



3 1 2 8 B 1 G 0 4 U D 1 0 1 5 3
6 7 3 7 D 4 T 4 M 1 N E 8 9 6 1

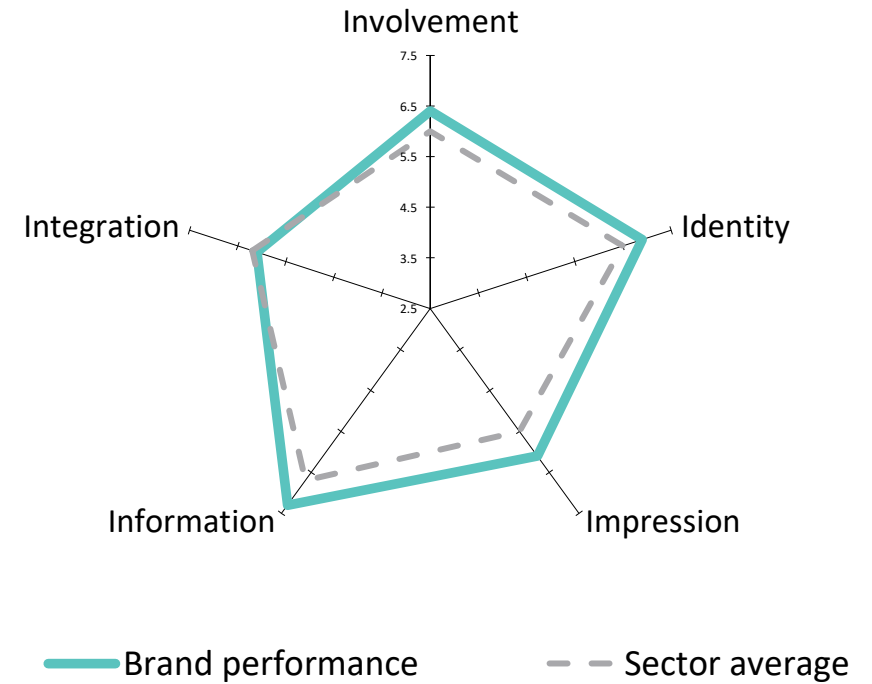
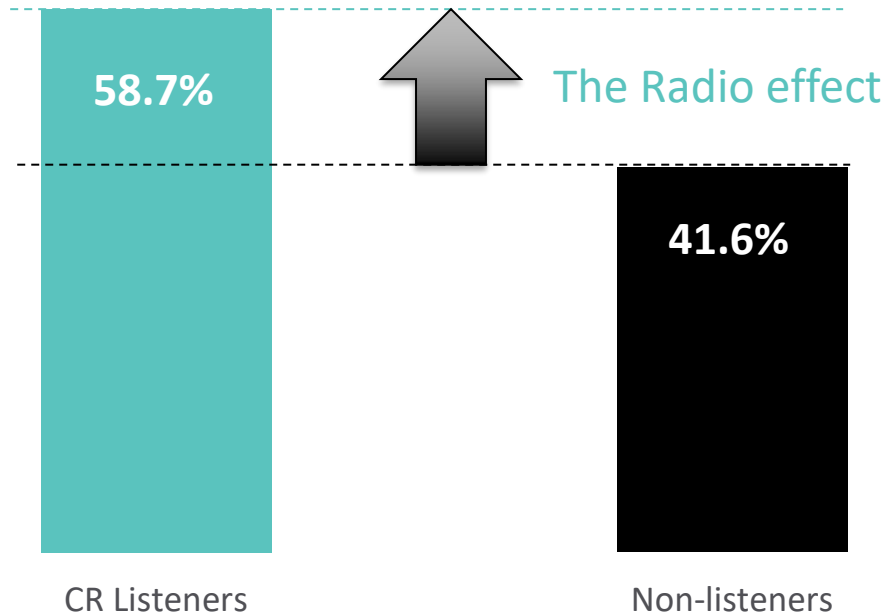
What big data tells us about how radio advertising helps
brands create and convert demand
and how these effects can be optimised

Tara Wilkinson
Head of Insight

Radiogauge



Isolating radio's effect & evaluating creative performance



1,000+ campaigns measured since 2008



The Radiogauge database: 2008 to date

Total			Q9. Brand consideration - Grouped								
			1 - 7			Positive (8,9,10)			1 - 5		
			Counts	Percentage across	Percentage down	Counts	Percentage across	Percentage down	Counts	Percentage across	Percentage down
8040	Background information		3	Radio campaign planning factors		194	Creative attributes		Effectiveness outcomes		
799			4								
834	- Sector - Target audience - Objective - Lead medium		7	- Reach % - OTH - GRPs - Campaign length			- Ad Construct - Music - Sonic branding - Voice gender - Accents - Integration - Time length 5i's score		Uplifts CR vs. non-CR - Ad awareness - Brand relevance - Brand trust - Brand consideration - Claimed response		
834			7								
834			1								
830			2								
830			3								
830	100.0%	0.1%	628	77.0%	0.1%	188	23.0%	0.1%	399	48.9%	0.1%
			240	86.1%	0.1%	65	13.9%	0.0%	329	68.0%	0.1%

Objectives for this study

1. Provide an overview of the headline effectiveness outcomes advertisers have achieved from radio over the last 14 years
2. Develop understanding of which creative and media campaign planning factors are most influential in optimising results

7 2 1 2 5 6 7 8 9 6 7 6 3 5 7 3 1 2 3 1 2 5 3 1 9 8 6 3 5 7 2 1 2 5 3 1 2 8 B 1 G 0 4 U D 1 0 1 5 3
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Methodology



1. Data cleaning and alignment
2. Data summary
3. Identify influential variables

the Big Audio Dataset

DISCRETE
CAMPAIGNS
1,002

INDIVIDUAL
BRANDS
463

SECTORS
14

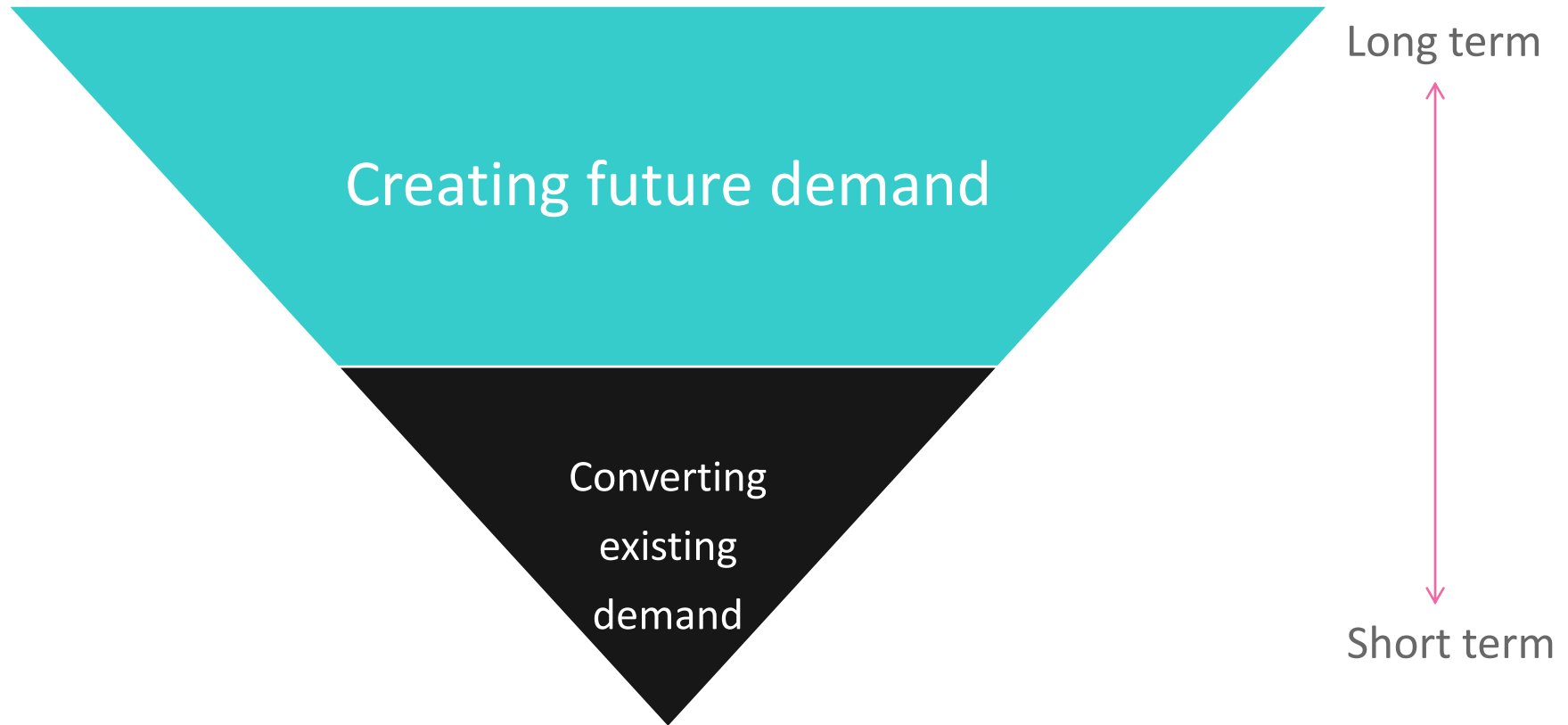
RADIO PLANNING
FACTORS
7

CREATIVE
ATTRIBUTES
22

EFFECTIVENESS
OUTCOMES
5

Total **DATAPPOINTS**
800,598

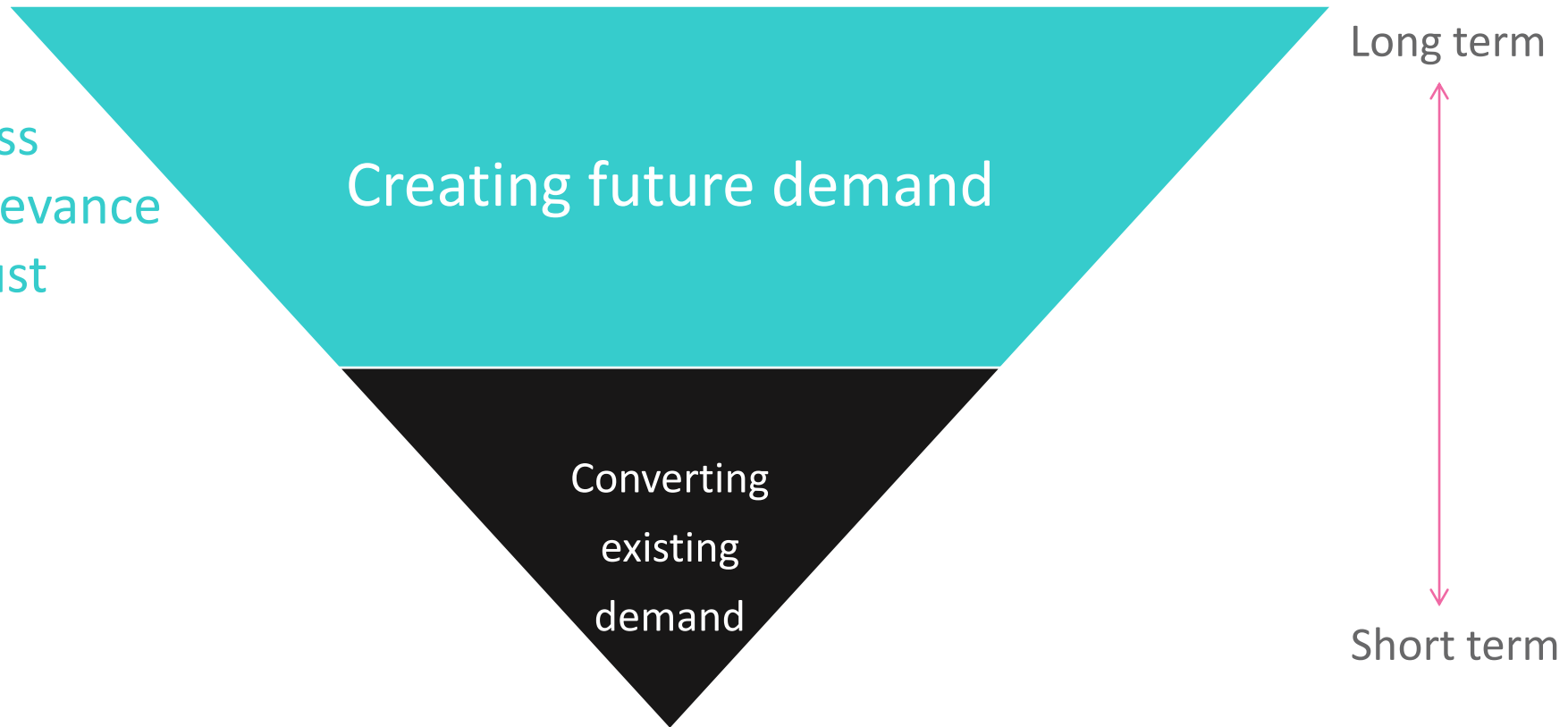
Context to findings: The two main roles of marketing



CREATING FUTURE DEMAND

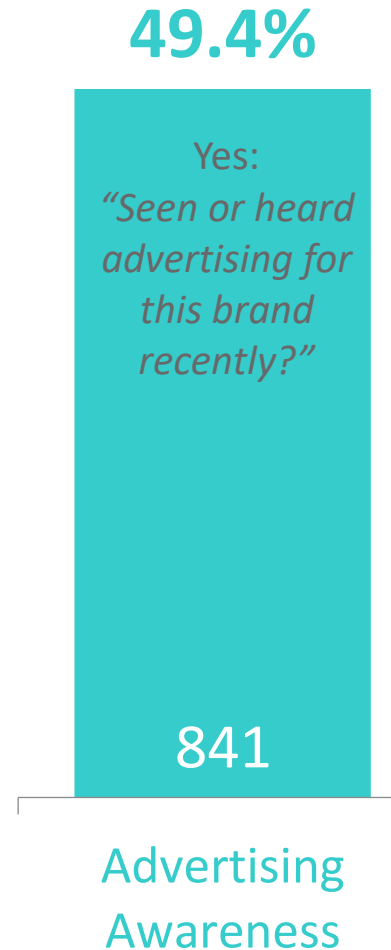
related RG metrics

- Awareness
- Brand relevance
- Brand trust



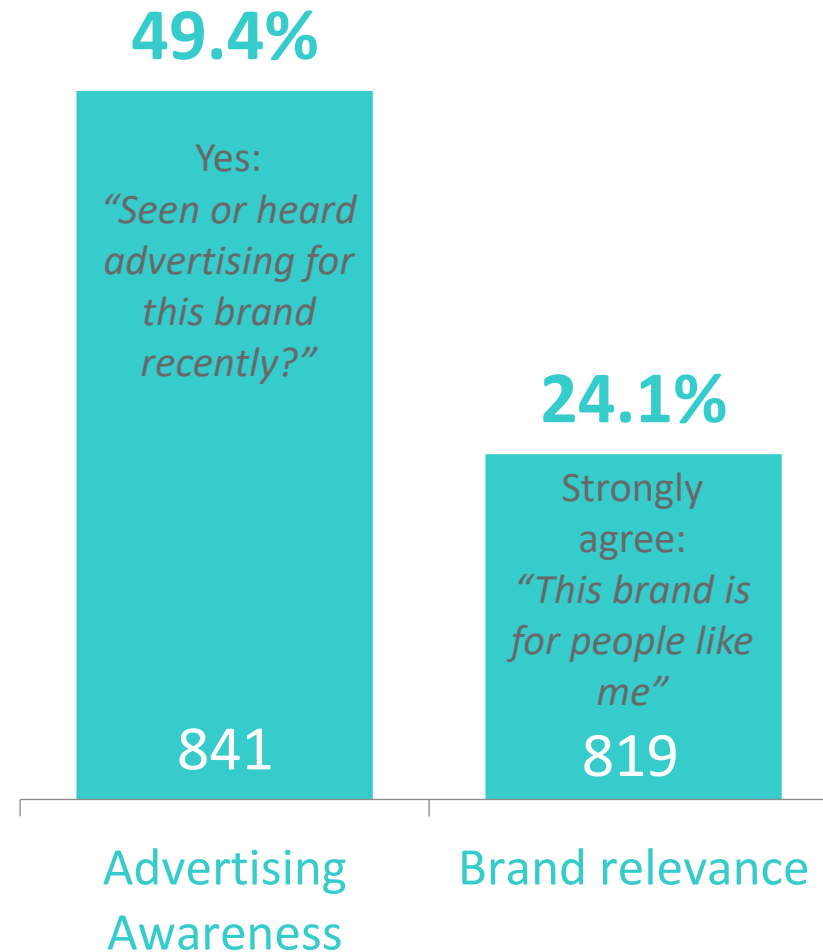
CREATING FUTURE DEMAND metrics

Average uplift rate CR vs. non-CR



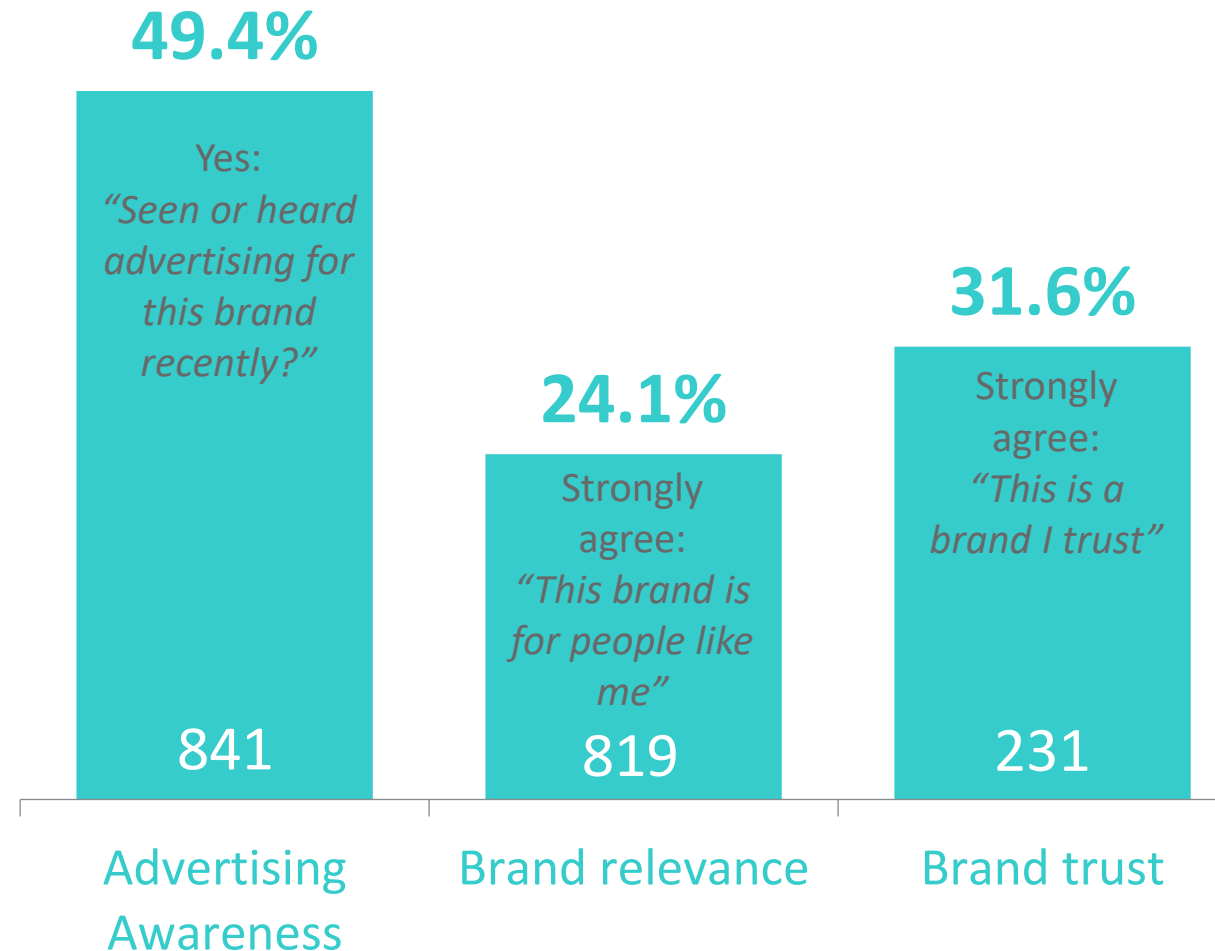
CREATING FUTURE DEMAND metrics

Average uplift rate CR vs. non-CR



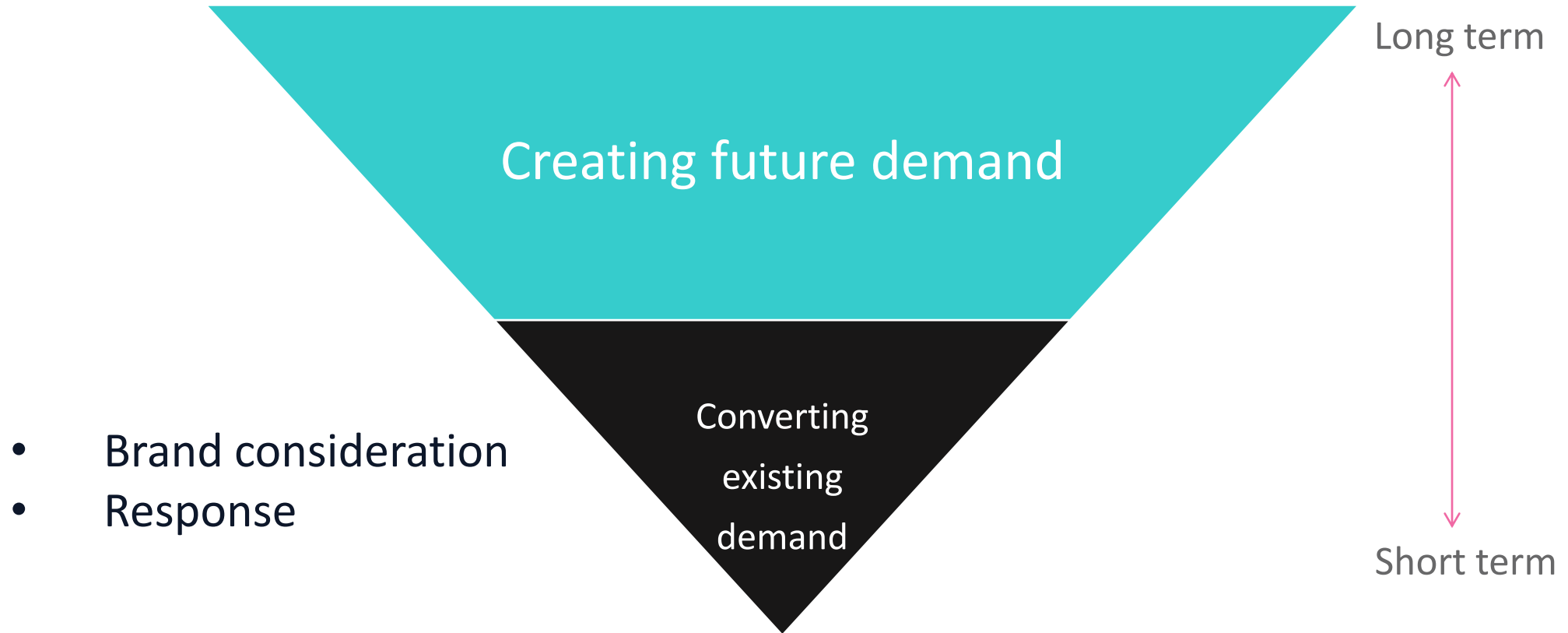
CREATING FUTURE DEMAND metrics

Average uplift rate CR vs. non-CR



CONVERTING EXISTING DEMAND

related RG metrics



CONVERTING EXISTING DEMAND metrics

Average outcomes from radio advertising

Radio drives purchase consideration

*"If you were considering buying
product category today,
how likely would you be to consider brand name?"*
Average uplift rate CR vs. non-CR (highly likely)



Base: all respondents

Source: Big Audio Datamine
(number of cases in white)

CONVERTING EXISTING DEMAND metrics

Average outcomes from radio advertising

Radio drives purchase consideration

"If you were considering buying product category today, how likely would you be to consider brand name?"
Average uplift rate CR vs. non-CR (highly likely)

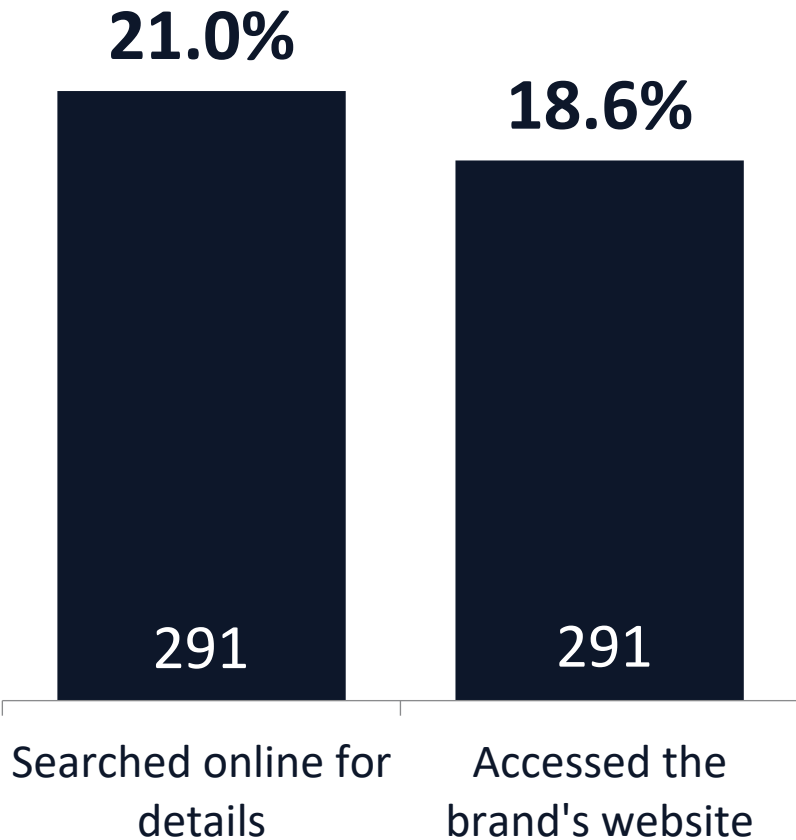


Base: all respondents

Source: Big Audio Datamine
(number of cases in white)

Radio drives online response

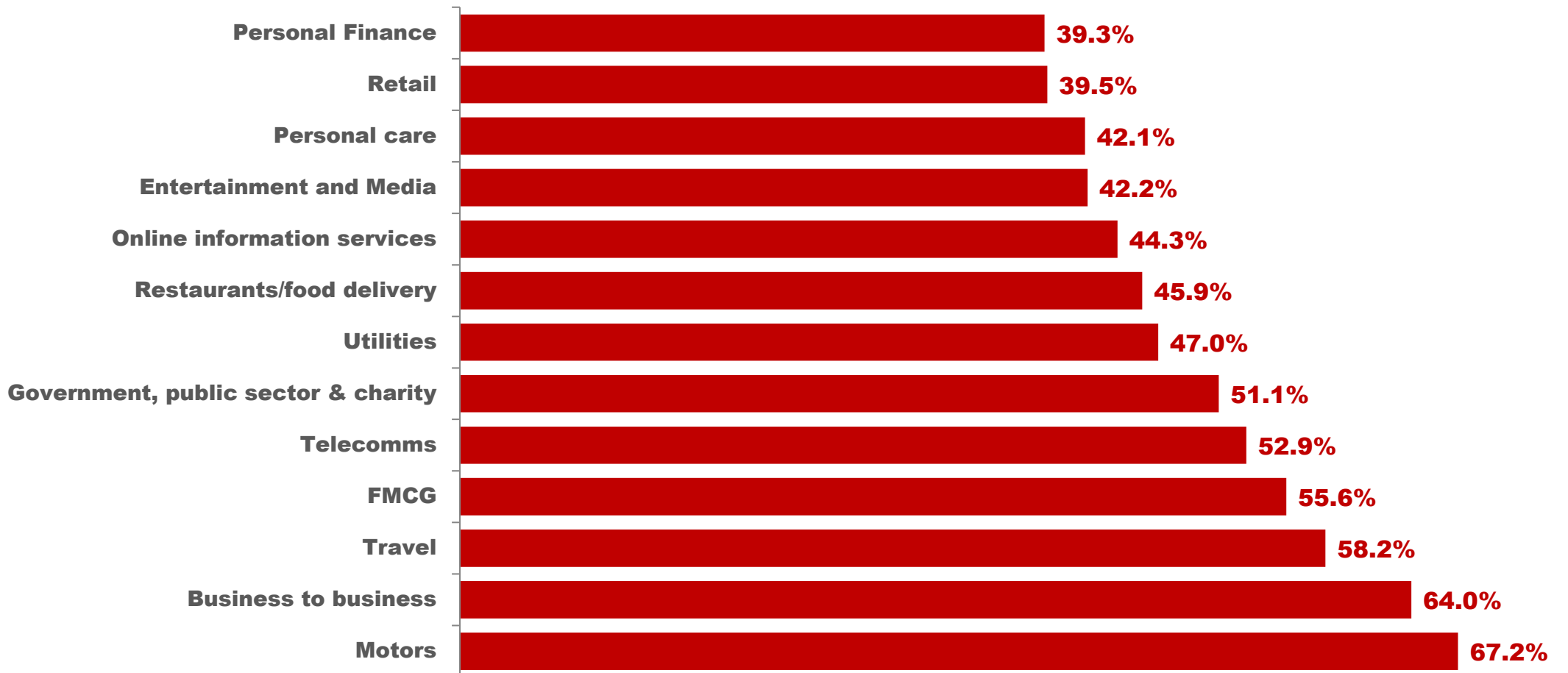
"Have you taken any of the following actions as a result of hearing this ad?"
% of those hearing the ad claiming to respond in this way



Base: all who recall hearing radio ad

Average uplift rate by sector

Ad awareness



What affects radio campaign performance?

FIXED FACTORS

- Sector
- Size of brand
- Type of purchase

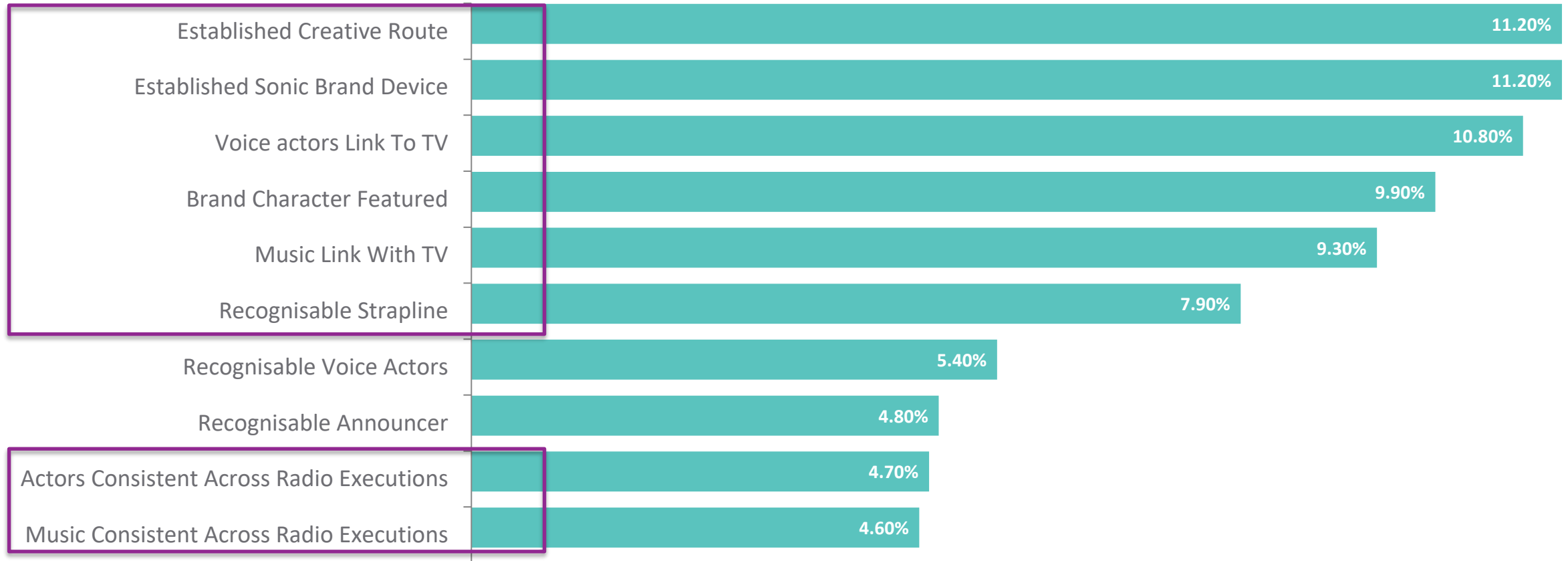
VARIABLE FACTORS

- Creative execution
- Campaign weight

The best performing campaigns place an emphasis on creative consistency

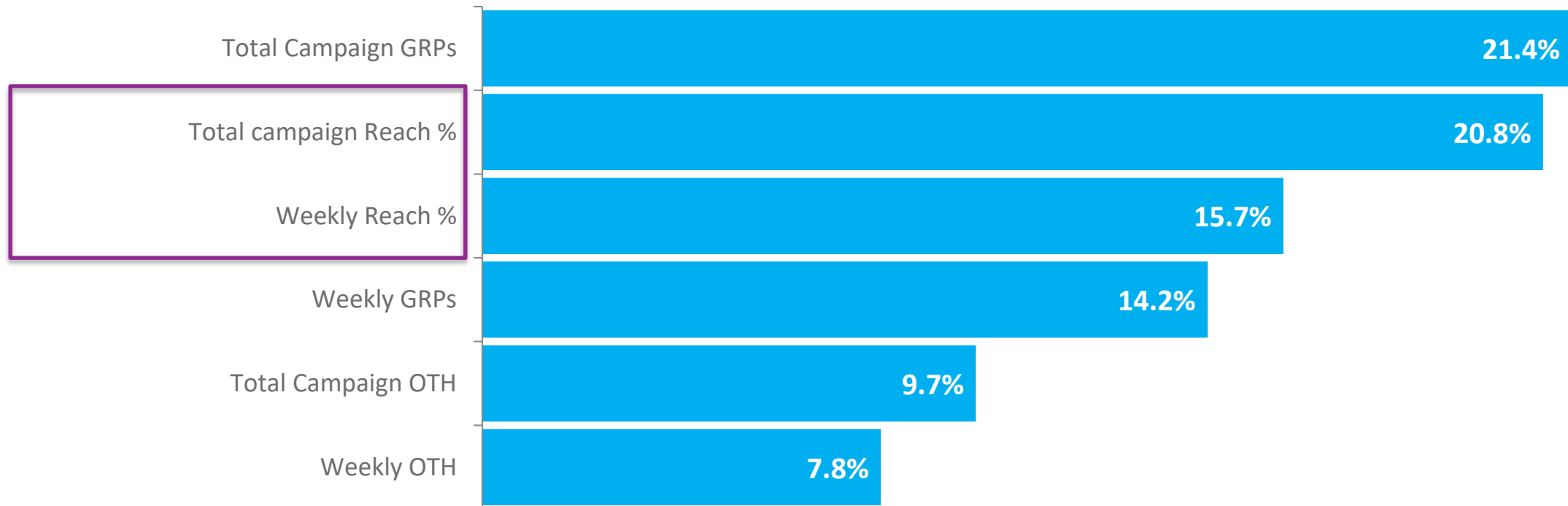
The top 10 creative attributes

Ad. awareness uplift rate (ads using attribute vs. those not using)



Campaigns that focus on **building reach** deliver stronger effects

The effect of media planning factors
Ad. awareness uplift rate (top 2 vs. bottom 2 quartiles)



Big Audio Datamine

- key headlines

1. Radio delivers significant uplifts in effectiveness outcomes

- throughout the purchase funnel, **creating & converting demand**
- as lead medium/within a wider media mix
- within all sectors
- highly efficient

2. Clear guidance for advertisers to optimise audio ad effectiveness

- Develop **creative consistency**
- Focus on building **weekly reach**

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THANK YOU