



RADIO INSIGHTS

TRADITIONAL MEDIA = THE KEY TO IMPROVED ROI

A series of scientifically-based best practices is being developed by The Advertising Research Foundation to help marketers navigate the increasingly complex media landscape. The largest study of its kind in decades, The ARF's "How Advertising Works" analyzed thousands of campaigns to provide insights on how advertising impacts brand sales.

The initiative has provided guidance on the optimal mix of Traditional and Digital forms of advertising, an especially important topic since many brands have forgone Traditional for Digital. Traditional media includes Television, Radio and Print, while Digital includes Mobile and Desktop.

The ARF's conclusion: In order to maximize ROI, marketers should place the majority of their ad spend into Traditional media.

For the optimal campaign, brands are recommended to invest 78% of their ad budget in Traditional vs. 22% for Digital, or an 8 to 2 ratio.

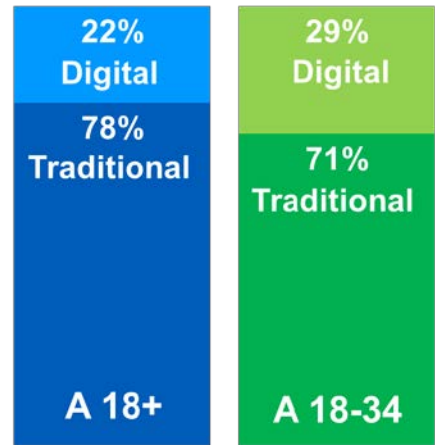
Even for campaigns geared towards Millennials, the most digital-savvy consumers, The ARF recommends most marketing dollars be allocated to Traditional. An optimized media mix is comprised of 71% Traditional vs. 29% Digital, or a 7 to 3 ratio.

This news has positive implications for Radio. Radio has the most reach of consumers of any medium, including TV!

RESEARCHERS HAVE A MESSAGE FOR MARKETERS: TO IMPROVE YOUR BOTTOM LINE, ALLOCATE MOST OF YOUR BUDGET TO TRADITIONAL MEDIA.

Brian McElroy | Marketing Strategist, Katz Media Group

Optimized Media Mix
by Consumer Target
\$15 Million Budget / Avg Campaign



Source: The Advertising Research Foundation

