

# RADIO INSIGHTS

## AMPLIFY CAMPAIGN IMPACT WITH RADIO

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### RADIO: THE RAINMAKER

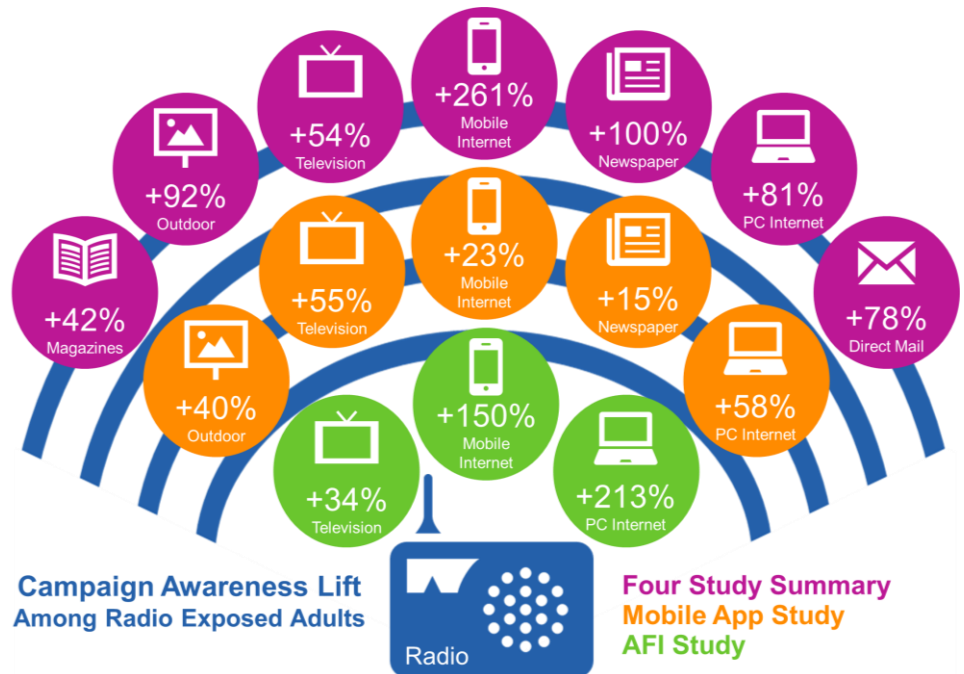
IMMI Research presented a paper at the 2008 ARF Conference that demonstrated how adding more media to an ad campaign brought an increased impact of messaging. When speaking of the incremental effects gained by adding Radio to a movie campaign, their scientific explanation was “Radio makes magic happen. We don’t know how or why.” In the following decade, Radio has proven time and again its ability to impact media mixes.

### NEW STUDIES, SAME “MAGIC”

We’ve already covered the recent ARF studies in a previous Insight, which reconfirmed that adding different media to a campaign improved ROI, and that specifically adding Radio to TV provided a 20% increase in ROI. In a 2015 study conducted by Nielsen for **American Family Insurance**, not only did Radio increase all key performance metrics, it elevated campaign awareness on all other media.

Westwood One and Cumulus recently released combined results from **four studies** conducted by Nielsen from 2015 to 2016 for Adults 18+.

Once again, Radio became a rainmaker for the other media carrying the campaign. These were the incremental lifts Radio provided. Then in a new study for a **mobile app** against Adults 25-54, Nielsen found the same pattern.



### THERE MUST BE SOME TRUTH TO THIS PHENOMENON

Across all of these studies from varying sources, covering numerous categories and campaigns, Radio’s proven synergy in the media plan is no smoke and mirrors. It is very real.

### RADIO AMPLIFIES THE IMPACT OF THE ENTIRE MEDIA PLAN

Sources: Integrated Media Measurement Inc (IMMI) April 15, 2008; Nielsen AFI study 2015; New Research/IAB 2016 case study; series of studies by Nielsen for 4 advertisers in BtoB, Auto Aftermarket and Motorcycles 2015-2016