

# Radio gives brands the Audio Edge, boosting McDonald's ROI by 13%

**Commercial radio stars take the stage at the Edge, Melbourne, 18 July 2024**

Some of Australia's biggest names in audio have shared their insights into how radio gives brands the edge when it comes to investment, at The Audio Edge event held at the Edge in Melbourne's Fed Square.

Hosted by industry body Commercial Radio & Audio (CRA), the Audio Edge featured appearances from Fifi Box, Russel Howcroft, Jacqui Felgate, Jase & Lauren, and Joel Creasey, as well as industry experts from major networks and media agencies.

CRA also unveiled the results of a trial conducted in collaboration with McDonald's Australia and Analytic Partners, which showed radio had a double-figure impact on return on investment (ROI).

In early 2024, McDonald's Australia acted on the recommendation of Analytic Partners and placed greater emphasis on brand-focused radio ads over traditional price and product-centric messaging for the Surprize Fries campaign.

Paul Sinkinson, managing director of Analytic Partners, said the strategy delivered a remarkable 13% increase in ROI: "The most impressive aspect was, not only did radio's performance improve, but the change to radio made other media channels work better as well, driving a better total performance.

"TV was boosted by +14%, social media by +12%, and online video by +3%, underscoring radio's pivotal role in amplifying brand messaging," Mr Sinkinson said.

"The trial has reinforced the value of radio as one channel in our broader media mix, helping us be more present and visible in the local communities we operate in," shared Martin Newman, National Media Manager of McDonald's Australia.

Jo Dick, CRA chief commercial officer said the case study proved once again, [that radio is the ultimate sidekick](#): "Utilising radio for brand messaging can significantly amplify a campaign's overall impact, and the synergistic effect of sonic branding across a range of channels has shown to be a powerful tool in creating measurable return on investment for McDonald's."

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## **About Commercial Radio & Audio**

CRA is the peak industry body representing the interests of commercial radio broadcasters across Australia. CRA promotes the effectiveness of radio and audio to advertisers, manages audio research and insights, metropolitan and regional audience measurement surveys, the Australian Podcast Ranker, revenue reporting, industry innovation, industry codes and standards, and regulatory and legislative matters. CRA hosts the ACRA Awards and HEARD, the audio industry showcase.

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