

Radio's Ultimate Destination



September 5-8, 2017 Austin

Radio Drives Search





Partners



Radio Drives Search



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RAB RADIO
ADVERTISING
BUREAU

Does Radio Drive Search?



YES, it does!

Radio Drove 29% Incremental Google Searches

Across 8 Brands & 2157 Ads Studied

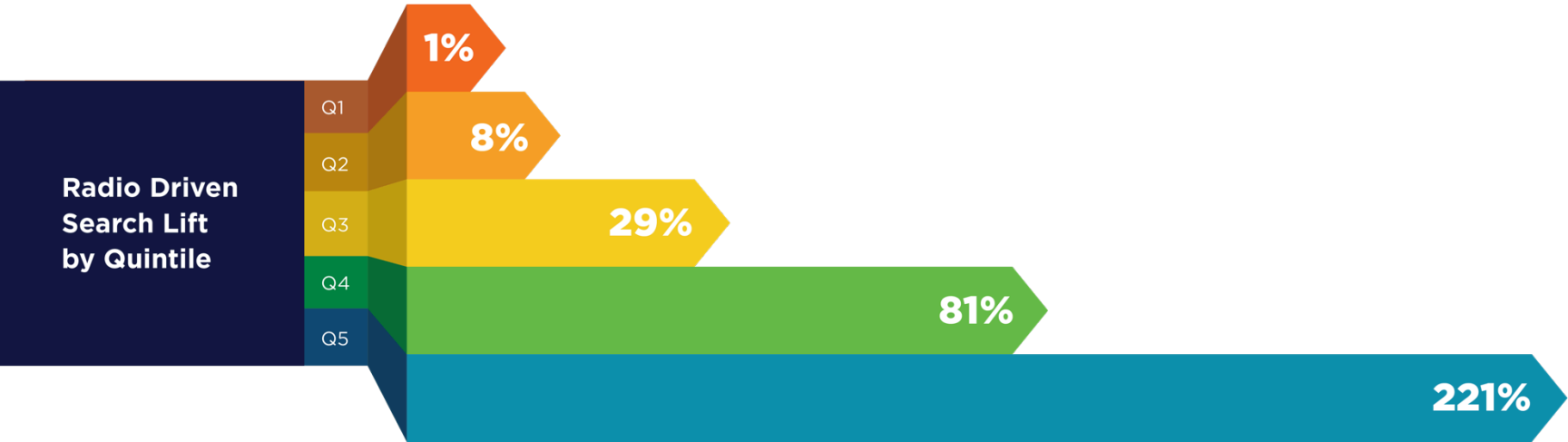
+29%
Lift

Base

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When Radio Ads Work, They REALLY Drive Search



Ads in the top performing 4th and 5th quintiles outperformed the average by more than 2x and 7x, respectively!



How The Study Was Conducted

Analysis of radio spend
and search volume

June-July 2017

Top 31 markets*

**Brand schedules selected based on minimum spending levels*



JEWELRY



WIRELESS



AUTOMOTIVE



ECOMMERCE



INSURANCE 1



INSURANCE 2



RETAIL 1



RETAIL 2



Radio Spend Data



Started with 16 Advertisers and narrowed it down to 8

Number of Radio Spots counted 250,437

Total Radio Revenue \$20,124,769

Study was conducted from June 11 - July 31 2017

Study included 31 PPM markets

Study covered 7 days a week, 6am - Midnight



Radio Spend Data



Media Monitors uses industry standard CPP benchmark

Per Market, per daypart, per demo targeted estimation

GRP of a campaign can be evaluated

Share of advertising expenditure is accurate

Google Search Data

Google Trends + Google Ad Words

Derived actual minute by minute search volume for given search terms by metro area

Searched on brand name, including common variants and misspellings, e.g., Verizon, Verizon Wireless, Verizonwirelss, Verison,

Matched to radio spend data by

Brand	Date
Market	Daypart



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The Analysis *Marketing Mix Model*

Best suited to reveal the contribution of radio to search

Why?

No direct measurement of search among radio-exposed consumers

No ability to compare test versus control markets

Reality is a complex checkerboard of brands and ads by markets and weeks

Reveals the relationship between media levels and consumer behaviors

Trusted by advertisers for 30 years

The Modeling



Hierarchical Bayes Model

Integrates national and market level effects

Decomposes search into:

Radio-Driven

Searches that can be attributed to radio

Baseline

Searches that would have occurred naturally, without marketing

Television-Driven

Searches that can be attributed to television

Variables included:

Radio/TV dollars spent

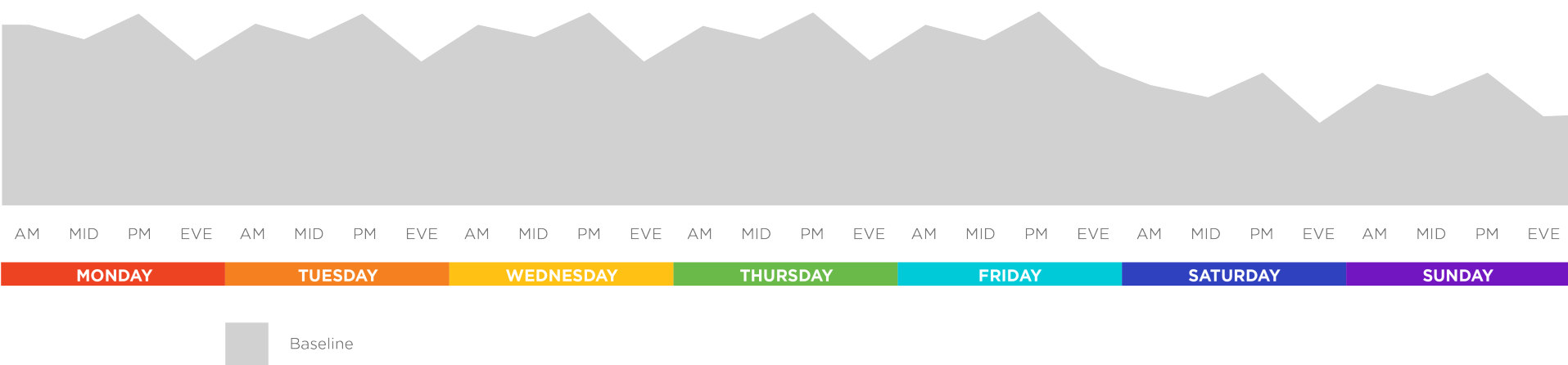
By ad, by daypart and date

Google Trend Data

The Impact Of Radio On Search Was Revealed Through A Model

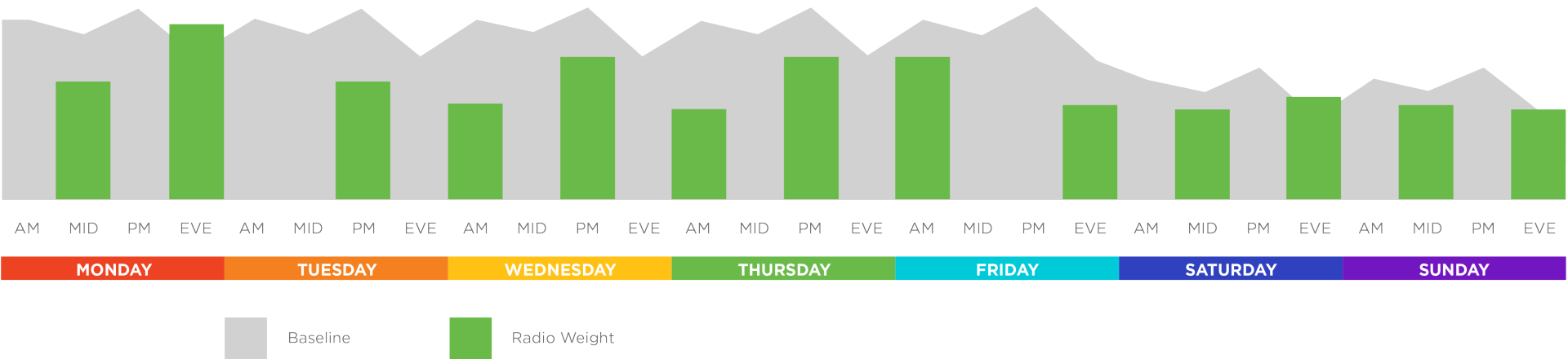
Baseline Search

Typical number of searches by day and daypart



The Impact Of Radio On Search Was Revealed Through A Model

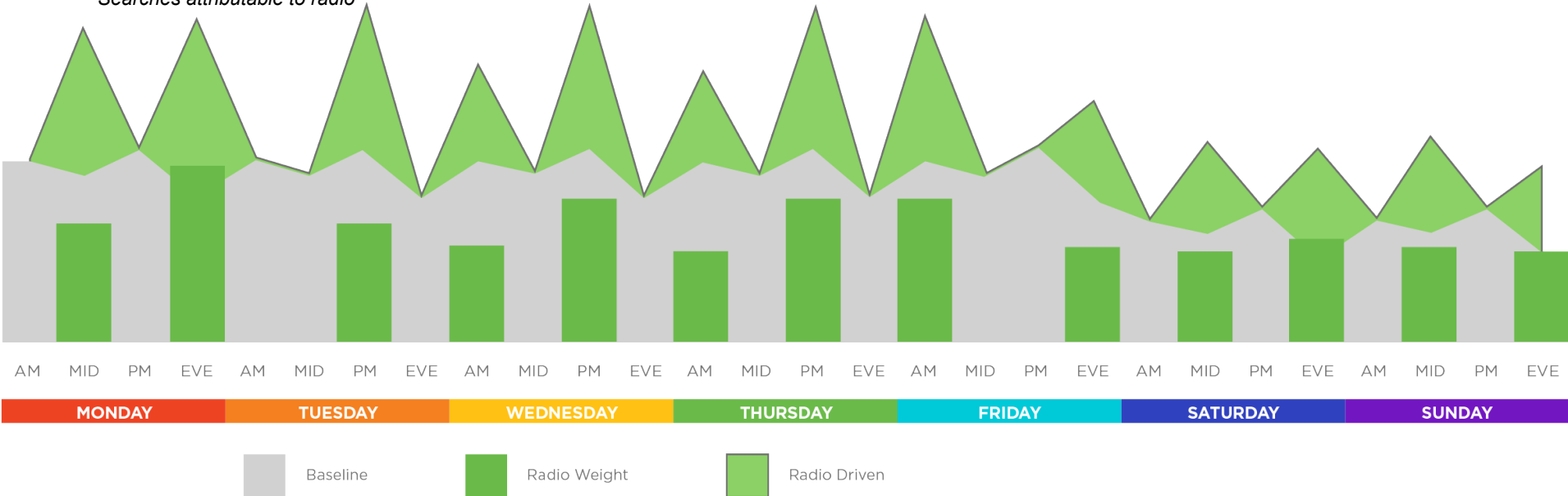
Radio Weight

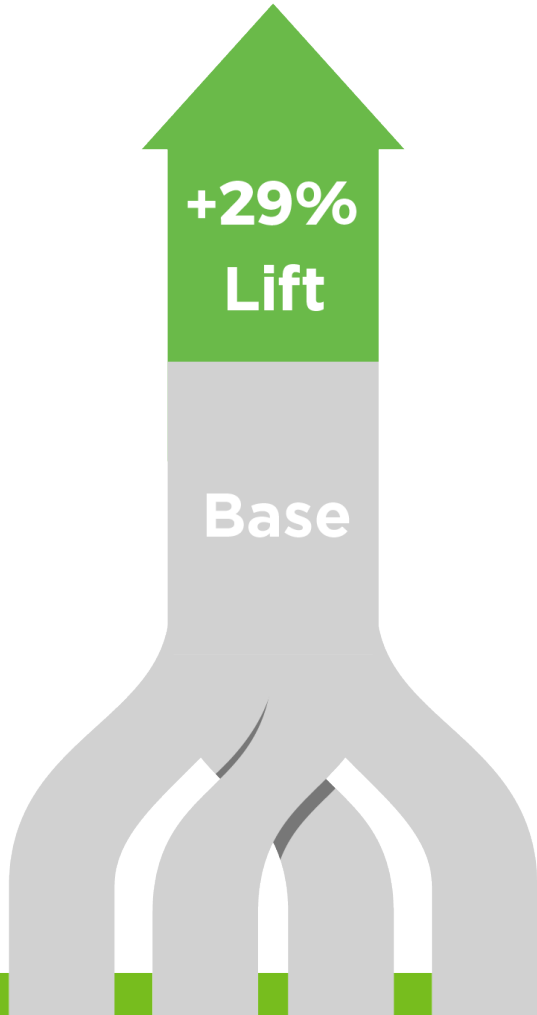


The Impact Of Radio On Search Was Revealed Through A Model

Radio Driven Search

Searches attributable to radio



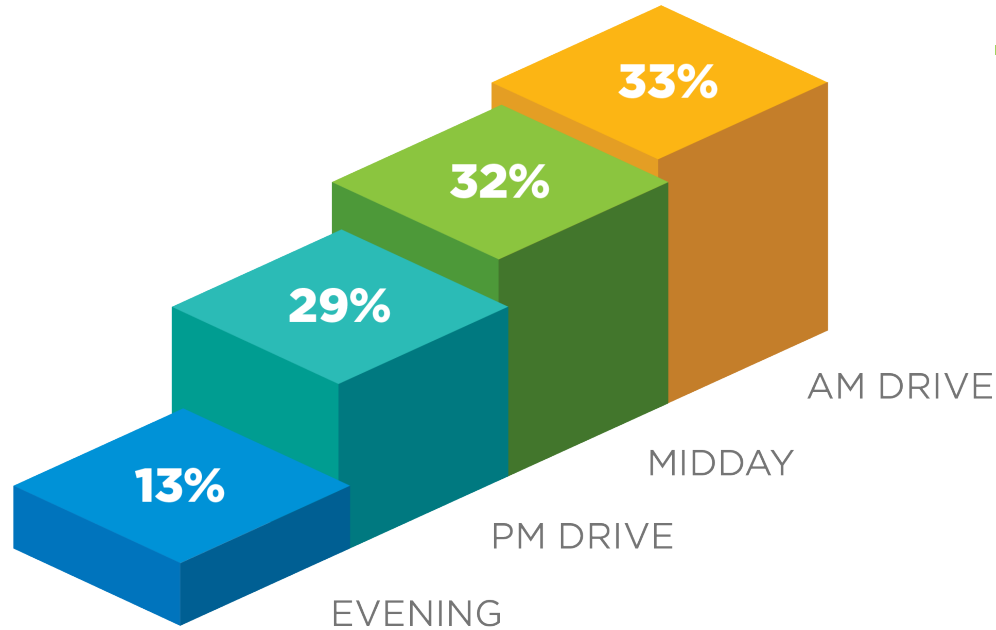


The Impact Of Radio On Search Was Revealed Through A Model

Average Radio Driven Search Lift

Searches attributable to radio

Search Activation Greater During The Daytime



Radio Driven Search Lift By Daypart

Search Activation Greater On Weekdays

Radio Driven Search Lift By Day Of Week



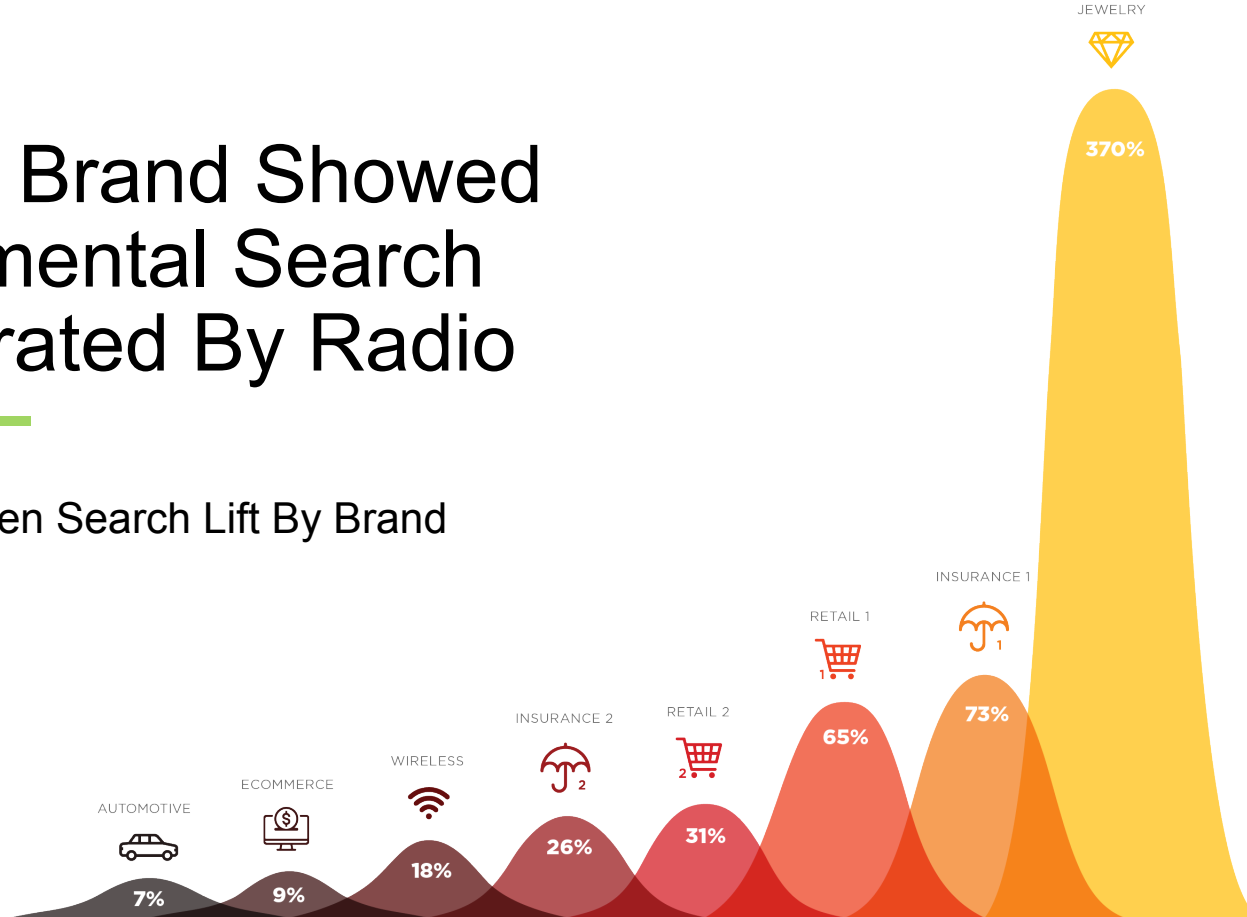
WEEKEND



WEEKDAY

Every Brand Showed Incremental Search Generated By Radio

Radio Driven Search Lift By Brand



Three Factors Drive Radio Search Lift

- 1 Campaign Effectiveness
- 2 Campaign Spend
- 3 Base Searches



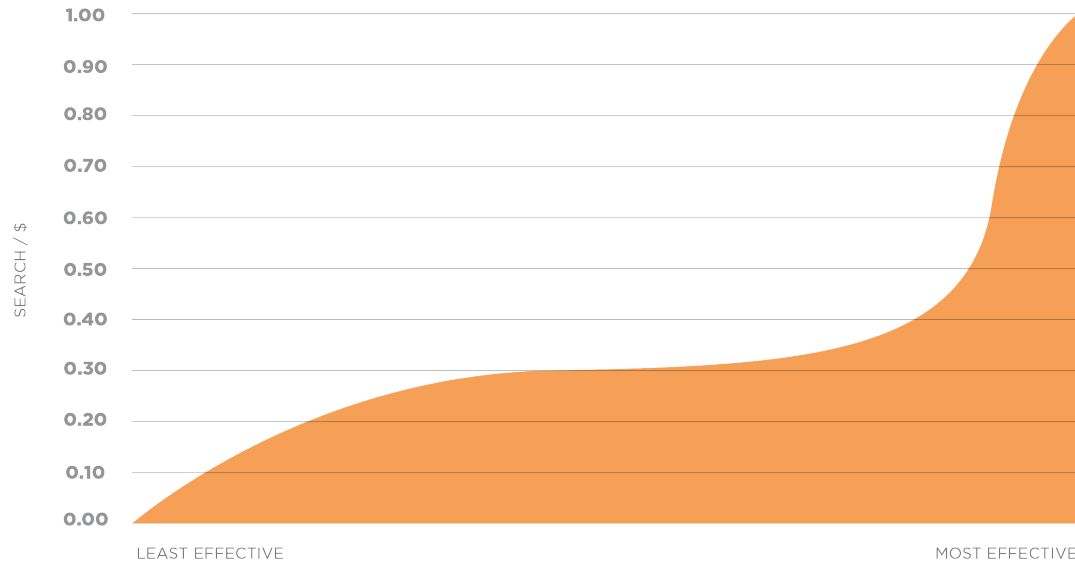
Creative Exhibits A Wide Range Of Performance

Individual Ad Search Lift Effectiveness

2157 Individual Ads,

*Ranked on Search
Lift Effectiveness,*

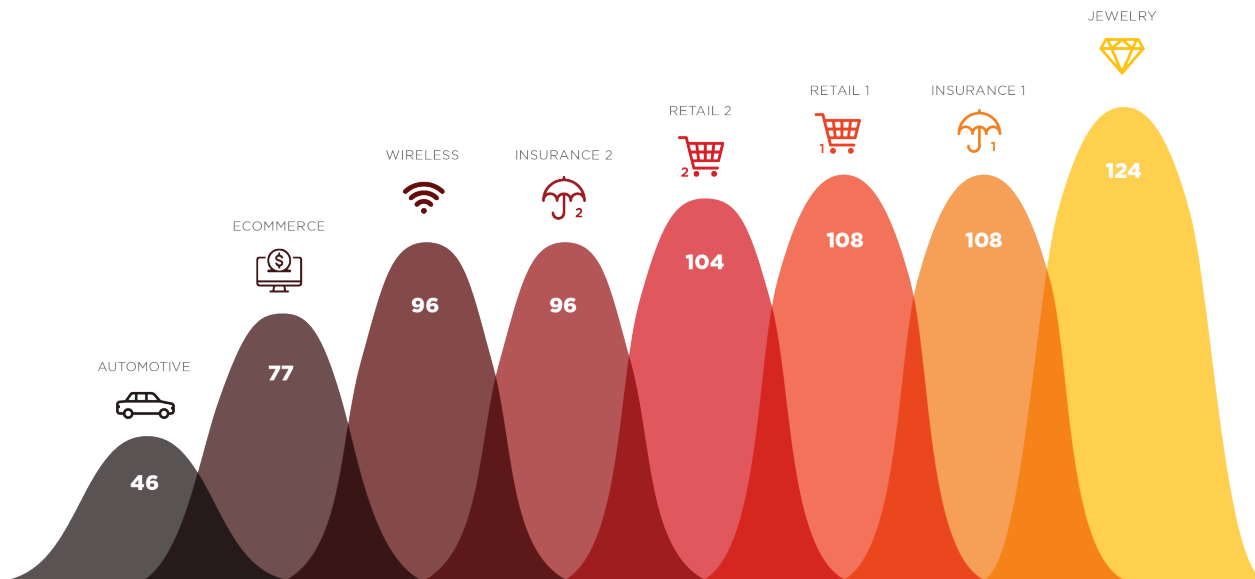
Least to Most Effective



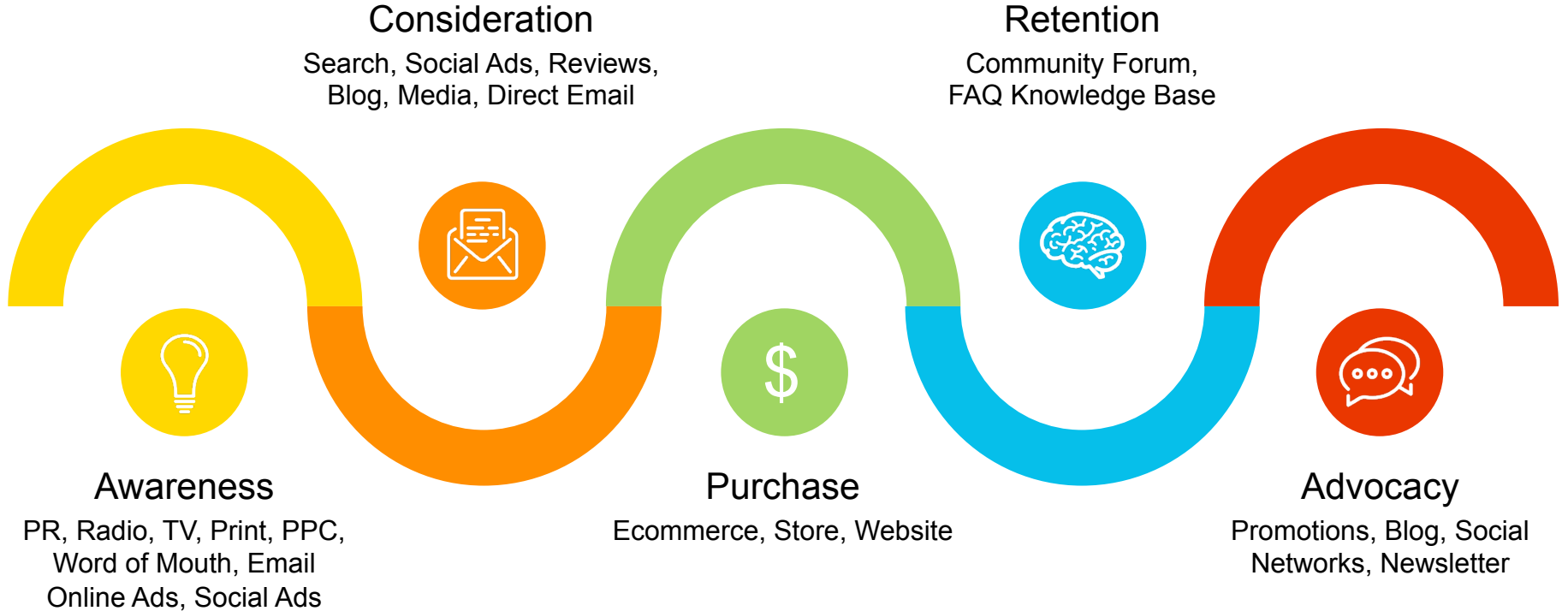
Creative Performance By Brand

Radio Campaign Efficacy Index To Average By Brand

Searches Generated Per Dollar Indexed To The Average Of 8 Brands Studied



Radio Impacts Key Aspects of Purchase Journey



Jewelry

How Did Radio Drive Search?

Providing nuggets of news and information for consideration

Increasing relevance through explicitly identifying targets and purchase triggers

High Risk/High Reward Jewelry Category

Low base level of search



Insurance 1

How Did Radio Drive Search?

Explicit call-outs to localized messages

Deepen awareness and consideration with focus on breadth of brand offerings

Heavy Radio and TV Advertiser Going Beyond Their Standard Message

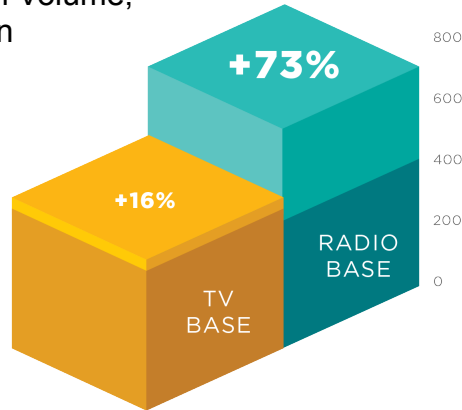


Insurance 1

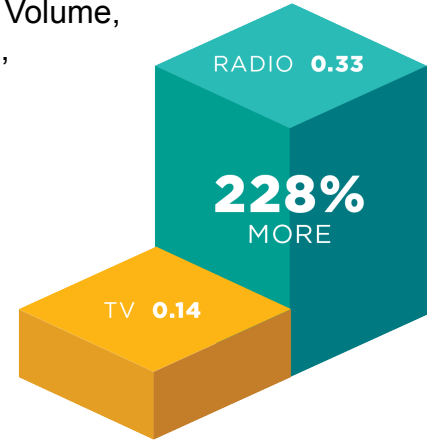
Radio Drove 228% More Search Than Television In Total And Dollar For Dollar*

*Spending: Radio \$3MM, TV \$2MM

Incremental Search Volume,
Radio vs. Television



Incremental Search Volume,
Radio vs. Television,
Dollar For Dollar



Retail 1

How Did Radio Drive Search?

Specific product deals, sales

Explicitly call out to visit store

Consistent recognition with sonic branding mnemonic



Campaign Cues Up Problem, Solution and Sales/Deals

Wireless

How Did Radio Drive Search?

Price/feature specials

Increasing relevance through explicitly identifying markets

Attracting new customers with special deals



Retail 2

How Did Radio Drive Search?

Specific product promotions, sales

Explicitly call out local retailers

Staying top of mind with special deals



Insurance 2

How Did Radio Drive Search?

Increasing relevance through explicitly identifying new home/car buyers

Advertising locally and in-season

Supporting local agents with call to action

Connecting emotionally on life's biggest investments



Ecommerce

How Did Radio Drive Search?

Generates awareness of benefits

Triggers relevant moments by reaching people when they're in their cars, or commuting

Includes explicit drive to web

Upper Funnel / Awareness Campaign



Automotive

How Did Radio Drive Search?

Stimulating brand consideration and demand with cash back and summer sales offers

Increasing relevance by reaching people in their home markets and cars

Driving Desire For New Cars With Freedom and The Open Road



Top Creative Factors Associated With Driving Search



Price Deals



Product or
Feature News



Localization/
Calling Out
Specific Locations



Non-Price
Offer



Personalization
Explicit Targets

Factors Less Associated With Ads That Drive Search



Drive To Web
Without Specific
Reason



Humor
And
Drama



Stories

Summary

Radio ads consistently drove incremental brand search activity

Produced an overall lift of 29%

Radio's ability to drive search varied significantly by brand

From 7% lift (Automotive) to 370% (Jewelry, but with low base)

Radio drove more incremental search than TV in one case

Over 3x more search for an Insurance brand

Creative effectiveness was a major contributor to driving incremental search

Price Promotions, News, Sales, Localization, Non-Price Deals and Target Call-Outs drove more search

Thank You!