

# RADIO ADVERTISING: PLANNING AN EFFECTIVE CAMPAIGN

Radio is far more than a “Reach and Frequency” medium. As radio continues to innovate, it has adapted to the world of digital and has taken full advantage of the online space, using websites, apps and social media as an additional way for stations and radio personalities to connect with their audiences.

There’s a reason the top 20 advertising spenders in Australia invested over \$117 million on radio advertising over the last financial year. Radio is a proven medium for return on investment. This isn’t just limited to the big national spenders. Local campaigns continue to prove a great success in attracting new business to small organisations on limited budgets.

## WHY RADIO?

Reach	95% of Australians in the five metropolitan capital cities listen to radio throughout the week. Specific demographics and audience characteristics can be reached via a range of radio programming formats
Target your audience	A broad range of stations and programs allow you to target specific audiences based upon demographics, purchase intentions or life stage in a variety of environments (eg. talkback, music, sport)
Frequency	Expose your audience to the ad multiple times, ensuring the message is understood and acted upon
Easily accessible	Reaches listeners whilst waking, driving, working etc
Dynamic	Fast turnaround of creative and scheduling
Trust	Ability to have advertising message delivered by presenters that listeners trust and align your campaign with stations that promote the same values as your brand

Across Sydney, Melbourne, Brisbane, Adelaide & Perth



**27% OF PEOPLE LISTENED VIA A DAB+ DEVICE**

– the second most popular platform for listening after AM/FM



tuned in to commercial breakfast radio each week

(Mon-Fri 05.30-09.00)



tuned in to commercial drive radio each week

(Mon-Fri 16.00-19.00)

Commercial radio reach by age demo\*:

**87%**  
of people 10-17

**75%**  
of people 18-24

**76%**  
of people 25-39

**80%**  
of people 40-54

**78%**  
of people 55-64

**67%**  
of people 65+

Sources: Nielsen Ad Intel, FY 2019 (7/7/2019 - 4/7/2020); GfK Radio Ratings, Surveys 1-2, 6-8 2020, SMBAP, Cume 000s, Total People 10+ Mon-Sun 12mn-12mn, unless stated otherwise, all commercial listening (incl. commercial DAB+ stations). \*Cume %; NB: Surveys 3-5 2020 did not occur due to COVID-19 restrictions.

## STYLE OF CAMPAIGN

Radio advertising provides a number of effective methods to reach a target audience:

Spot schedules	For total control over the message, no loss of focus on key message, and to take advantage of strong creative and USP
Promotional support/ sponsorship	For added campaign effectiveness, interest and frequency
Live reads	For additional station personality credibility through endorsement
Align with stations' brands	The advertiser gets the benefit of the listener's connection with their favourite station
Online	Via station websites, social media and apps. Reach your audience through multiple touch points, allowing them to click through to your website for more information

## FREQUENCY OF CAMPAIGN

Does the target audience need to hear the campaign several or many times for the message to register and for action to be taken?

	Low frequency	High frequency
Campaign	Established	New
Target audience	Fast adapters	Slow adapters
Category interest	High	Low
Message	Simple	Complex
Other media in use	Yes	No
Length of campaign	Long	Short
Brand/Product life stage	Established	New
Brand share category	Large	Small
Purchase cycle	Long	Short
Competitive set	Quiet	Busy

## STATION SELECTION

Select stations that will best deliver campaign results:	Select stations which target audiences effectively
	Select appropriate number of stations to maximise reach of target audience
	Select most cost-effective stations within budget to generate maximum reach
	Select stations which align the message with program content (music with music; talk with talk)
	Select stations with either high or lower listener involvement (such as music vs. talk) depending on message
	Many radio stations have a strong online and social media presence. These stations often offer display advertising and sponsored content as a secondary way to reach your audience.

# PROGRAM SELECTION

Consider advertising during a program that resonates with the target audience:	Advertise at times that will enhance listener response. For example, if you are promoting a financial product, consider advertising on a program which talks about finance
	Select whether to advertise in an auxiliary listening time (for example, at work) or a primary listening time (for example, driving to work)
	Consider the cost efficiency of programmes versus the audience it delivers – is the incremental audience worth the extra investment?
	Consider reach and frequency objectives in placement – limited sessions for higher frequency, or broader sessions for extended reach
	Consider brand purchase cycle and whether the brand is a considered or impulse purchase. This will determine whether to advertise in times where the consumer will buy, or when they have the leisure time to think about their purchase.

For further information on planning radio campaigns, please contact  
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