



CUMULUS



Westwood One

Case study:
Radio drives results for
Ken Garff Automotive



Ken Garff
(WE HEAR YOU)



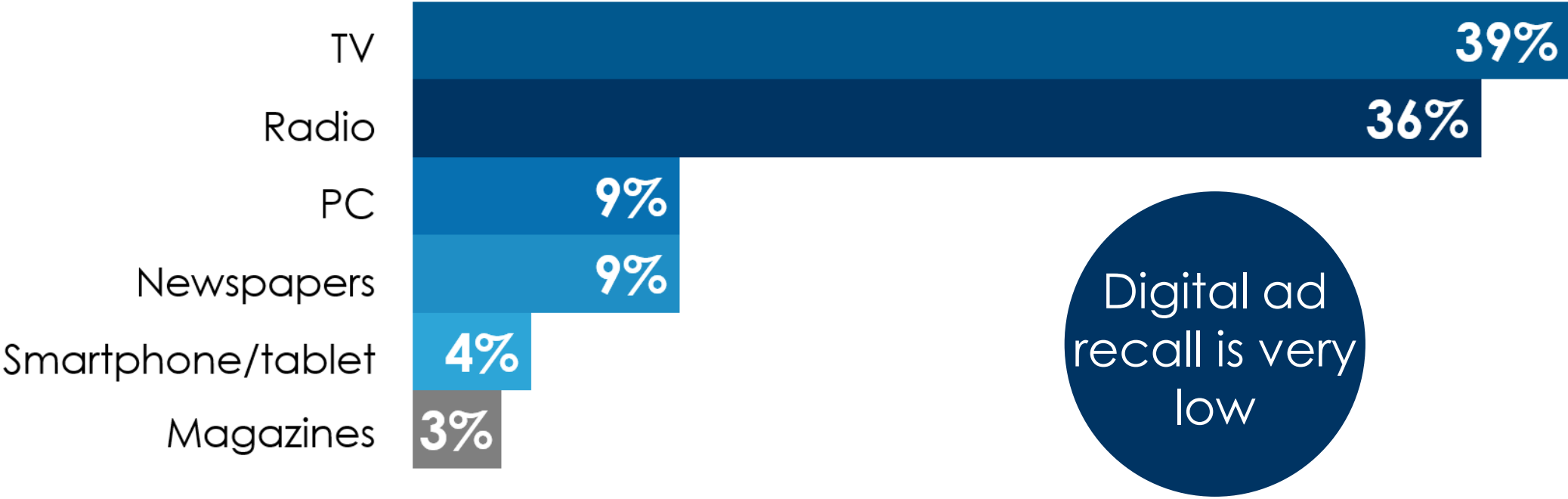
This case study looks at the advertising effectiveness of Ken Garff Automotive – recently ranked by Automotive News as the eighth largest auto retail group in the U.S.

In 2015, Ken Garff Automotive advertised only with print, digital, and billboards. For this six-week study, the dealership extended its campaign to radio and TV.

Nielsen conducted a survey among Salt Lake City adults to measure the impact of Ken Garff Automotive's local advertising efforts.

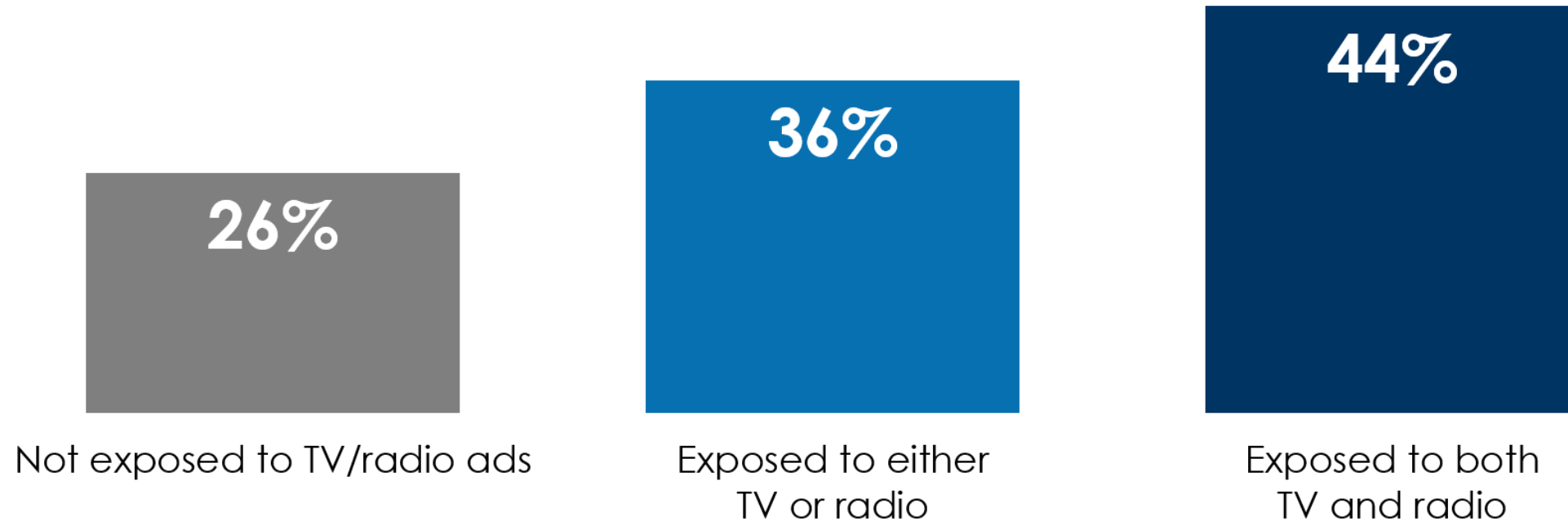
Two groups were identified – one that was exposed to the radio and TV ads and one that was not. Nielsen then analyzed the differences in ad recall, the audience's opinions of the ads, and the resulting purchase consideration.

Versus digital and print, Ken Garff Automotive ad recall is highest for TV and radio



Q: Have you seen television advertising recently for each of the dealerships listed?
Have you heard radio advertising recently for each of the dealerships listed?
Where else have you seen or heard advertising recently for Ken Garff Auto?

Purchase consideration increases significantly with exposure to both radio and TV ads



Q: How likely are you to consider each of the following automotive dealerships the next time you are in the market for a vehicle?

Radio and TV boosts purchase consideration versus digital/billboards

Adding either radio or TV boosts purchase consideration by

38%

versus just digital/billboards

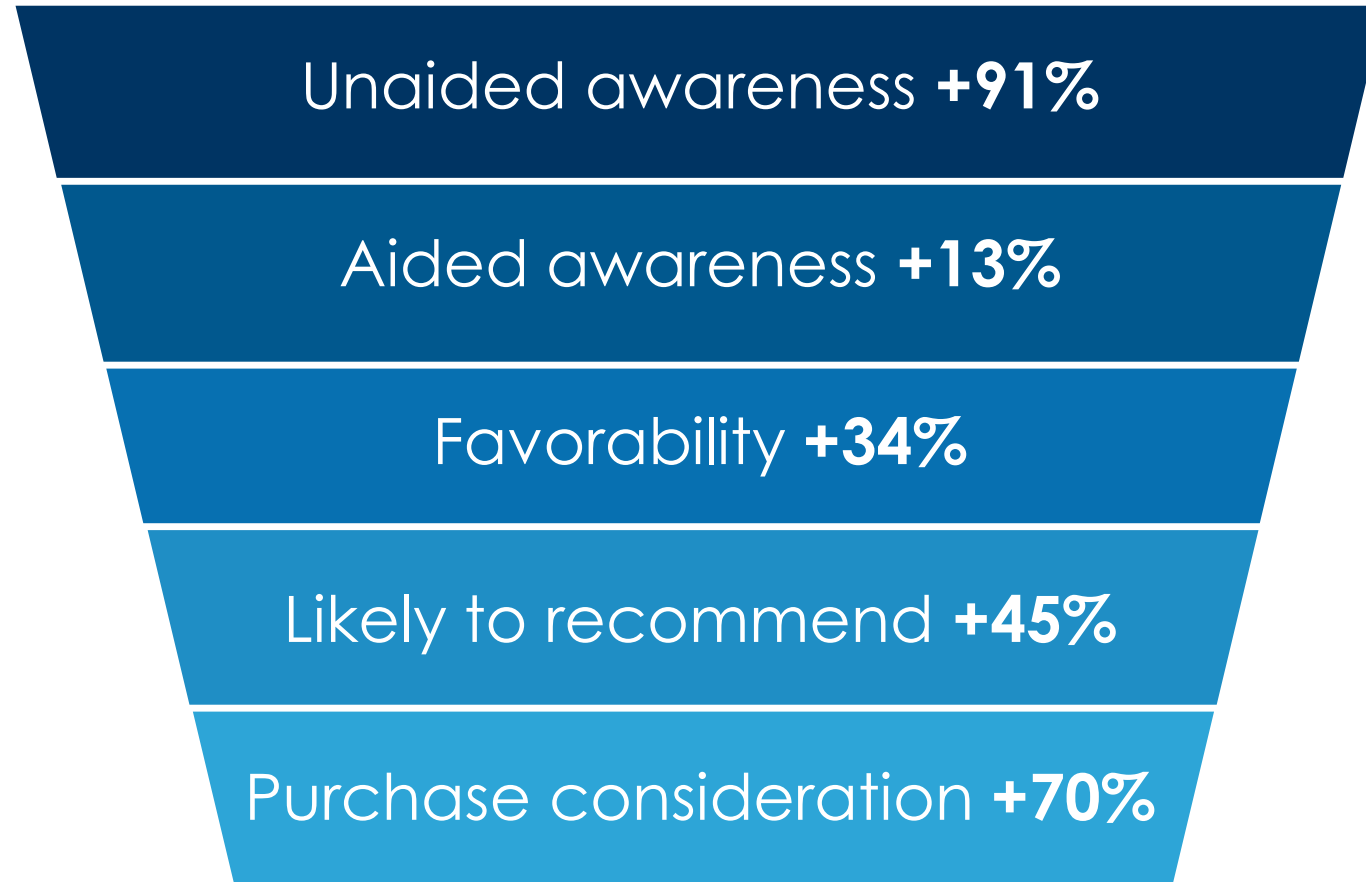
Adding **BOTH** radio and TV boosts consideration by

70%

versus just digital/billboards

Radio and TV boost all stages of the auto purchase funnel

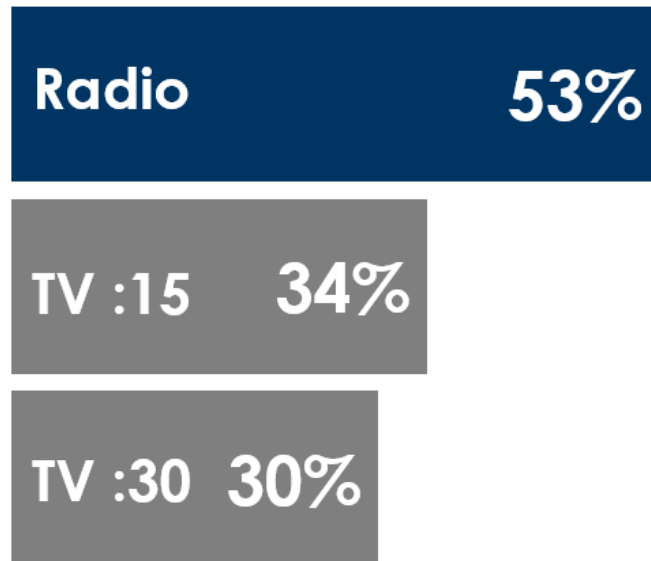
% increase among those exposed to radio AND TV
vs. those exposed to digital/billboards



Radio ads win highest association for being “informative” and “believable”

Q: Which of the following best describes the ad?

“The ad was informative.”



“The points made in the ad were believable.”



Radio's "cost per awareness" is nearly 2x as efficient as television

TV

Cost per
awareness point
\$2,564
\$100K TV investment
÷
39% TV advertising recall

Radio

Cost per
awareness point
\$1,389
\$50K radio investment
÷
36% radio advertising recall

Key takeaways

- **Radio ad recall is nearly as strong as TV despite half the ad spend.** 36% of those exposed to the Ken Garff Automotive ad on radio recalled it. Digital and print recall is very low.
- **Radio creative wins for informative and believable ads.** 53% of respondents said the radio ad was informative; 83% said the radio ad was believable.
- **Unaided awareness for Ken Garff Automotive nearly doubled due to TV and Radio ad exposure.** Consumers are more likely to do business with a retailer they have heard of. Among those exposed to the radio and TV campaign, Ken Garff Automotive unaided awareness increased 91%.
- **Adding local broadcast to the digital/billboard media plan dramatically increases auto purchase consideration.** Purchase consideration increases by 70% with both radio and TV versus digital/billboards.
- **Radio's "cost per awareness" is nearly two times as efficient as television.** Television's cost per awareness is \$2,564 versus radio's \$1,389.



Thank You

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