

# RadioWorks

FOR ADVERTISERS

Cat Country 98.7 / NewsRadio1620

WYCT – FM / WNRP – AM

ADX Communications

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Radio is thriving because it connects with listeners in ways no other medium can match.

## Radio:

- Delivers Massive Reach In Real Time
- Engages and Influences Listeners
- Digital Technology Enables Interaction
- Produces Outstanding, Cost Effective Results
- Thriving



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## Radio:

“A unique mobile, hyper-local, multi-platform channel that drives word of mouth and delivers scalable brand marketing campaigns for advertisers”.



Over the past 20 years Radio has consistently reached 9 out of 10 people in virtually every demographic and ethnicity.



# Radio Delivers Massive Reach In Real Time

- Today Radio continues to reach more than 240 Million listeners every week, which is 93% of the population.
- Virtually all Radio listening is done in real time, giving advertisers control of message delivery.
- Radio reaches more people between morning and evening than any other medium and delivers messages just before they shop\*.
- Radio reach and listening levels have remained big and consistent over the past 3 years for virtually every demo including young people.
- Far more people listen to the radio on a typical day than use Facebook, Google Web Search or YouTube\*\*.

Sources: Arbitron data from RADAR, PPM and Diary reports  
\*gfkMRI Media Day 2011 and USA Touchpoints 2012  
\*\*comScore and RADAR



Listeners have strong emotional relationships with their favorite on-air radio personalities that benefit advertisers.



# Radio Engages And Influences Listeners

- Only Radio can offer advertisers product endorsements by on-air personalities.
- Radio shares its credibility with its advertisers.
- **More than half of listeners**
  - *feel their favorite radio personality influences their opinion.*
  - *have considered or purchased a product/service advertised during their favorite radio personality's show.*
- **90%** of heavy radio listeners said they would be disappointed if their favorite radio station were no longer on-air\*.

Sources: USC, Annenberg School for Communication & Journalism, PSI Study published June 2012, Woodley, P. and Movius, L., People With a Favorite Radio Personality in Los Angeles; \* The Infinite Dial: 2011 by Arbitron and Edison Research



Radio continues to reinvent itself by engaging its audiences on other digital platforms.

## Radio's Thriving Digital Technology Enables Interaction and Activation

- Digital has expanded Radio's reach and creative capabilities.
- Through Digital, Radio can further interact with its listeners enhancing audience engagement.
  - *Mobile Apps, Facebook, Texting, Twitter, Online streaming, interactive listener programming, opt-in email databases, You Tube videos open digital doors for our listeners and advertisers and provide Activation.*
- 70% of listeners said they follow their favorite personality and/or radio station on social media.
- 55% of listeners said they listen to their favorite personalities on computers or mobile devices when away from a radio.

Source: USC, Annenberg School for Communication & Journalism, PSI Study released June 2012, Woodley, P. and Movius, L. People With a Favorite Radio Personality in Los Angeles



Radio's distinct audience demographics and lifestyle appeal make it easy to target the right customers and locations.

## Radio Delivers Outstanding, Cost Effective Results For Marketers

- OTX study results show that Radio advertising positively impacts the 5 key branding metrics
- Advertisers American Express, Subway, Starbucks and many more have seen measured results that multi-platform radio campaigns drive internet traffic and response rates.
- A new media mix modeling study funded by Arbitron and conducted by Sequent & Partners has shown that Radio's impact is an average of 80% greater than previously thought. Within the next few months Arbitron will be making these new granular metrics available to all advertisers and modelers.
- *94% of national advertisers from 2011 have returned to Radio in 2012.*

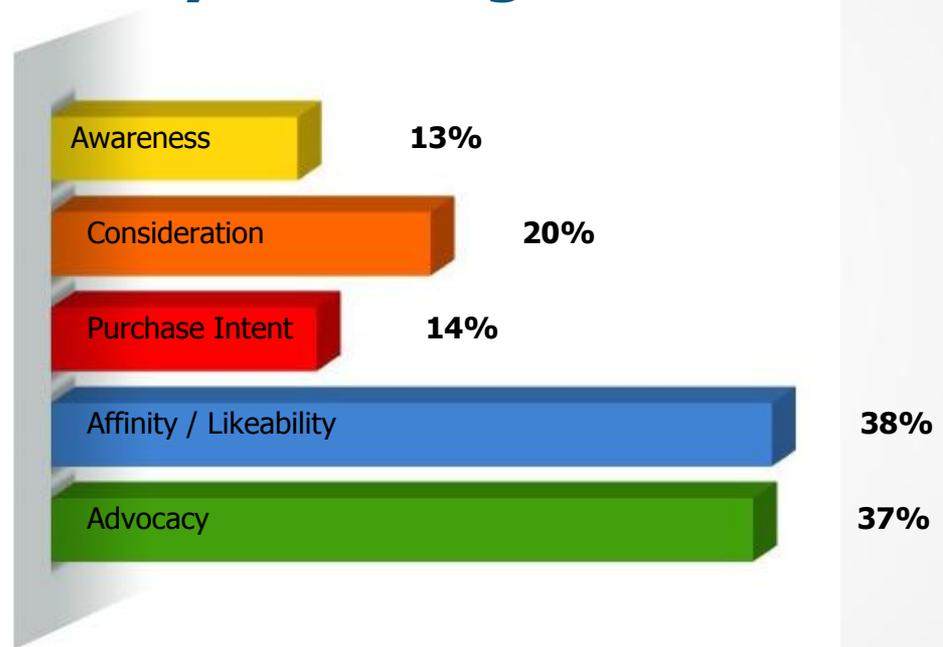


6 Study Average % Lift

Radio-targeted consumers vs. Control groups



## Radio advertising positively impacts the 5 key branding metrics



Source: Radio Advertising Effectiveness Program, Ipsos OTX, 2010-11; conducted for Katz Marketing Solutions.

In a series of six studies for different advertisers, people who heard the radio spots exhibited a lift in the 5 key metrics highly valued by advertisers.



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# Radio:

- Reach
- Targeted
- Interactive
- Results
- Thriving

