

# Radio: The Online Multiplier



Key Findings

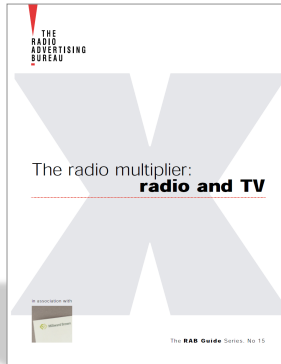


# Background

Why we conducted this study

1

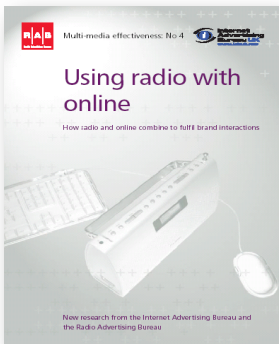
# In 2000, the BIG question was how do media work together to drive awareness?



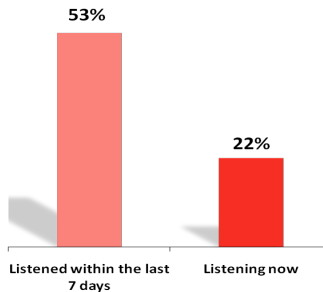
In 2010, the BIG question is to what extent do offline media drive online success for brands?



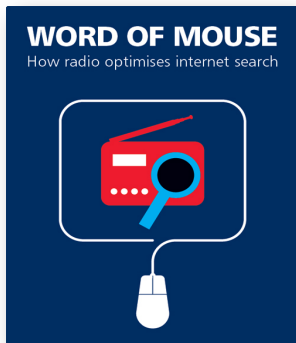
# Previous findings about radio & online 1



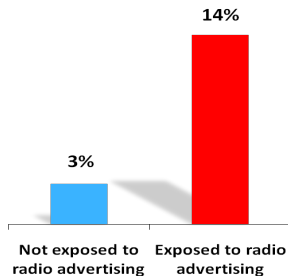
A high proportion of broadband users are listening to radio when online



## Previous findings about radio & online 2

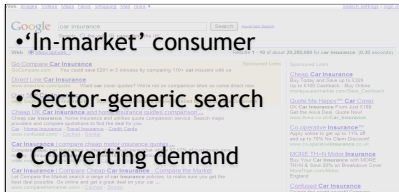


### Radio advertising multiplies brand name search



## Our hypothesis

If Google is the last stage of the 'click journey'...



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# The questions we set out to answer

1. To what extent does radio advertising effect the way listeners browse brands online *in the real world*?
2. What sort of radio campaigns are most effective?
3. How could brands use these findings to enhance effectiveness?

# Our research partners



# Methodology

How we conducted the study

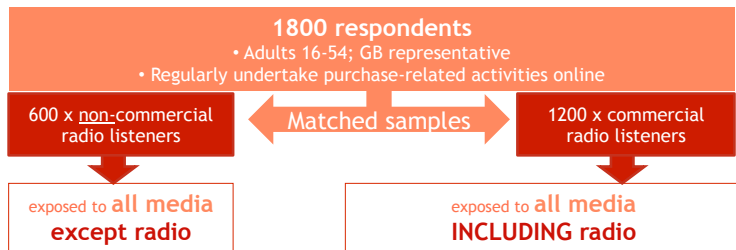
2

## A ground-breaking approach

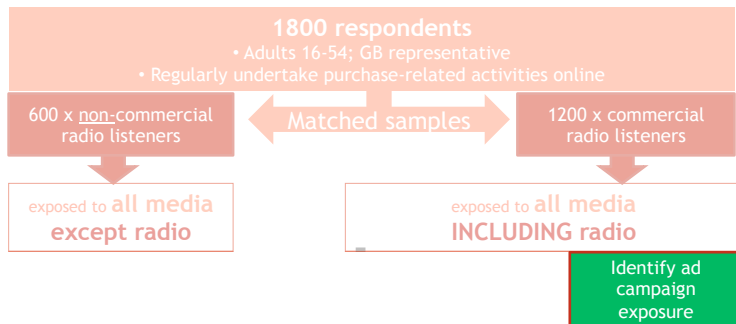
- Single-source data
- Direct link from offline ad exposure to actual online browsing behaviour
- Actual, not claimed



# Structuring the project



# Structuring the project



# Identifying campaign exposure

We collected information about  
radio listening habits...

Q5: Which ONE radio station have you listened to MOST over the past SEVEN DAYS? (DO NOT PROMPT) PLEASE RECORD ONE RESPONSE ONLY	
<input type="checkbox"/> Juice FM ***	<input type="checkbox"/> BBC Radio 4
<input type="checkbox"/> Smooth *	<input type="checkbox"/> BBC Radio Five Live
<input type="checkbox"/> Century *	<input type="checkbox"/> Classic FM
<input type="checkbox"/> Buzz 97.1 *	<input type="checkbox"/> BBC Radio Merseyside
<input type="checkbox"/> Radio City *	<input type="checkbox"/> talkSPORT
<input type="checkbox"/> Magic *	<input type="checkbox"/> Virgin Radio *
<input type="checkbox"/> BBC Radio 1 *	<input type="checkbox"/> Other - please state
<input type="checkbox"/> BBC Radio 2 *	<input type="checkbox"/> Don't know
<input type="checkbox"/> BBC Radio 3	<input type="checkbox"/> None
OTHER - please state	

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...and overlaid this with J-ET spot transmission data for all live radio campaigns during fieldwork





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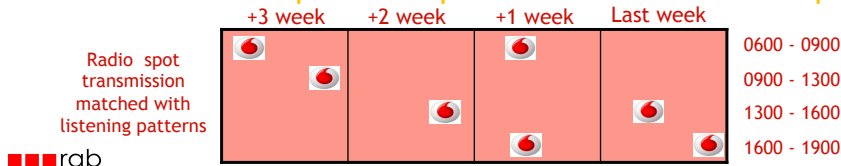
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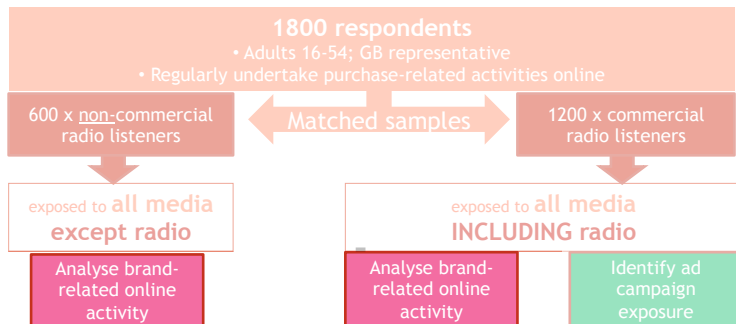
...and overlaid this with J-ET spot transmission data for all live radio campaigns during fieldwork



...to establish each respondent's exposure to individual radio ad campaigns

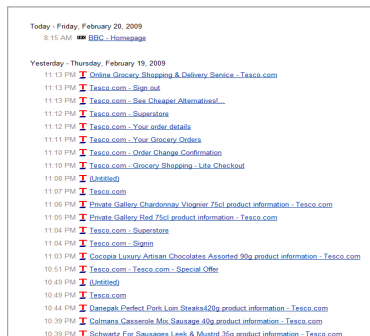


# Structuring the project

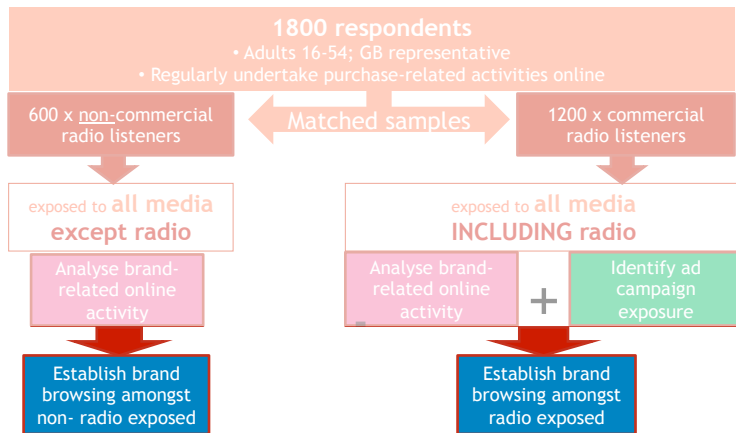


# Analysing browser history

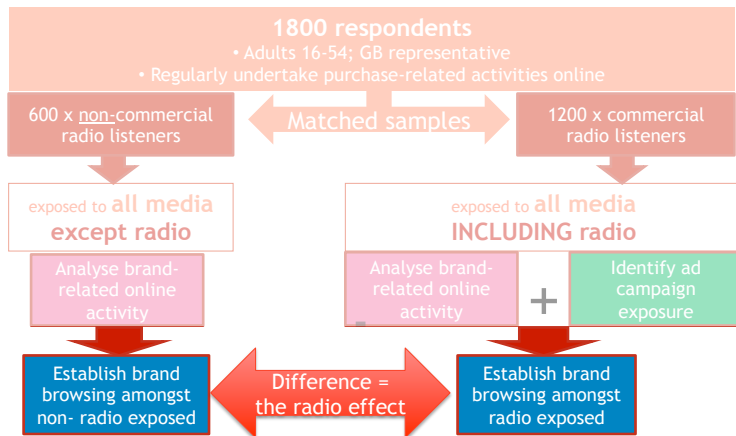
- Unique software developed solely for this study
- When downloaded, extracted 4 weeks of browser history
- Respondents able to edit out sensitive information, e.g. online banking details



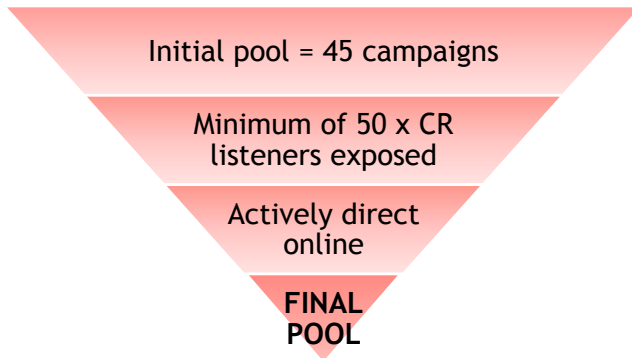
# Structuring the project


















# Structuring the project



# Filtering the campaigns for reporting



# Final pool = 23 campaigns across 5 sectors

Insurance	Travel	Motors	Telecomms	High Street Stores
  	       	   	    	  

## The wider media context

- All 23 campaigns used at least three other media
- All used Internet
- On average, spent 10% of media budget on radio



# Summary of Key Findings

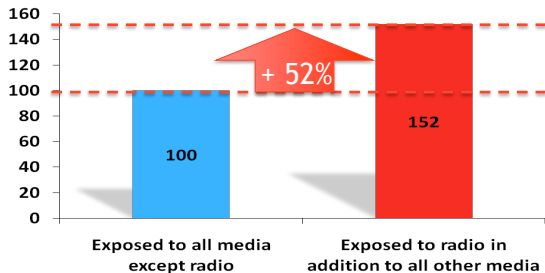
How radio advertising boosts brand browsing

3

# Finding 1:

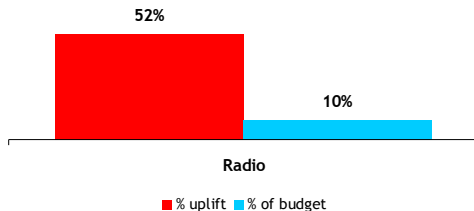
## Exposure to radio boosts brand browsing by 52%

Average uplift in brand browsing online across 23 campaigns



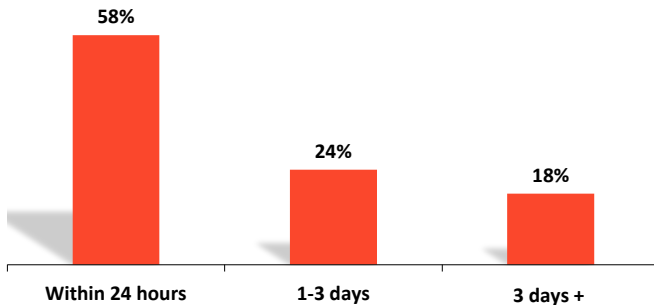
## Finding 2: Radio is 4x more cost-effective than other media

Uplift in brand browsing driven by radio vs. proportion of media investment



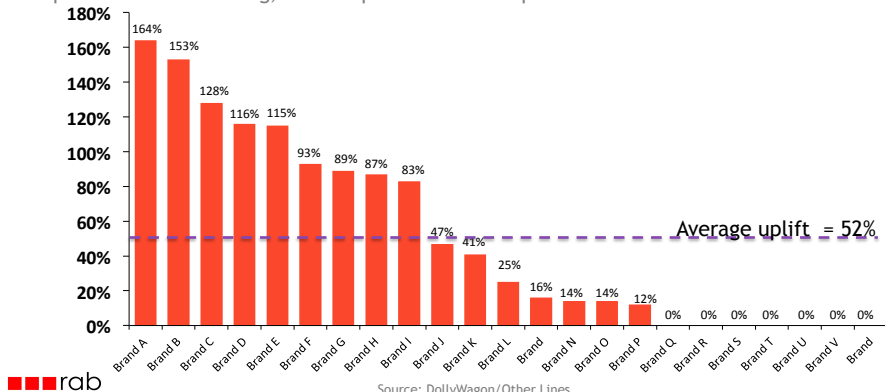
## Finding 3: Radio has an immediate effect on browsing

Proportion of total browsing vs. time since last exposed to radio advertising



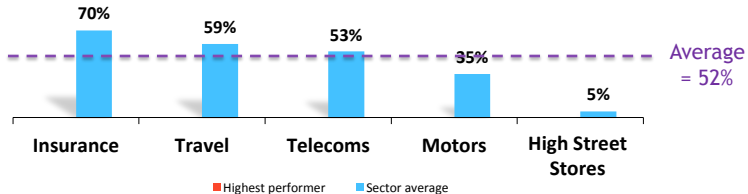
## Finding 4: Uplifts vary widely between brands

Uplift in brand browsing, radio exposed vs. non-exposed



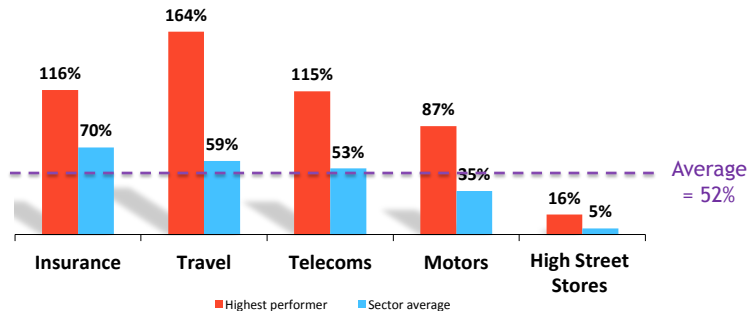
## Finding 5: There are significant differences by sector

Average and maximum uplift by sector



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Average and maximum uplift by sector



## Finding 6:

# Creativity is crucial in delivering optimum effect

Influential characteristics based on analysis of top-performing campaigns

Strong  
audio link  
to brand

Simplicity

Clear web  
direction



## URL format can impact results

URL format	No. of campaigns	Average uplift in brand browsing
<b>CONVENTIONAL</b> e.g. brandname.co.uk	18	55%
<b>FORWARD SLASH</b> e.g. brandname.co.uk/offers	4	49%
<b>VANITY</b> e.g. adstrapline.co.uk	1	0%

## Summary

1. Radio advertising has a “turbocharger” effect on brand browsing online
  - 52% average uplift
  - Immediacy of response
2. Radio is a highly efficient method of multiplying a brand’s online presence
  - 4x more cost-effective vs. other media
3. Advertisers can significantly enhance Radio’s Online Multiplier Effect through creative development

# Radio: The Online Multiplier

Allocating 10% of a media budget into  
radio boosts brand browsing by 52%



Thank you

