

Radio in the mix

The optimal share of radio in media campaigns



dentsu

Background

According to research agency Nielsen, in 2022 & 2023, approximately 9% of all gross media spend went to radio.

To investigate whether this is sufficient to achieve optimal campaign results, Radio from DPG Media asked dentsu to do research using CCS, dentsu's exclusive planning and insights tool.



Qmusic and dentsu tried to answer the following questions based upon the CCS Planner:

Questions in research:

- What is the ideal media mix when radio is included?
- If you switch x% of the media budget from another media channel to radio, what is the effect on Reach, Brand awareness, Brand consideration and Brand Image?
- For which Brand KPIs is radio most effective?

Starting points

- Research is based upon a 4-week campaign, with a fixed campaign budget of € 440.000,-
- Audience 20-49 y.o.
- Mature Brand

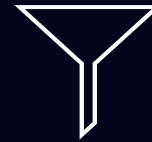


Key findings; radio is a valuable media channel in all media plans



With the new reach figures of NMO, radio remains a cost-efficient media channel. Radio is a valuable addition to all media plans.

CCS recommends using radio in the media mix to boost all brand KPIs.



Due to cost efficient (and effective) reach, radio adds significant contribution to all KPIs, and is the strongest in the upper funnel KPI *awareness*.

However, due to cost efficient reach contribution, radio can add a lot to consideration, brand image and conversion. The amount of contribution depends on the other channel on which radio is deployed.

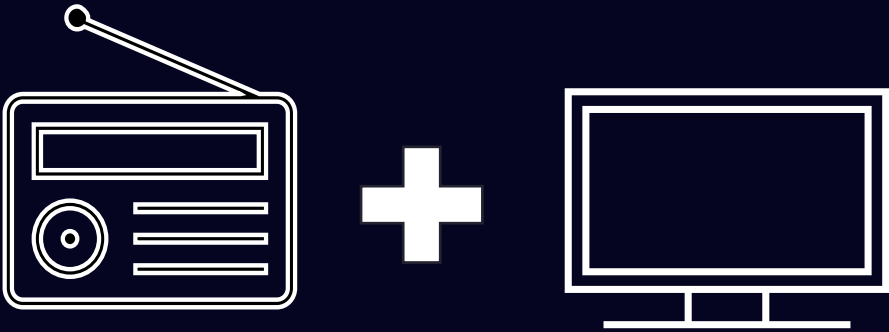


Radio is the best wingman in every campaign, and the results differ per case.

The optimal split of radio in the mix depends on:

- Target audience
- Campaign budget
- Complete media mix
- Campaign message
 - Brand life stage
 - Creative concept

Combination of Radio & TV



Insights | Radio & TV combination



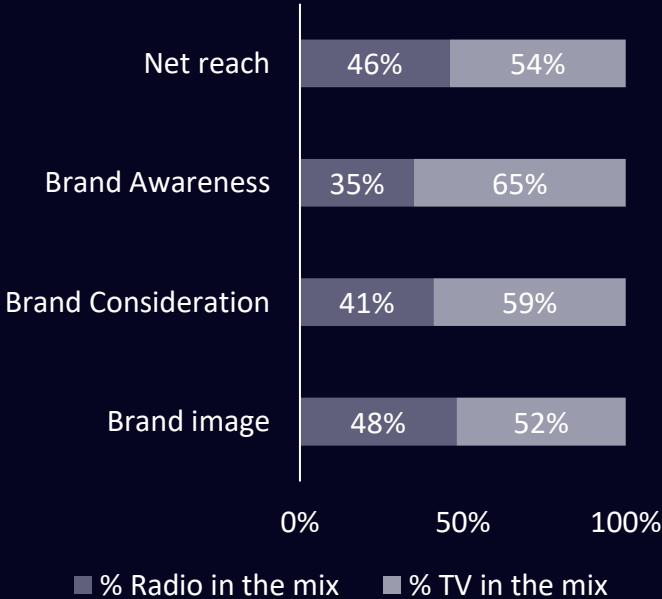
Effects of shifting budgets to radio

Since the mix is a curve and not linear, the effect depends on the starting values of the mix. If the campaign is planned on an optimal split between radio and TV, it will boost the performance.

- **26% Net Reach**
- 13% Brand Awareness
- 14% Brand consideration
- **21% Brand image**



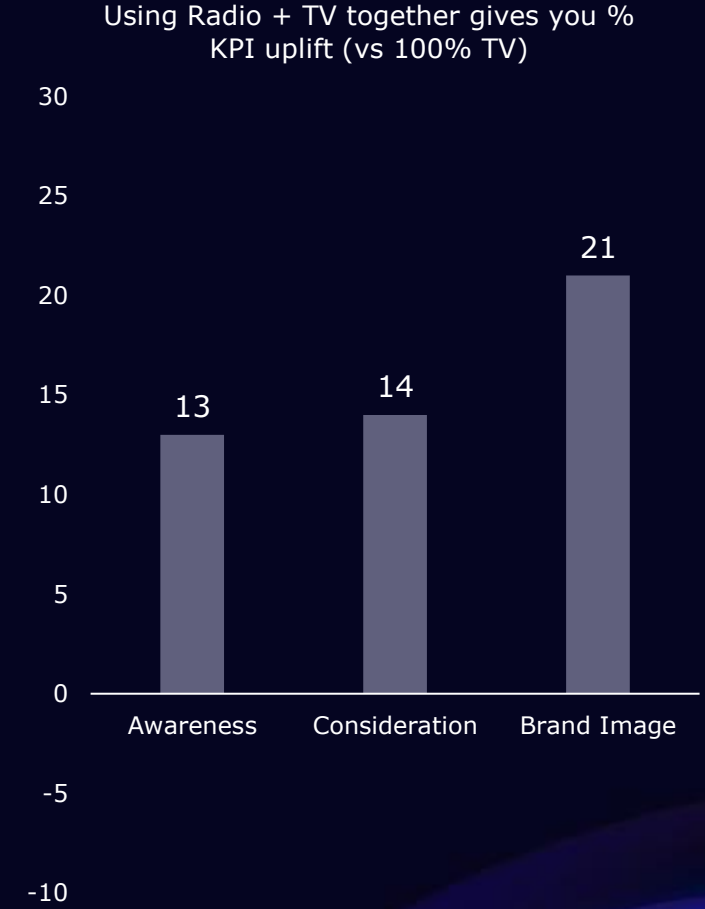
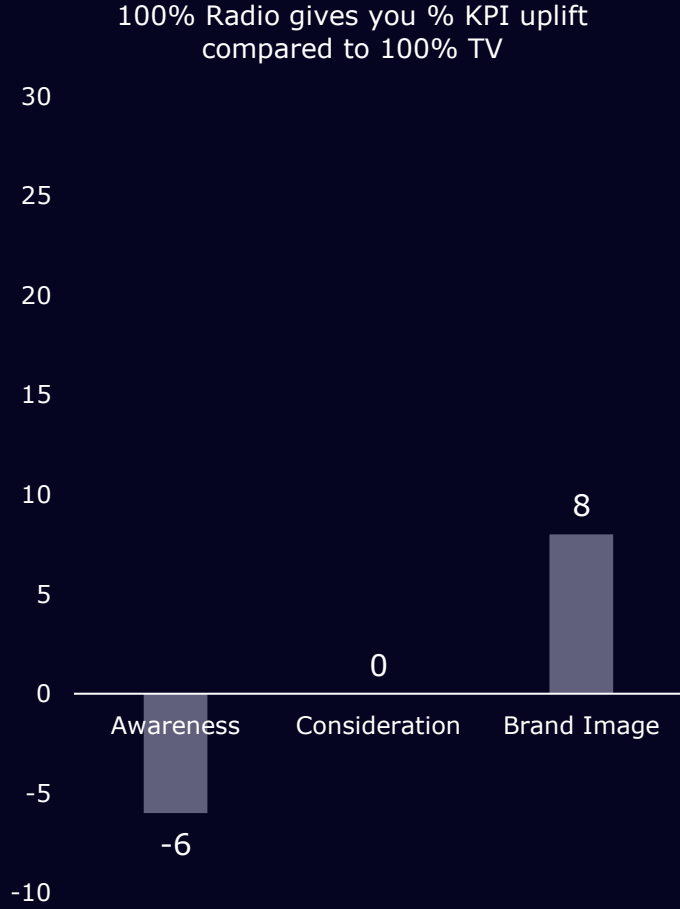
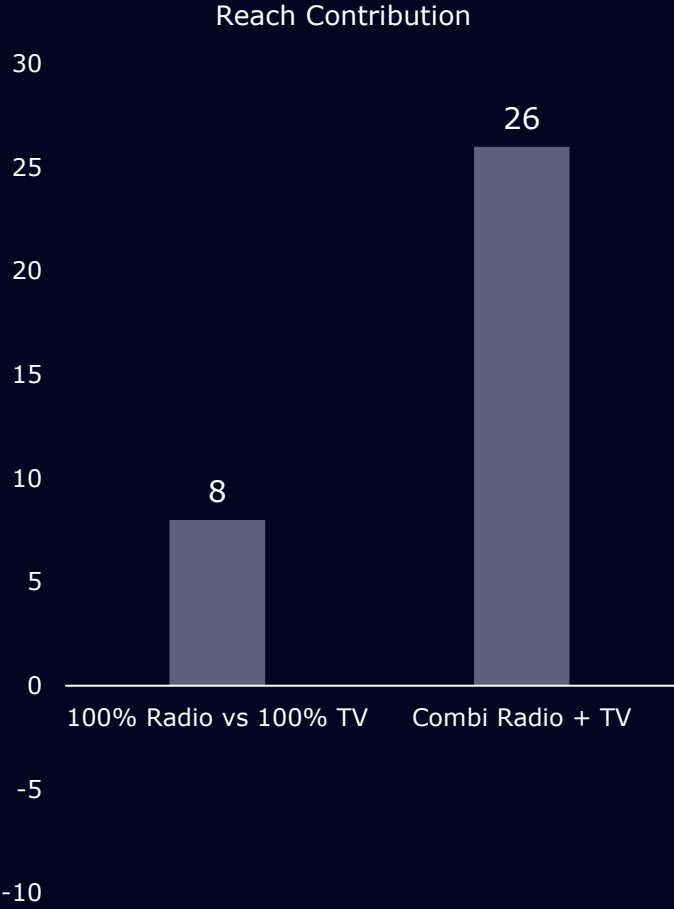
Ideal mix radio/TV



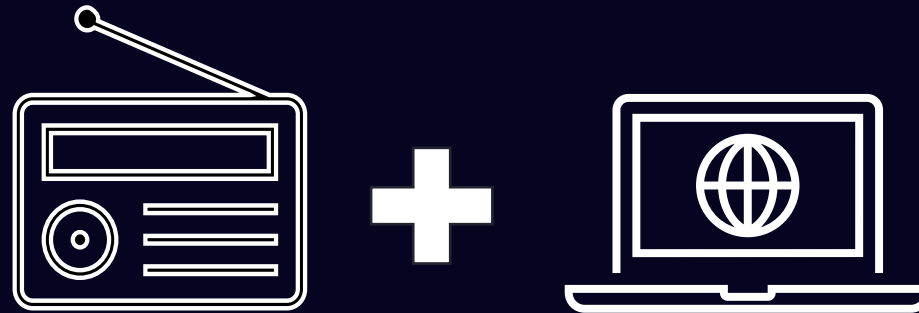
Key Takeaway

Radio adds efficient & effective reach on top of TV – which is valuable for boosting all the Brand KPI's (i.e. awareness, consideration and image)

Radio is a perfect wingman for TV in terms of reach and creating an uplift in brand image



Combination of Radio & Online mix
(=50% Social video, 50% YouTube video)



Insights | Radio & Online mix combination



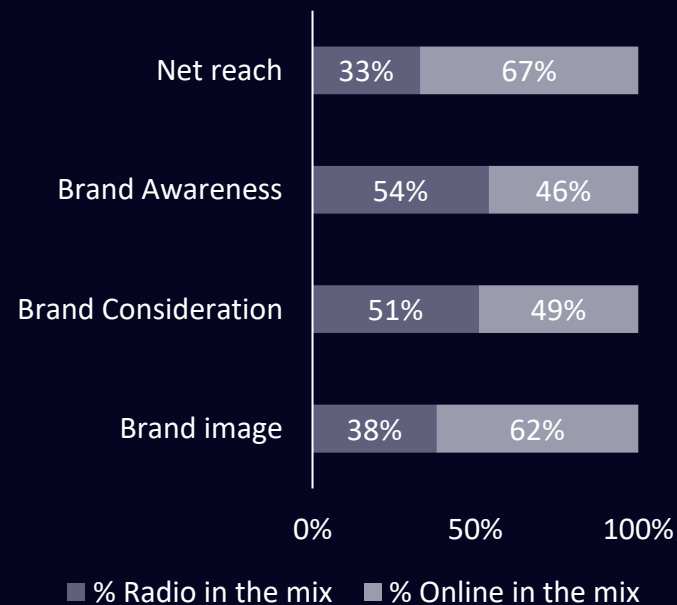
Effects of shifting budgets to radio

Since the mix is a curve and not linear, the effect depends on the starting values of the mix. If the campaign is planned on an optimal split between radio and online, it will boost the performance.

- 9% Net Reach
- **22% Brand Awareness**
- **11% Brand consideration**
- 10% Brand image



Ideal mix radio/online mix

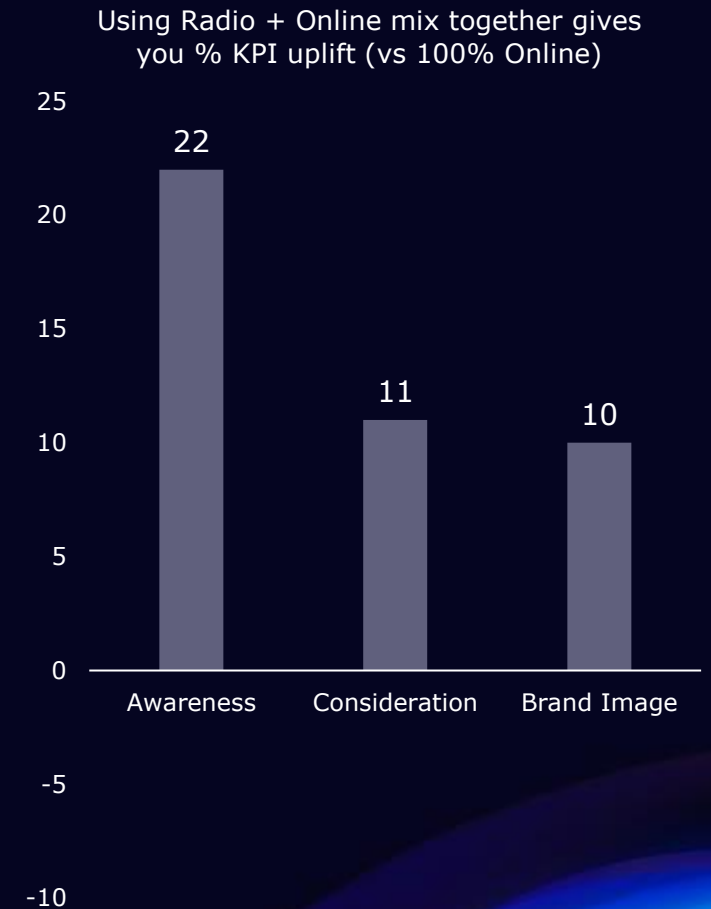
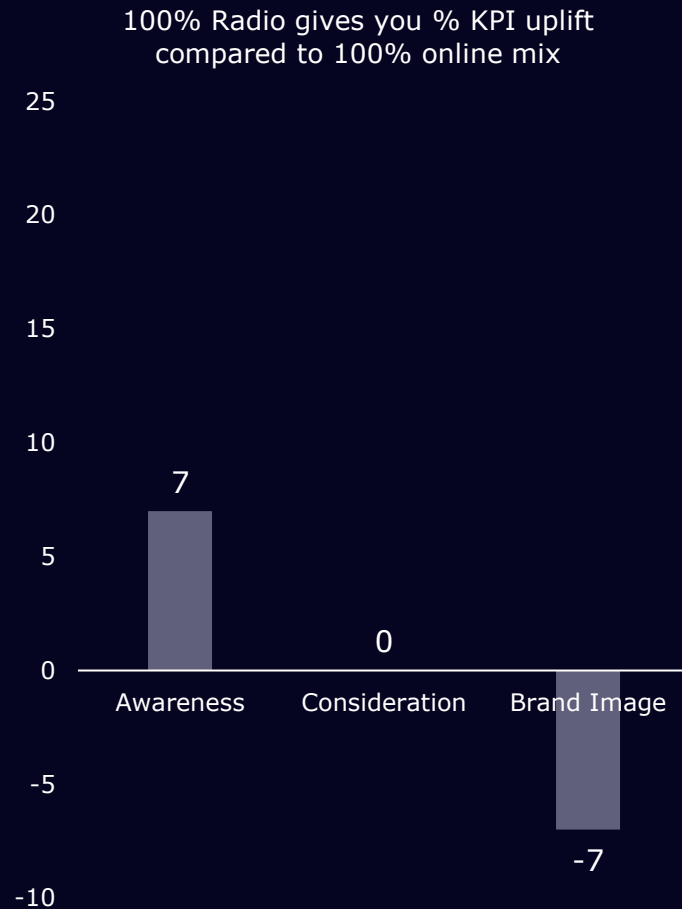
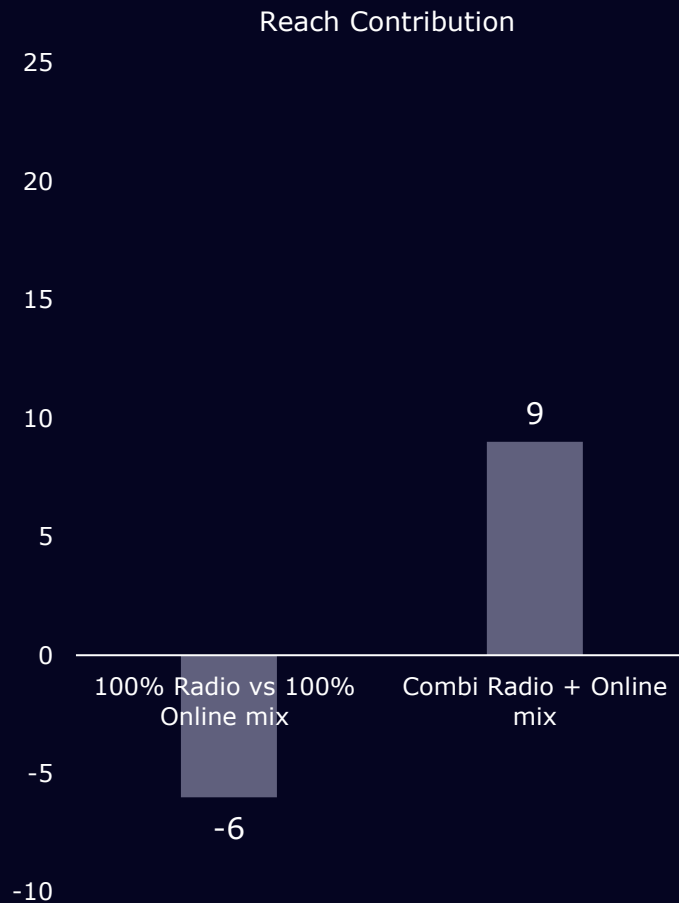


Key Takeaway

Online media already has a high reach.

Radio can contribute the most to the KPI's brand awareness and consideration

Although the reach potential of radio is lower, a combination of social video, YouTube video and radio will contribute more to brand awareness than online video only



Combination of Radio & (D)OOH



Insights | Radio & (d)OOH mix combination

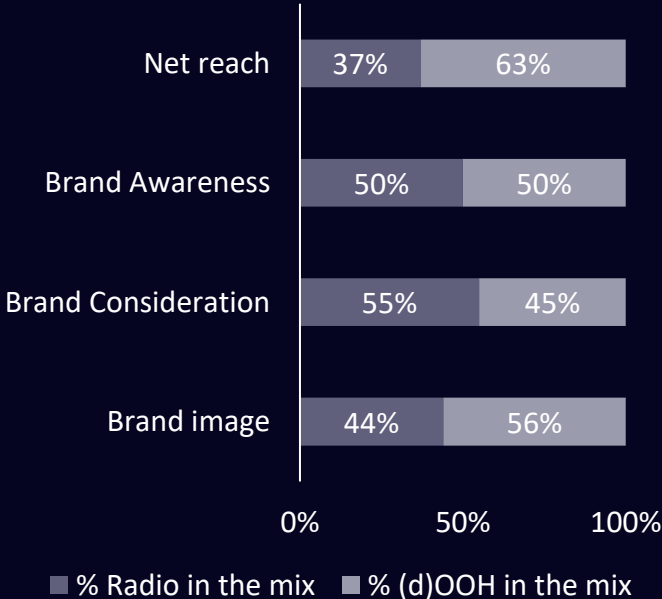


Effects of shifting budgets to radio

Since the mix is a curve and not linear, the effect depends on the starting values of the mix. If the campaign is planned on an optimal split between radio and d(OOH), it will boost the performance

- **15% Net Reach**
- 14% Brand Awareness
- **15% Brand consideration**
- 13% Brand image

Ideal mix Radio/(d)OOH

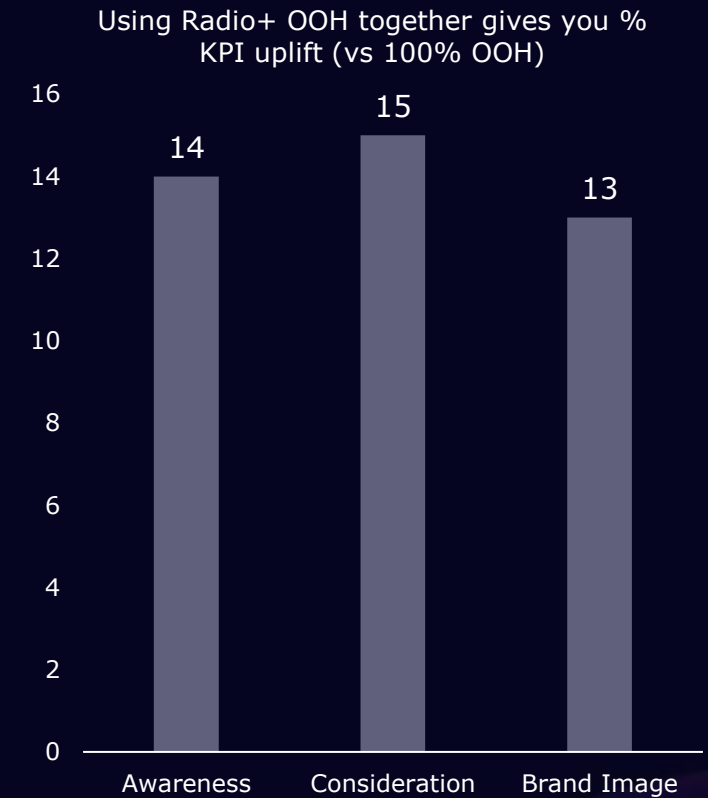
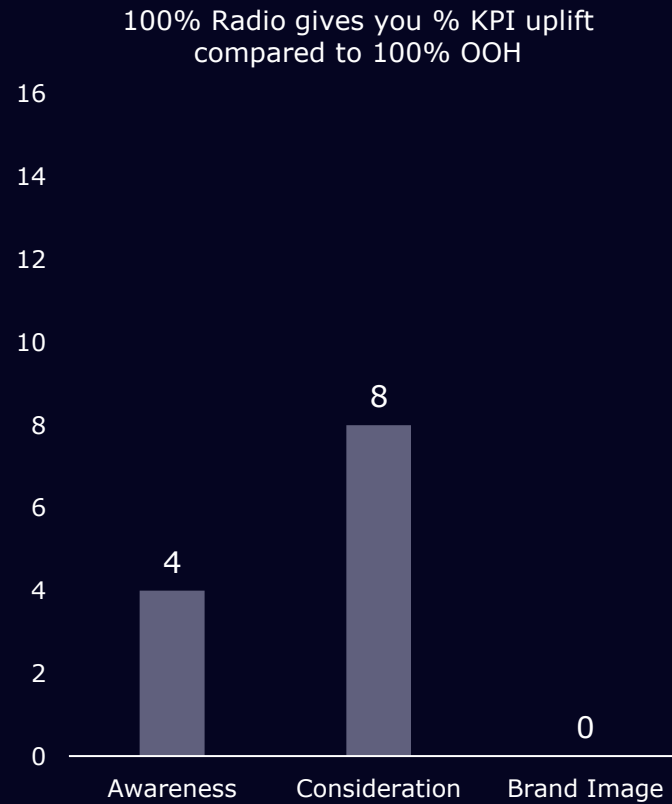
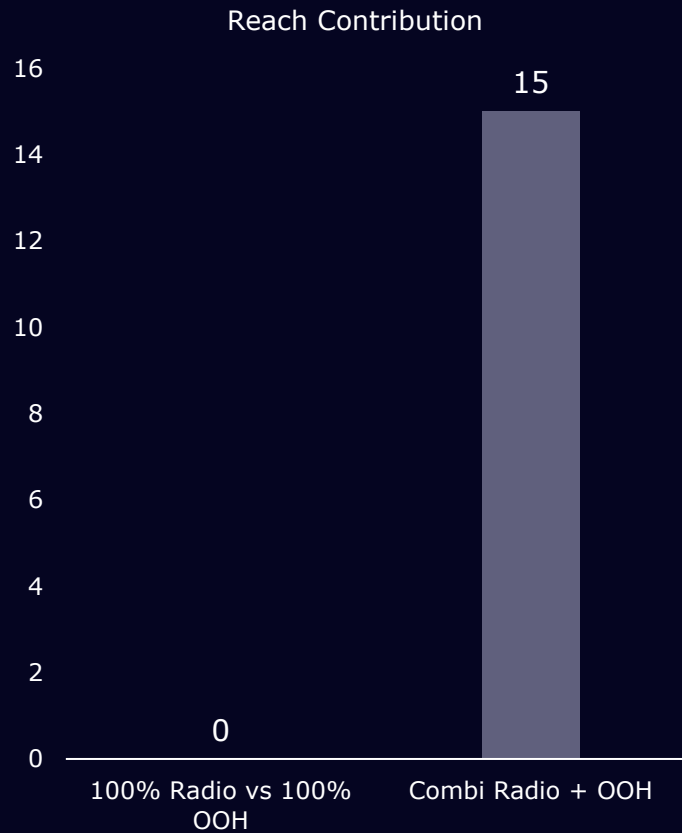


Key Takeaways

Radio and (d)OOH work well together to drive reach.

And since radio is able to drive cost efficient reach, it can boost all KPI's

Radio and OOH work well together to drive reach. Since the efficient reach of radio, the combination can help drive all brand KPI's.





Sanne.Lubbers@dpgmedia.nl

Thank you!



Quinten.Heller@dentsu.com