



***Lucy Barrett***  
***Radiocentre UK***







SEE RADIO  
DIFFERENTLY

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DIFFERENTLY

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DIFFERENTLY

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**88%**

***of the  
population  
tune into radio  
every week***



A photograph of two women in a bedroom. The woman on the left, with curly hair, is laughing and holding a glass. The woman on the right, with blonde hair in curlers, is smiling and using a curling iron. A vintage-style radio sits on a table in the foreground. The background includes a mirror and a door with clothes hanging on it.

***36 million UK adults  
for  
14 hours each week***

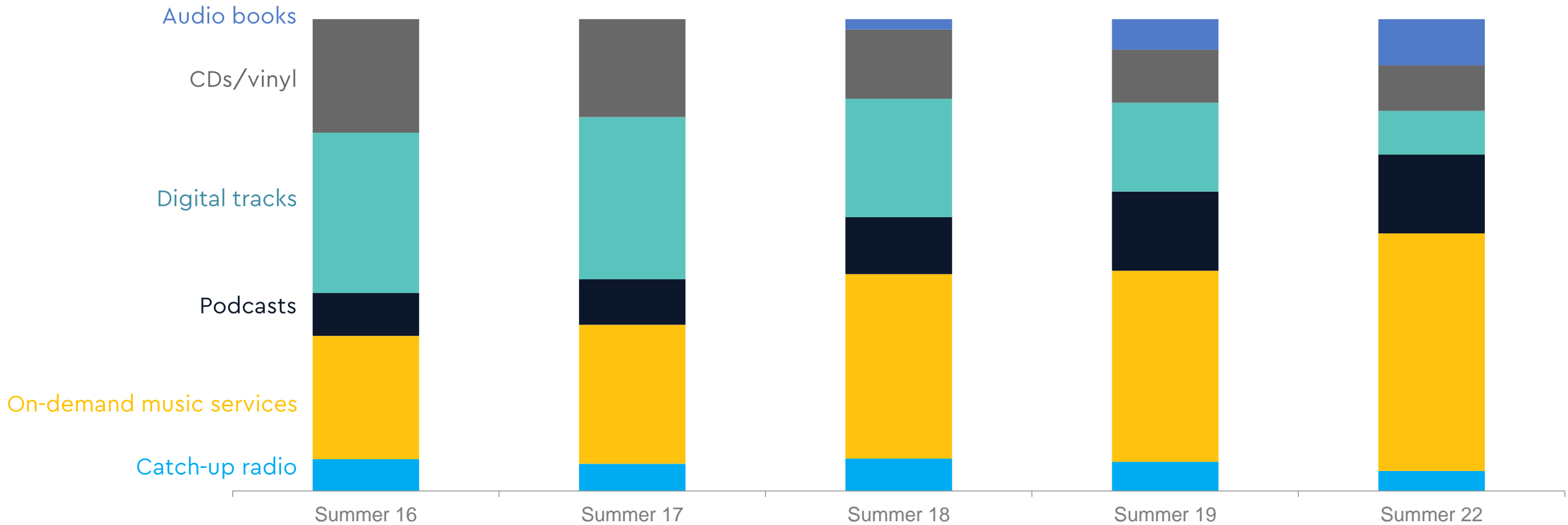
RAJAR June 2022 Commercial Radio

# ***The Audio Revolution***

***Radio is the BIGGEST***  
***part of***  
***'The Audio Revolution'***

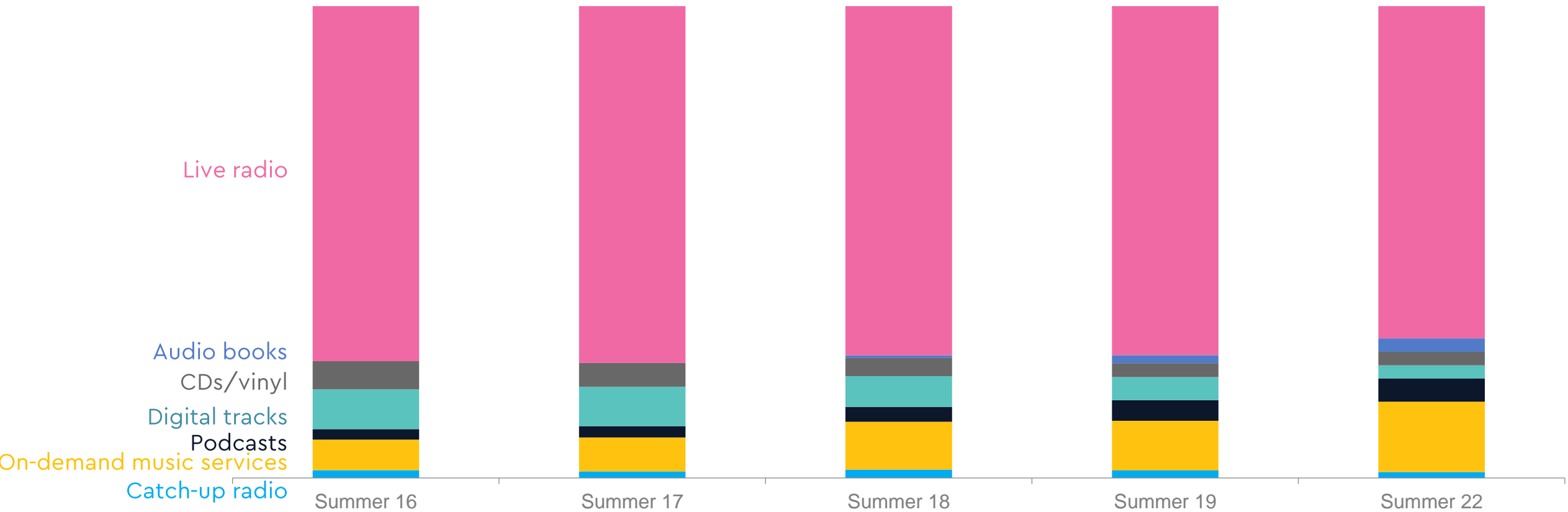
# Growth of On Demand in UK

*Share of weekly on-demand audio listening hours*



# ***Live radio continues to dominate listening***

*Share of weekly on-demand audio listening hours*





# ***Digital platforms make radio even more accessible***

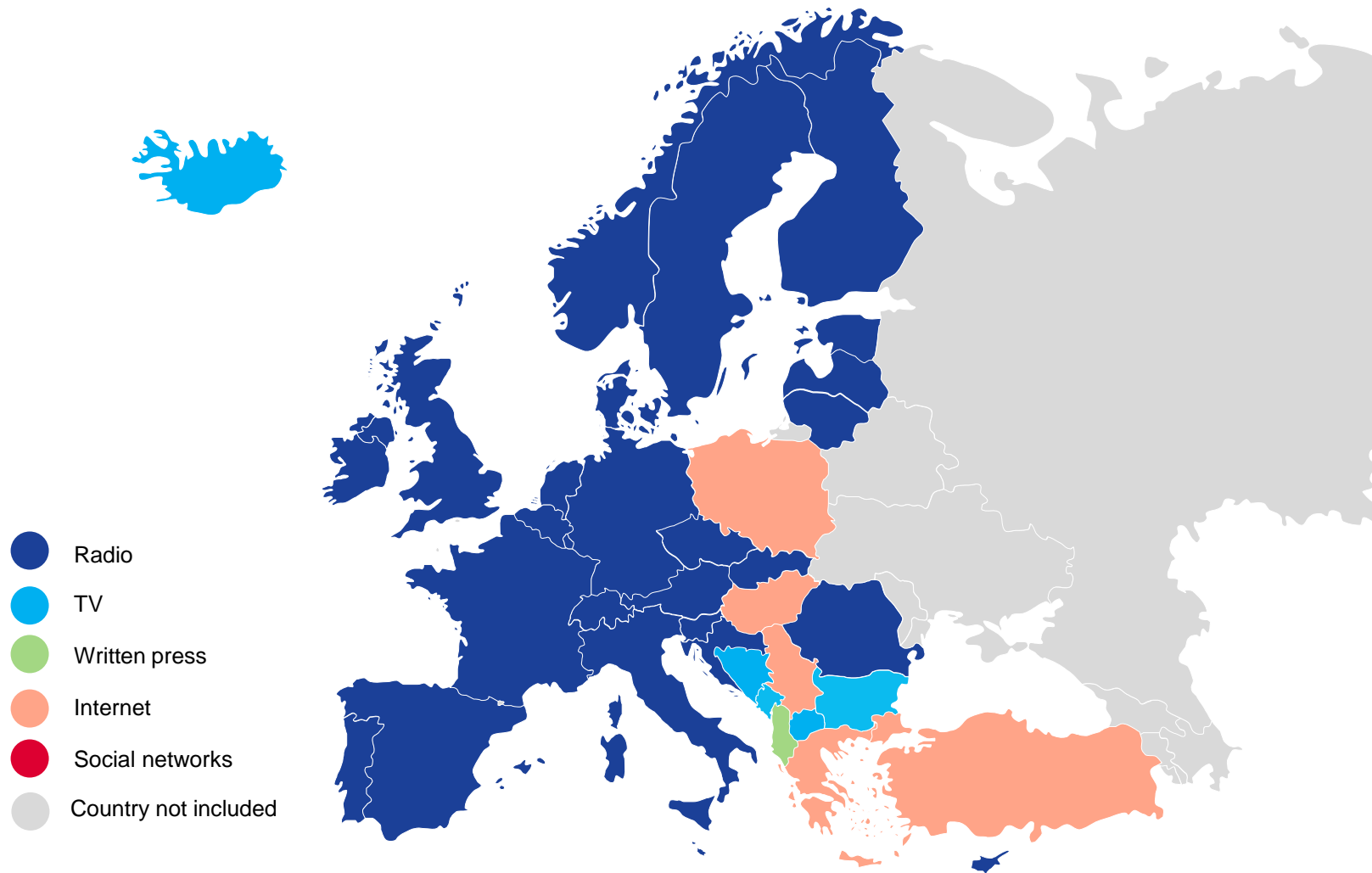


# ***Radio is the most widely accessed form of audio entertainment on smart speakers***



# MOST TRUSTED MEDIA

(Net Trust Index 2022)

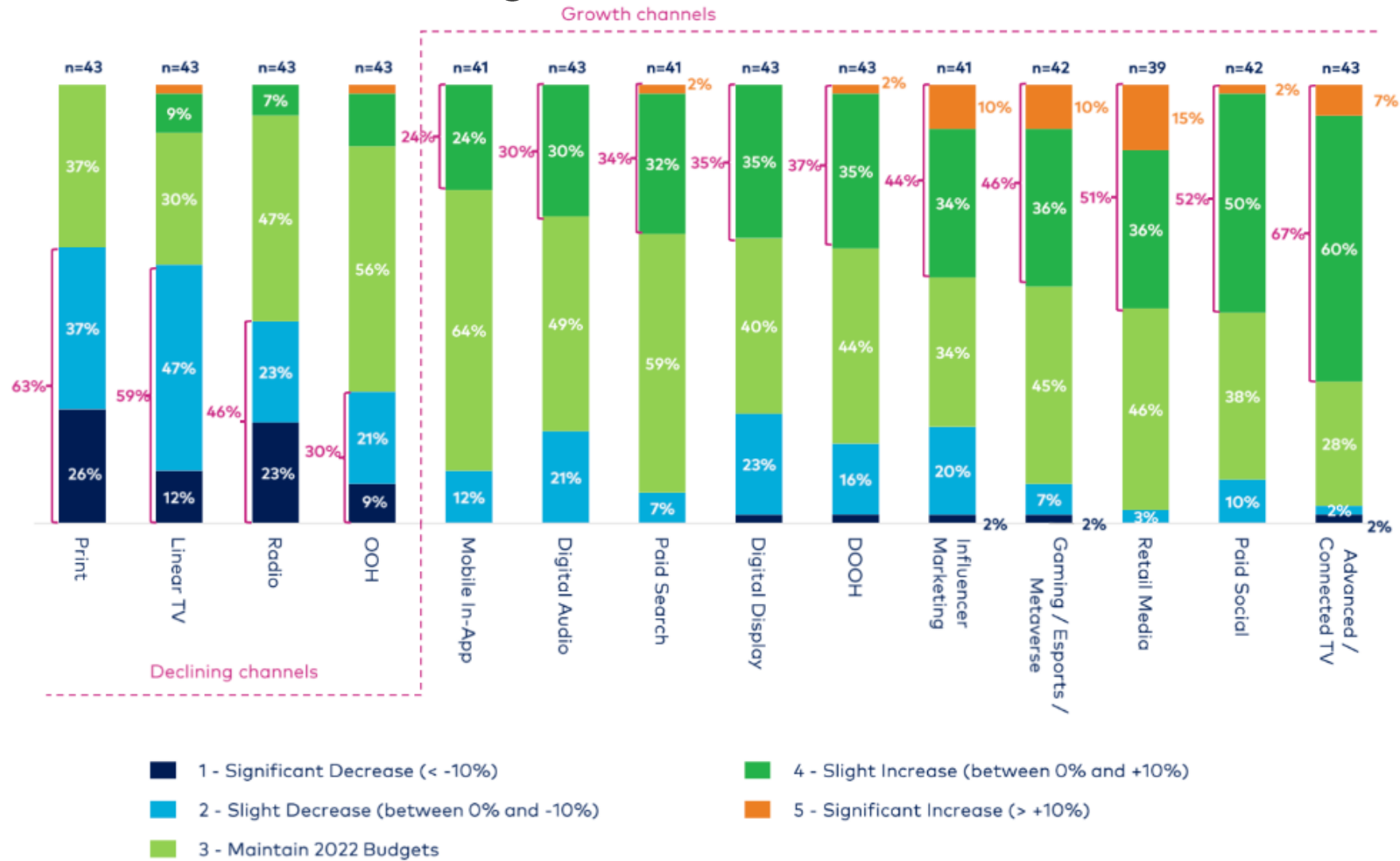


**Source: EBU based on Standard Eurobarometer 94.  
EBU Media Intelligence Service –Trust in Media 2022**

# ***Challenges***

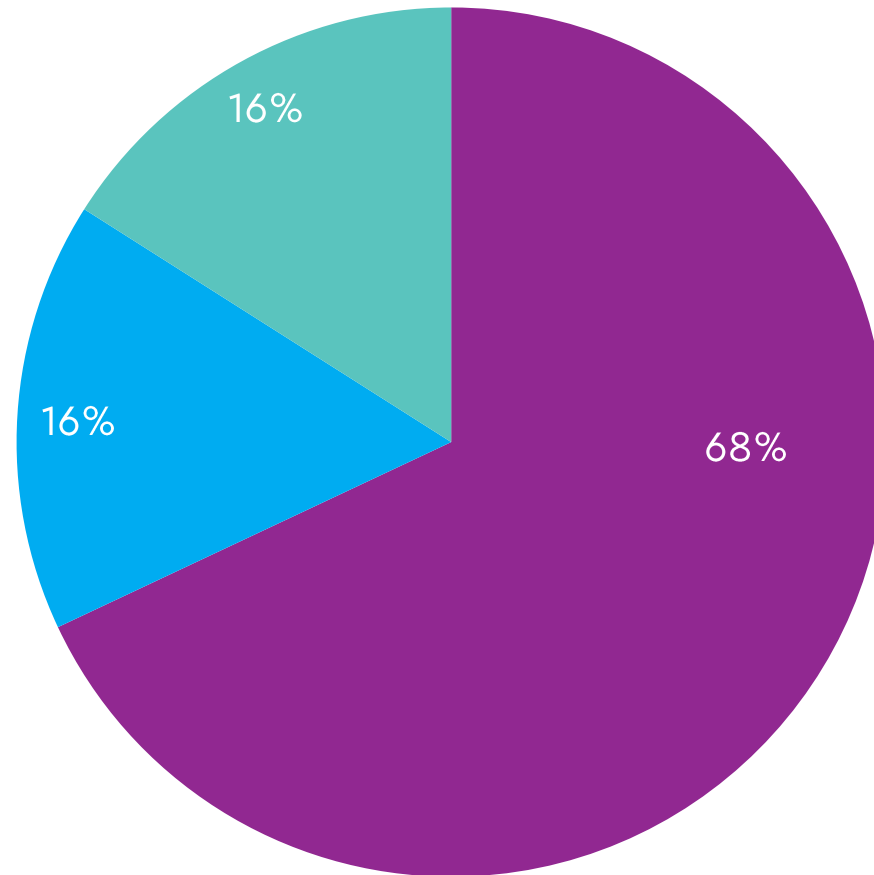


# Third of major brands to cut EMEA media budgets as recession looms



# ***The Commercial audio audience Perception***

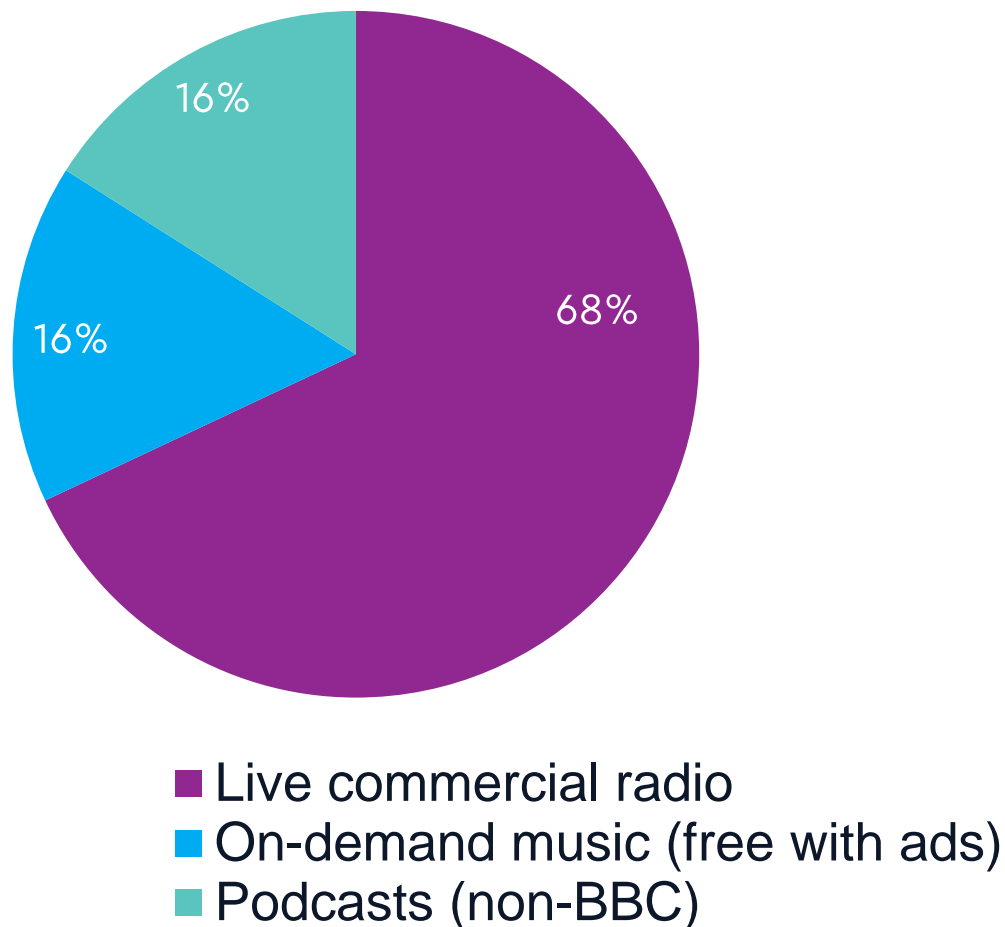
# ***Commercial audio audience split***



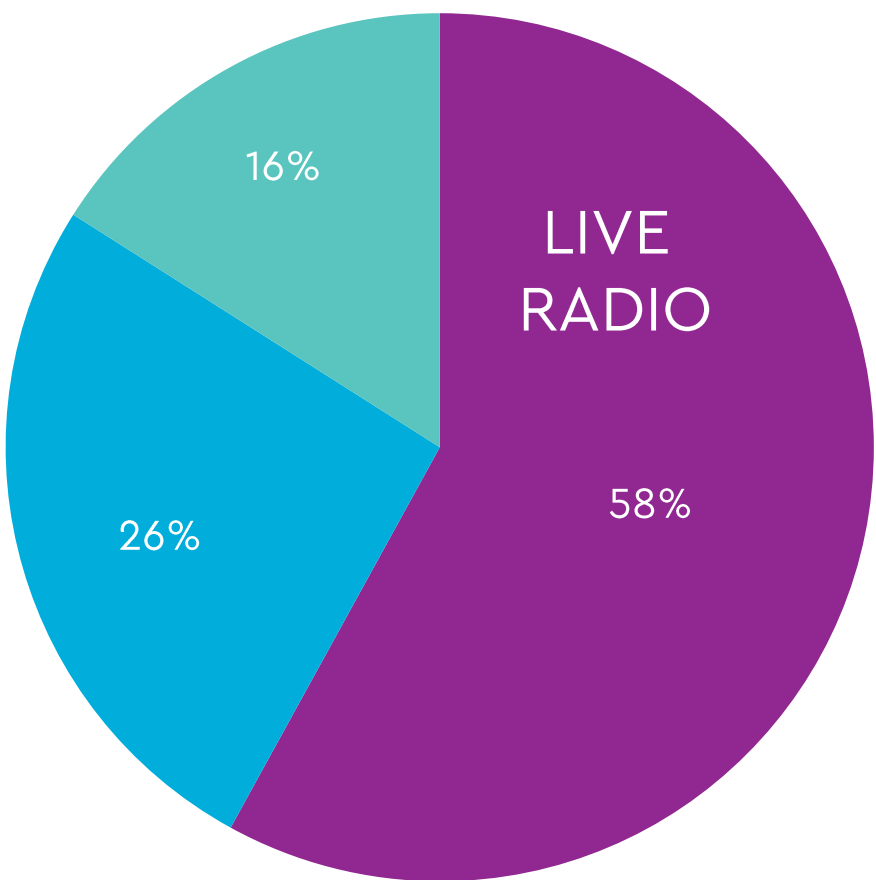
- Live commercial radio
- On-demand music (free with ads)
- Podcasts (non-BBC)

# Disconnect in perceptions of listening behaviour

THE EVIDENCE



WHAT ADVERTISERS AND AGENCIES THINK



Source: RAJAR MIDAS (winter 2021), All adults

Source: n=102 advertisers and agencies asked to estimate share of commercial audio listening

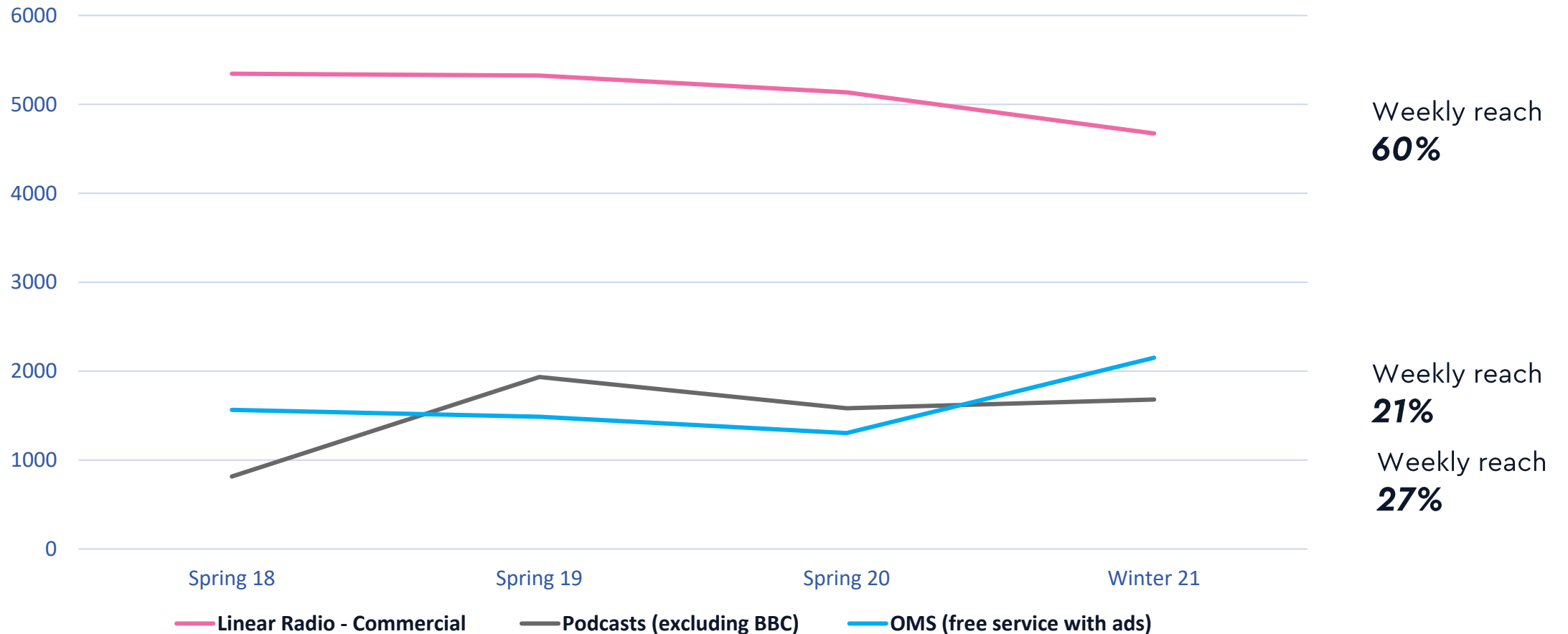




***"Isn't it just older people listening to radio?" \****

# Commercial Radio remains the audio medium to reach 15 -24s

Weekly reach of 'commercially accessible' audio



A woman with curly hair is sitting on a bed, singing into a microphone. She is wearing a black tank top and blue jeans. In the background, there is a large mirror reflecting her image. To the right of the mirror, there is a small, light blue vintage-style radio on a table. The room appears to be a bedroom with various items on the bed and a pink top hanging on the wall.

# ***How to get advertisers to See Radio Differently***



A dimly lit room with two young men sitting on a couch, playing video games. The man on the left is wearing a red long-sleeved shirt and blue jeans with a tear at the knee. He is holding a black game controller and looking intently at the screen. The man on the right is wearing a grey long-sleeved shirt and blue jeans, also holding a black game controller and looking towards the screen with an open-mouthed expression. In the background, there is a white bedside table with a white DAB radio on it, which has a digital display showing '112.8 DAB RADIO'. A lamp with a white shade is also visible. The overall atmosphere is dark and focused on the gaming activity.

# ***Radio for Targeting***



# ***Targeting the right people in the right place at the right time***

## **2020 - Perception**

---

1	Social media	4.2
2	Cinema	3.9
3	Direct mail	3.7
3	TV	3.7
3	Online video	3.7
6=	Radio	3.4
6=	Online display	3.4
6=	Out of home	3.4
9=	Magazines	3.2
9=	Newspapers	3.2

PERCEPTION Mean score. Q. Using a scale of 1–5 where 5 is 'very good' and 1 is 'very poor', please rate each medium for its ability to target the right people in the right place at the right time. Base: n=17.

# Targeting the right people in the right place at the right time

## 2020 - Evidence

1	Radio	9
2=	Social media	8
2=	TV	8
4=	Online display	7
4=	Cinema	7
6=	Direct Mail	6
6=	Out of home	6
6=	Online video	6
9	Newspapers	5
10	Magazines	3

EVIDENCE Ebiquity's score based on whether a medium can be bought by geography, demographics, day of week, time of day, contextually, addressably (each scored 0-2 where 0=no, 1=yes with limitations, 2=yes).

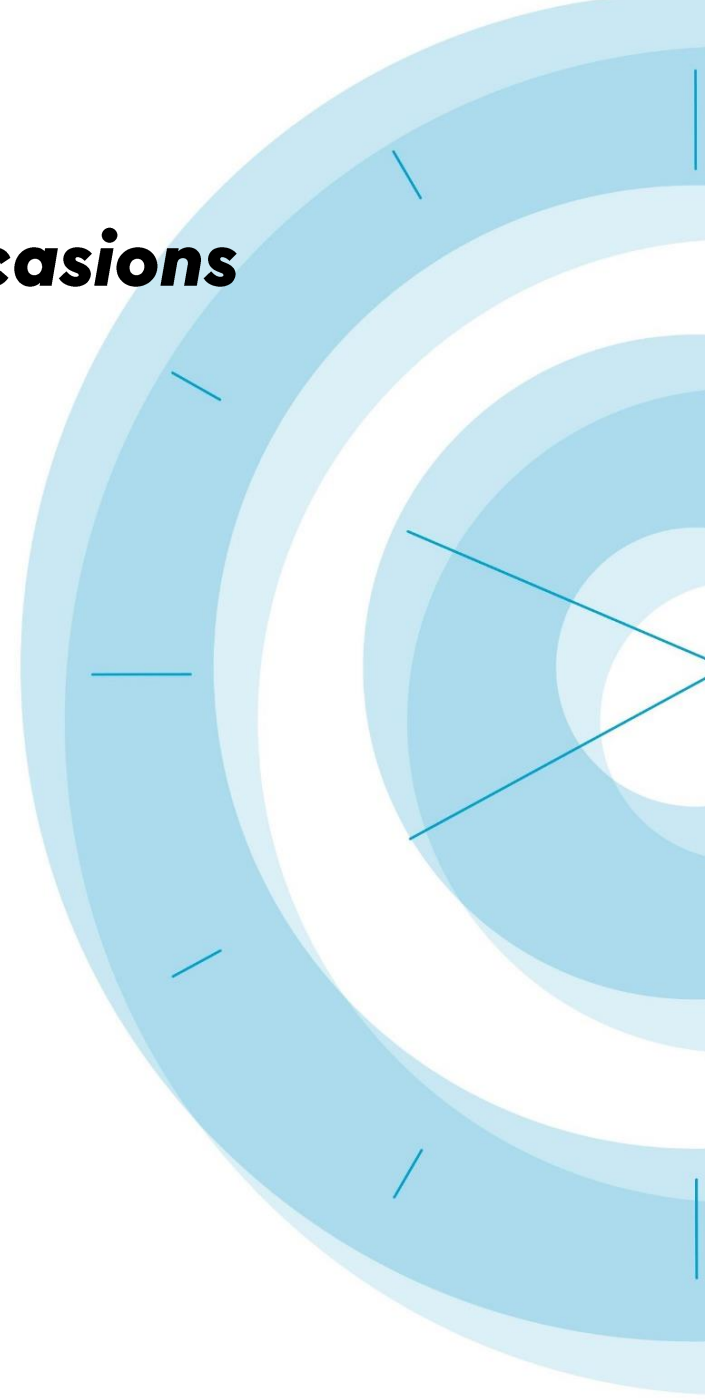
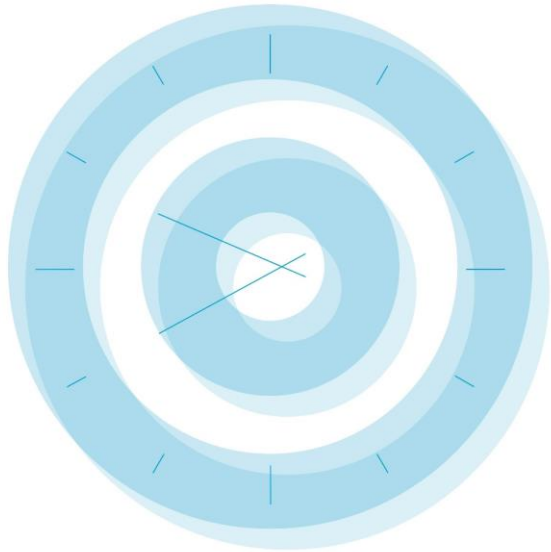
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# ***Consumer context***

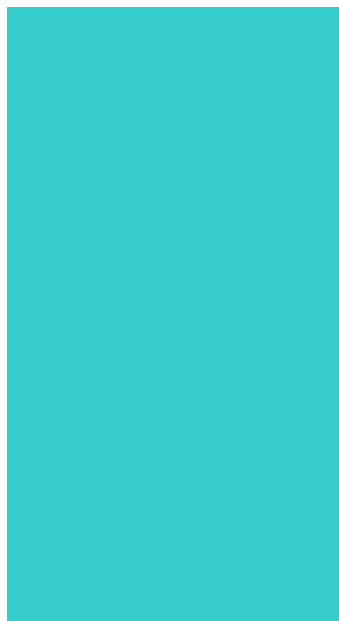
***Other tasks accompany 9 out of 10 listening occasions***



# ***Hearing ads in a relevant context significantly increases engagement and recall***

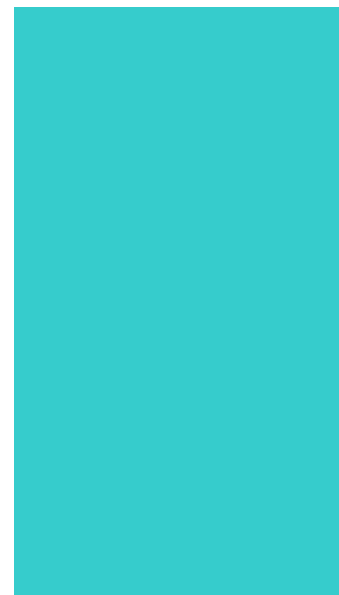
% increase

23%



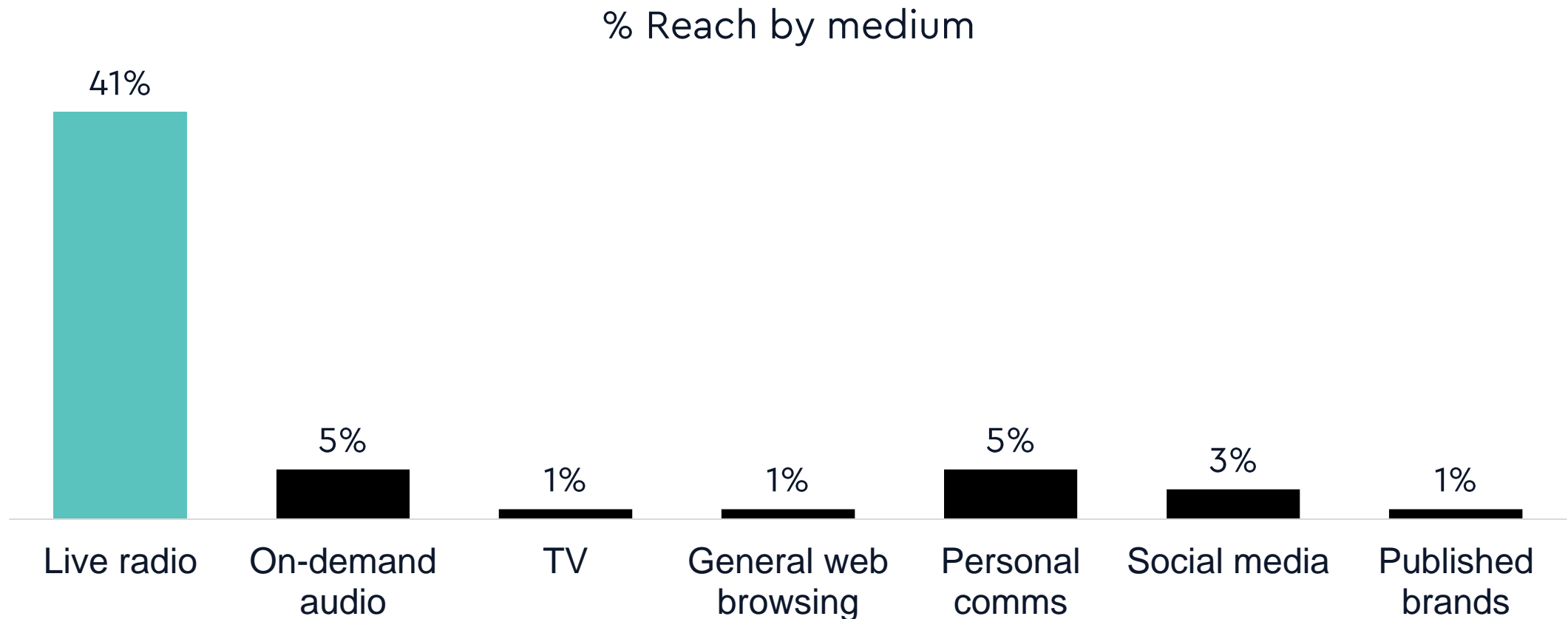
Engagement

22%



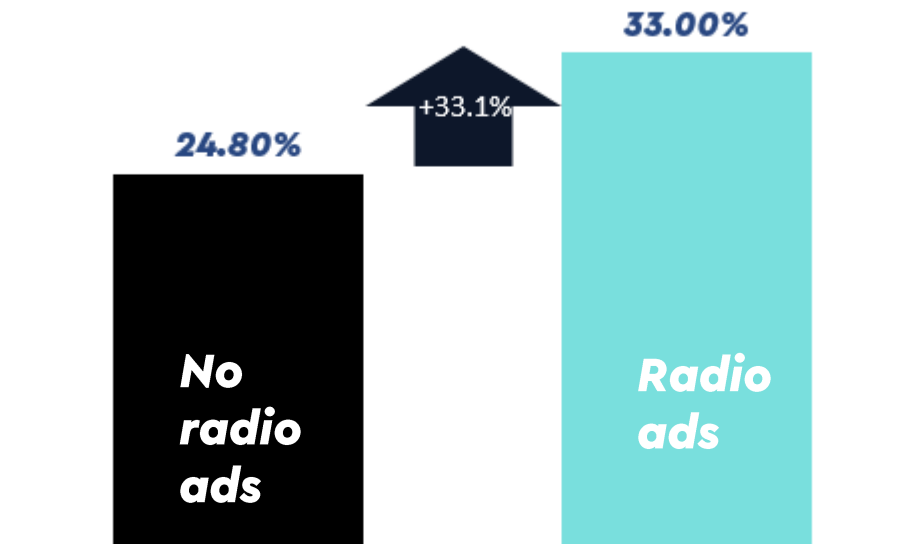
Memory encoding

# ***Example : travelling by car to supermarket***



# ***When an ad is heard on the way to the shops***

***Purchase intent increases***

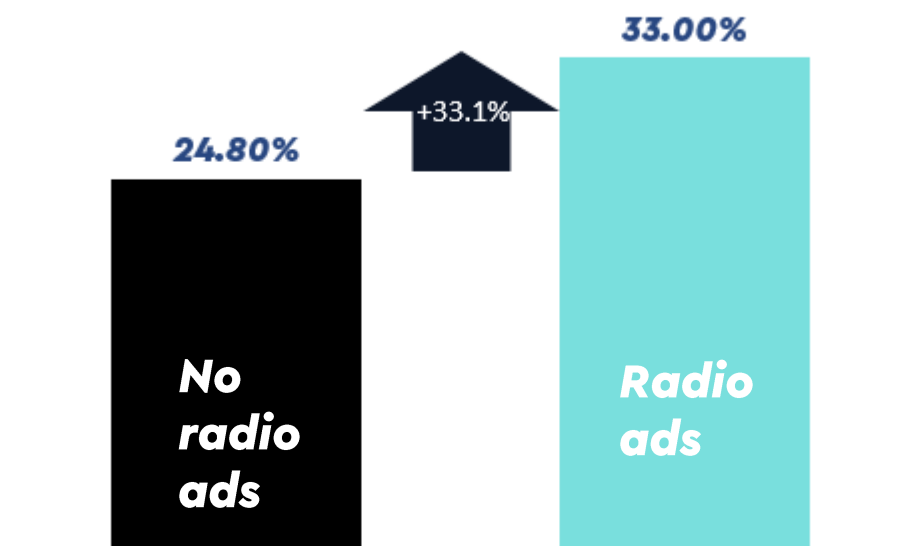


% of shoppers claiming they would buy advertised products (test vs control)

Source: Radiocentre Building Shelf Awareness

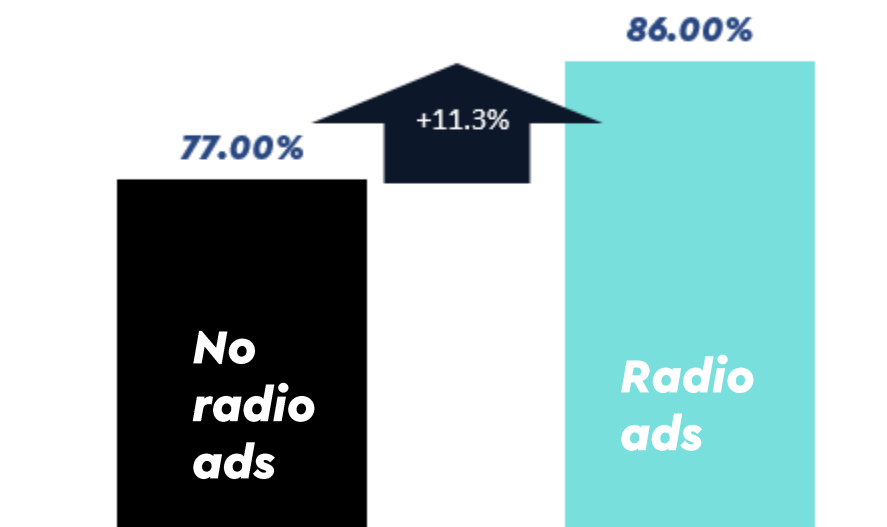
# ***When an ad is heard on the way to the shops***

## ***Purchase intent increases***



% of shoppers claiming they would buy advertised products (test vs control)

## ***Brand visibility increases***



% of respondents noticing brands when looking at the relevant shelf (test vs control)

Source: Radiocentre Building Shelf Awareness





# ***Radio the multiplier medium***





EFFECTIVENESS INSIGHT

## Radio: The ROI Multiplier

**In a world first, this study evaluates radio advertising effectiveness in detail in terms of revenue return on investment (ROI) across a broad dataset.**

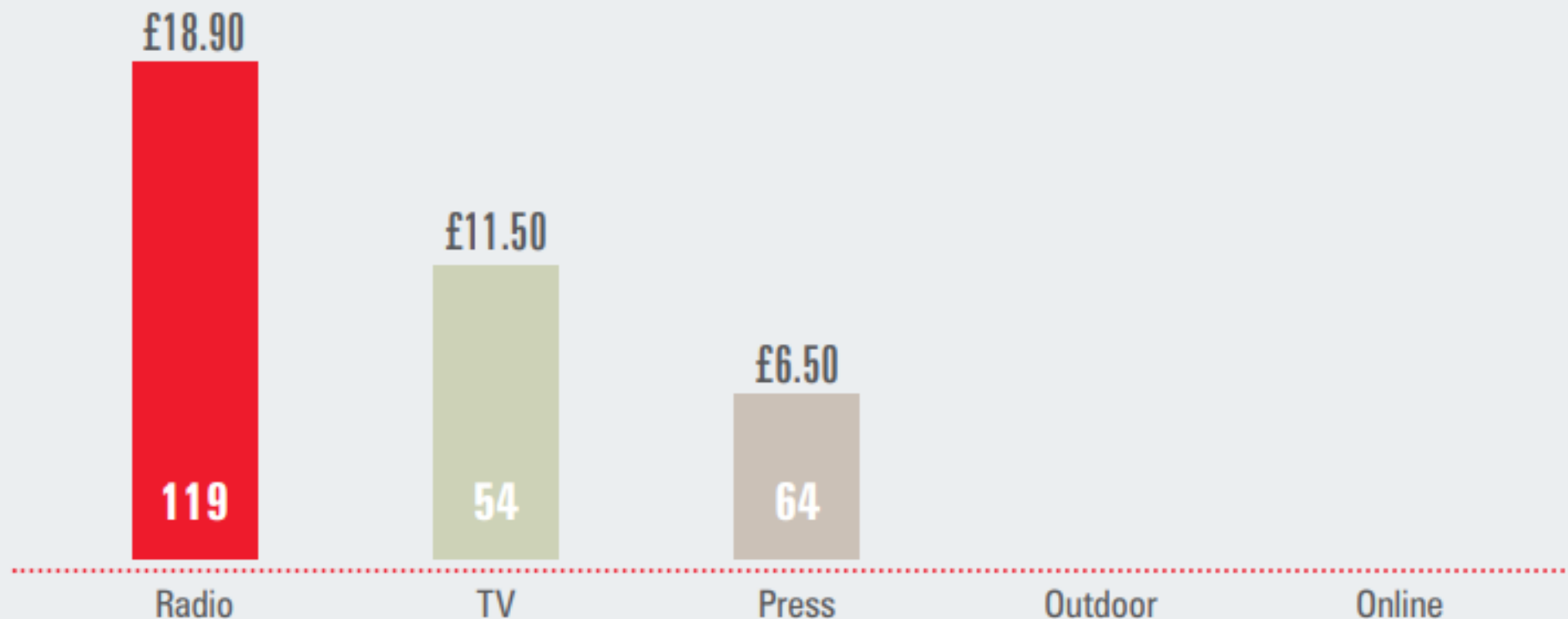
# Radio delivers strong revenue ROI for brands

Revenue return on investment by medium



Chart - C4

## RETAIL ROI PERFORMANCE BY MEDIUM



Insufficient cases for direct comparison: Outdoor (0 cases); Online (1 case) £9.90  
Source: Radio ROI Dataset (no. of cases shown in white)

***Measuring success***



robust research into the effectiveness of your radio campaign

## About Radiogauge

Radiogauge is a **free service** from Radiocentre which provides advertisers with robust data to help them understand the effectiveness of their radio campaign. Results are benchmarked against the competition and analysed to suggest ways that ads can be enhanced creatively to improve future performance.

Radiogauge has measured over

**1000**

campaigns for some of the  
world's biggest brands.

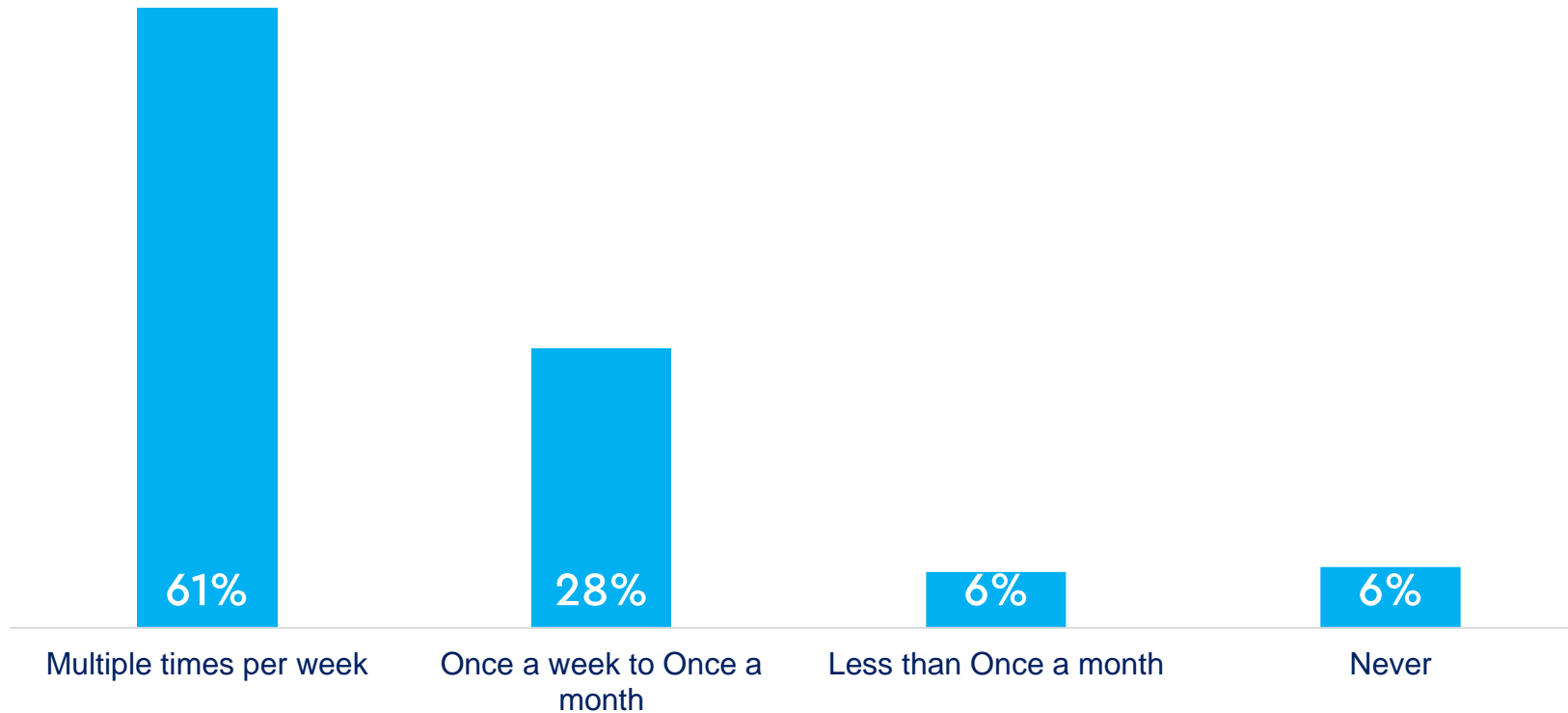


***Post Covid opportunities***

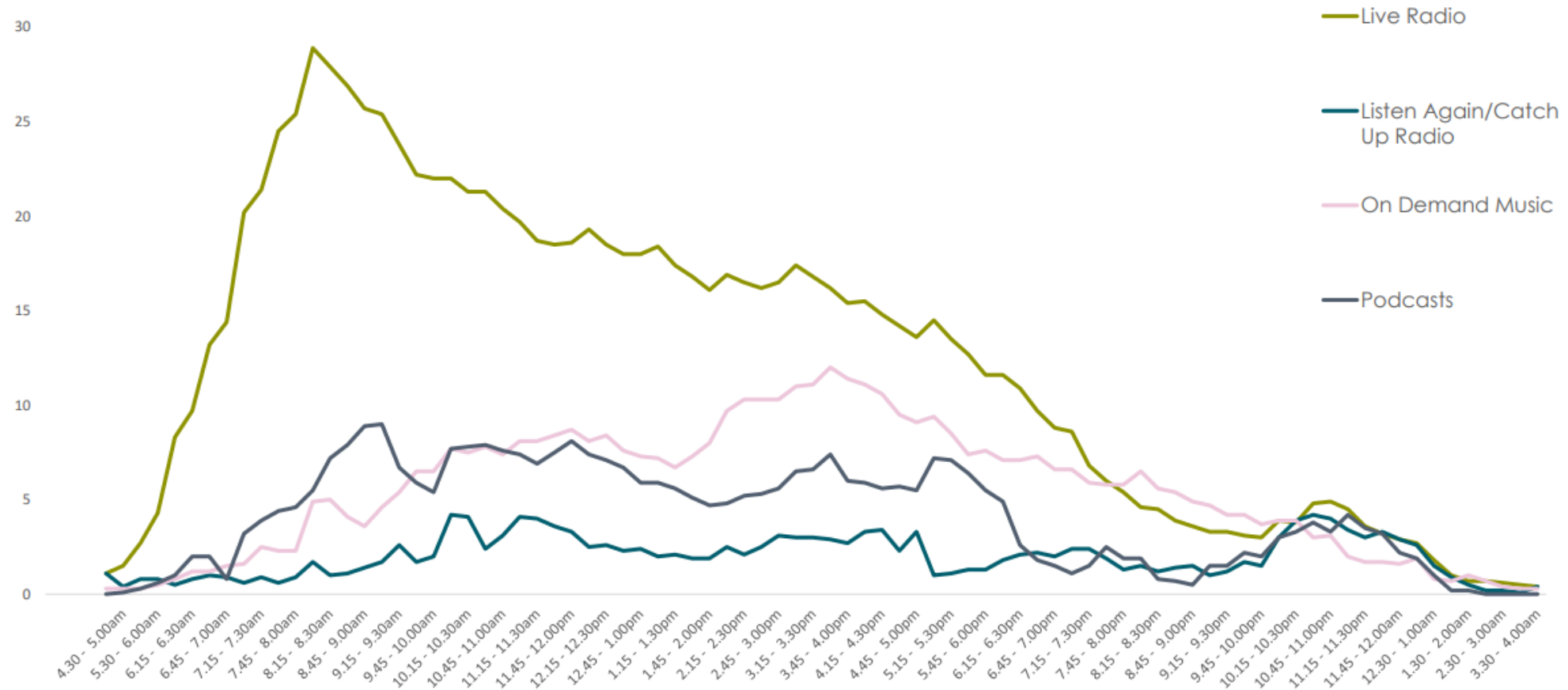


# ***The development of new working habits***

% seeking to work from home



## TIME OF DAY LISTENING – MONDAY TO FRIDAY AVERAGE WEEKLY REACH %

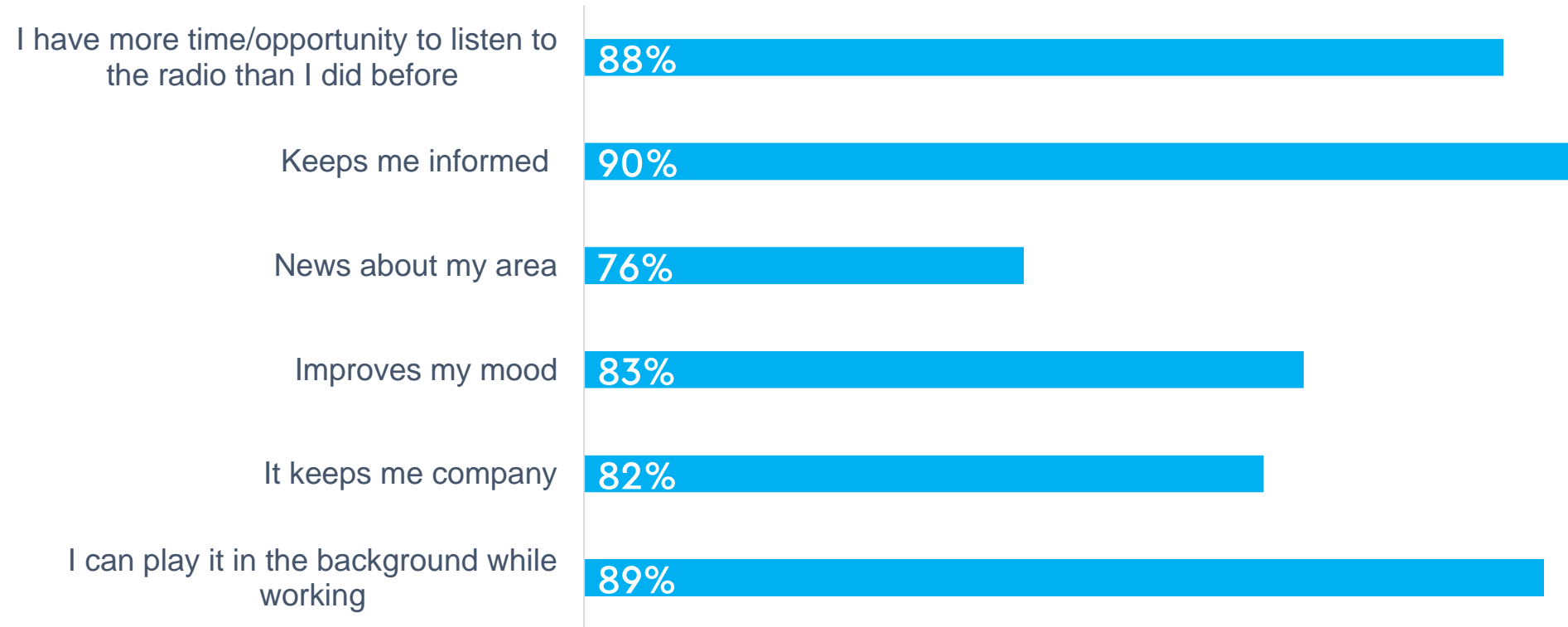


# ***Radio listening habits***

56%

of the UK Working from  
home audience are  
commercial radio listeners

# ***Radio accompanies listeners as they work***



# ***An audience receptive to advertising***

% agree

When I hear something on the radio, I will  
often look it up online

52%

A horizontal bar chart with a blue bar representing 52% agreement. The bar is positioned to the right of the statement text. The percentage value '52%' is written in white text on the left side of the bar.

***New brands***



**waze**



**GYMSHARK**



**BEAUTY PIE**



**cinch**

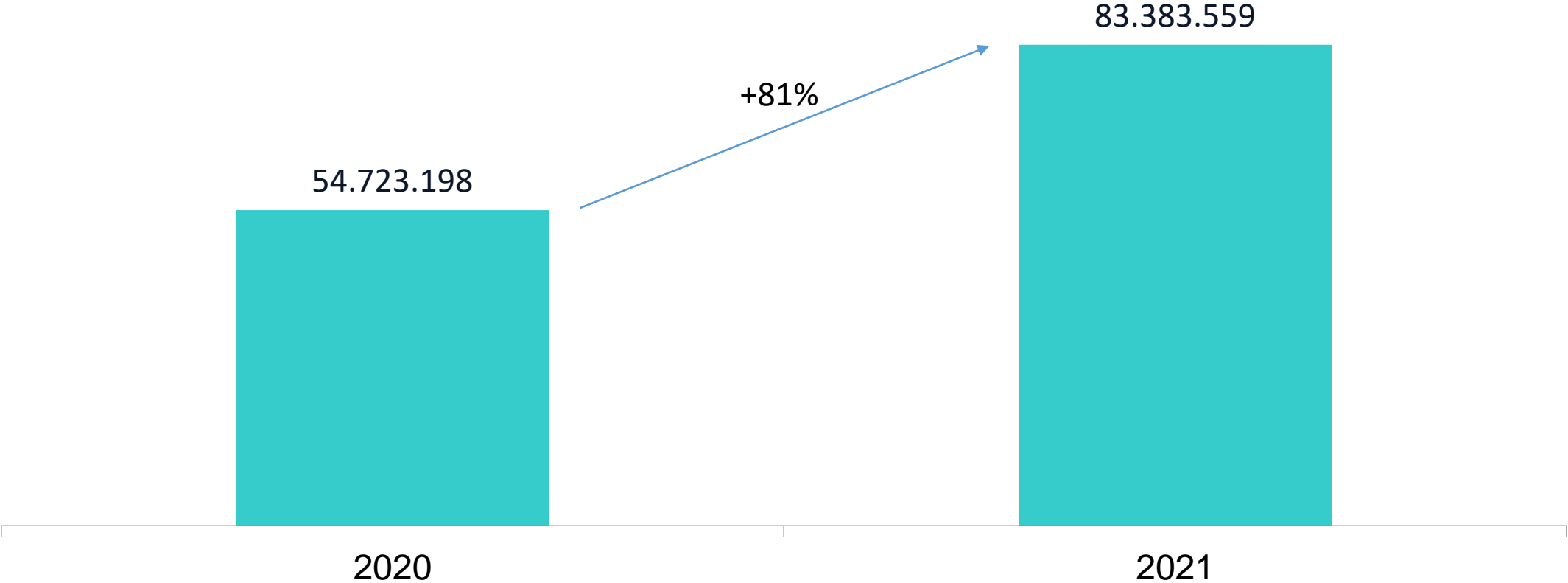


**JUST EAT**



# UK D2C advertisers spend in radio

Top 20 D2C Advertisers (£)



Total Radio Investment	£776,834,166	£940526054	+21% Y-o-Y
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# THE FUTURE OF ADVERTISING IS HEAR

SAY HELLO TO 36 MILLION  
RADIO LISTENERS EVERY WEEK.



SEE RADIO DIFFERENTLY  
AT [RADIOCENTRE.ORG](http://RADIOCENTRE.ORG)

# THIS INFLUENCER HAS 36 MILLION FOLLOWERS

RADIO, THE INFLUENCER  
ADVERTISERS CAN TRUST.



SEE RADIO DIFFERENTLY  
AT [RADIOCENTRE.ORG](http://RADIOCENTRE.ORG)

# UNSKIPABLE UNBLOCKABLE UNBEATABLE

BRANDS CUT THROUGH  
WITH RADIO ADVERTISING.



SEE RADIO DIFFERENTLY  
AT [RADIOCENTRE.ORG](http://RADIOCENTRE.ORG)









A photograph of a woman driving a car, with two young children in the back seat. The woman is seen from the back, her hands on the steering wheel. The children are looking forward. The car's interior is visible, including the dashboard, rearview mirror, and seats. The text "Thank you @Lucybarrett" is overlaid in the center.

***Thank you***  
***@Lucybarrett***