

# The global standard for measuring radio advertising effectiveness



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# What is RadioGAUGE?

- A ground breaking research system for growing radio advertising revenue
- Demonstrates the effectiveness of radio as an advertising medium
- Evaluates the impact of creativity in radio advertising



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# Over 500 radio campaigns tested since 2008



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# Free & confidential report for your brand

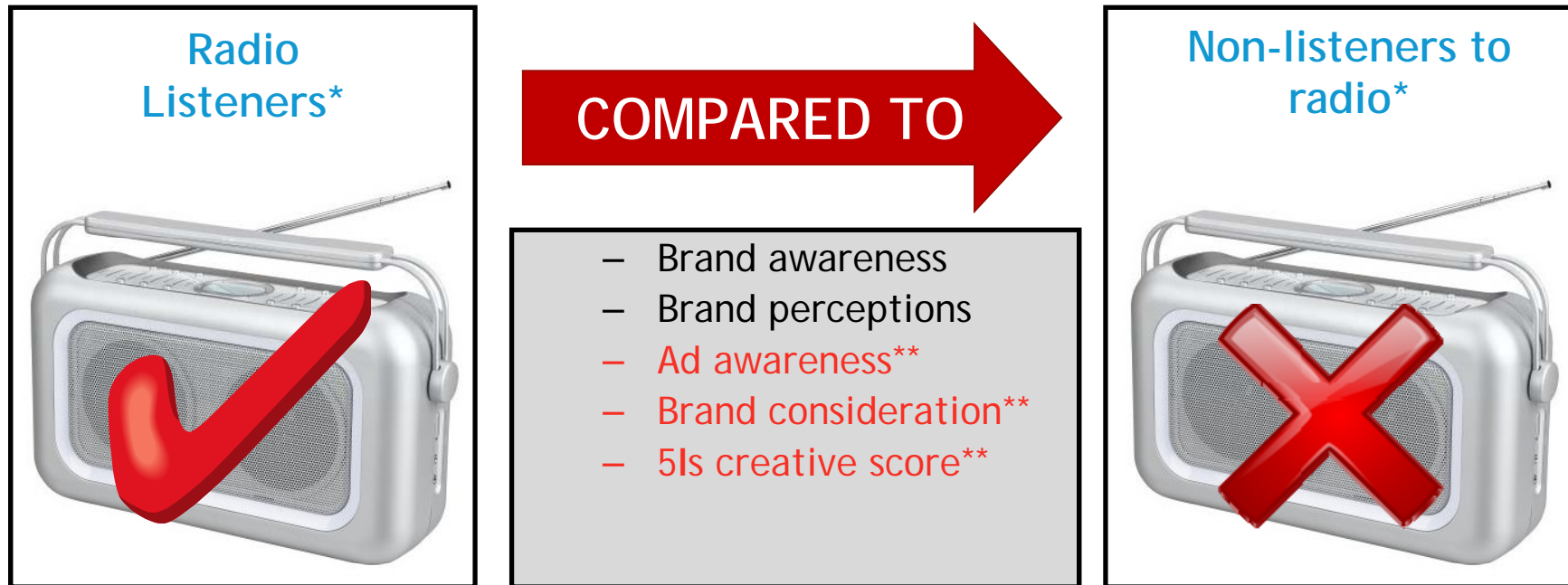
- Individual PowerPoint debriefs for every campaign tested
- Brand level results are confidential, but data adds to benchmarks
- Campaign results benchmarked against market sector competitors
- Recommendations for improving performance of creative execution
- It's free

# RadioGAUGE Ireland: pilot study results



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# Isolating the radio effect



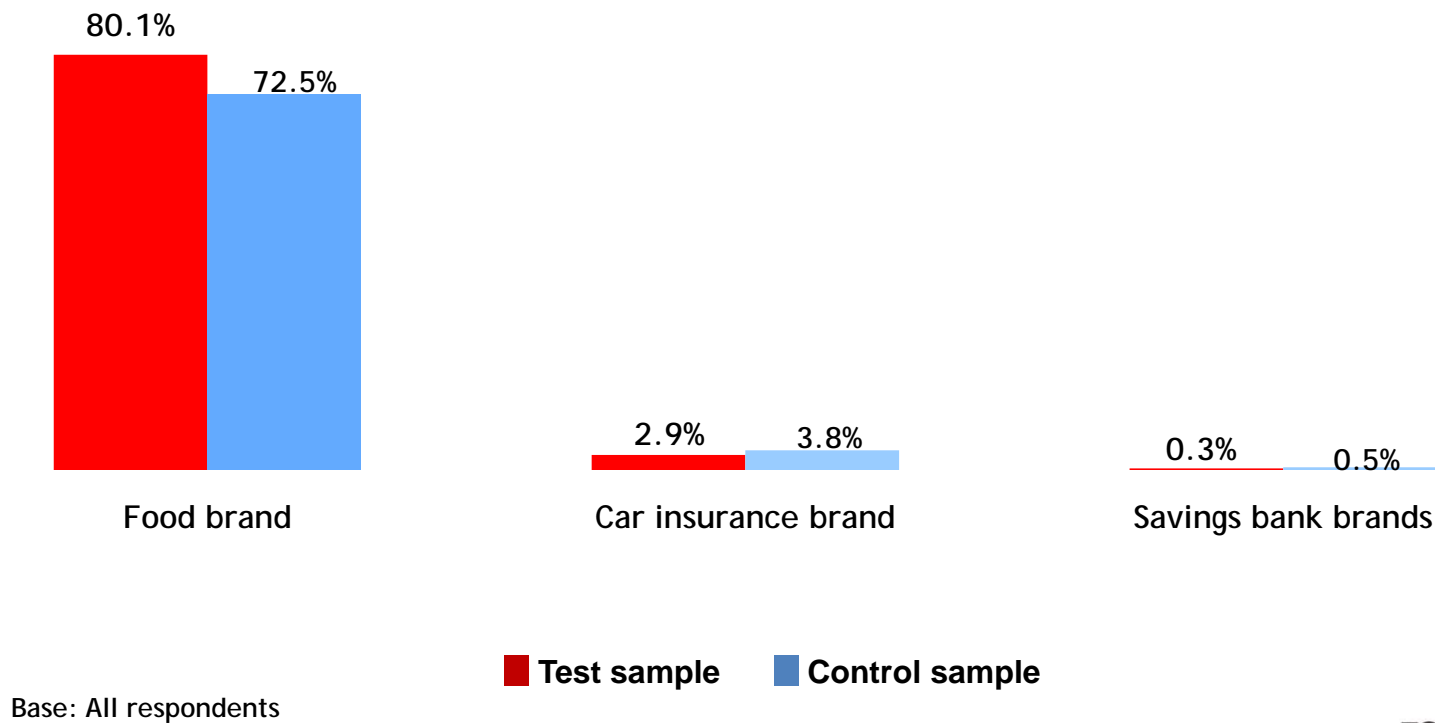
\*Matched GB representative samples

\*\* benchmarked data

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# Unprompted brand awareness (all mentions)

What brands of [category] can you think of? All mentions

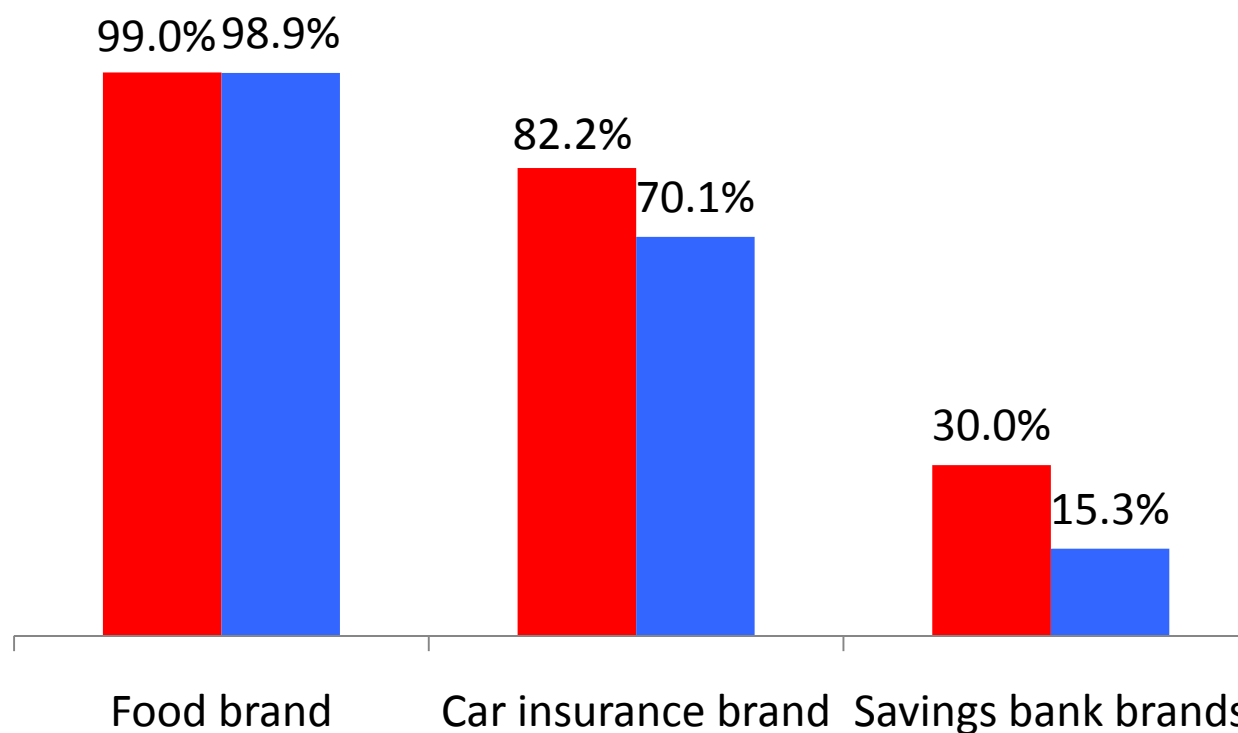


Top 5 shown

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# Prompted brand awareness

*Thinking of brands of [category], have you heard of [brand]?*



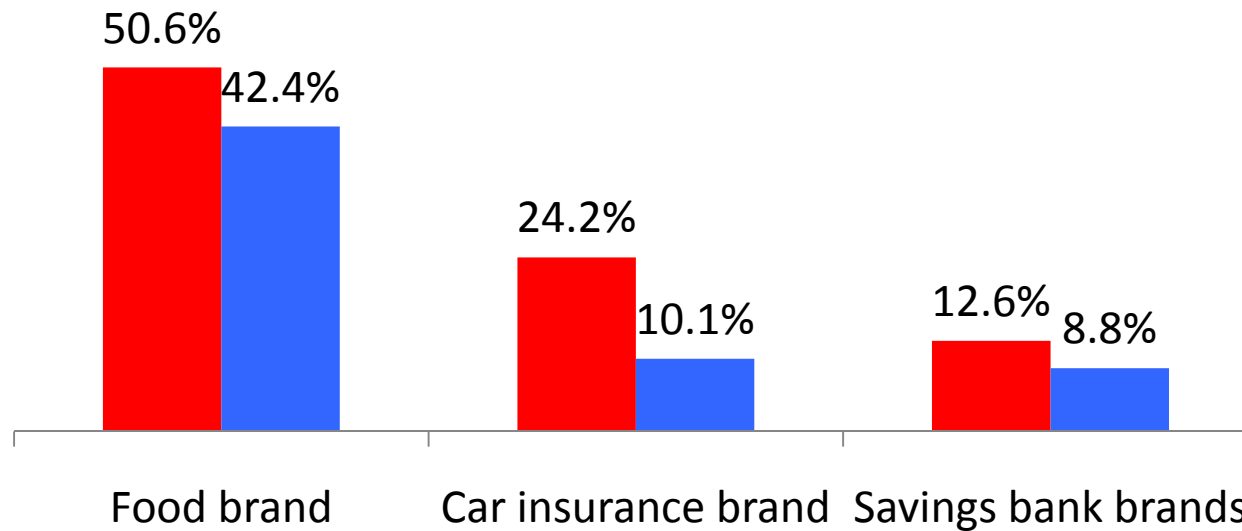
Base: All respondents

'Yes' response (%)

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# [Brand X]... is for people like me?

To what extent do you agree or disagree that [Brand X]... is for people like me

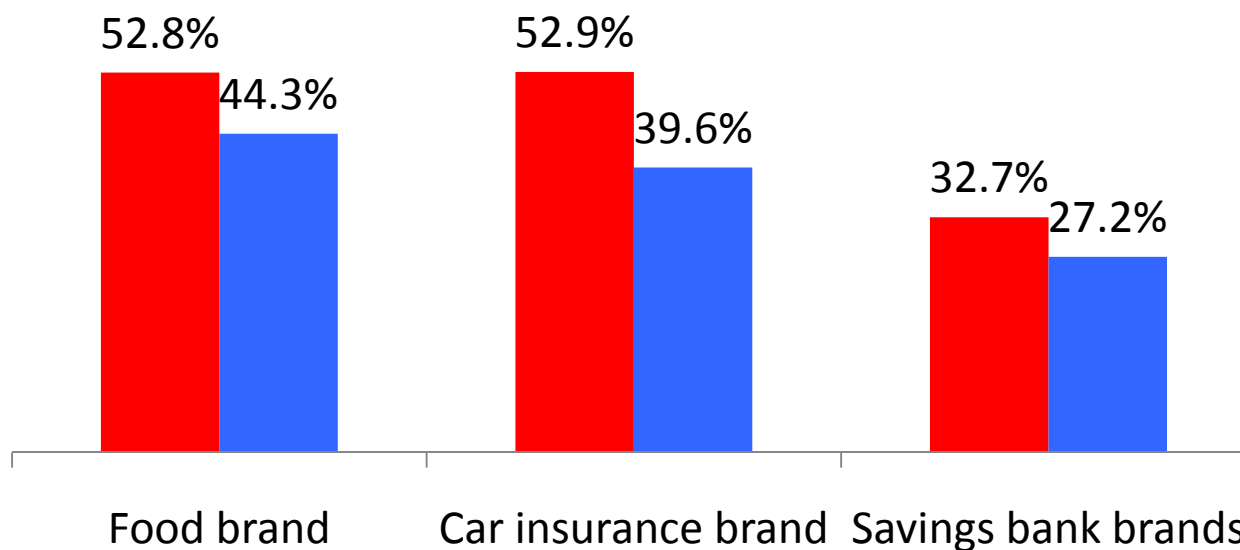


Base: All respondents

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# Brand consideration

*If you were considering buying this product today, how likely would you be to consider [Brand X]?*



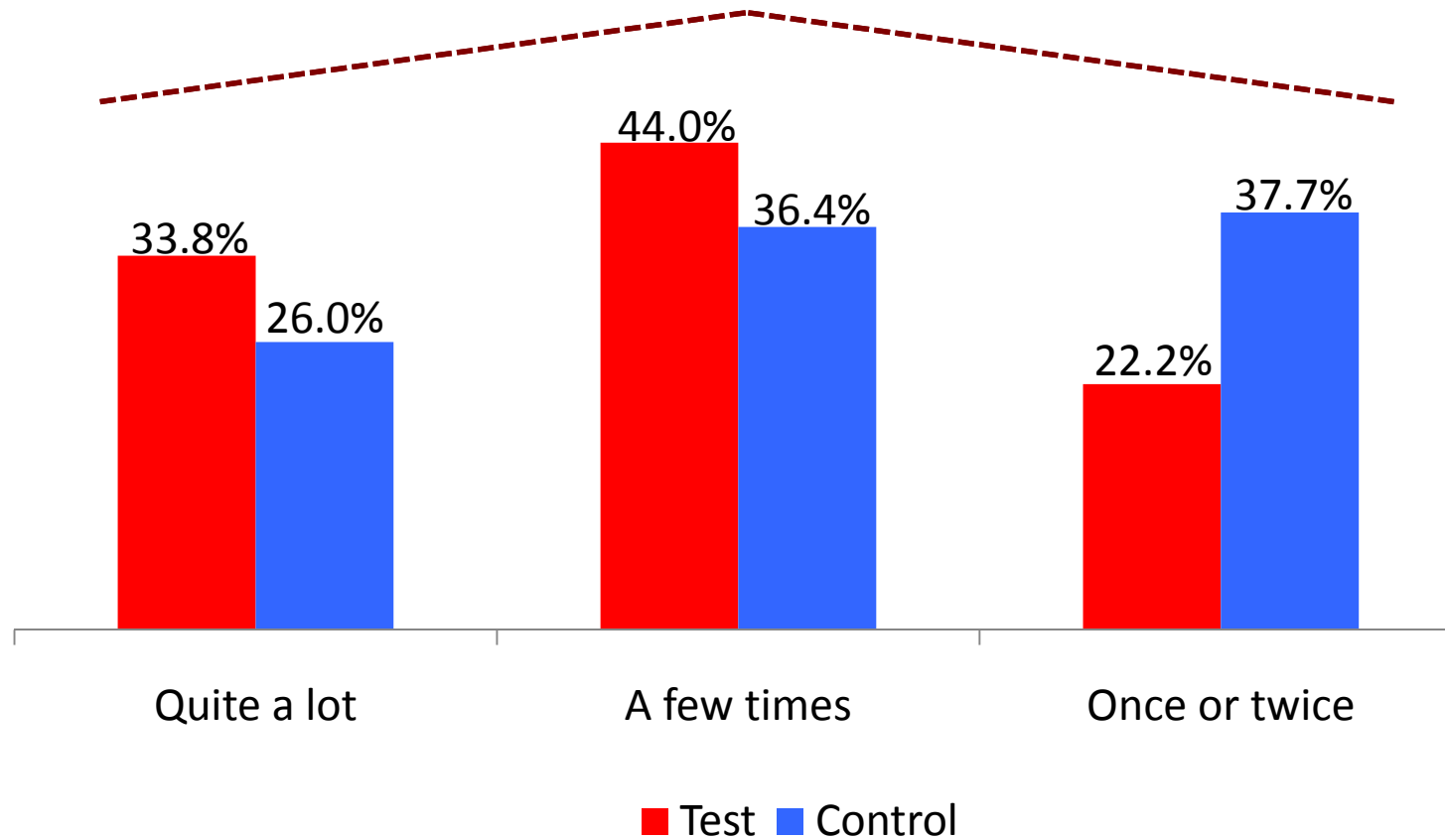
Base: All who would buy [category]

All % agree (8,9,10)

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# Recall frequency - food brand

*How much have you heard this radio advertising recently?*

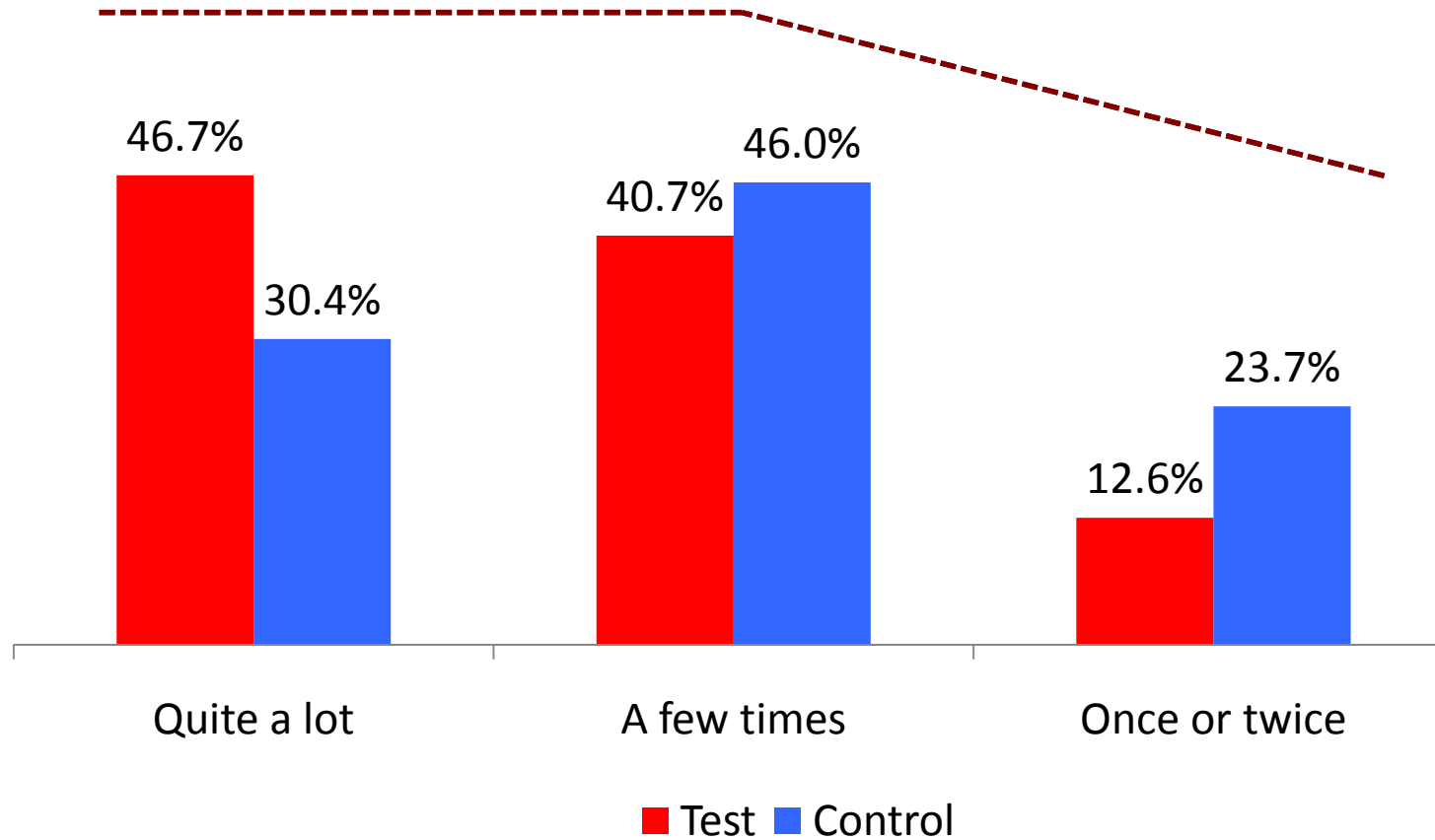


Base: All listeners who recall the ad when prompted (audio)

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# Recall frequency - car insurance brand

*How much have you heard this radio advertising recently?*

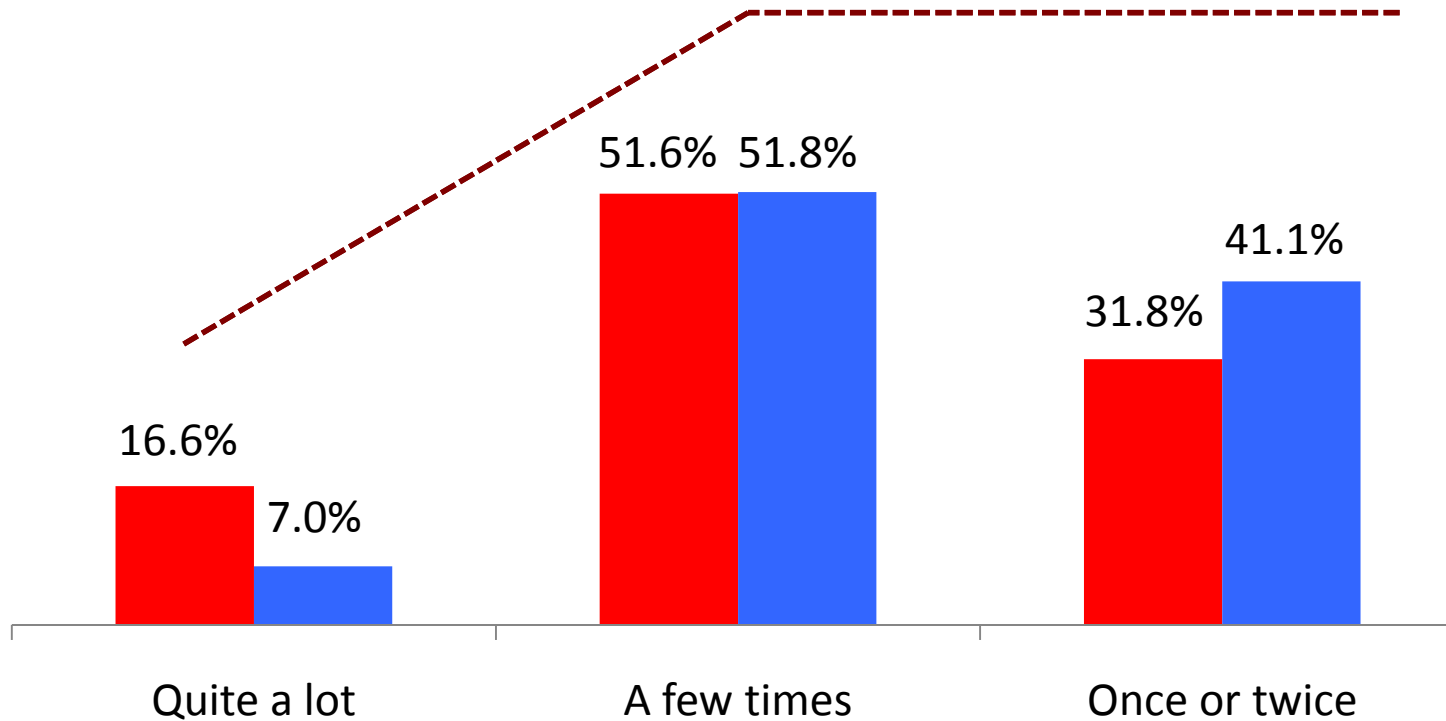


Base: All listeners who recall the ad when prompted (audio)

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# Recall frequency - savings bank brand

*How much have you heard this radio advertising recently?*

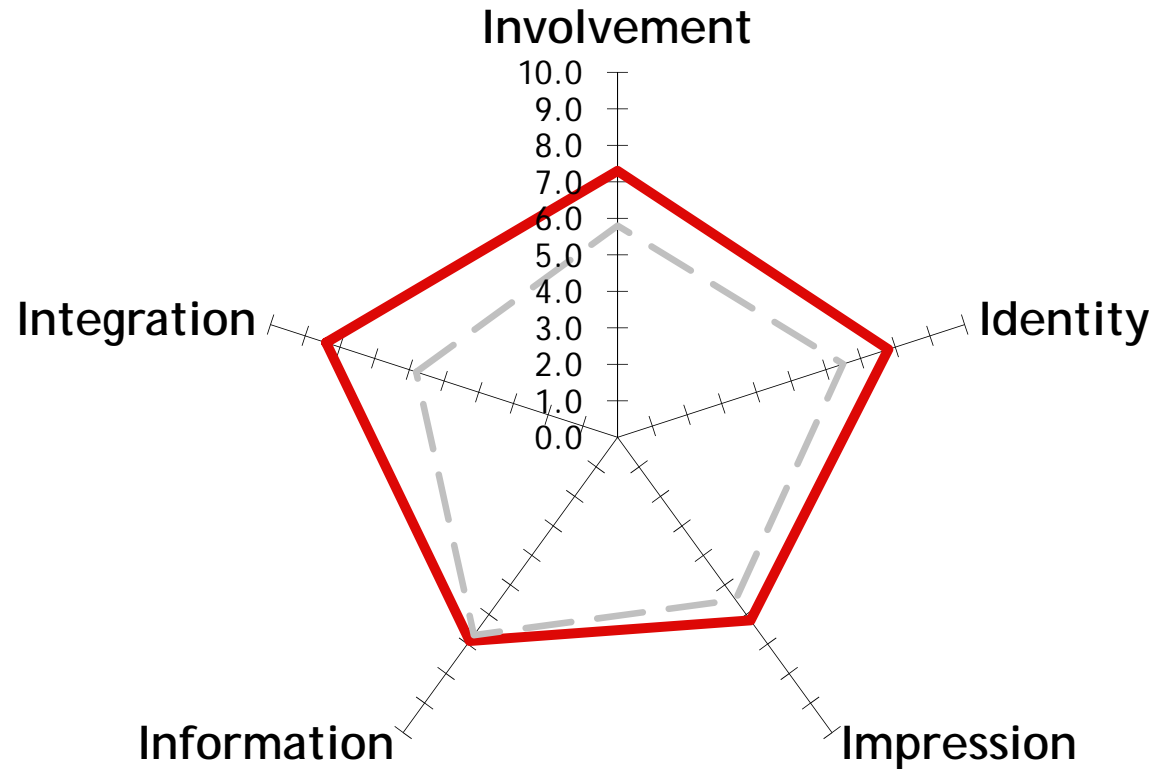


Base: All listeners who recall the ad when prompted (audio)

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# Creative scores - food brand

Which of these words and phrases do you feel could be applied to this radio advertising?



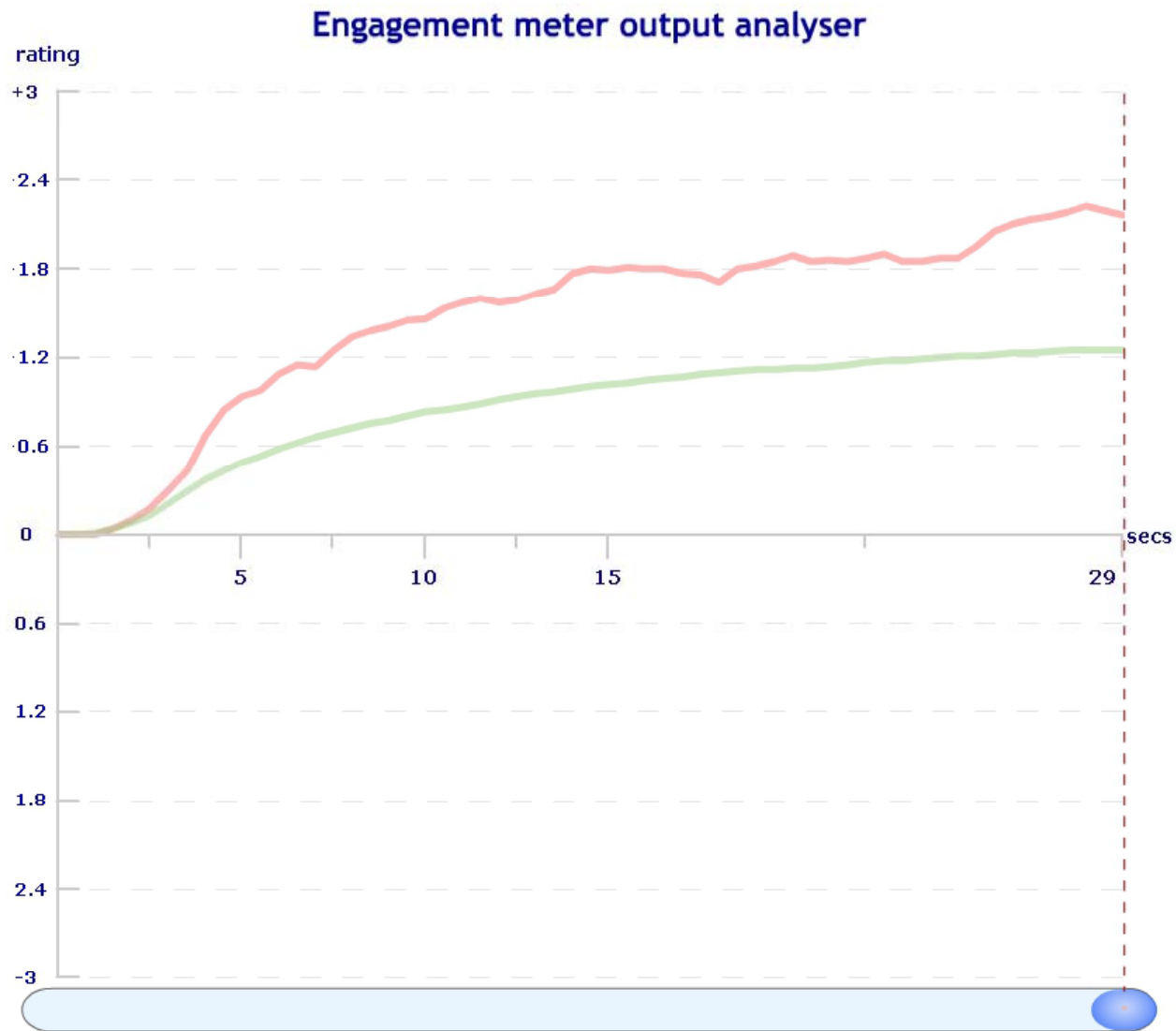
Base: All Test listeners

— Food brand — UK RadioGauge Average

Mean score (max 10)

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# Engagement meter - food brand



# Strengths & Weaknesses

It stands out because it is consistent with the previous ads and the voice-over is unique to [this brand]

The same format/actor's voice has been used for many years in television and radio advertising.

[the catch phrase]... is instantly recognisable to the majority of people in Ireland.

It's pleasant to hear, friendly voice, not annoying and makes me want to eat [the product]. I like it and recommend [this brand] to my friends.

The Dublin voice with a country sound, both 'old', so therefore perceived as authentic and been around a long time so recession proof!

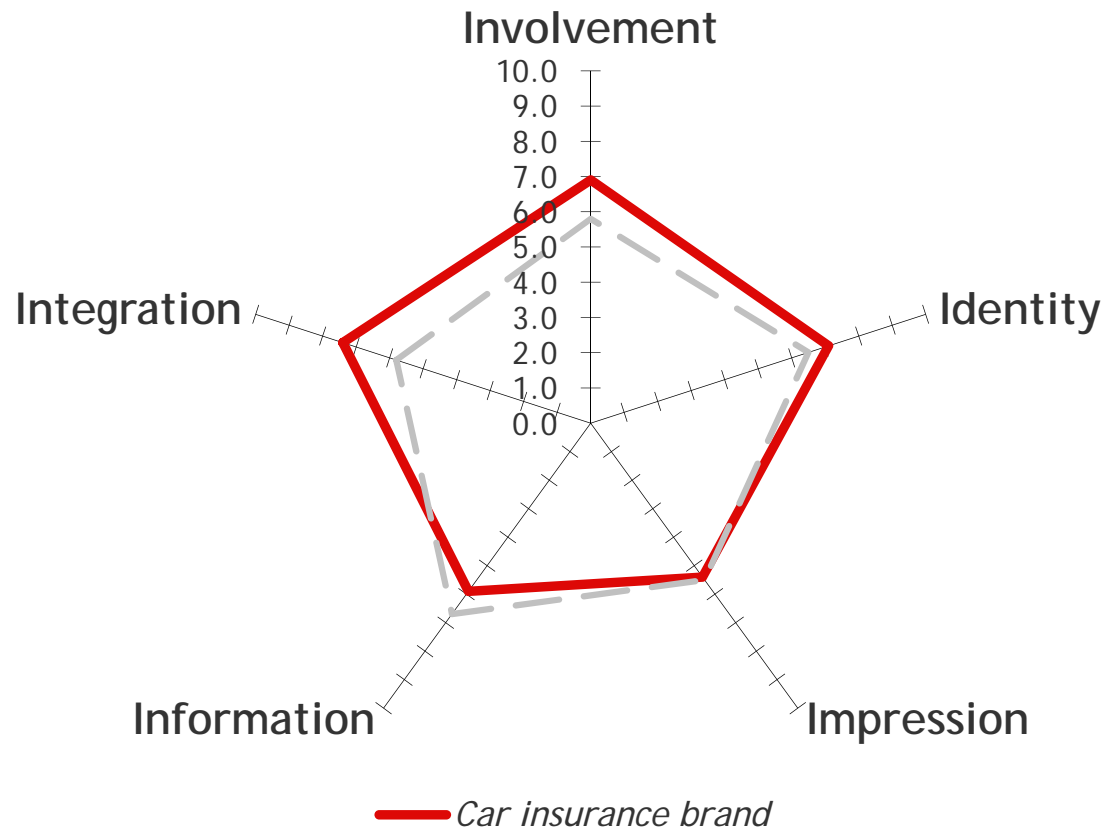
I find it very annoying, all the adverts that they produce are the same, and it grates after a while.

Its kind of an old fashioned traditional approach while somehow trying to be a bit witty and funny at the same time, but failing miserably to do so. It should either be outright funny... or stick to the old fashioned traditional approach.

It was rambling and old. There is no information in there, or if there was it was hidden behind 'wit'.

# Creative scores - car insurance brand

Which of these words and phrases do you feel could be applied to this radio advertising?

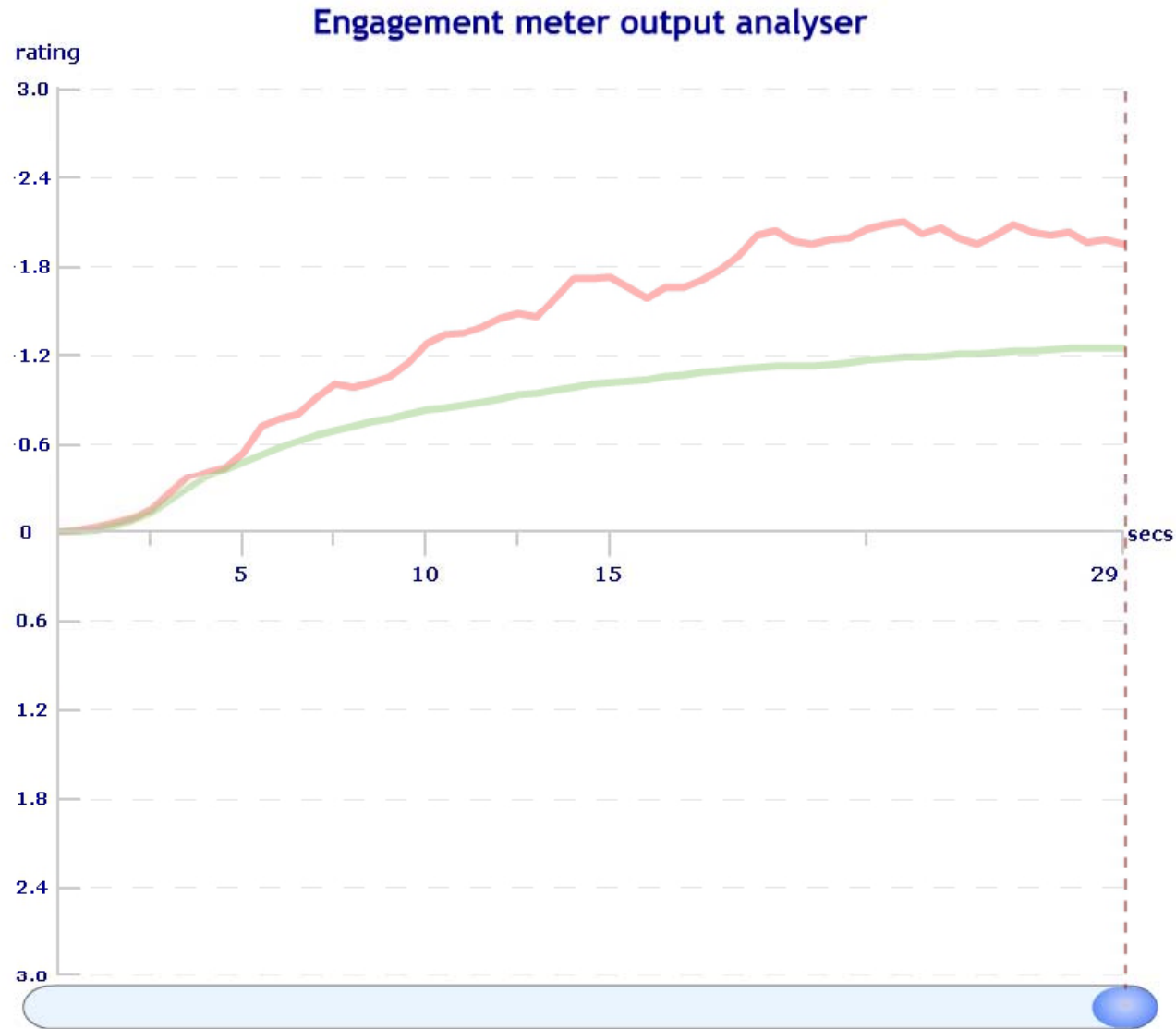


Base: All Test listeners

Mean score (max 10)

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# Engagement meter - car insurance brand



# Strengths & Weaknesses

It is amusing and brings a smile to my face especially when it is a serious subject like insurance.

I really love [these brand] adverts, they are so funny and really would make me want to have insurance with them, very informative.

It has a catchy well thought out theme.

It shows that they care about each individual.

I find it very enjoyable to listen to. It's funny but gets the message across at the same time.

Doesn't hit a cord with me.

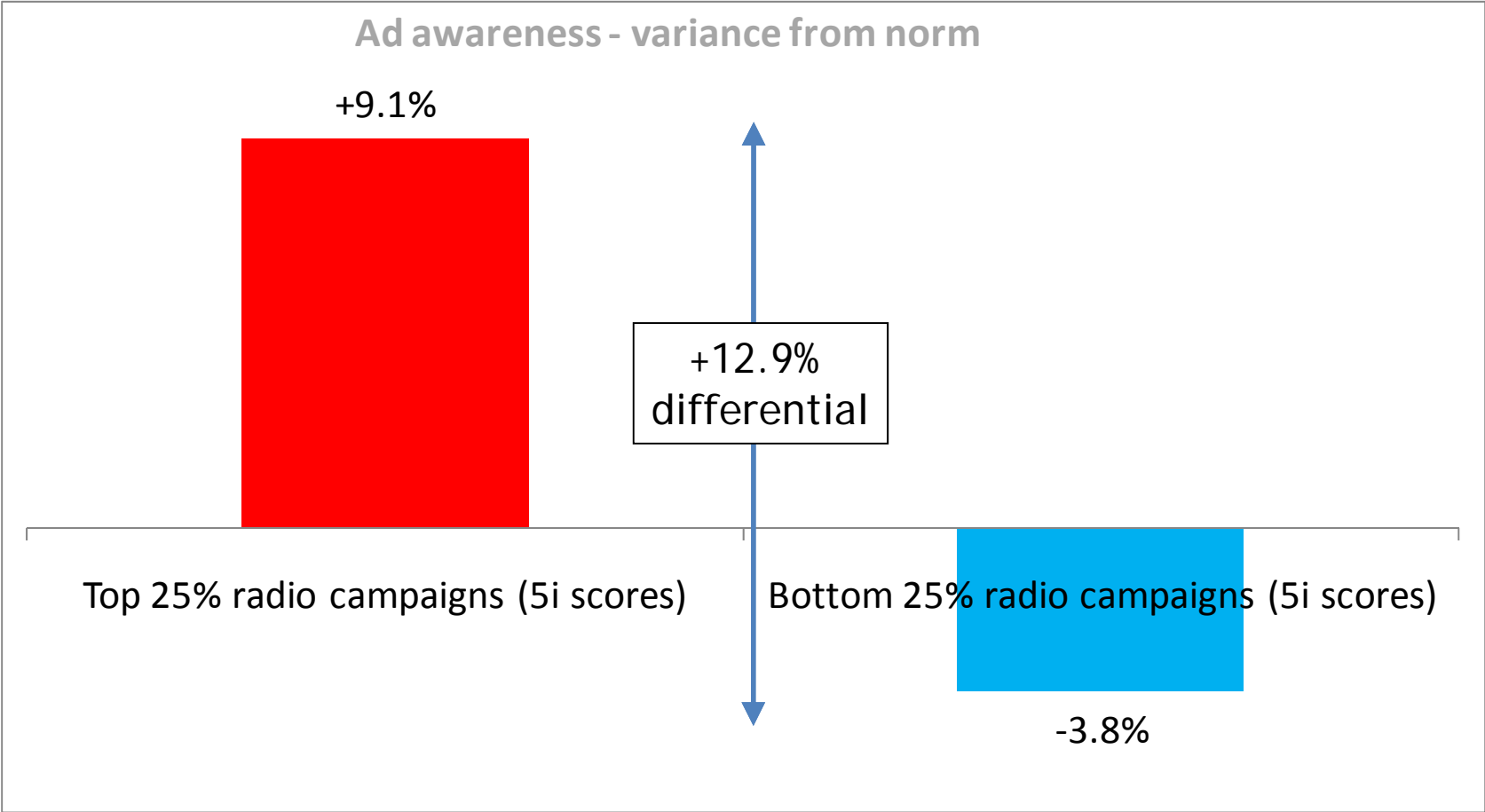
I just find the whole ad annoying! Its not clear what market they're targeting with this ad.

Sounds like a joke ad.

There's a clear link between a radio ad's creative performance and its advertising effectiveness



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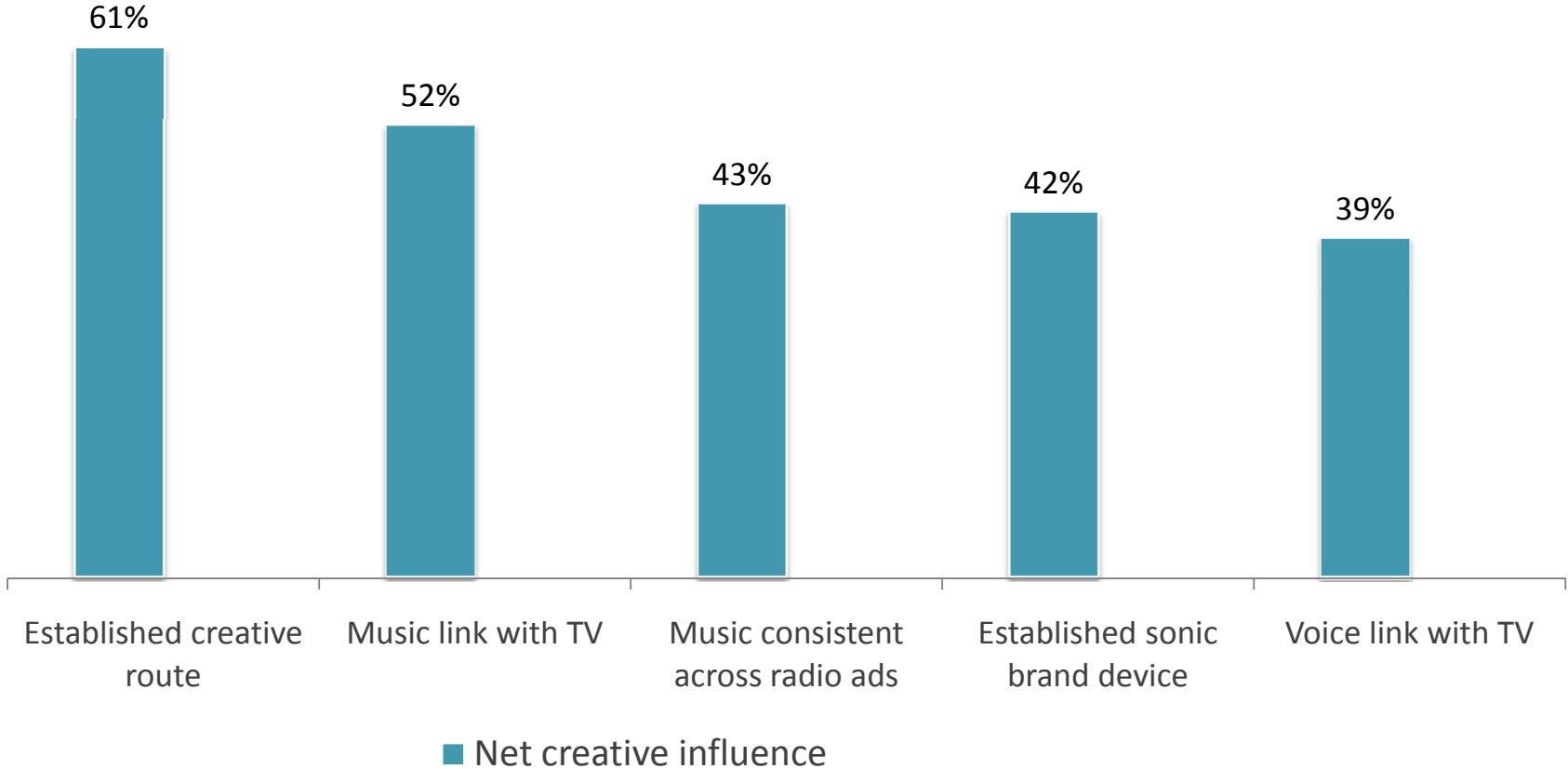


Source: RadioGauge Access



# What do the best radio ads do well?

## 5 most common creative features

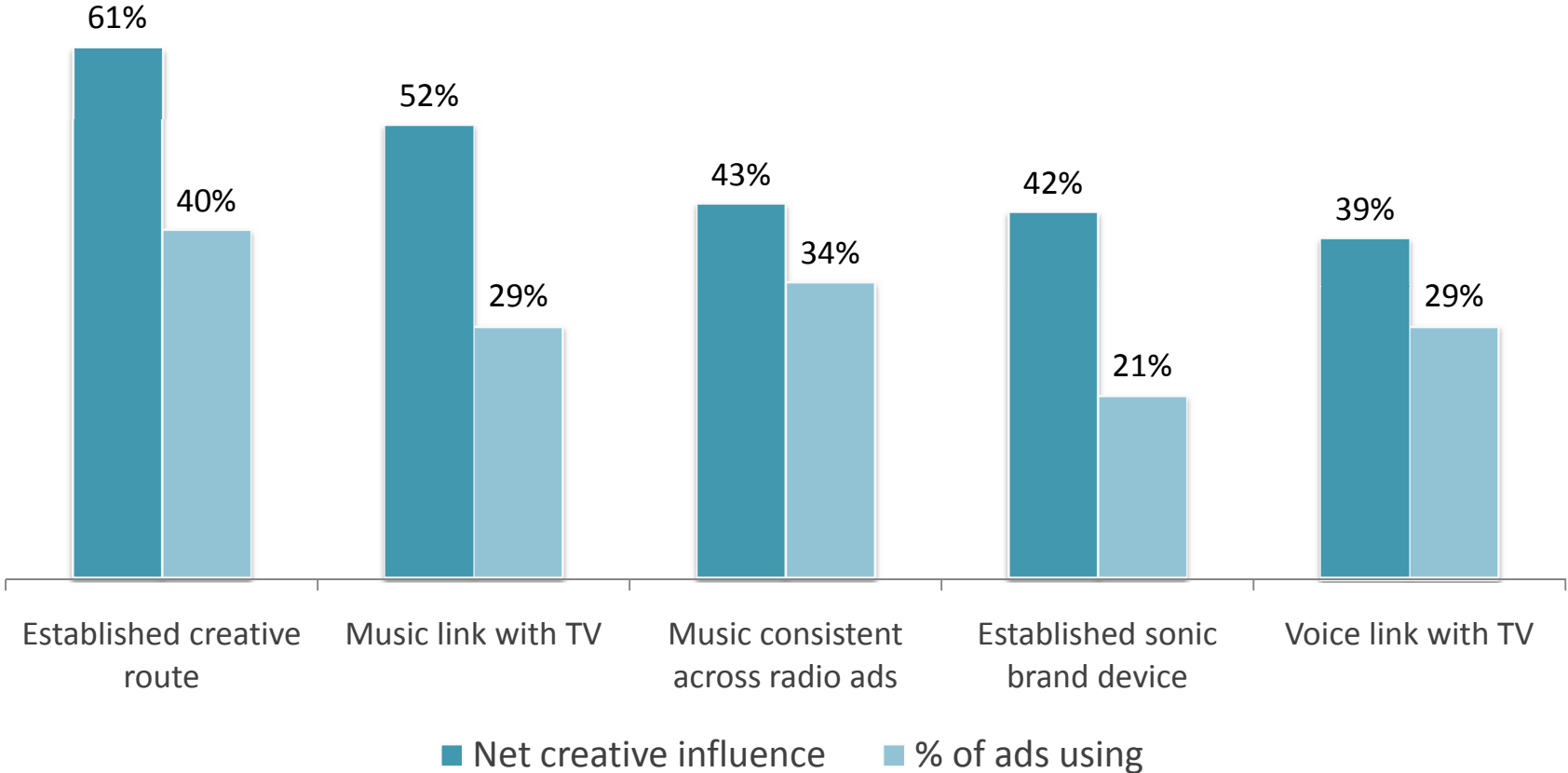


Source: RadioGauge Access



# What do the best radio ads do well?

## 5 most common creative features



Source: RadioGauge Access



# summary

- This pilot study has been very successful
- The online survey methodology performs well in Ireland
- Liaison between radio groups, media agencies and advertisers has been very well managed

# summary

- The 3 campaigns were all very different in character – none posed any technical problems
- The data was crisp & clear, reflecting each campaign very accurately
- The debriefs have been very constructive and well received by both media agencies, creative and clients

Thank you



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