



ACTIVATING RADIO IN THE DIGITAL AGE

**Exploiting radio's strengths
in a slowdown**

The benefits of radio for advertising in a slowdown

- Low risk
- Agile
- Engage/mobilise consumers
- Cost-effective results

Radio's core proposition to advertisers

RADIO ADDS BITE!



Because if you add it to your schedule you will get greater effect for the same level of investment



More effect for the same investment

RADIO ADDS BITE!

**Flexible and
cost efficient**

**Complements
people's lives
and other
media**

**A powerful
emotional
influencer**



The proof

RRADIO **A**ADDS **B**BITE!



Radio and TV

What happens when 10% of a TV campaign is redeployed to radio?

Overall ad awareness increases by 15%

100

TV only



115

TV + Radio



Radio and newspapers

What happens when 50% of press ads are redeployed to radio?

Unaided brand recall increases threefold

25%

Newspapers
only

70%

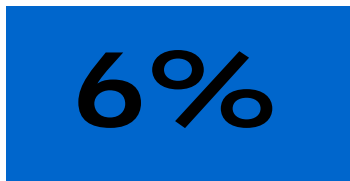
Radio and
newspapers



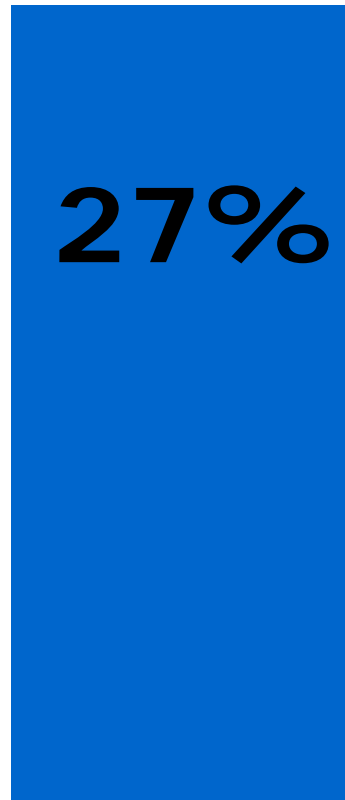
Radio and the internet

What happens when 50% of internet ads are redeployed to radio?

Unaided brand recall
increases four-fold



**Internet
only**



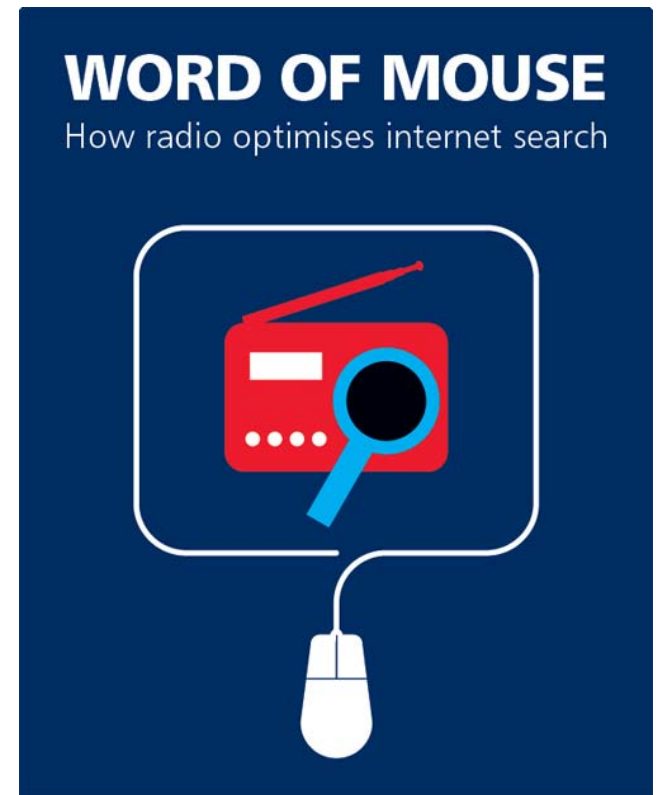
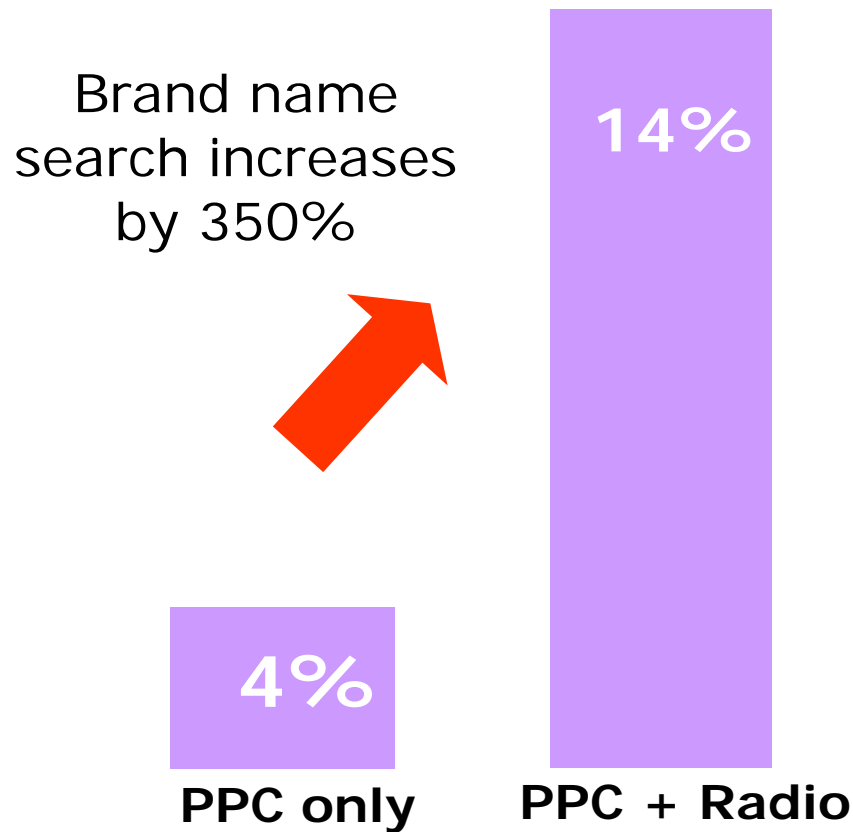
**Radio and
internet**





Radio and search

What happens when people are exposed to radio within the search process?



Don't take our word for it...

Family comes first when marketing faces tougher times

John Quelch

The term of an economic recession has already been used to describe the current downturn. It is a recession, but it is also a family crisis. The family of the business is the business itself. The family of the business is the business itself. The family of the business is the business itself.

Research the customer. Don't cut the marketing budget. The need to have more than ever before is a reality. The need to have more than ever before is a reality. The need to have more than ever before is a reality.

Focus on family values. Your customers are your family. They are your family. They are your family. They are your family.

Reduce costs. It is not the time to cut advertising. It is the time to cut advertising. It is the time to cut advertising. It is the time to cut advertising.

Make it marketing spending. This is not the time to cut advertising. It is the time to cut advertising. It is the time to cut advertising. It is the time to cut advertising.

When hard times loom, we retreat to our village. Look for easy health-and-beauty family access in advertising.

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negotiate favourable advertising rates and lock them in for several years. If you have to cut marketing spending, try to maintain the frequency of advertisements by shifting from 30 to 15-second advertisements, substituting radio for television advertising, or increasing the use of direct marketing, which gives more immediate sales impact.

...OR IN OTHER WORDS:

"To achieve brand registration or brand message frequency during a recession, consider shifting dollars from television to radio advertising which can often reach the same gross rating points at lower cost."

JOHN QUELCH,
Professor of Harvard Business School*
July 2008

Financial Times
18th February 2008

John Quelch's column starts here

The £3m Advertiser Partnership Fund

We're offering advertisers support in these areas to help deliver better returns from their radio spend

Effectiveness



Creativity



Idea Generation

