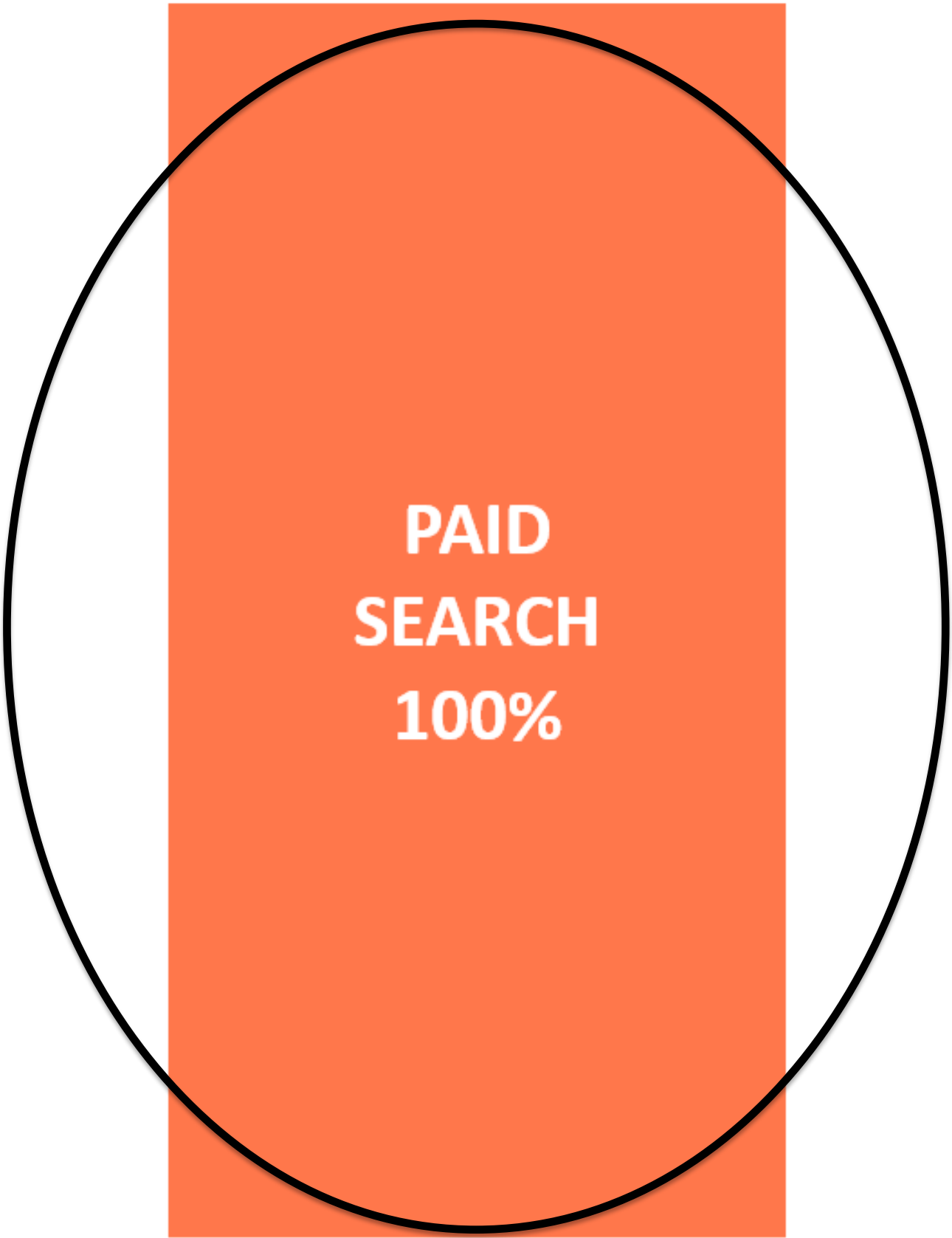
# Reallocating budget to Radio boosts **Organic Search** referrals AT NO EXTRA COST!



# Brand D

## Radio's effect on Paid Search referrals

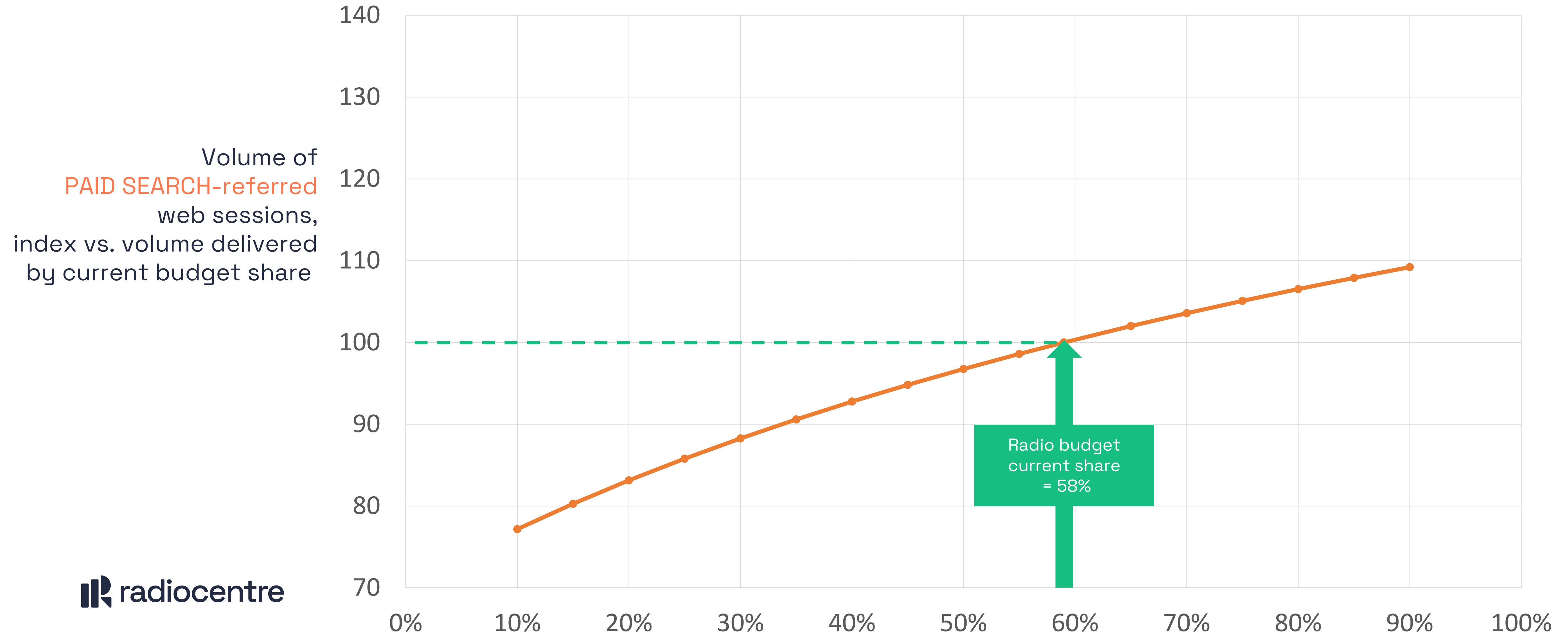
Brand D



# Reallocating budget to Radio boosts **PPC** referrals AT NO EXTRA COST!

Brand D

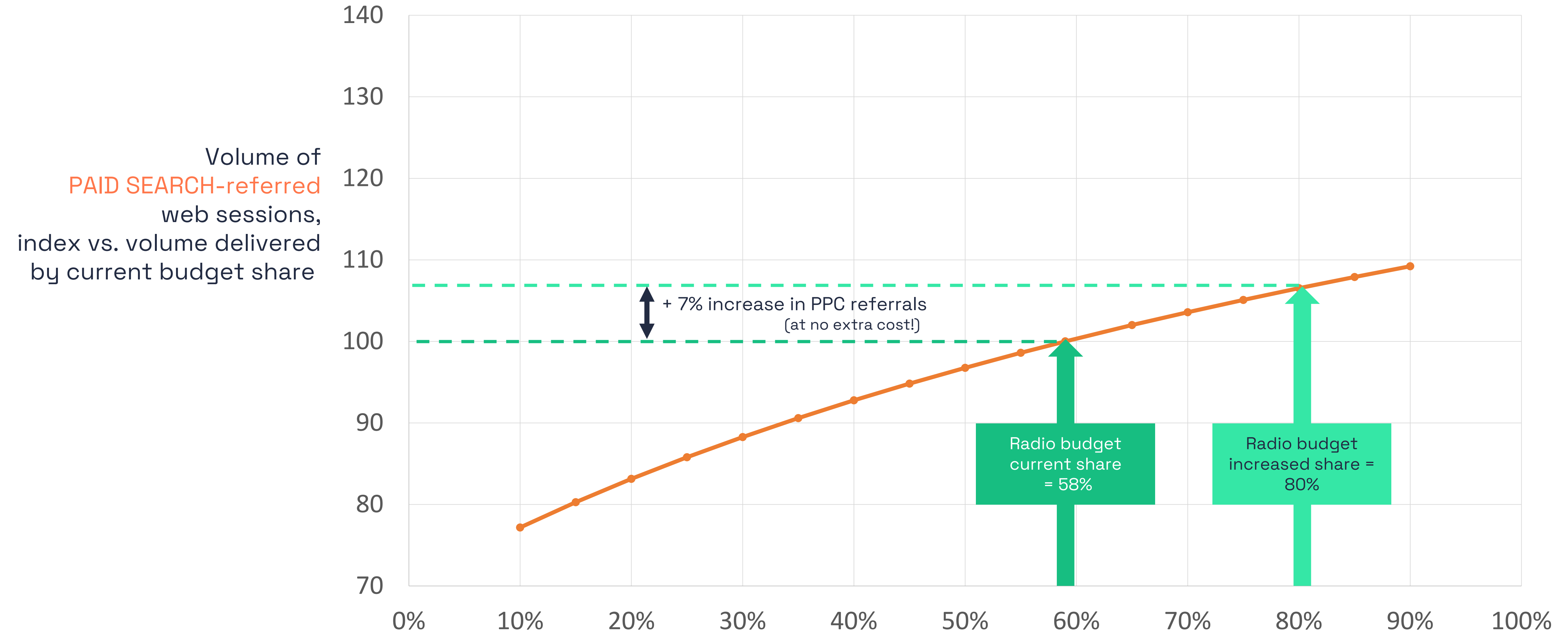
Radio share of budget effect on PPC referrals  
(indexed vs. referrals based on actual budget share)



# Reallocating budget to Radio boosts PPC referrals AT NO EXTRA COST!

Brand D

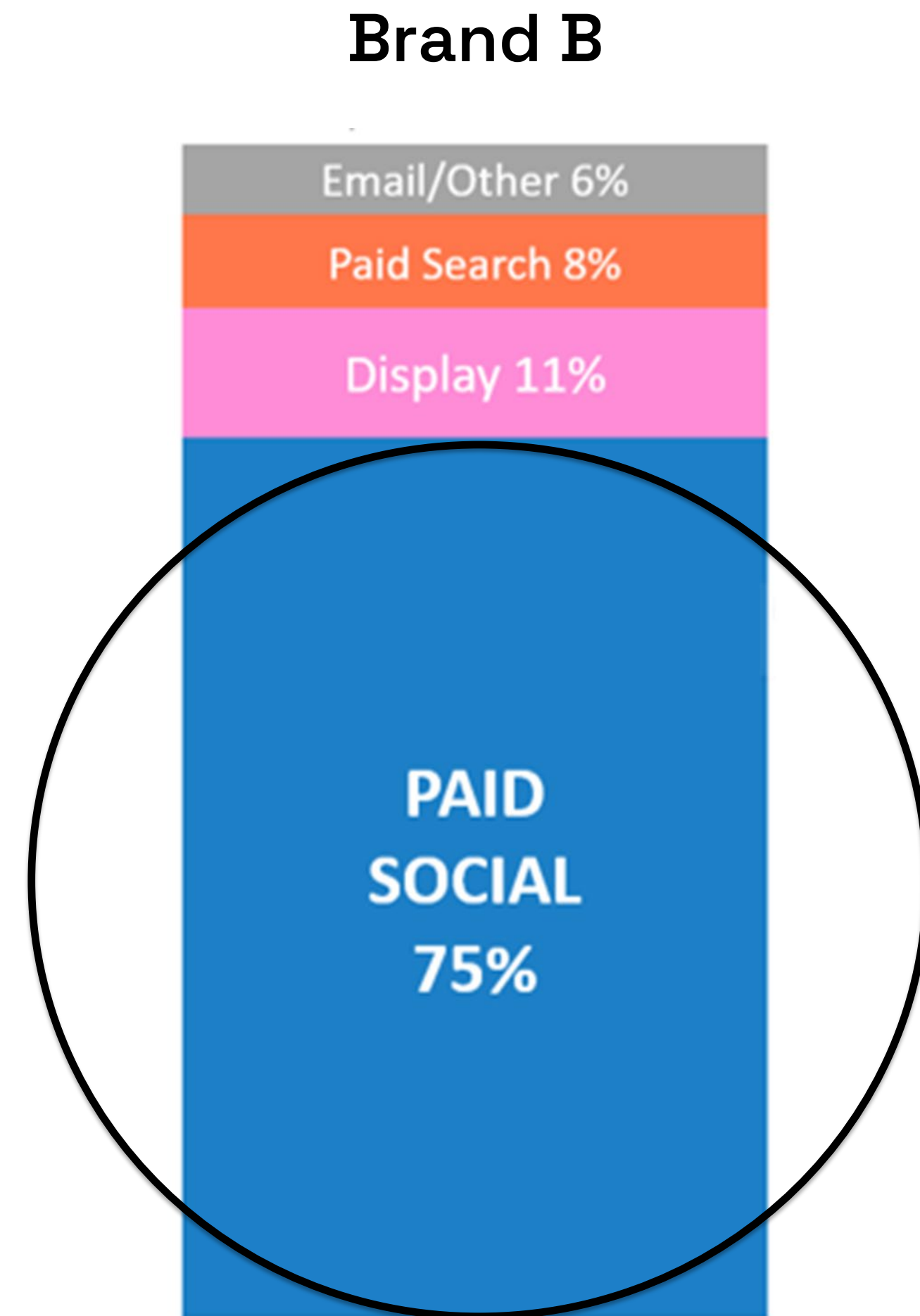
Radio share of budget effect on PPC referrals  
(indexed vs. referrals based on actual budget share)





# Brand B

## Radio's effect on Paid Social referrals

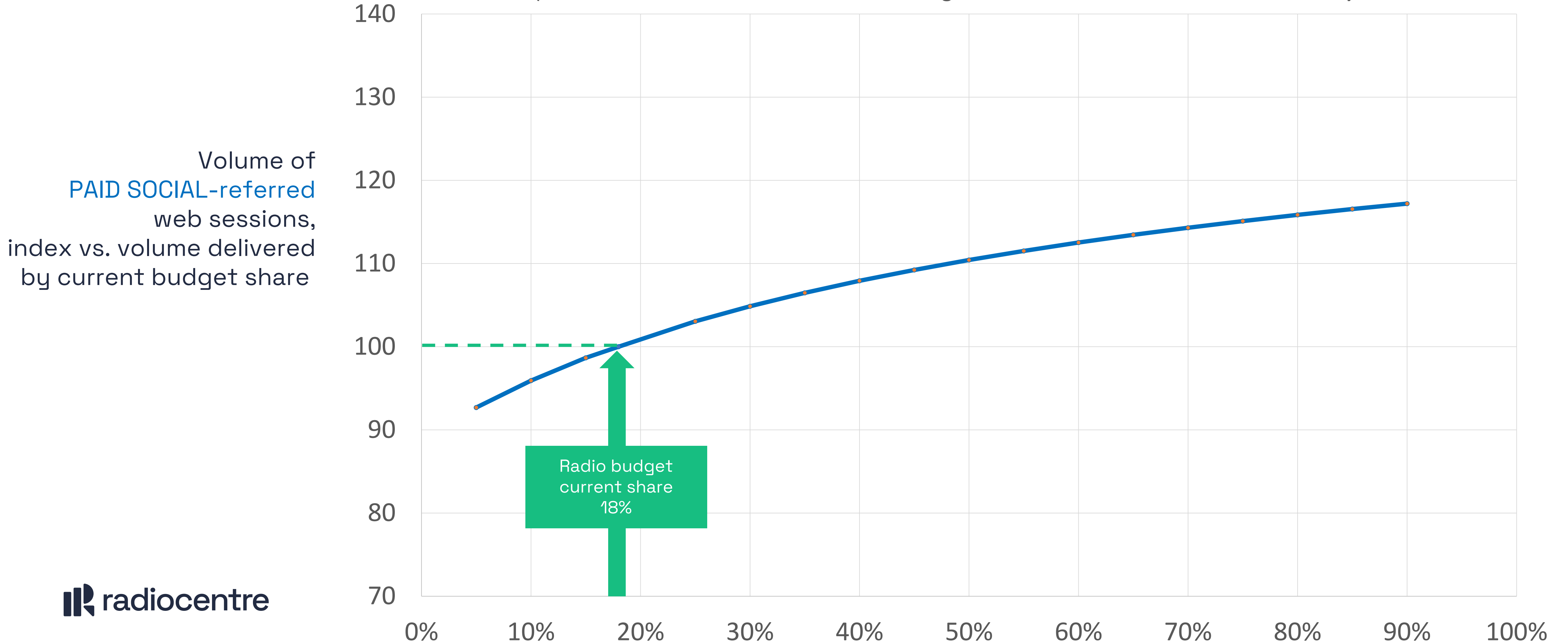


# Reallocating budget to radio boosts **Paid Social** referrals AT NO EXTRA COST!

Brand B

Radio share of budget effect on Paid Social referrals

(indexed vs. referrals based on actual budget share - **funded from ALL other media**)



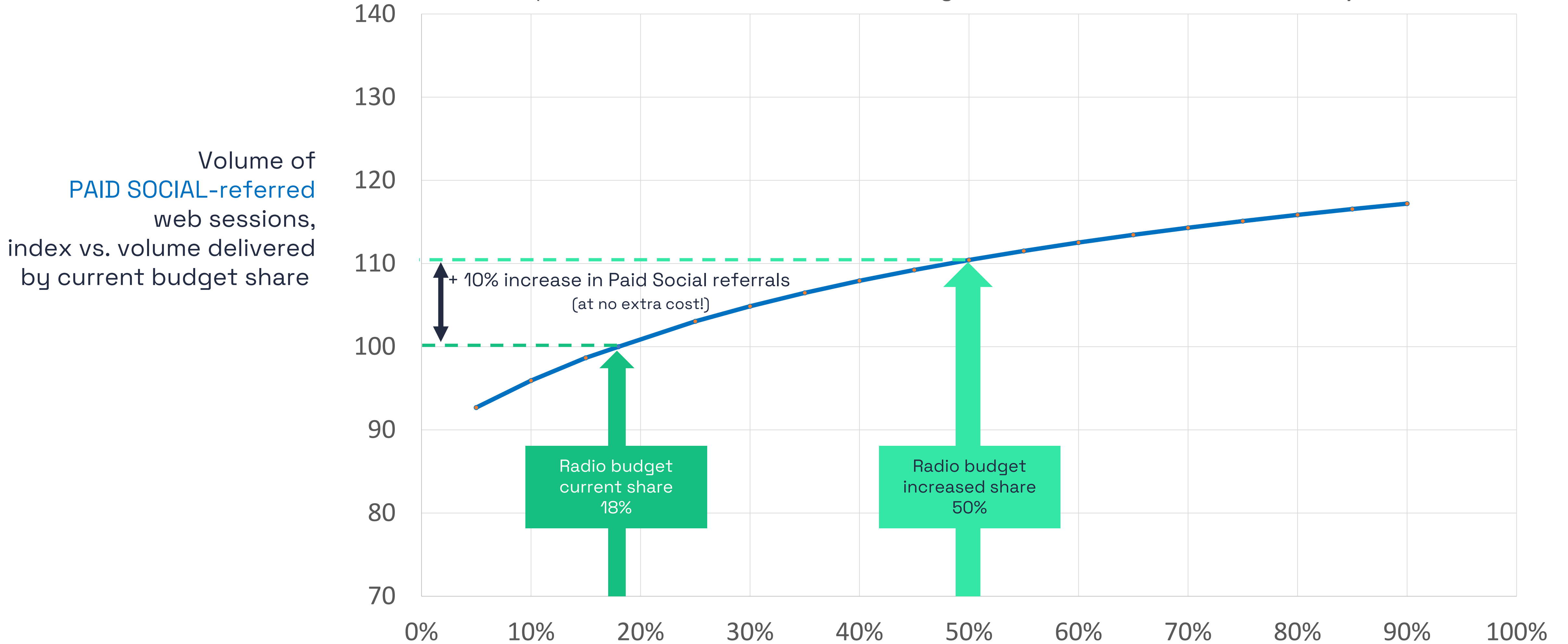
# Reallocating budget to radio boosts **Paid Social** referrals

## AT NO EXTRA COST!

Brand B

Radio share of budget effect on Paid Social referrals

(indexed vs. referrals based on actual budget share - **funded from ALL other media**)

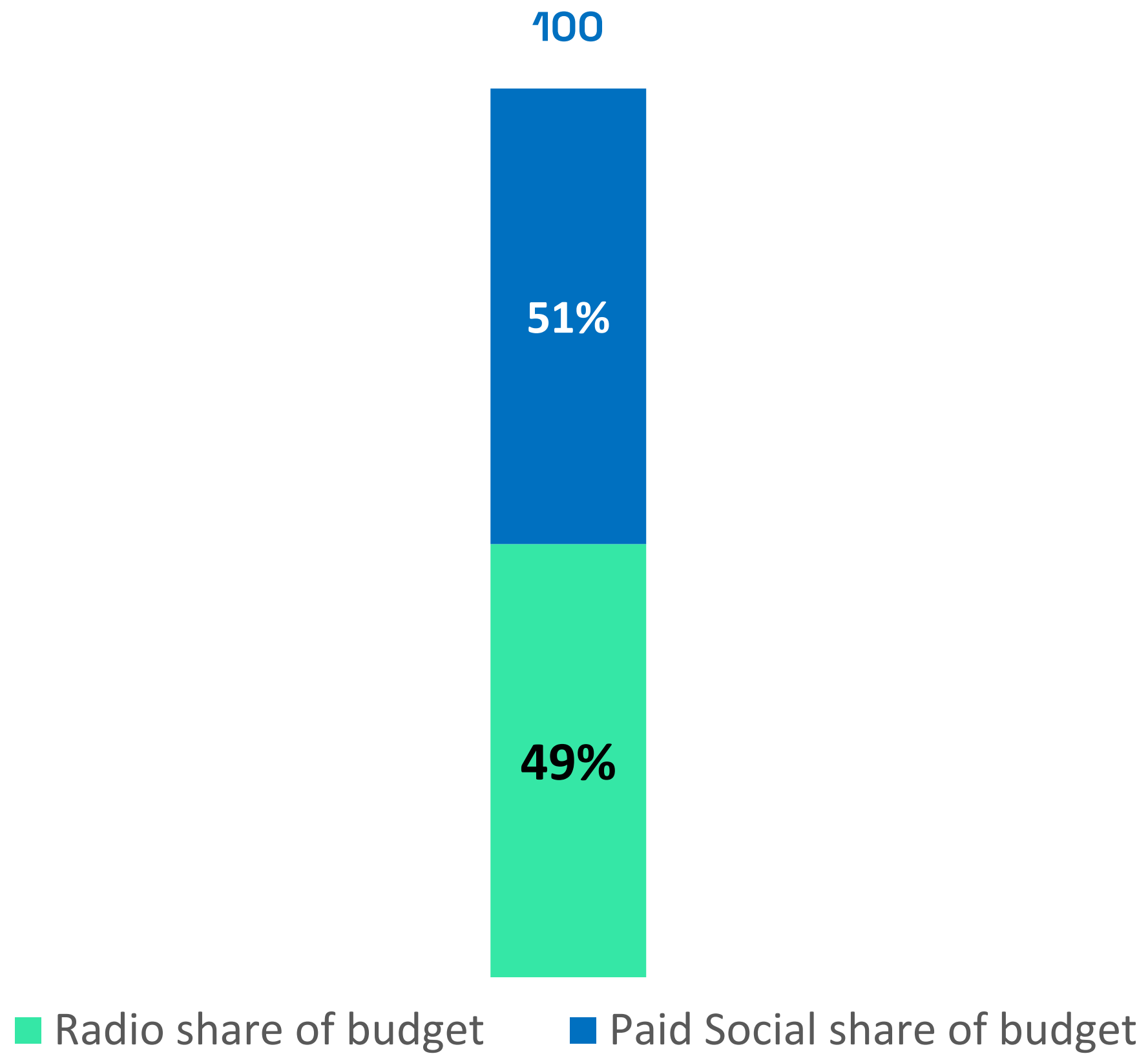


# Moving Paid Social budgets into radio boosts **Paid Social** referrals

## AT NO EXTRA COST!

### VOLUME OF PAID SOCIAL REFERRALS

Index vs. volume delivered  
by current budget share

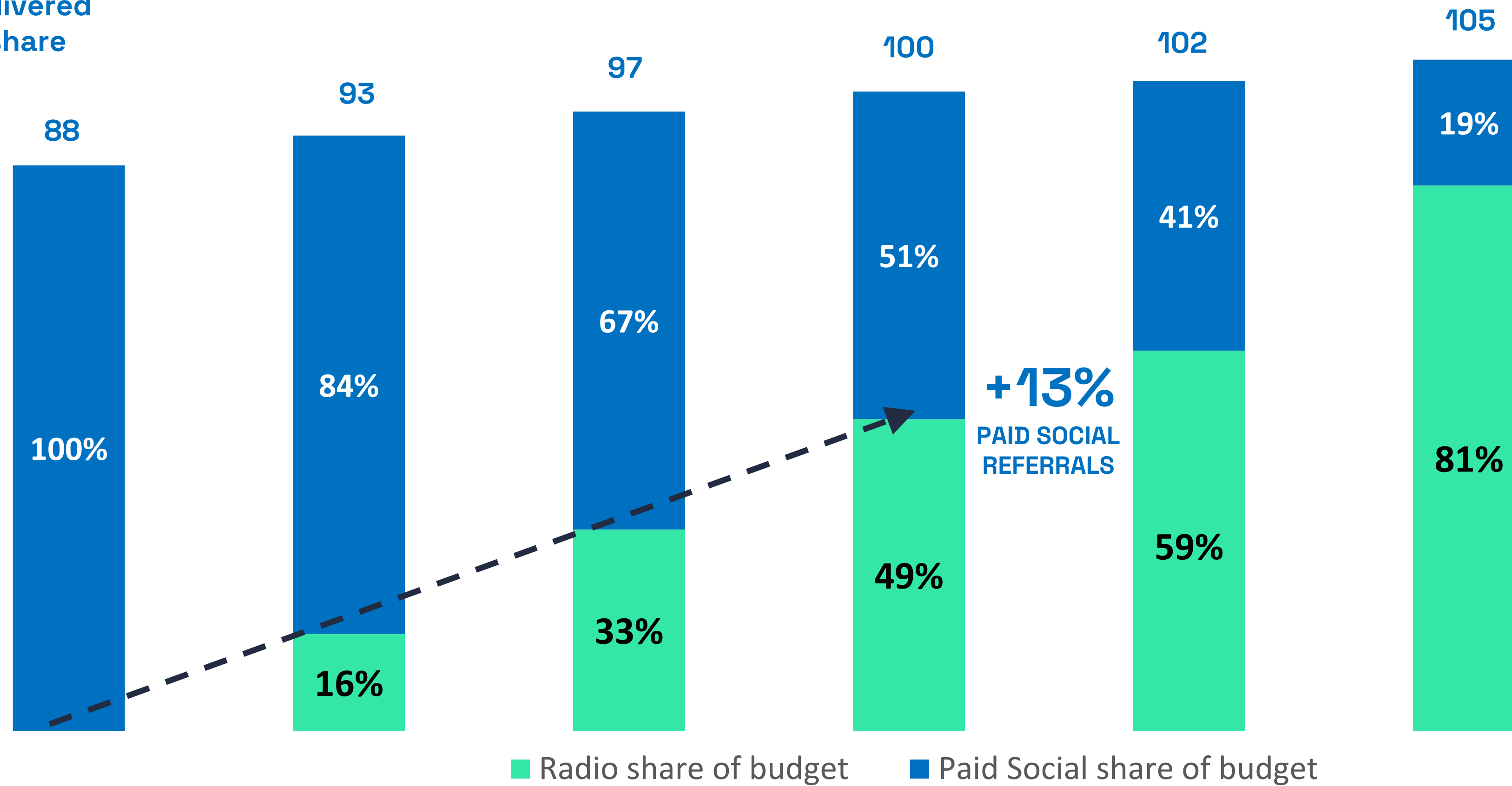


# Moving Paid Social budgets into radio boosts **Paid Social** referrals

## AT NO EXTRA COST!

### VOLUME OF PAID SOCIAL REFERRALS

Index vs. volume delivered  
by current budget share



# Measuring radio's longer-term effect on brand

Bespoke consumer surveys measuring brand effects of 'live' in-market campaigns

800 x 16-54 adults

COMMERCIAL  
RADIO  
LISTENERS

vs.

NON-  
LISTENERS

# Mental availability metrics

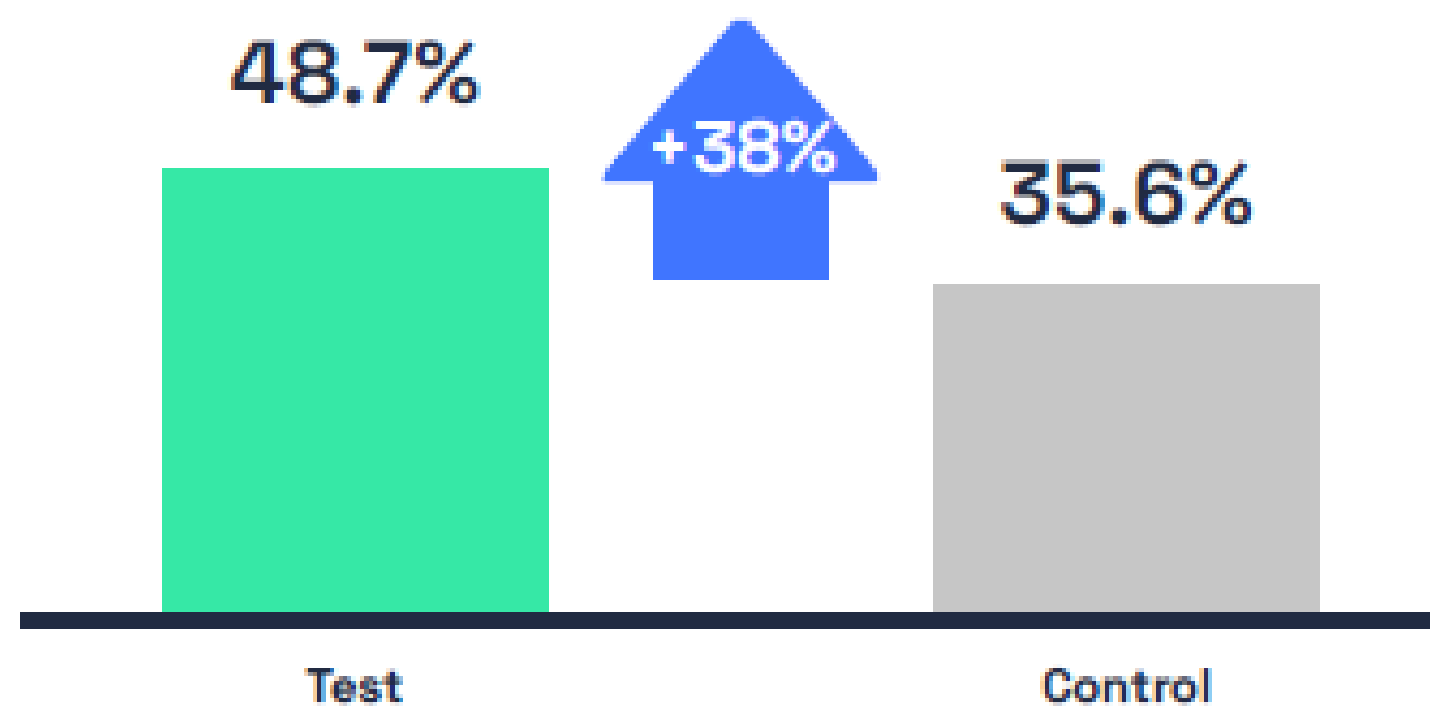


Average number of CEPs associated with a brand

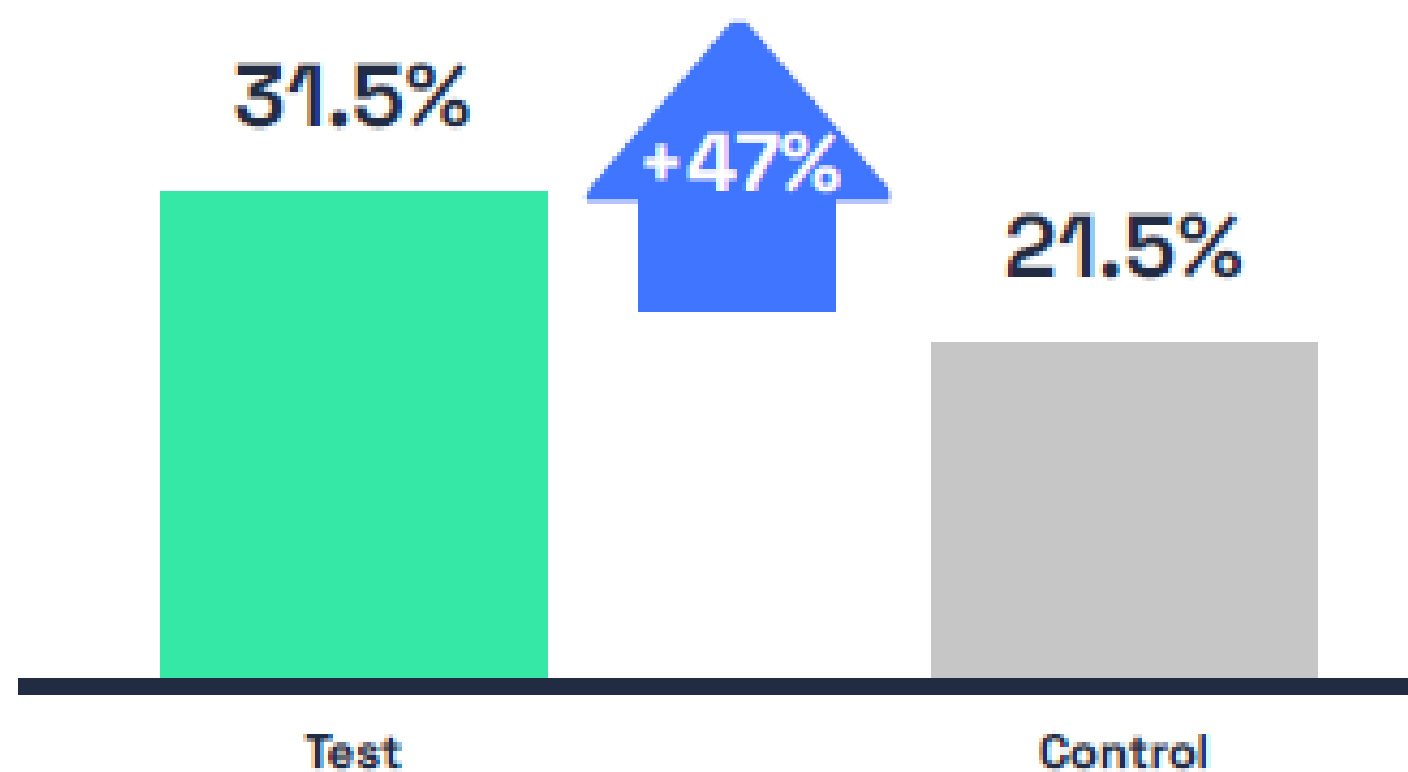


Number of people associating the brand with at least one CEP

**38% increase in Ad Awareness**  
(Average across brands A&C)



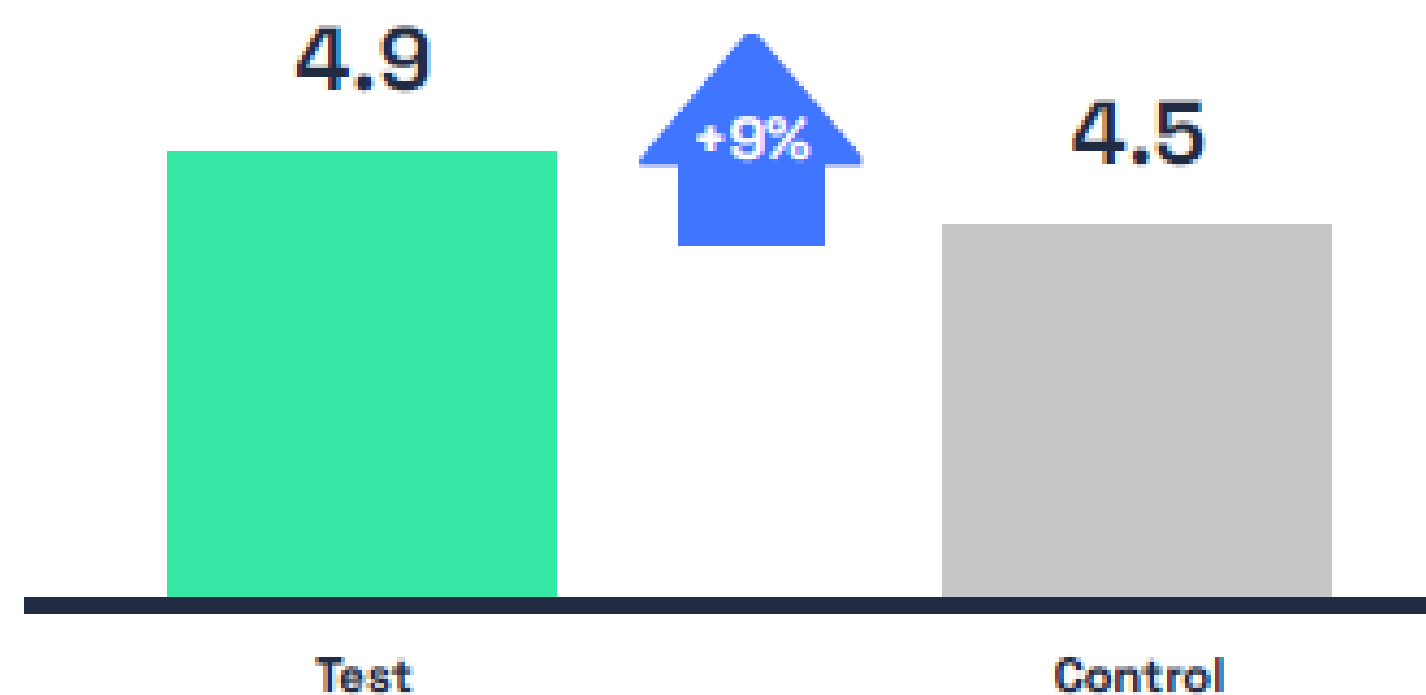
**47% increase in Purchase Consideration**  
(Average across brands A&C)



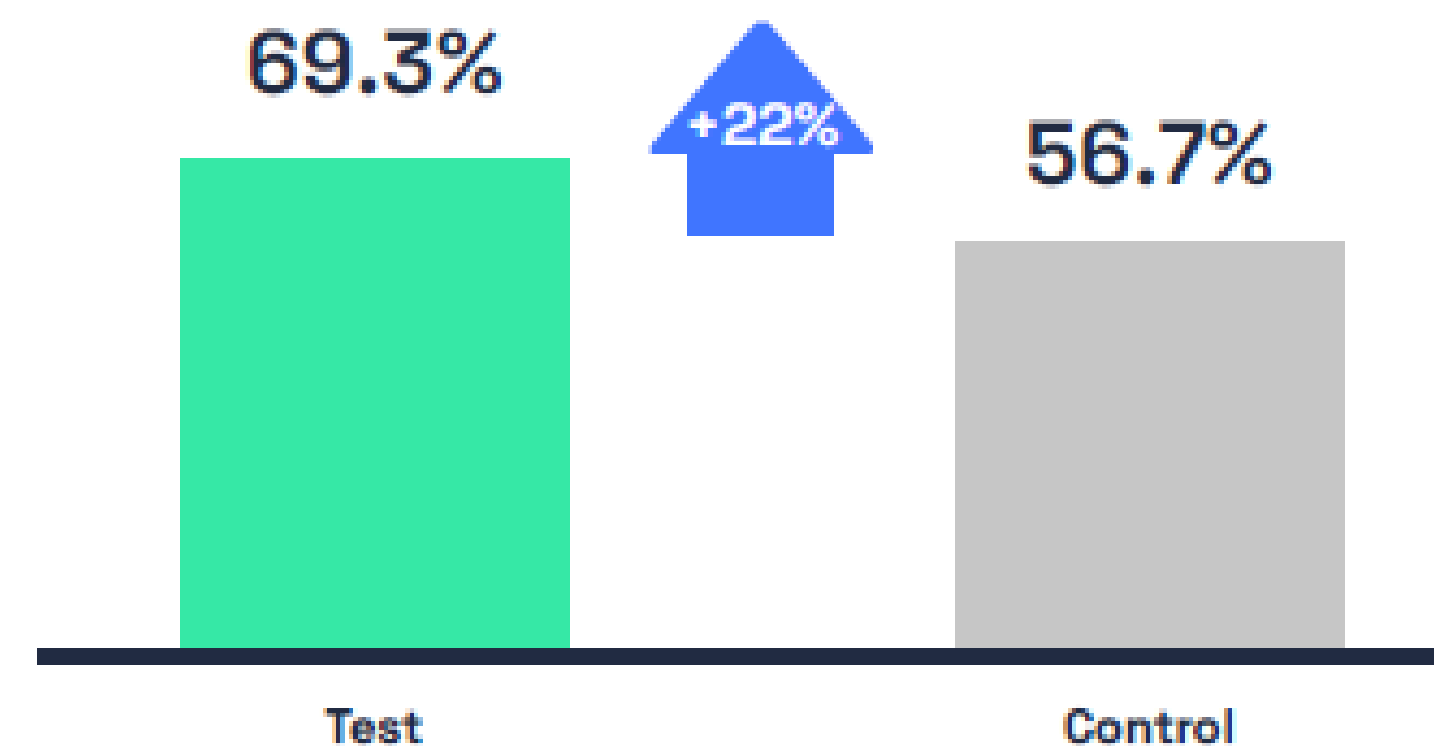
**Radio boosts awareness, consideration, and mental availability**

Base: 800 UK adults aged 16-54  
Source: Radio: The Performance Multiplier, Radiocentre/Colourtext

**9% increase in Network Size**  
(Average across brands A&C)



**22% increase in Mental Penetration**  
(average across brands A&C)



Base: 800 UK adults aged 16-54  
Source: Radio: The Performance Multiplier, Radiocentre/Colourtext



# Summary

# Summary

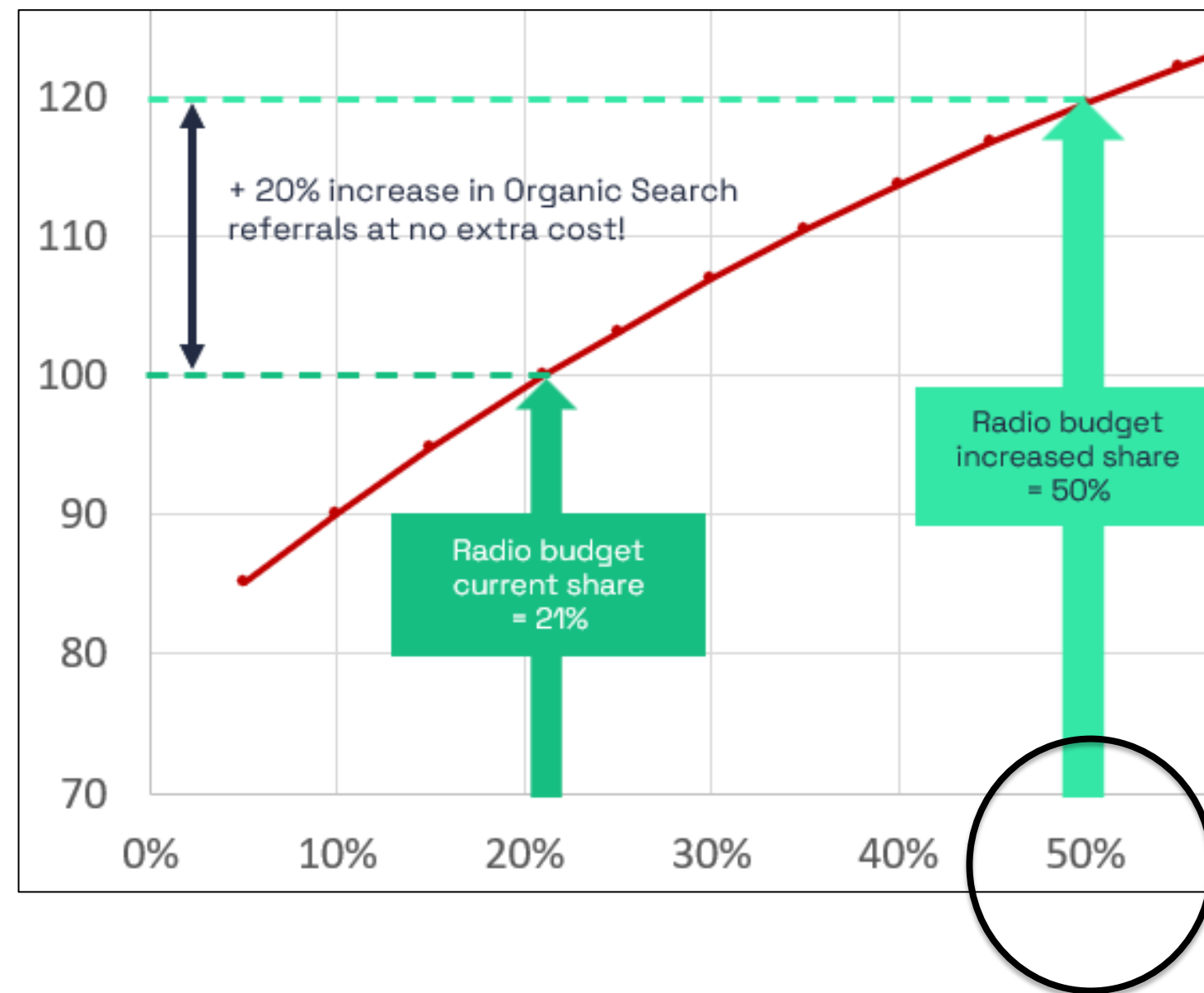
## How radio helps brands punch-through the Performance Plateau

1. Current attribution methods exclude 92% of Radio advertising's true effect
2. On average, radio advertising boosts daily web sessions by 9%
  - 2X as cost-efficiently as other 'demand-generation' media combined.
3. Radio's *indirect response* effect boosts pureplay performance channels (search & social)
  - increasing radio's share enhances overall performance efficiencies AT NO EXTRA COST.
4. Radio's value-add = increased mental availability for performance brands
  - helping to generate future demand.

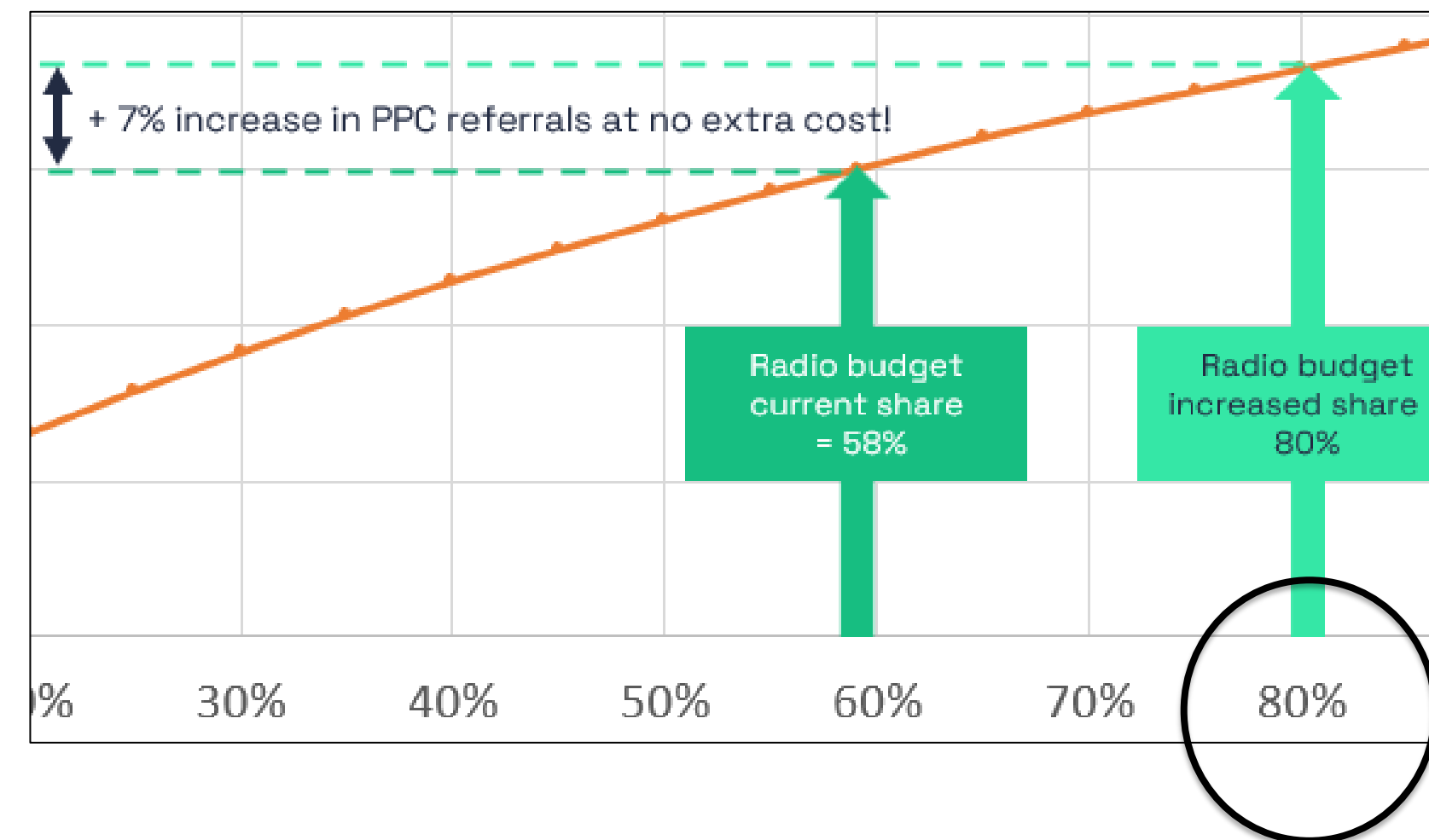
# Putting the learning into practice

# 1. Reconsider radio within the media mix

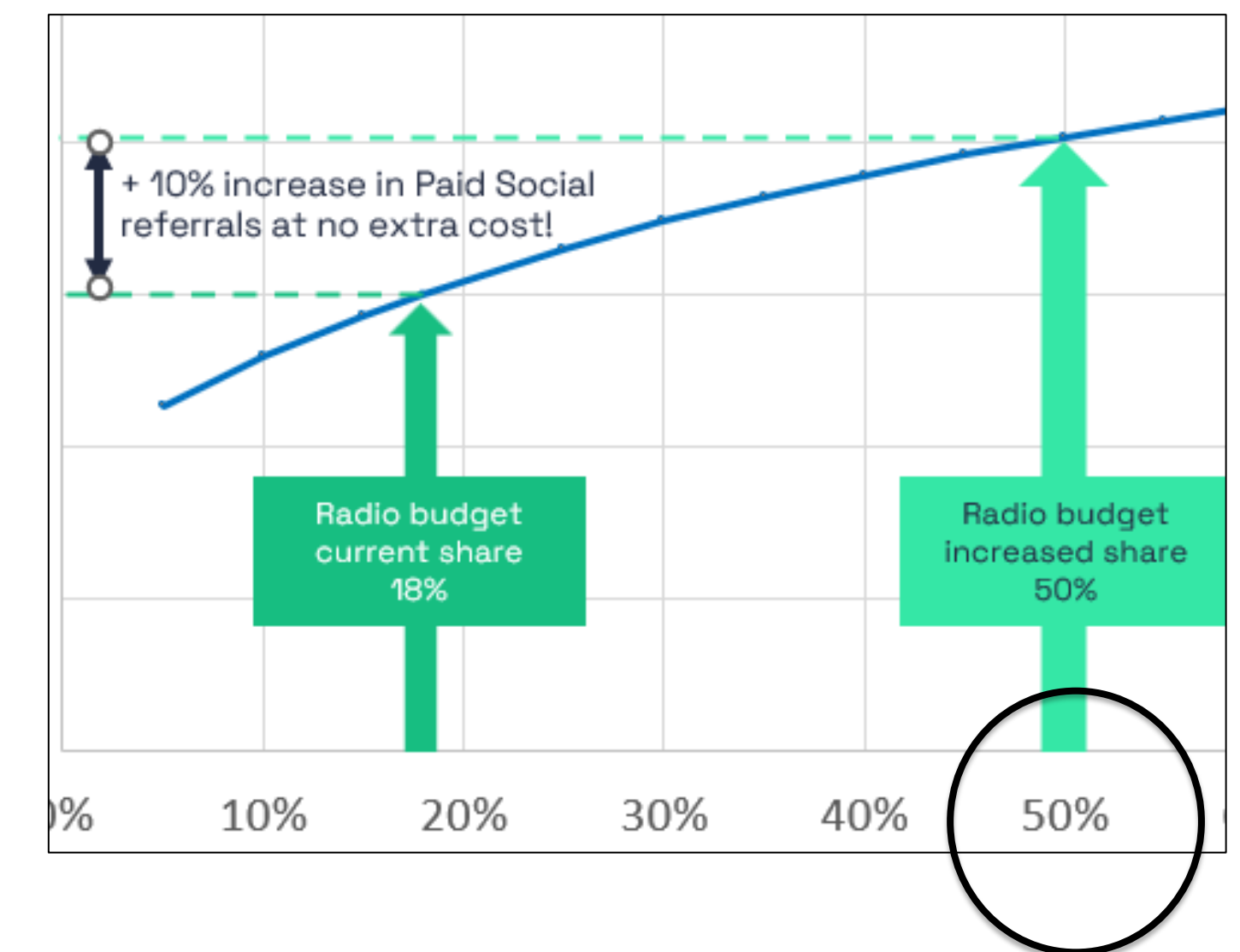
## Organic Search



## Paid Search



## Paid Social



# 2. Plan radio activity to maximise weekly reach

## The radio planning optimiser

Welcome to a new era in data-driven radio campaign planning...

The Radio Planning Optimiser provides radio planners and buyers (strategic planners and advertisers) with a data-framework to help them make smarter effectiveness-outcome-based decisions when setting the optimum planning weights for their radio campaigns.

The tool is built on a meta-analysis (conducted by independent research company, Colourtext) of actual effectiveness results from a total of 454 individual in-market radio campaigns (with related radio campaign weight information) measured between 2008 and 2022 as part of Radiocentre's ongoing radio campaign effectiveness study Radiogauge. As such, the campaign effectiveness information contained in this Radio Planning Optimiser is derived from feedback from an aggregate sample of over 360,000 survey respondents measured across these individual campaigns. As far as we know, this is the biggest radio advertising effectiveness database of this type in the world ([tell me more...](#)).

Click on the following links to find out more:

HOW TO USE

OPTIMISE NOW

INTERPRETING THE  
OUTPUTS

IMPLICATIONS FOR  
PLANNING

FAQS

TELL ME MORE

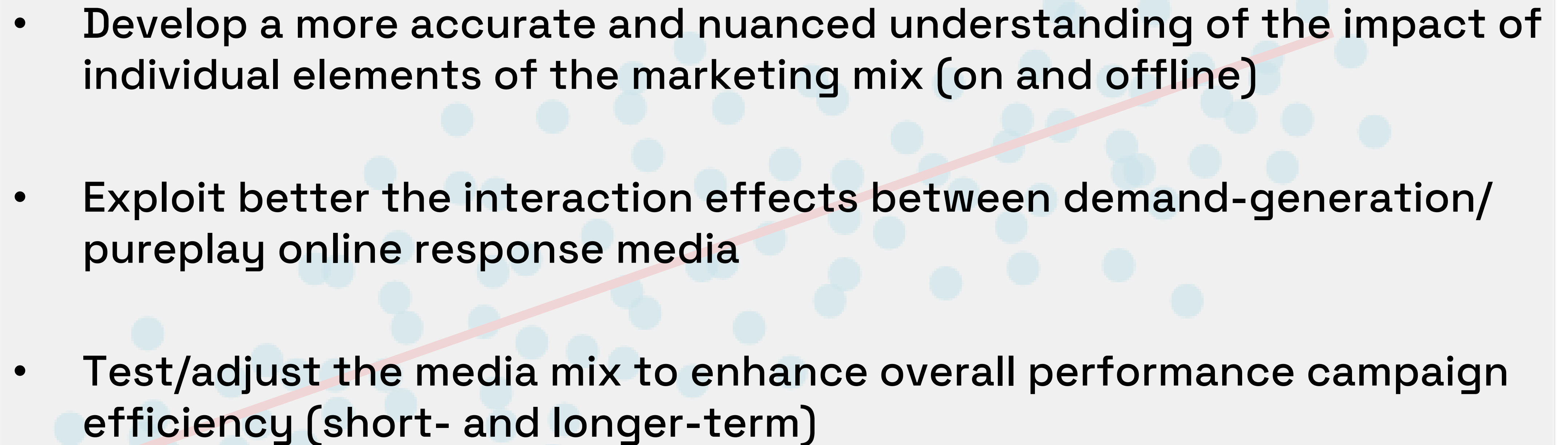
GET IN TOUCH

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### 3. Leverage distinctive audio brand assets for optimum effect



# 4. Use regression modelling to monitor performance

- 
- Develop a more accurate and nuanced understanding of the impact of individual elements of the marketing mix (on and offline)
  - Exploit better the interaction effects between demand-generation/pureplay online response media
  - Test/adjust the media mix to enhance overall performance campaign efficiency (short- and longer-term)

# THANK YOU

**Radio**



**The Performance  
Multiplier**