



6 Key Insights for Local Advertisers

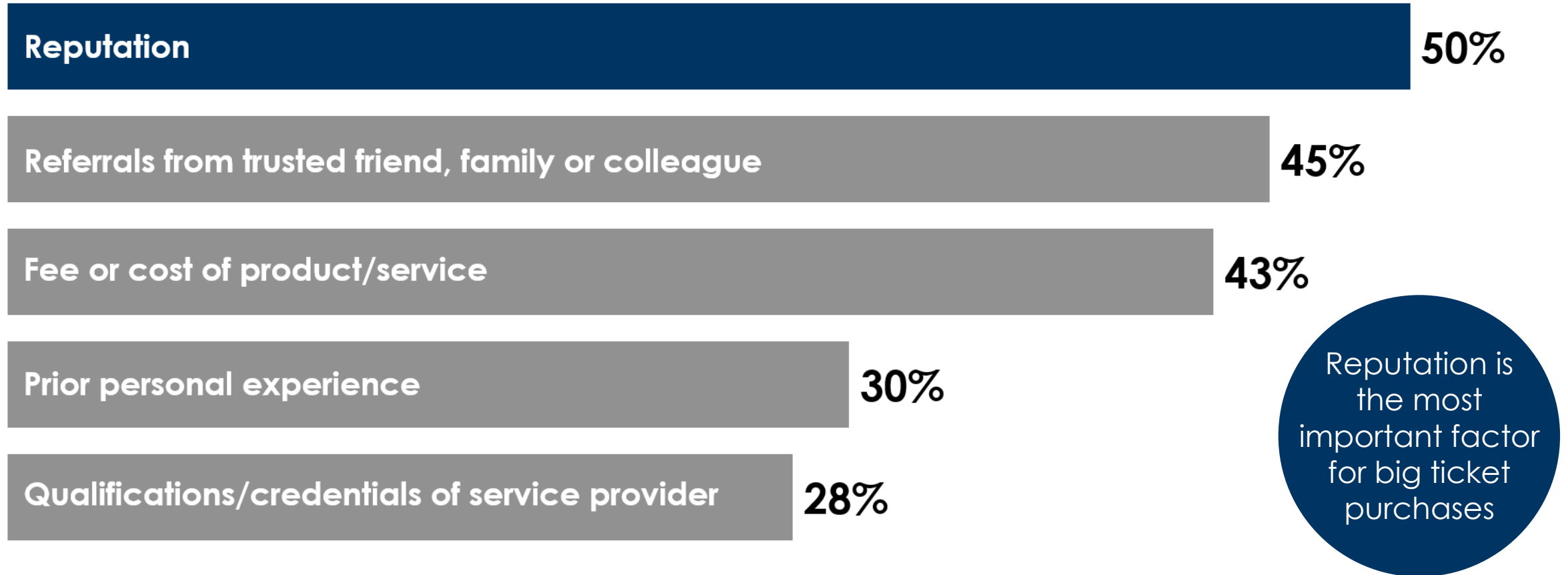
Local Ad Recall Insights

Media Score performs turnkey local ad recall and effectiveness surveys for radio stations. It also enables programming to conduct music testing and perceptual studies using online custom listener advisory and survey platform, [ListenerSurvey.com](https://www.listenerSurvey.com).

Media Score fielded 27 ad recall and advertising effectiveness studies with over 3,000 listeners. The studies covered 9 retail categories across 7 markets.

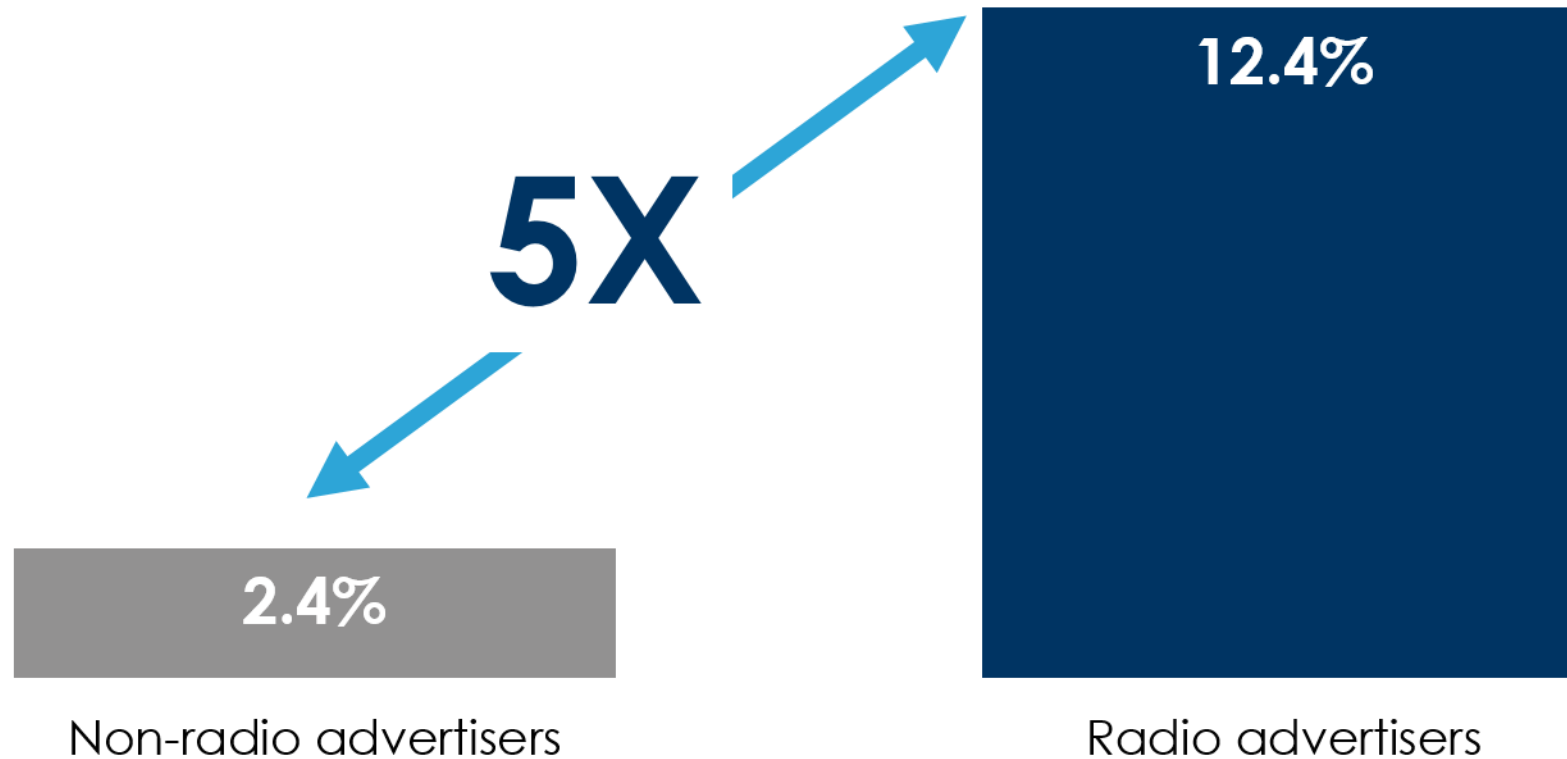
To grow sales, retailers must grow their top of mind awareness

% of listeners considering the factor in their major purchase brand decision



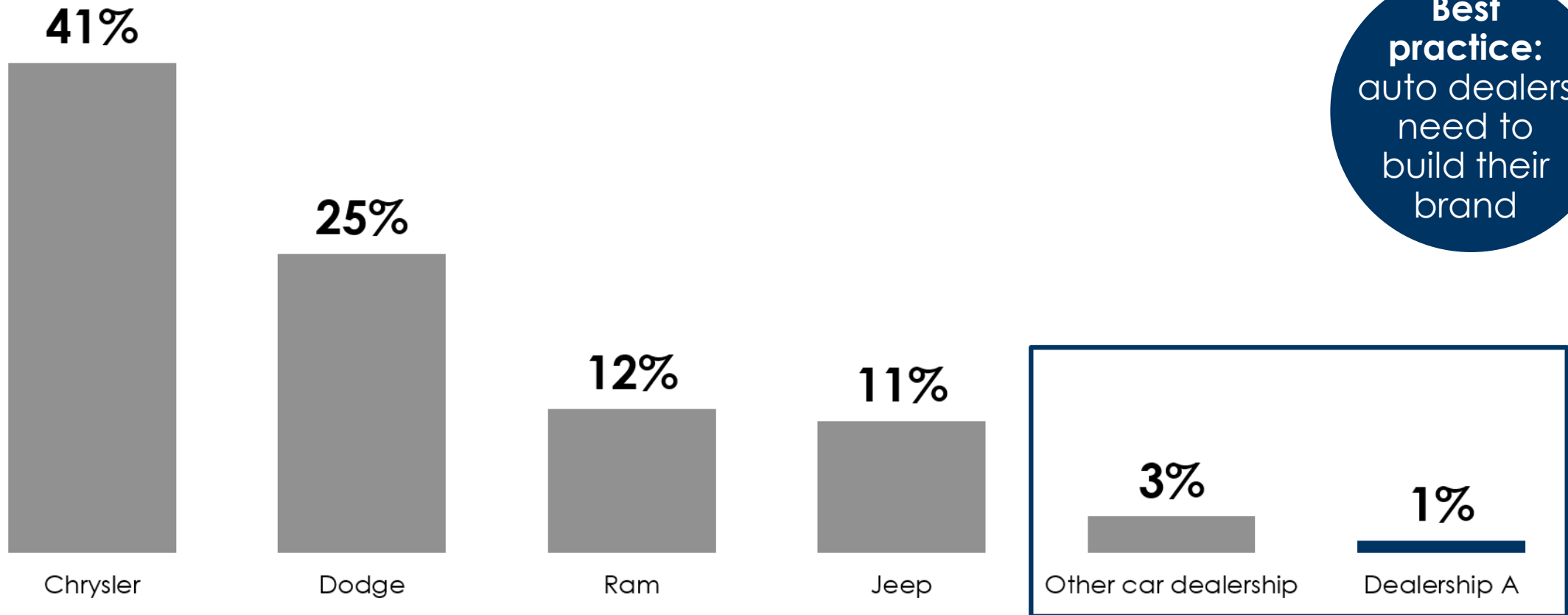
Brand recall is 5 times greater among radio advertisers than those not on the air

Average brand unaided recall %



For auto dealers, vehicle brands promoted in a radio ad are often more famous than the dealer itself

Brands (vehicle & dealer) recalled by respondents from an auto dealer radio ad

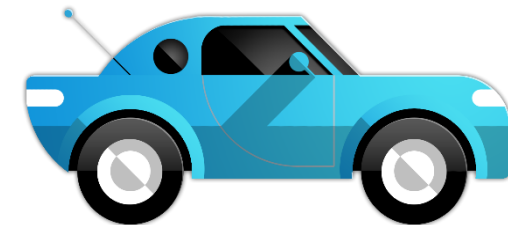


Call to action outweighs branding in auto dealer radio ads

Average % of time spent on each element in typical auto dealer ad

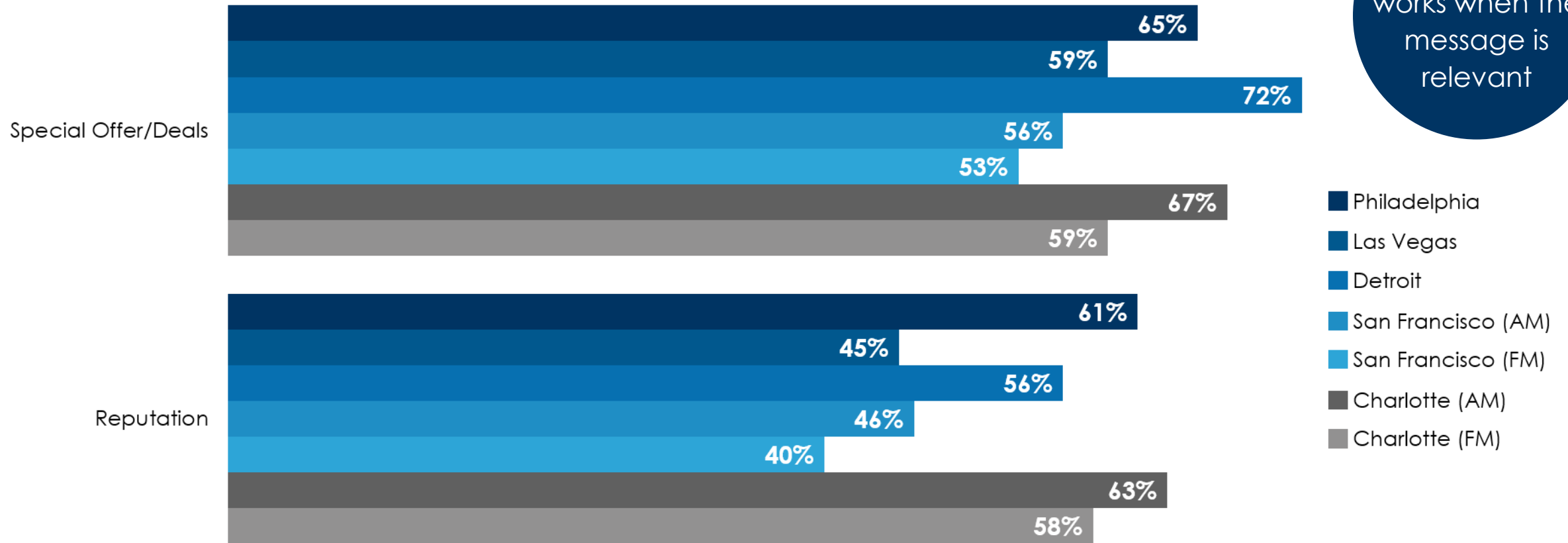


People can't recall the dealer name because **so little time** in the ad is devoted to dealer brand building



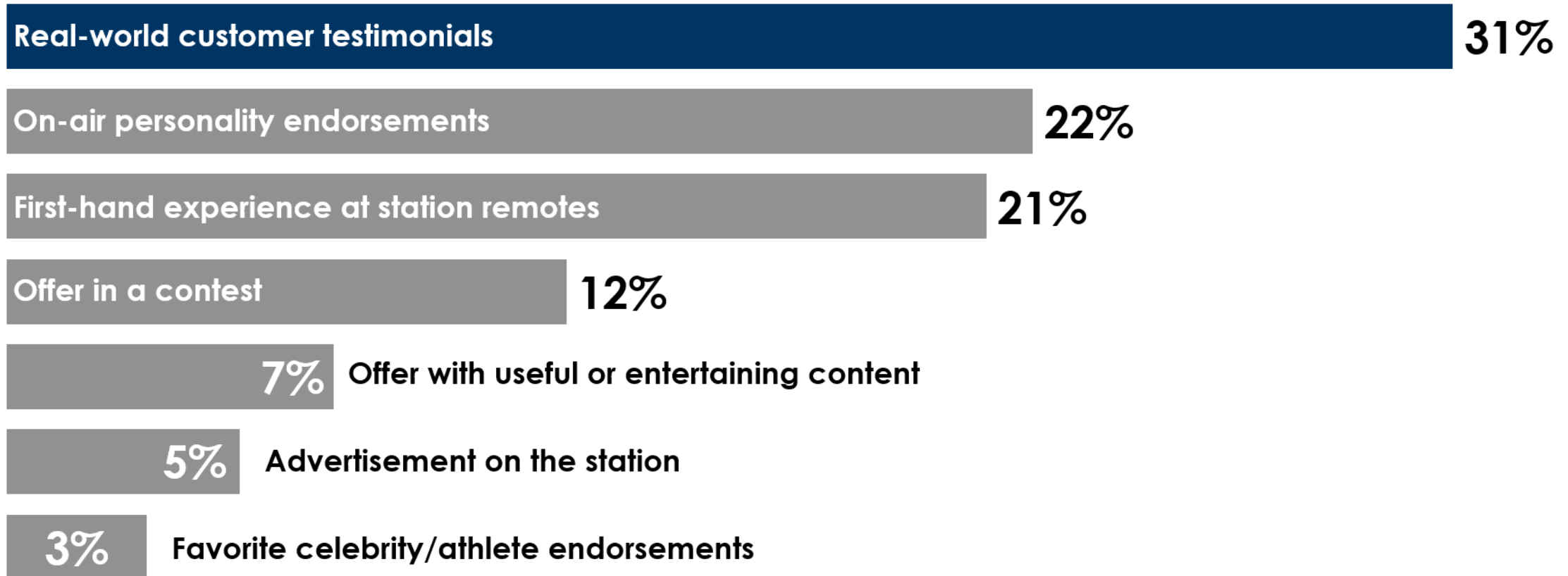
Reasons for choosing an auto dealer vary dramatically by market and station audience

% of listeners considering the factor in their auto dealer decision

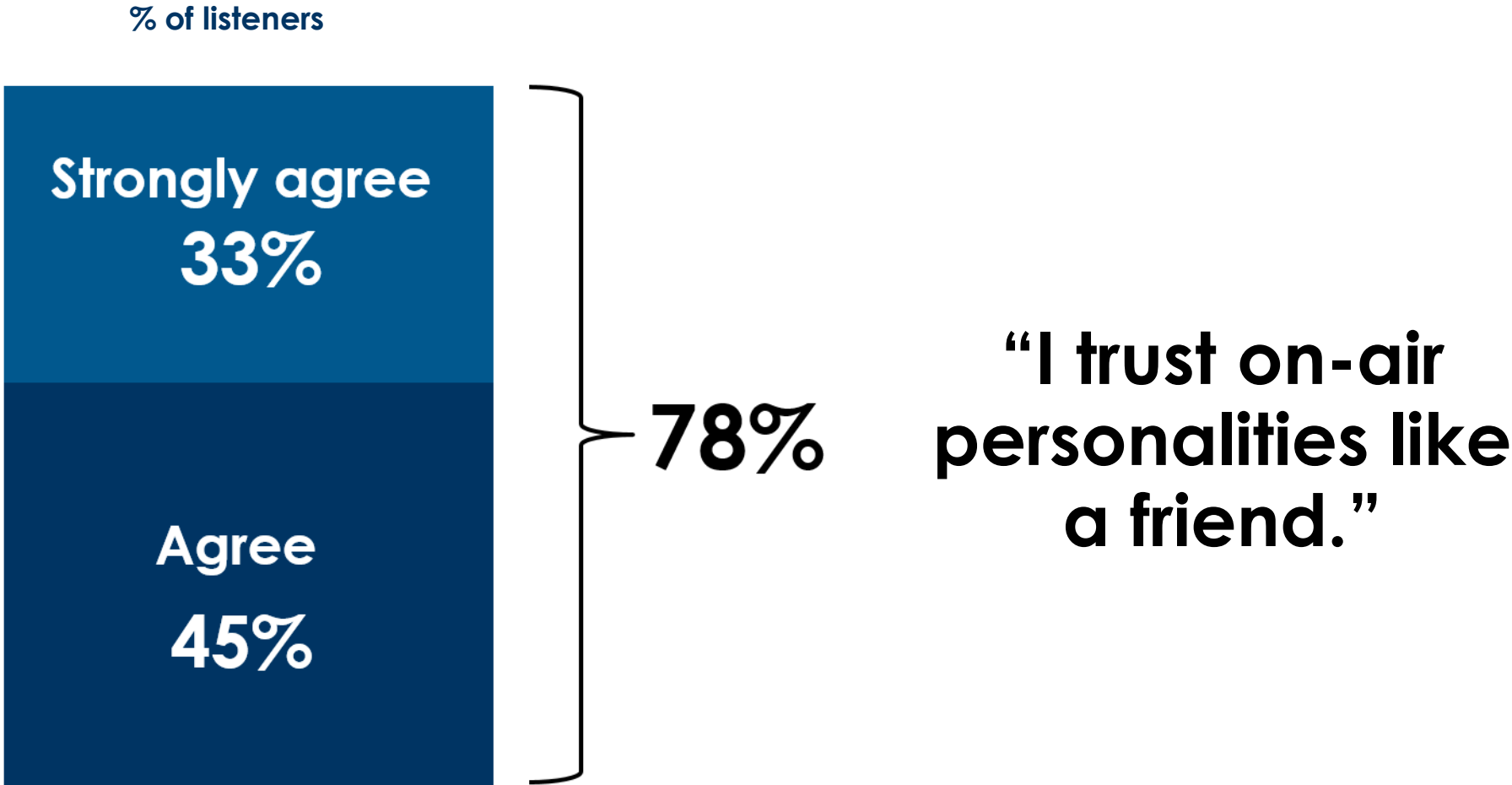


Real-world customer testimonials work

Message forms most likely to make a listener consider purchasing a product/service



Radio personality endorsements work because of significant listener trust



Source: Media Score/Local Ad Recall – Survey of WPEN Listeners (N=259); October 2016.

Key findings

- **Reputation matters:** listeners rank reputation, built on widespread awareness, as the leading factor in big ticket purchases
- **Radio builds unaided awareness among station listeners:** brand recall is 5 times greater among radio advertisers than those not on the air
- **To grow recall, auto dealers need to build their brand:** spending too much time on the call to action message diminishes listener recall of the auto dealer
- **Find out what is important:** create a message that resonates with your audience by catering to purchase factors specific to market and station
- **Use real-people testimonials:** influence listener purchase decisions by using testimonials to bring authenticity to ads
- **Invest in personality endorsements:** develop a significant level of trust to the brand's message by utilizing radio personalities listeners already connect with and know



**“Our sales team
and sales managers
love this product.”**

Mike Anthony,
Operations Manager
San Francisco

**“Thank you for
introducing us to
this outstanding
service.”**

Craig Swimm,
Market Manager
Springfield

The Local Ad Recall program provides radio stations with:

- **Proof** of radio’s advertising impact
- **Best practices** for creating a message that best reaches the station audience
- **Demonstration** of radio’s importance in the media plan

To learn more about how Local Ad Recall can generate sales insights about your audience to increase ad revenue, contact Todd Alan at Westwood One or visit the website: www.localadrecall.com.

Email: TAlan@WestwoodOne.com | Phone: 212-735-1107

Make AM/FM radio work for your brand

Build your reputation

50% 

of listeners consider **reputation** in their major purchase decisions, the most of any factor

Grow your awareness

Brand recall is

5X 

greater among radio advertisers than those not on the air

Develop listener trust

 **78%**

of listeners trust on-air personalities like a friend – that's why personality endorsements work

Nearly 1/3

of listeners' purchase decisions are influenced by real people testimonials



Thank You

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