

radio + online we just click!



Advertising Effectiveness Study

February 2008



the number one media partnership – radio + online

Commercial Radio Australia has undertaken a comprehensive research study to illustrate the effectiveness of radio advertising, particularly as it relates to leading and supporting an online campaign. The study illustrates the effectiveness of commercial radio in driving improvement in brand health and brand linkage.

Executive Summary

Commercial Radio Australia commissioned TNS to study the effectiveness of radio advertising in combination with the Internet to understand how this powerful media duo works.

The study grew out of strong customer belief that consumers are increasingly combining usage of commercial radio listening and online usage.

There were 7 advertisers involved in the study covering a number of different categories with the goal of illustrating the effectiveness of commercial radio to encourage listeners to engage with the Internet and directly respond to radio advertising campaigns.

The study was in two parts. In the *Driving Case Studies**¹ which involved 7 clients and a test and control market, the test market consisted of an advertising partner's website and commercial radio advertising promoting a URL; the control featured a website only.

Pre and post web metrics data was analysed to determine the effect of the radio advertising campaign.

In the *Driving Brand Recognition and Health** part of the study, a structured online questionnaire was used with pre and post interviews showing Australians' attitudes and opinions in relation to brand health for 4 of the participating clients.

Key findings into the impact of the advertising activity for the 7 brands across a number of different advertising categories were explored.

The media investments used are not considered large or heavy campaigns (ranging from \$50,000 - \$170,000).

BRAND A – An iconic home improvement brand

BRAND B – Finance brand new to the market

BRAND C – A service (activity internet based)

BRAND D – An automotive brand

BRAND E – A media brand

BRAND F – An iconic finance brand

BRAND G – An entertainment category brand

Research was conducted in the second half of 2007. Markets included Sydney, Melbourne, Brisbane, Adelaide and Perth. Respondents were chosen from the EmailCash panel that has more than 400,000 active members Australia wide. 1699 respondents completed the survey and they resided in either the test or control markets (pre test n=253, post test n=1446).

Study Makeup

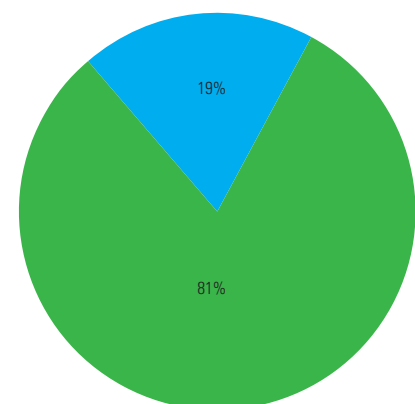
*¹ Driving Case Studies – 7 Advertisers. *² Brand Recognition and Health – 4 Advertisers.

HEADLINE FINDINGS

- Over 80% of people who hear a relevant radio commercial referring to a website have visited a website as a result.
- Visits to a consumer website nationally increased by 25% following the campaign.
- Commercial radio generated 11% more visits to one research partner's website following the campaign period.
- A finance brand generated a 145% increase in page impressions during the campaign.
- For one finance client completed online applications increased 94% during the campaign.

EFFECTIVENESS OF RADIO IN DRIVING AUDIENCES ONLINE

Over 80% of people who hear a relevant radio commercial referring to a website have visited a website as a result

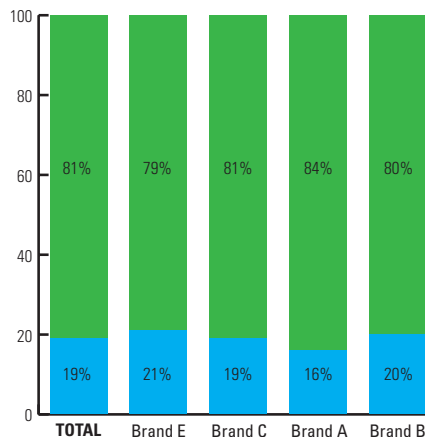


- Have visited a website as a result of hearing a radio commercial
- Have never visited a website as a result of hearing a radio commercial

For a full overview and graphical representation visit commercialradio.com.au

RADIO IS AN EFFECTIVE MEDIUM IN DRIVING AUDIENCES ONLINE

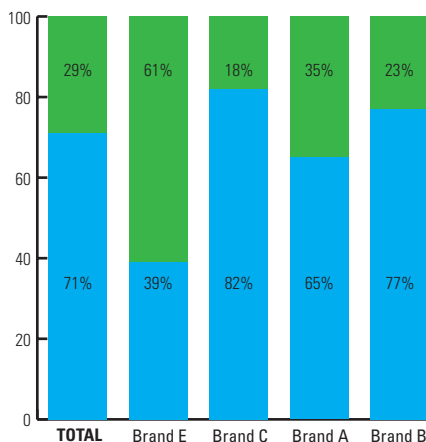
Over 80% of people who hear a relevant radio commercial referring to a website have visited a website as a result



■ When a relevant ad is on the radio which refers to a website, I have gone there
 ■ When a relevant ad is on the radio which refers to a website, I have not gone there

RADIO ADVERTISING ACHIEVED AN AVERAGE OF 30% RECOGNITION

Brand E advertisements had the highest recognition



■ Heard and recognised the ad
 ■ Heard and did not recognise the ad

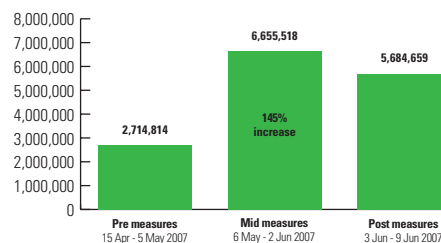
What does this mean for advertisers?

- Nearly all Australians listen to the radio and the majority are online and accessing the internet daily and can react to your campaign.
- Radio + online are a cost-effective media partnership.
- Campaigns can provide better value for money by adopting a strategy that supports a radio + online campaign.
- Both radio + online as a partnership assist in brand awareness.
- People who have heard a radio commercial will visit a website.
- Whether a new brand or an iconic brand consumer behaviour in visiting a website is similar.
- Even new brands can afford a cost-effective radio + online campaign.
- Commercial radio generates more visits to a web page if the website is mentioned in a commercial.
- Commercial radio campaigns can drive online applications and enquiries.

EFFECTIVENESS OF RADIO IN DRIVING AUDIENCES ONLINE

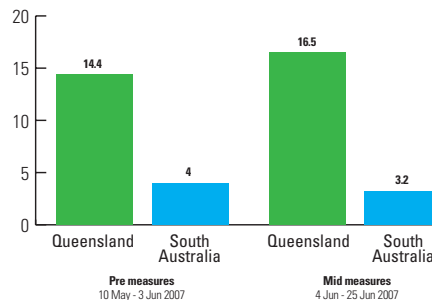
Brand F generated a 145% increase in page impressions during the campaign

Radio ads on air in Sydney



BUSINESS OPERATIONAL MEASURES

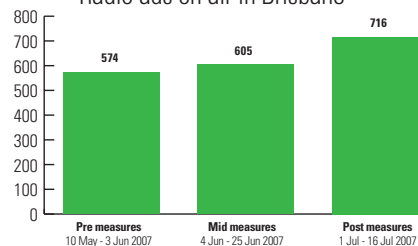
Brand B achieved a 35% increase in calls in the test market compared to control market



EFFECTIVENESS OF RADIO IN DRIVING AUDIENCES ONLINE

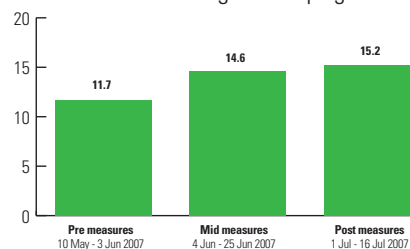
Visits to the Brand B website nationally increased by 25% following the campaign

Radio ads on air in Brisbane



BUSINESS OPERATIONAL MEASURES

Brand B achieved a 30% increase in operational measures following the campaign



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FAST FACTS

- 94%* of Australians access the Internet, 91%* have accessed the Internet daily in the past month
- Complementary rational and emotional benefits
- The Internet connects me to the whole world, my radio connects me to my local community
- Both are 'social connectivity' media

* Majority of commercial radio listeners are online

Of commercial radio listeners:

- 91% access the Internet daily
- 95% access the Internet at home
- 66% use the Internet to search for information on a product

* Heavy commercial radio listeners are online across the day

Of heavy commercial radio listeners (TSL 16hrs+):

- 50% access the Internet weekday mornings
- 54% access the Internet weekday afternoons
- 90% use the Internet daily

* Commercial radio listeners are online PM hours

- 53% access the Internet weekday afternoons and early evenings
- 56% access the Internet weekday early evenings
- 54% access the Internet weekday evenings

* Younger age groups are online later

- 73% of commercial radio listeners 14-17yrs access the Internet weekday early evenings
- 65% of commercial radio listeners 18-24yrs access the Internet weekday early evenings and 58% access the Internet in weekday evenings

* Commercial radio listeners of working age are online during the day

- 56% of commercial radio listeners aged 25-39yrs access the Internet weekday mornings
- 51% of commercial radio listeners 40-54yrs access the Internet weekday mornings
- 54% of commercial radio listeners aged 55yrs+ access the Internet weekday mornings

* Commercial radio listeners are online daily

- 91% of commercial radio listeners access the Internet daily

* Commercial radio listeners use the Internet to shop, research, download

- 66% search for information on products online
- 57% access news and current affairs online
- 36% download music files online, increases to 57% among listeners 14-17yrs
- 24% use the Internet for buying/selling/renting property, increases to 43% among listeners 25-39yrs

* Source: Nielsen Media Research Radio Advisor average of five capital cities, Survey 8 2007, All people 10yrs+ unless otherwise stated.

* Those who have access to the Internet

Source: Nielsen Media Research Panorama Fused Metro Survey 9 (Nov 06 - Oct 07), All people 14yrs+ unless otherwise stated. Panorama utilises a 100% Online Methodology.

For the full study details, additional information and support material, visit commercialradio.com.au



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