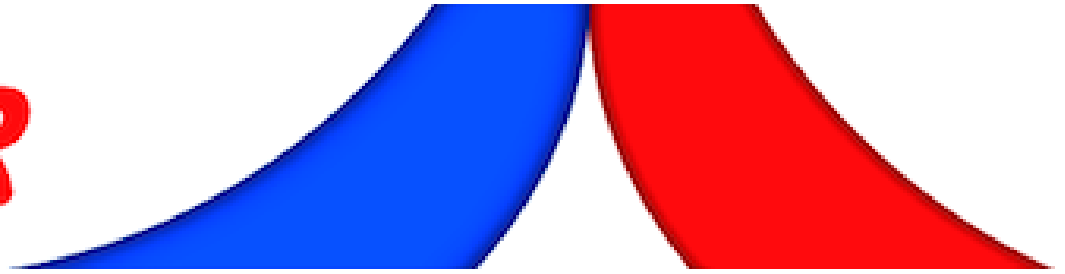


#NewMR



A Presentation from The NewMR “Advances in Quantitative Research” Event

19 September, 2012



People Connect With Radio – a study investigating radio’s effectiveness in driving digital activity

Steve Nutall and Adrian Morgan, Colmar Brunton



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Steve Nuttall, Managing Director Adrian Morgan, Research Director



Colmar Brunton Research

Agenda

1. Background – the issue
2. Our solution – how we did it
3. What we found
4. Five key take outs
5. Why it works

“

The first research study
in Australia to establish
the direct link between
media exposure and
the online response it
triggers”

Background & introduction

Key questions

- How do radio listeners consume both radio and digital media?
- What is the impact of radio advertising on online behaviour?
- What is the relationship between radio and their audience ('the engagement factor') and how can advertisers leverage this to their advantage?
- Put simply how effective is radio advertising at provoking or inspiring a response in people that are exposed?



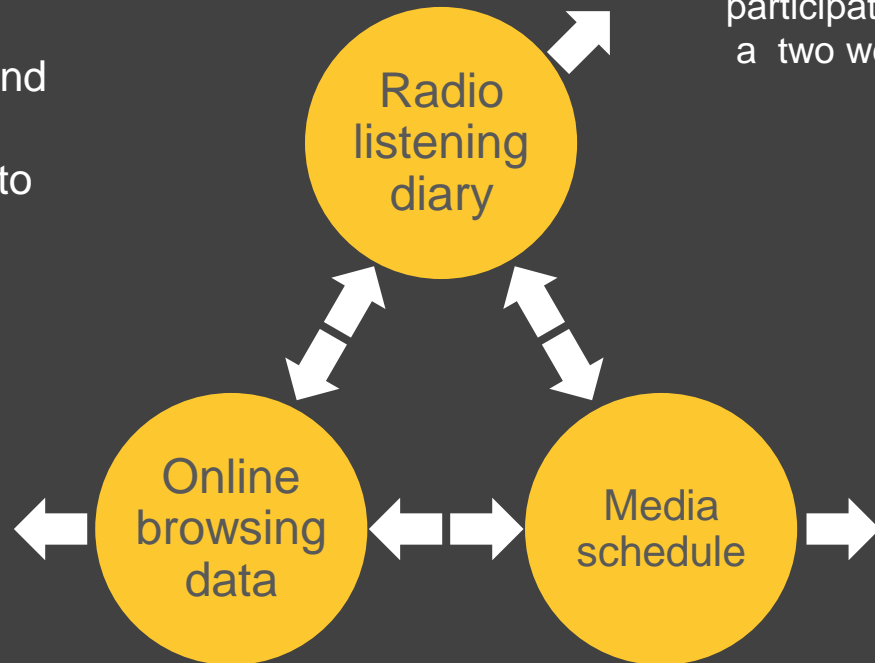
Research Method.

Speaker: Steve Nuttall & Adrian Morgan, Colmar Brunton Research
NewMR Advances in Quantitative Research Event, 19 September 2012, Session 1

“Click Hear” - our unique and innovative approach

A blend of the old and new that delivers powerful insights into the relationship between radio and digital media

3. netPanel software installed to track panellists online behaviour



1. Recruit a panel to participate in a two week study

2. Advertising placement data for each station

Online Diary

Participants recruited from Colmar Brunton's proprietary research panel with over 100,000 members.

Recruitment qualifying criteria: radio listening frequency (15 minutes or more per day) and 'main' station.

The diary collected data about consumer radio listening habits at each hour of the day.

The study was conducted in Sydney and Melbourne with a cross section of listeners.

Location	Recruitment	Completed diaries
	N=750	N=469
Sydney	375	226
Melbourne	375	243

Terminology

1. Adverts with a “digital call to action”.

Executions that contain a message to go online and visit a website or social media pages.

2. Exposed listeners.

Radio listeners who are tuned in to the radio station when adverts with a digital action call to action are on air.

3. Digital activity.

When radio listeners click on an advertisers’ brand website, social media pages or search for the brand.

469 panel members completed the diary and installed netPanel.

72 adverts with a digital call to action.

Two weeks of tracking.

Advertising exposure

65%
exposed to
at least one
advert





Key Findings.

Speaker: Steve Nuttall & Adrian Morgan, Colmar Brunton Research
NewMR Advances in Quantitative Research Event, 19 September 2012, Session 1

Headline Findings

- 9 People are **6 times more likely** to look for a specific advertiser's brand online if they advertise on the radio.
- 9 Radio advertising has an **immediate effect**. 78% of those exposed to advertising undertook some form of digital activity within 24 hours.
- 9 **1 in 5** regular station listeners visit the station website or social media sites.
- 9 Commercial radio generates significantly **more visits to a web page** if an advert has a digital call to action.



Audience activity

Not exposed

vs.

Exposed

50%
digital
activity

28%
uplift

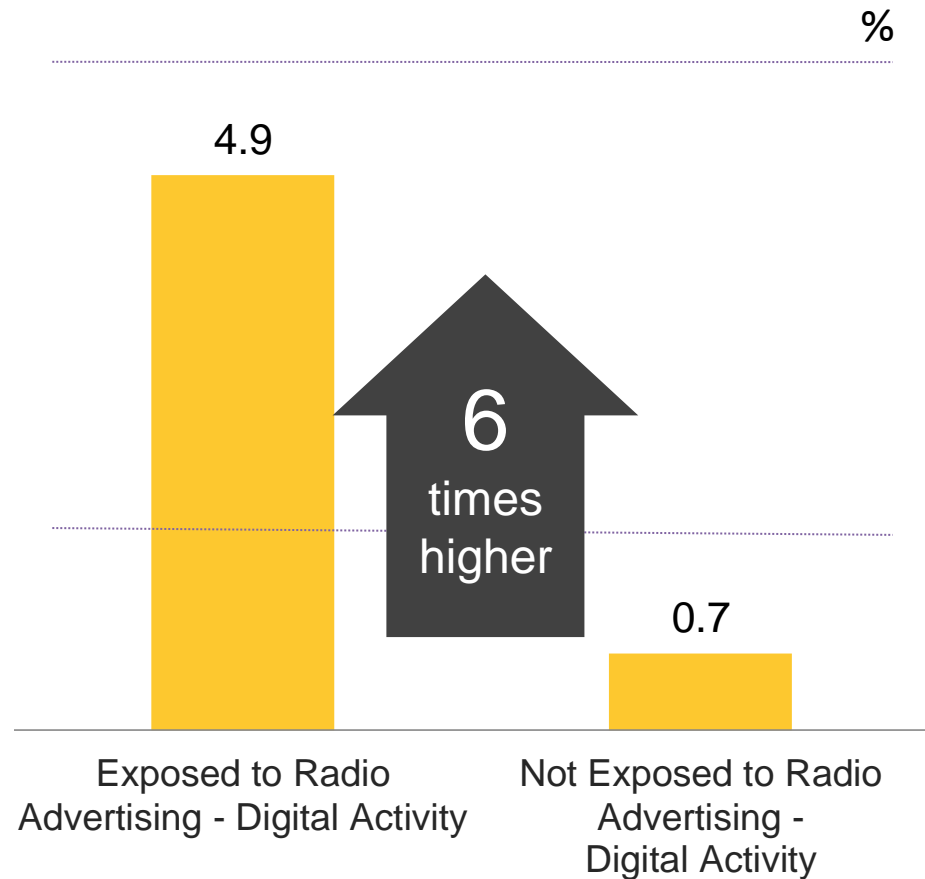
64%
digital
activity

Potential audience impact

Impact for a station with 1 million regular listeners



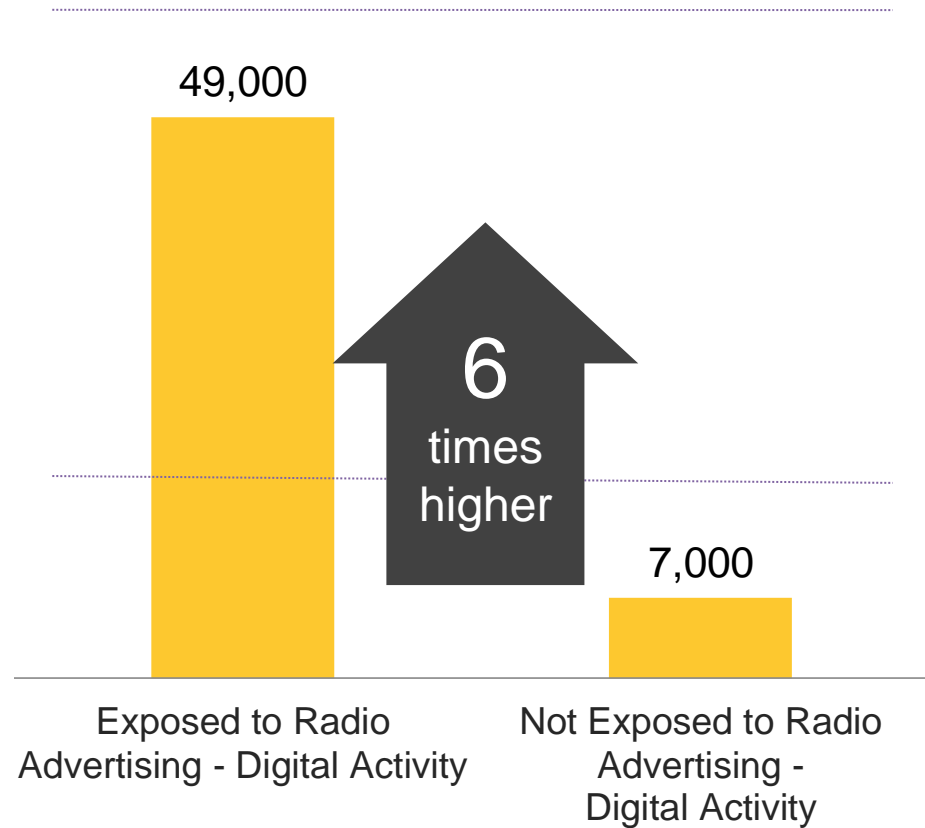
Exposure to radio advertising boosts digital activity. On average **people exposed are six times more likely to take action** than those **not exposed** to radio advertising.



Base: Total Sample (n=469)
(Sydney & Melbourne)

42,000 more
listeners clicking

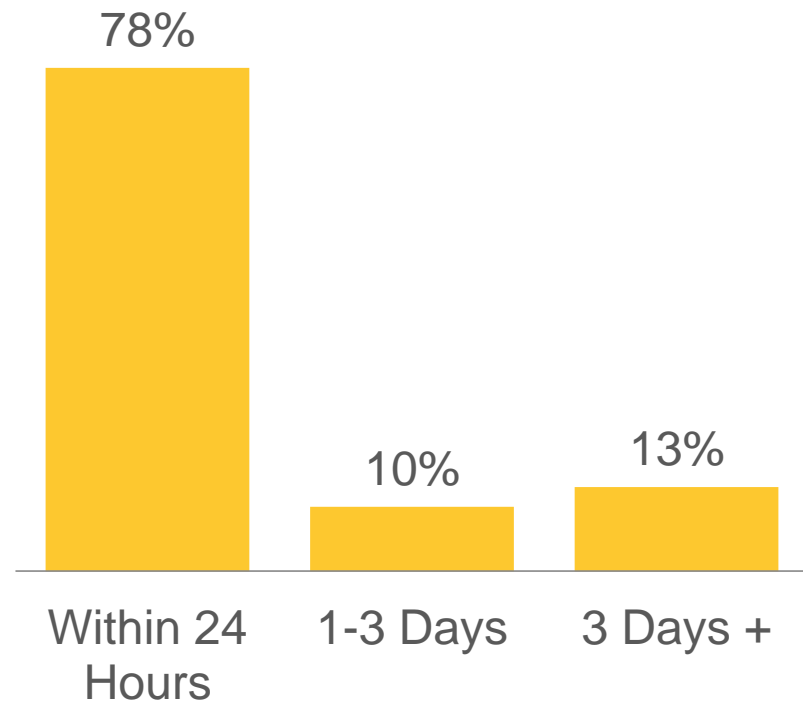
Impact for a station
with 1 million
regular listeners



Base: Total Sample (n=469)
(Sydney & Melbourne)

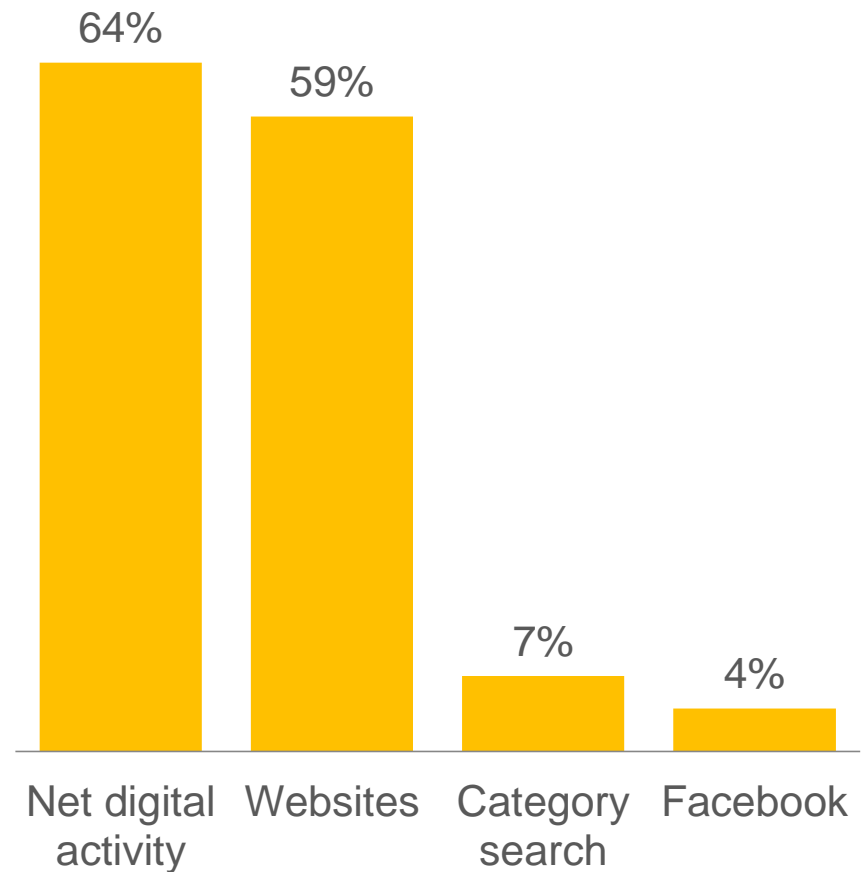
Radio advertising has an immediate effect

Over three quarters of those exposed to radio advertising were motivated to undertake some form of digital activity within 24 hours.



Base: Exposed to Advertising (n=306)
(Sydney & Melbourne)

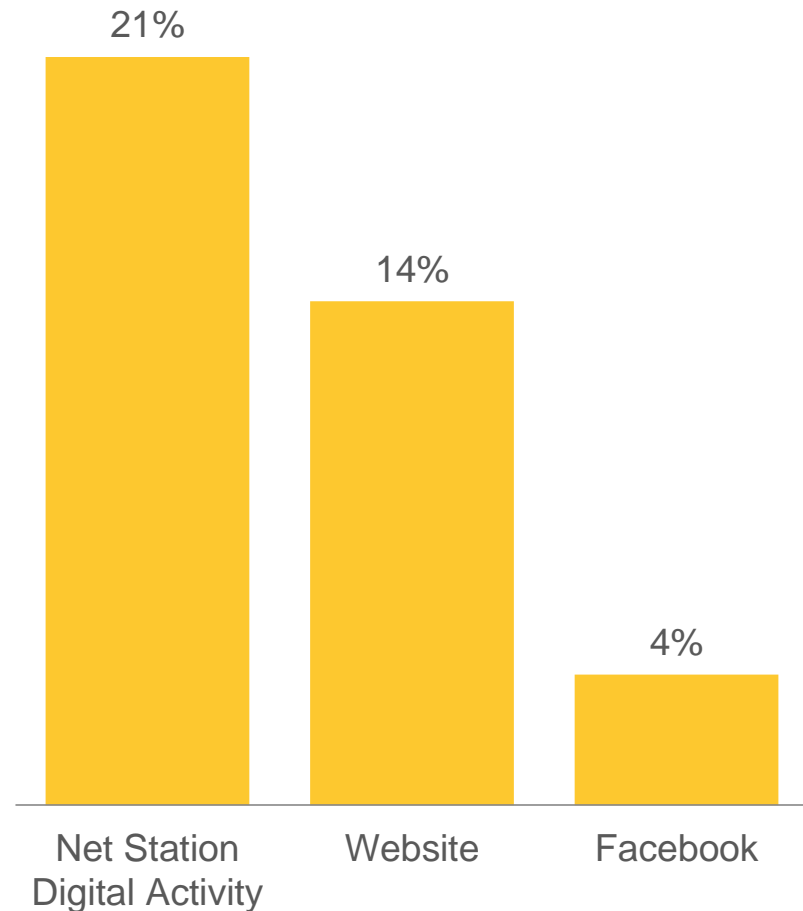
The majority of digital activity is focused on browsing branded websites



Base: Total Sample (n=195). Multiple response activity.
(Sydney & Melbourne)

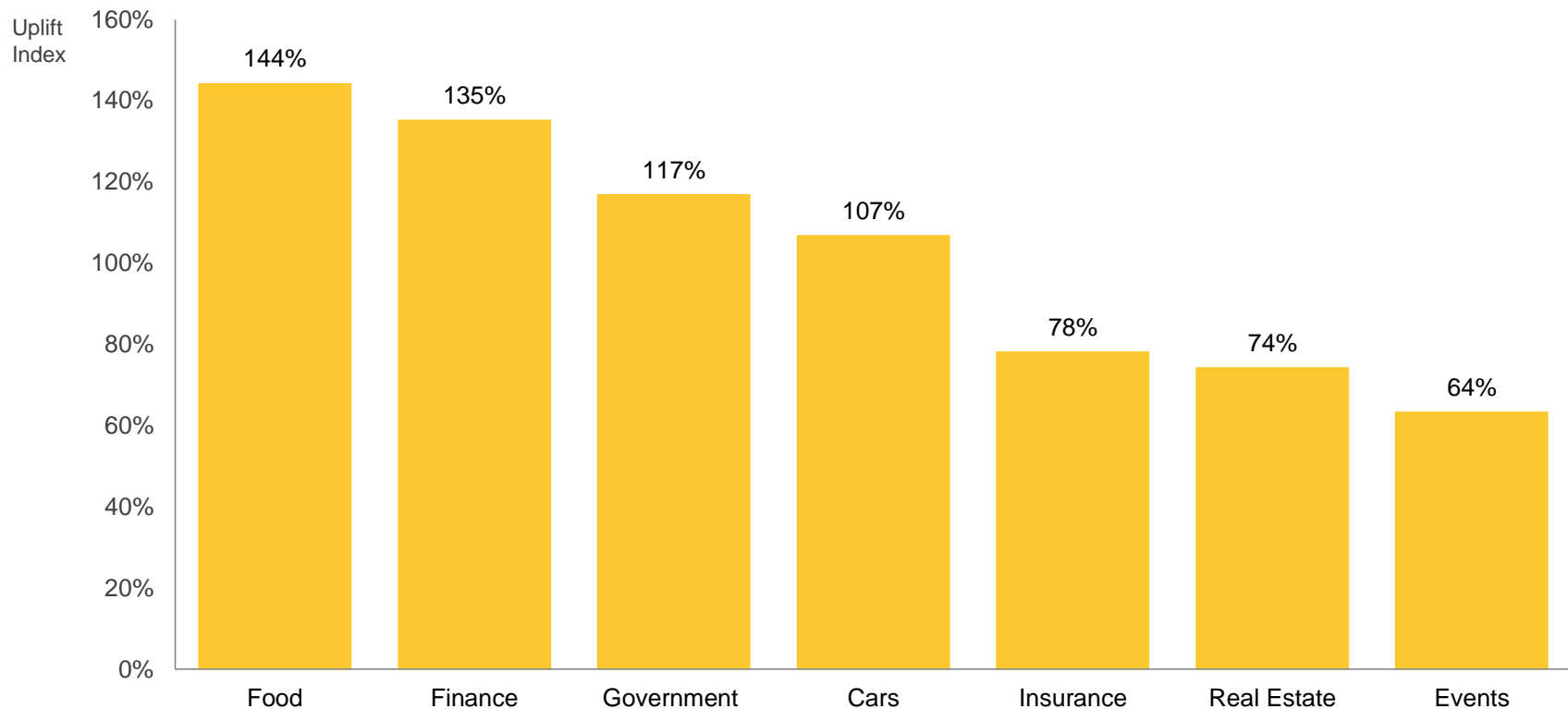
Opportunity to integrate on-air and online advertising


1 in 5 regular station listeners engage with the station's digital assets – mainly via the website.



Base: Total Sample (n=469)
(Sydney & Melbourne)

Uplift in digital activity varies by category resulting in an uplift in “people”.





5 key
take outs.

1

- We have **independent and irrefutable** proof that radio advertising really drives people to go online to find out more about brands.
- It's **six** times more likely.
- That's an **incredibly powerful** message to drive home.



2

Rapid **reinforcement** of message works – broadcast **three to four times** within a 24 hour period to generate **immediate clicks** to the brand's website.

3

Radio advertising is most effective when the call to action is the **advertiser's website** – it's where people want to go and engage with brands.

4

Persuade advertisers to **reinforce** the campaign message online – **via the station's website** - as well as on air.



5

Ad creativity and communicating the proposition effectively in the radio medium is important for delivering **optimum impact**.



And finally.

Where next?

- The beauty of this approach is the observation of real human behaviours rather than relying on recall.
- It also works because we are talking about mass media penetration - the vast majority (8 in 10) of Australians listen to commercial radio every week and a similar proportion are online.
- The logical extension of this research would be to extend to TV where content is fragmenting and moving online and many viewers concurrently consume digital media.
- Advertisers and sponsors are asking tough questions about the effectiveness of television as an advertising platform when used in conjunction with digital and social media
- It would also make sense to capture mobile and tablet browsing behaviour. Around a half of Australians own a smartphone.
- The challenge in extending the research is not technological. It's about persuading respondents to participate in research which becomes increasingly invasive – the sense that big brother is watching.

Thank you



Steve Nuttall

Colmar Brunton Research



Q & A



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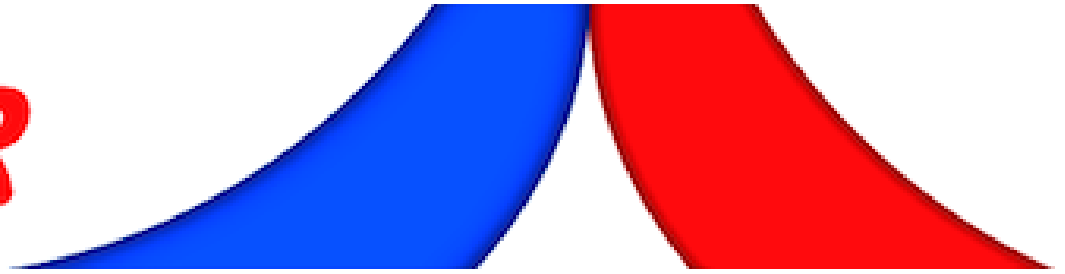


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