

Understanding the relationship between radio and digital



Why Are We Here?

- Urban Media was launched to provide effective solutions for clients -
- Radio is facing challenges
 - In how it works with digital to deliver success
 - In how it can measure effectiveness
 - In remaining relevant to both clients and media planners as a key part of a schedule



Case Study: Boutique Bake



Hassle-Free Home Baking

*Founded by Catherine Buggy in June 2013
Farmers markets to the supermarket shelves
Marketing to date
Capturing the brand through the campaign*

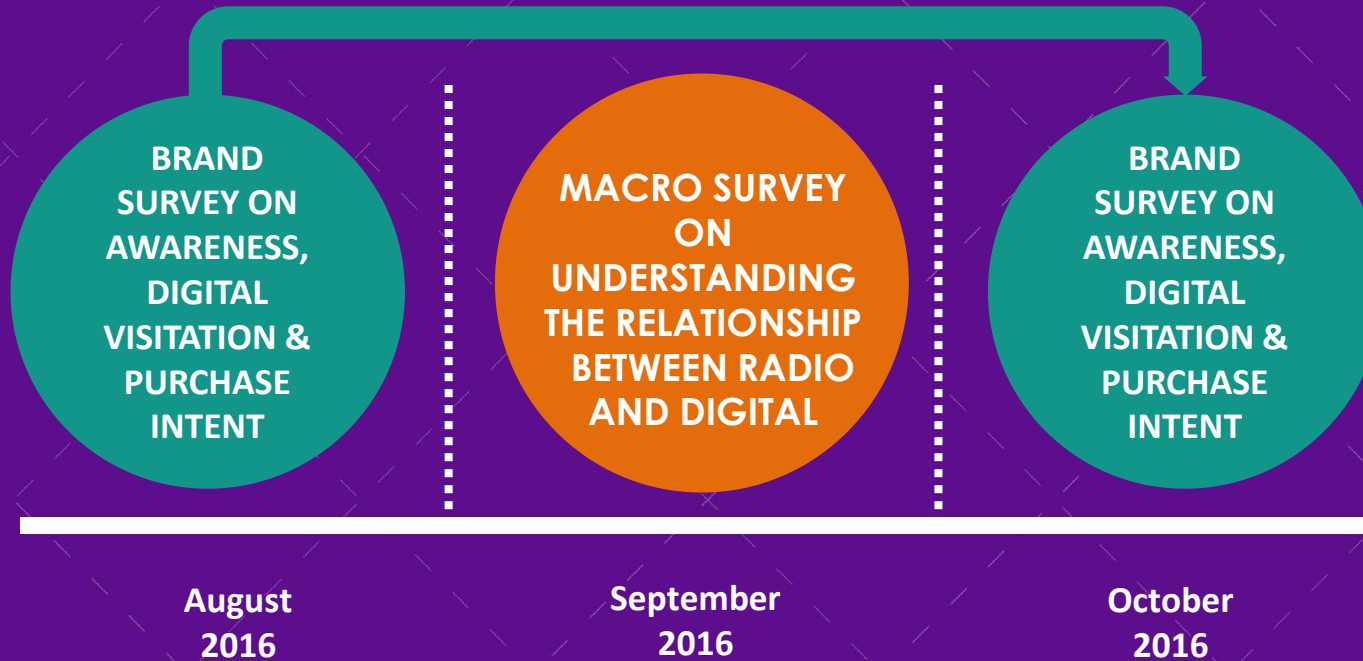


The Campaign



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The Brand Research



The Ad Campaign



RADIO

Urban Media On Air Only
50 sec ad
21 spots per week
First 2 Weeks
Sept 5th to Sept 18th

August
2016

September
2016

October
2016



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The Ad Campaign



RADIO

Urban Media On Air Only
35 + 15sec ad
21 spots per week
2 week duration
Sept 19th to Oct 2nd

August
2016

September
2016

October
2016



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The Ad Campaign

DISPLAY

Urban Media Online
Billboards, MPU's & HPTO's
2 week duration
Sept 19th to Oct 2nd



The Ad Campaign

SOCIAL

All Stations
Facebook giveaway competition
28th September



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Campaign Delivery

Radio

- Per Week
- 17% Reach
- 5 frequency

- Total Campaign
- 20% Reach
- 14.5 frequency



Campaign Delivery

Online

- 500k Impressions across Desktop
- 200k Impressions across mobile



Campaign Delivery

Social

- Targeted 25-44 Female with an interest in Baking
- 98k Reach
- 28k Engagements





The Results



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What we know from the latest JNLR results

2.97m

listeners tune into radio
every day

253mins

is the average amount of time
listened every day

1.8

The average amount
of stations listened to
on a daily basis



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ON AIR

How often and where do you listen to the radio in an average week?



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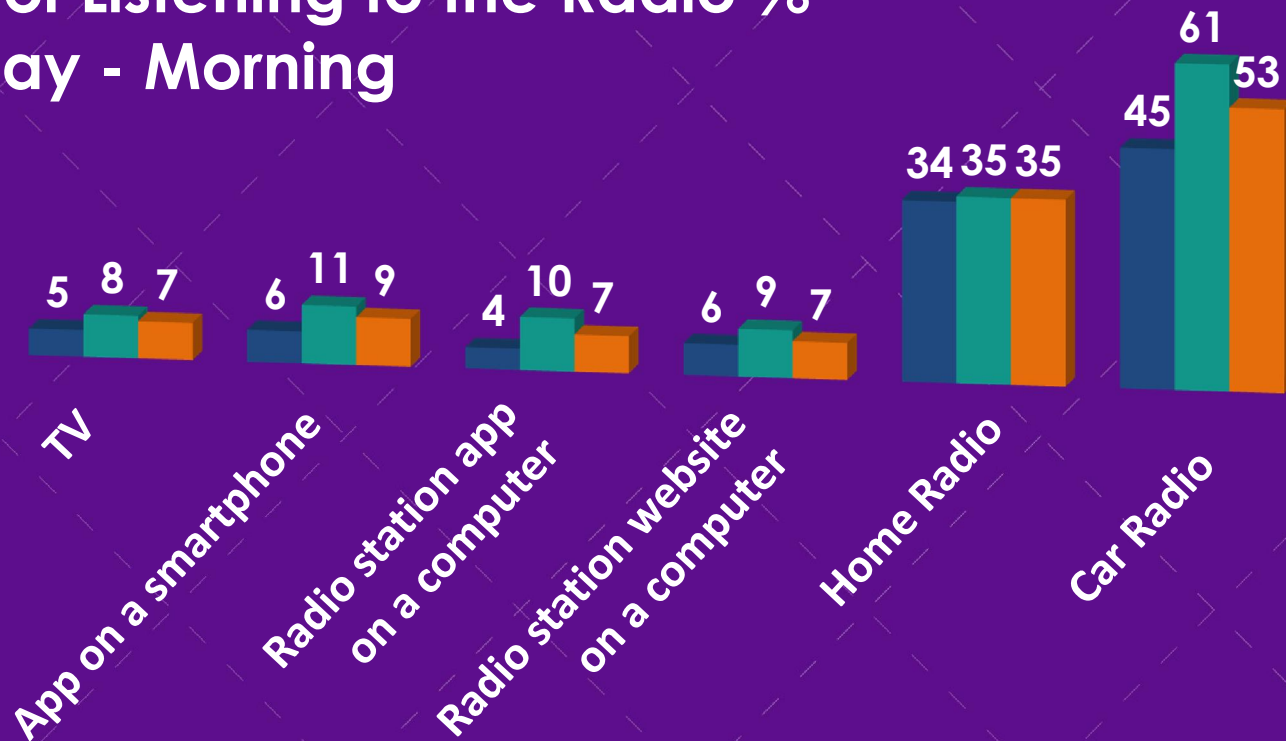
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91% of people tune into a radio station every week



Location of Listening to the Radio % Time of Day - Morning

Total (1000)
Urban (520)
Other (480)



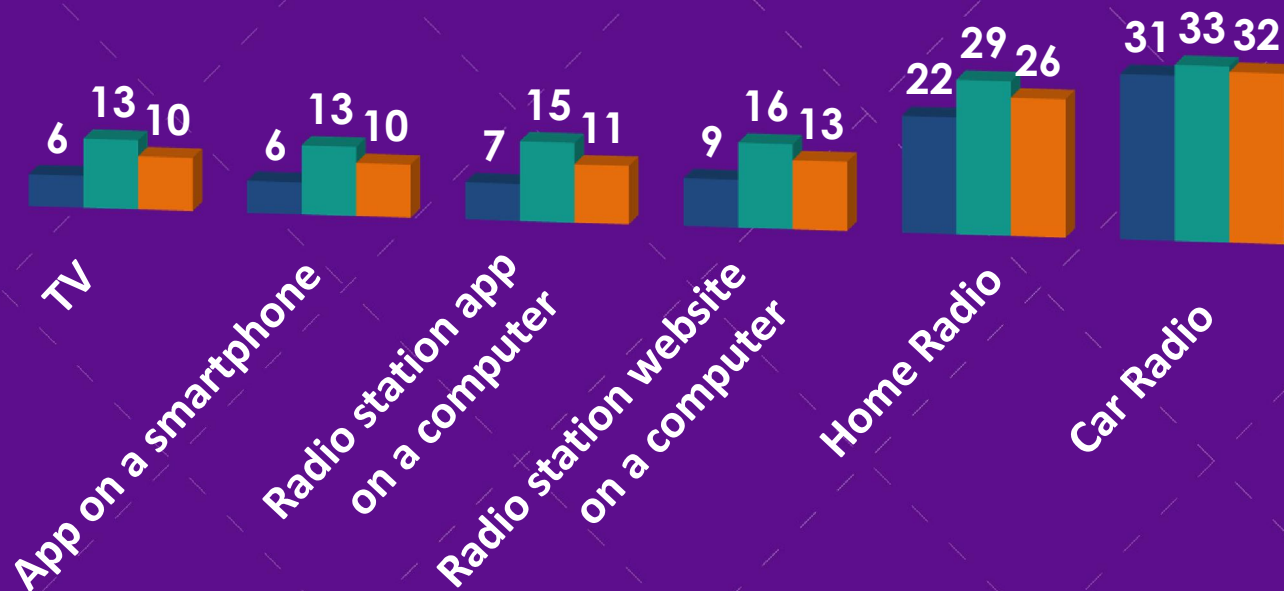
Source: Amárach Research September 2016 omnibus survey

(Base: All respondents – 1,000)



Location of Listening to the Radio % Time of Day - Afternoon

Total (1000)
Urban (520)
Other (480)



Source: Amárach Research September 2016 omnibus survey

(Base: All respondents – 1,000)



Location of Listening to the Radio % Time of Day - Evening

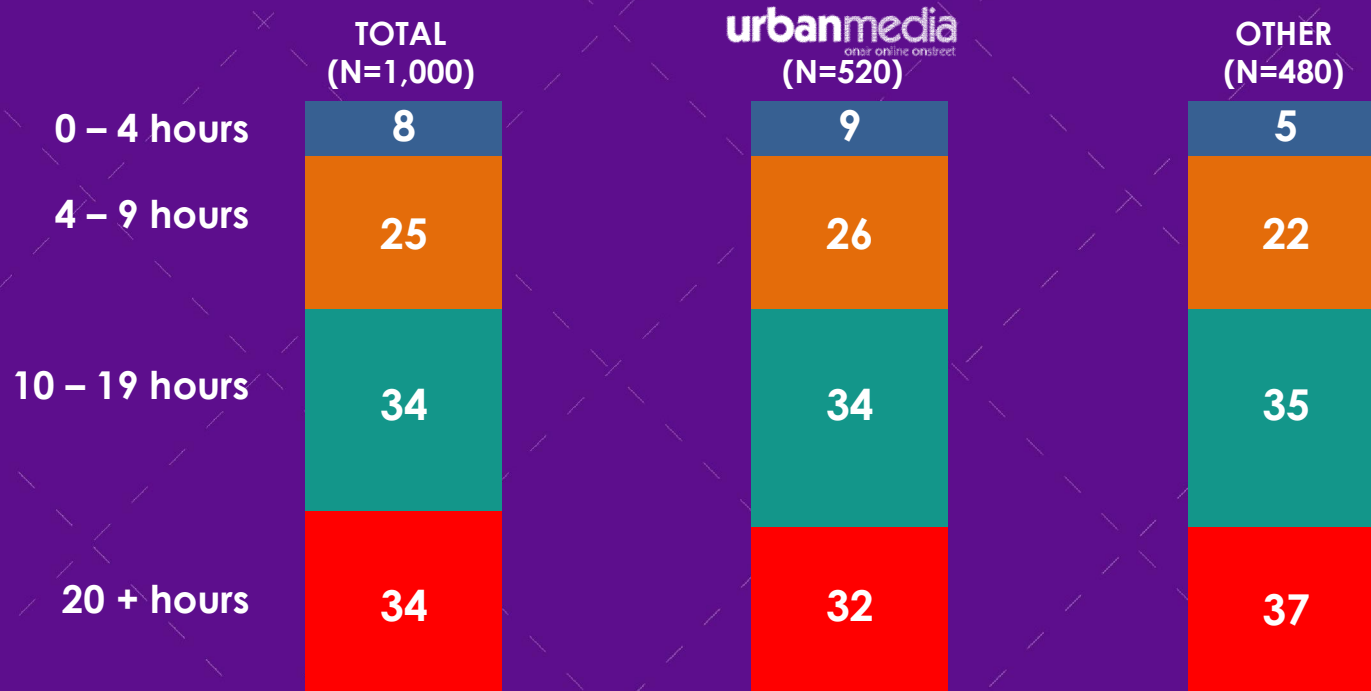


Source: Amárach Research September 2016 omnibus survey

(Base: All respondents – 1,000)



How often do you go online in an average week?



Source: Amárach Research September 2016 omnibus survey

(Base: All respondents – 1,000)



Reach and Frequency is high for both radio and online.
So how does this affect brand awareness
for Boutique Bake?



Have you ever seen or heard of a bake-at-home mix called Boutique Bake?

TOTAL AUDIENCE



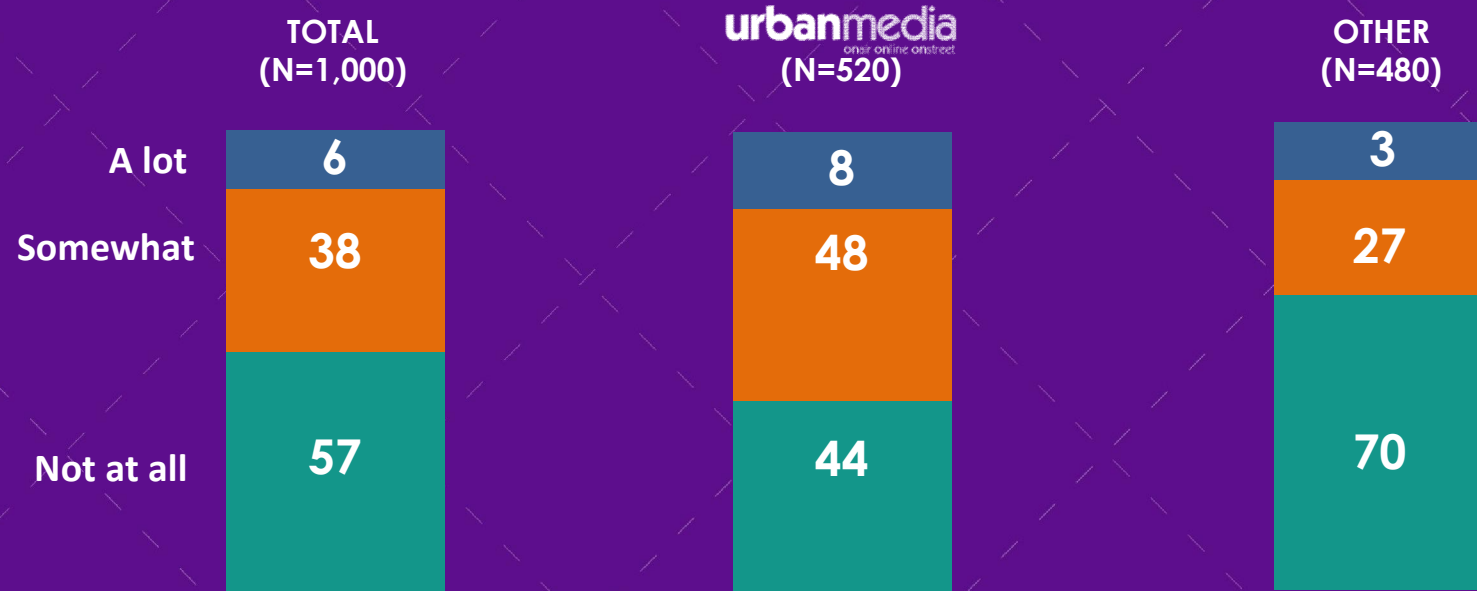
Thinking about radio advertising, how much would you say that you are personally influenced by radio advertising?



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44% of respondents are influenced by radio advertising



Source: Amárach Research September 2016 omnibus survey

(Base: All respondents – 1,000)

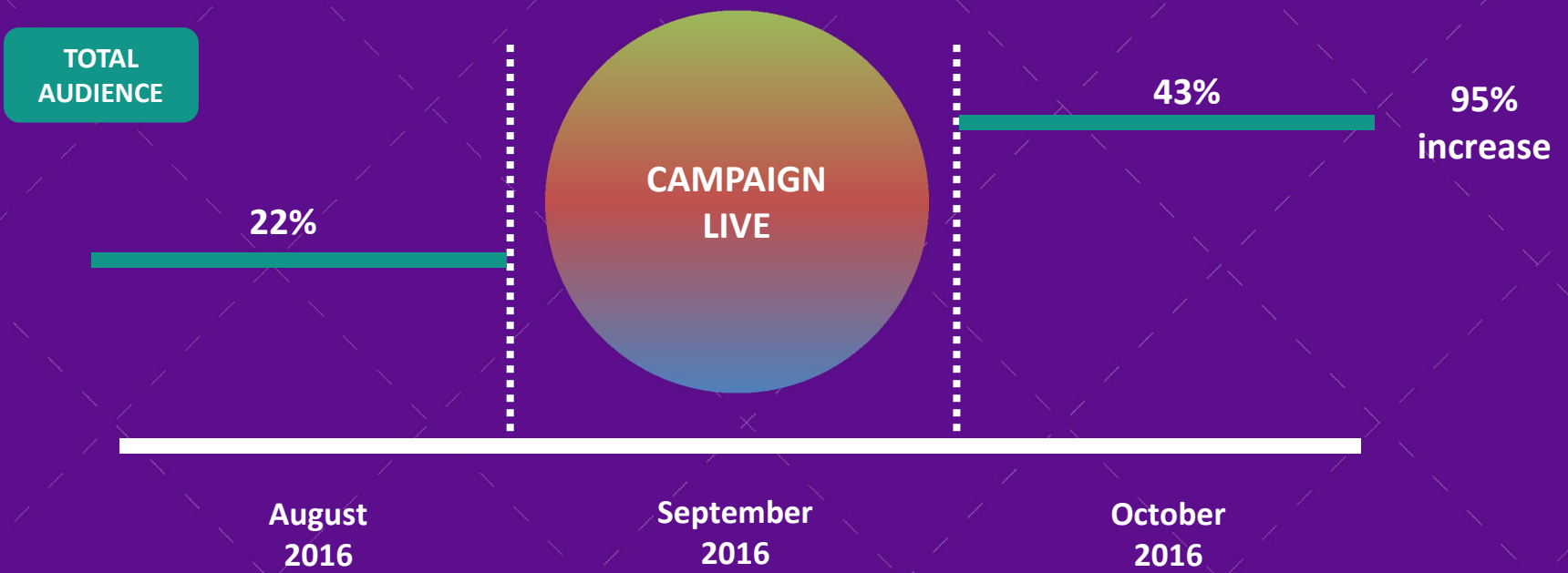




How does this influence
translate to purchase intent
for Boutique Bake?



Would you be interesting in buying a bake-at-home mix called Boutique Bake?





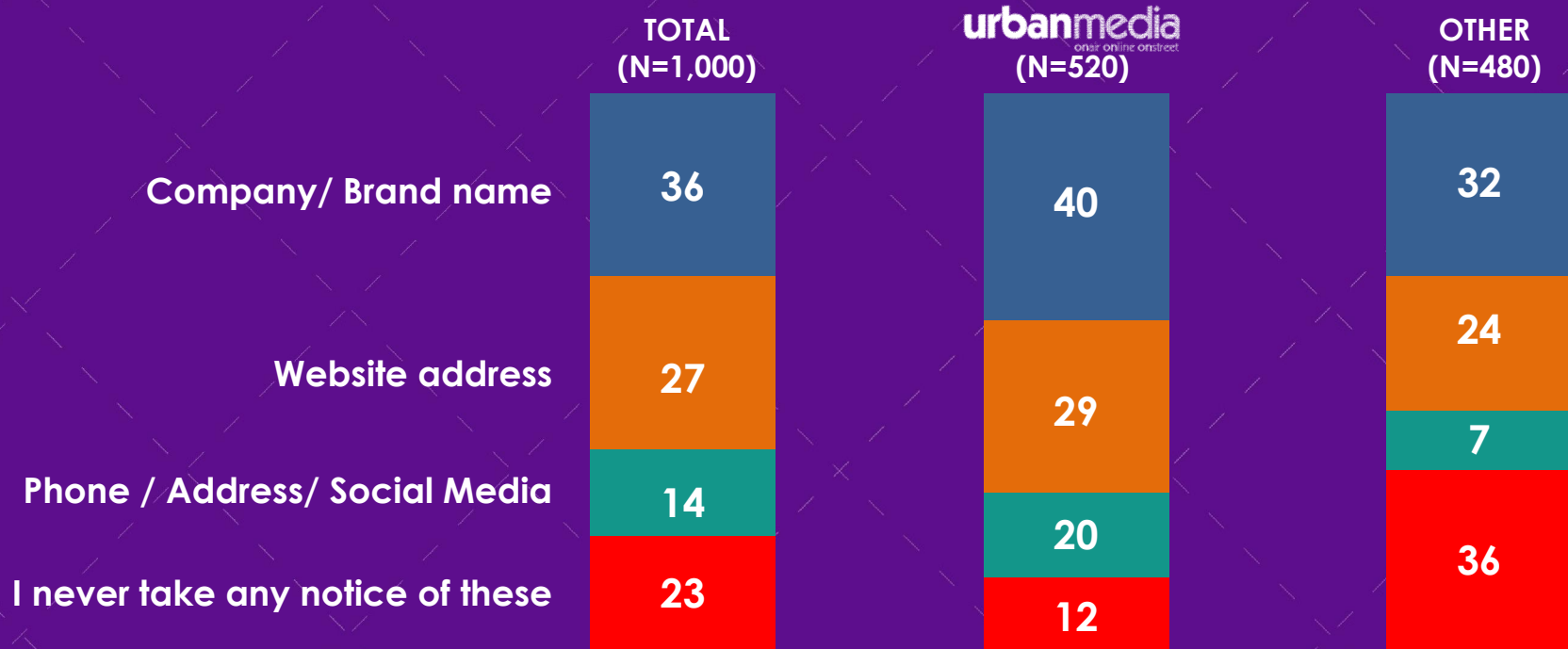
When listening to the radio and an ad comes on and it is something that interests you, what contact information would you most likely listen for?



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36% listen specifically for a brand name on radio ads, followed by a 27% for a website address



Source: Amárach Research September 2016 omnibus survey

(Base: All respondents – 1,000)



How did search behaviour translate for Boutique Bake?



There was an overall 23% lift in traffic
with a 13% increase in brand search

23%

TRAFFIC

13%

BRAND
TERMS

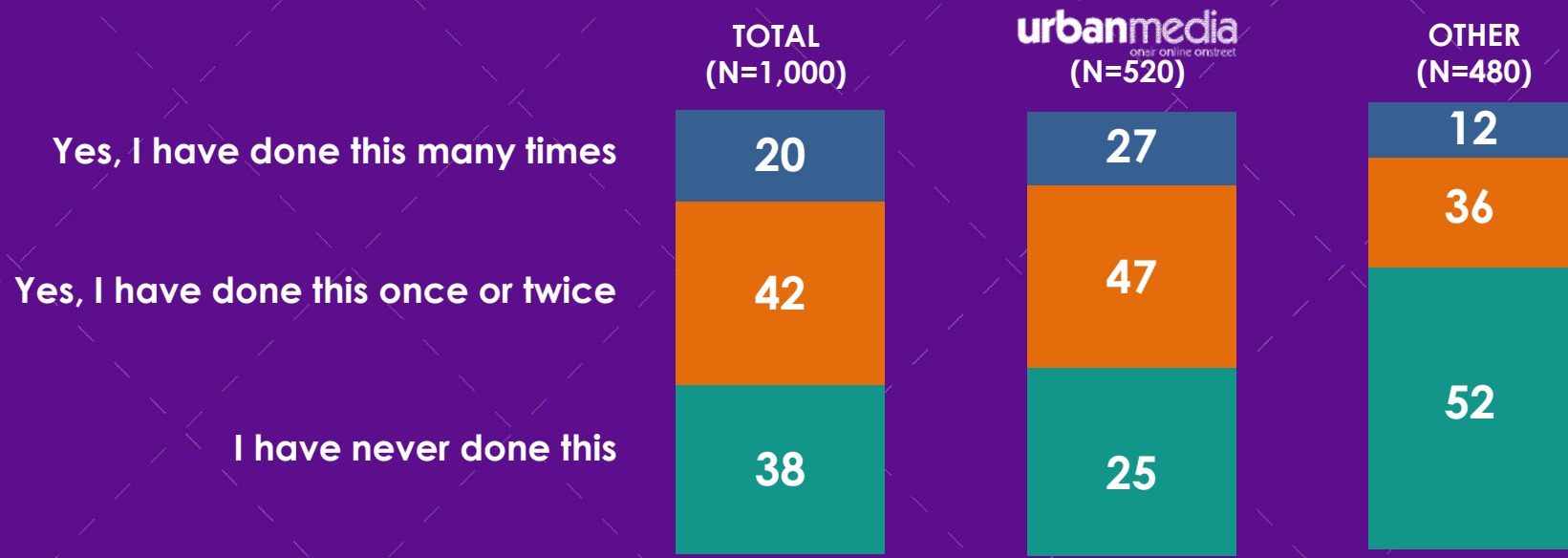


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Have you ever heard an ad on the radio and later gone online to find out more about what was being advertised?



62% have gone online after hearing a radio ad to find out more information



Source: Amárach Research September 2016 omnibus survey

(Base: All respondents – 1,000)



Impact of radio ad on behaviour

95%

Searched for the product or service



89%

Went directly to the product or service website

Source: Amárach Research September 2016 omnibus survey

(Base: All who heard a radio ad and went online to find out more - 618)



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How did this path from radio to online translate for Boutique Bake traffic?



There was a 134%
increase in unique
users for the month
of the campaign

134%

Unique Users



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But did the campaign actually help what ultimately matters - sales?



Impact of radio ad on behaviour

83% Looked for the product in the shop



Source: Amárach Research September 2016 omnibus survey

(Base: All who heard a radio ad and went online to find out more - 618)



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**There was a 189% increase
in sales for the month of
the campaign versus the
previous month**

189%

**Sales – Tesco
through the tills**



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There was a 157% increase in sales for the month of the campaign versus the average of the previous 12 months

157%

Sales – Tesco
through the tills



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**There was a 120% increase
in online sales for the
month of the campaign**



120%

Online Sales

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Understanding the relationship between radio and digital



Summary

BRAND

175%

BRAND
AWARENESS

96%

PURCHASE
INTENT

134%

UNIQUE
USERS

189%

RETAIL TILL
SALES



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Summary

MACRO

44%

**INFLUENCED BY
RADIO**

62%

**ONLINE AFTER A
RADIO AD**

83%

**LOOK FOR THE
PRODUCT IN THE
SHOP**

(AFTER GOING ONLINE AFTER HEARING A RADIO AD)

89%

**WENT DIRECTLY TO
THE ADVERTISERS
WEBSITE**

(AFTER HEARING A RADIO AD)



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Q&A Q&A Q&A
Q&A Q&A
Q&A



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Thank You...

Thank You...

Thank You...

Thank You...



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