

RADIO INSIGHTS

BREAKING DOWN THE DISCLAIMER ROADBLOCK

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Disclaimers are features of ads across all media, often providing consumers with pertinent information for the product or offer being advertised. In Radio advertising, however, there is concern that disclaimers can be harmful, leading to ineffective copy by taking up valuable creative space and potentially turning off consumers. Tier Two automotive (regional dealer associations) is one such category with brands that are apprehensive about the impact of Radio ad disclaimers.

To address this issue directly, Westwood One partnered with the analytics company, Veritonic, to test the impact of Tier Two Radio ads among in-market consumers – those planning to buy a car in the near future. In all, they tested twenty :60 ads across auto manufacturers, featuring disclaimers in all shapes and sizes. Disclaimer length ranged from as long as 27 seconds, to as short as 5 seconds. Some were voiced at normal speed, while others were sped up.

RADIO ADVERTISING DRIVES PURCHASE INTENT

Westwood One and Veritonic found that regardless of disclaimer style or length, **every tested Radio ad generated a lift in purchase intent** among auto intenders, garnering a six-point increase on average among those planning to purchase a vehicle within the next six months. Disclaimers do not discredit Tier Two Radio ads – in fact, these auto ads proved effective at influencing consumer thought and behavior.

RADIO – WHERE THE RUBBER MEETS THE ROAD

Good Radio creative drives results. Armed with good creative, Radio is an ideal environment for auto brands, as it has mass reach, a captive audience, and is heavily consumed in the car – guaranteed engagement with the advertised category.

Combined with the unique assets Radio has to offer, the results of this study should ease concerns for Tier Two advertisers that were once hesitant to leverage Radio. **Disclaimers are no longer a roadblock to using Radio effectively.**

You can view the full study [here](#).

RADIO AD IMPACT



Source: Westwood One & Veritonic Tier Two Automotive Study, May 2018