

RADIO INSIGHTS

RADIO AND THE POWER OF EVENT MARKETING

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RADIO MAKES THE LOCAL CONNECTION

How do you put value on an experience or feeling? Standing with hundreds of your friends watching and listening to your favorite music performer, marching and raising money for a cause that you have passion for and is close to your heart... Connecting with their audience in the communities where they live is the primary role of every station – and what Radio does best. This local feel, according to Jacobs Media, is one of Radio’s biggest assets for more than 8 out of 10 listeners.

To better understand the depths of this local connection, Katz Radio Group surveyed Americans in the Our Media Community – and what we’ve found is that it’s more than a feeling, it’s a strong presence in listeners’ lives. **9 out of 10 listeners actively engage with their local Radio stations** by calling in, texting, meeting a DJ in their community, or interacting in some other manner. In fact, **7 out of 10 have attended a Radio station event**. This level of active involvement opens the door for advertisers to further engage consumers and amplify their message by partnering in Radio Station events, whether a concert, charity fund raiser, festival or community enrichment program.



BRANDS SHOULD TAP INTO LOCALISM TO AMP UP ENGAGEMENT



Katz has done further work to investigate what Radio’s local connection could mean for brands. A recent Our Media survey found that **72% of Americans appreciate when brands sponsor events in their local community and 62% are more likely to consider using those brands that actually do so.**

Radio listeners’ localism is rooted in every aspect of their daily life, from consuming local media, buying locally sourced food, volunteering in the community, or attending school sporting events. It is grounded in the belief that relationships matter – the way we

connect with each other, where we live, and with whom we do business. By partnering in local Radio events and sponsorships, advertisers are growing awareness and fostering connections in an environment that delivers passionate, involved and engaged consumers.

Sources: 2018 Jacobs Tech Survey; Katz Media Group Our Media Panel