Radio effectivenes

Results from a neuromarketing research

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“Reason leads to the thought, emotion leads to action” D. Calne (neurologist)

ON ADVERTISING EMOTIONS HAVE A STRONG INFLUENCE...

CATCH ATTENTION
(ADAVAL, 2001)

INCREASE MEMORY

CHANGE ATTITUDES AND BEHAVIOUR
(HAYMAN, & MALENKA, 2001)

PERSUADE
(GRESHAM, & SHIMP, 1985; HAZLETT, & HAZLETT, 1999)

ENTERTAIN
(ZILLMAN, 1991)
HOW TO STUDY EMOTIONS?

“THE PROBLEM WITH MARKET RESEARCH IS THAT PEOPLE DON’T THINK HOW THEY FEEL, THEY DON’T SAY WHAT THEY THINK AND THEY DON’T DO WHAT THEY SAY” (DAVID OGILVY, 1963)

TRADITIONAL RESEARCH
• ABLE TO COLLECT JUST THE RATIONAL SIDE OF CONSUMPTIONS ASPECTS
• (INTRODUCTING BIASES)

NEUROMARKETING RESEARCH
• ABLE TO COLLECT OBJECTIVELY THE EMOTIONAL SIDE OF CONSUMPTIONS
HOW TO STUDY EMOTIONS? Neuromarketing approach

**GALVANIC SKIN RESPONSE (GSR)** for the measure of sweating skin caused by an emotional stimulus = **EMOTIONAL IMPACT**

**EYE-TRACKING** (fixed or portable) for the measure of fixation and visual pattern = **ATTENTION**

**ELECTROENCEPHALOGRAPHY (EEG)** for the detection of electric brain signals = **COGNITIVE INTEREST (APPROACH)**

**INTERVIEW = RATIONAL ASPECT (MEMORIZATION, ATTITUDES...)**

GLOBAL AND MORE DETAILED VIEW
RESEARCH STUDY
RESEARCH METHOD

MAIN AIM:
EXPLORE THE ROLE OF RADIO
- WHEN USED ALONE
- WHEN USED IN COMBINATION WITH OTHER MEDIA

SAMPLE: 72 SBJ

MEDIA: WEB+RADIO+TV

METHOD:
RESEARCH METHOD

RESEARCH GROUPS

1. RADIO (16 SBJS)
2. RADIO + TV (BALANCED ORDER) (16 SBJS)
3. RADIO + WEB (BALANCED ORDER) (16 SBJS)
4. RADIO + TV + WEB (BALANCED ORDER) (24 SBJS)

RESEARCH PROTOCOL
RESEARCH METHOD

SPOT TARGET

- DIFFERENT PRODUCTS
- DIFFERENT CREATIVE STRATEGIES
RESULTS

RADIO EFFECT ON TV
RESULTS

- BE PRELIMINARY EXPOSED TO RADIO SPOT INCREASE THE ATTENTION TO THE BRAND IN THE TV SPOT.

**TV ONLY**
- BRAND WATCHED 40% OF TOTAL EXPOSURE TIME

**RADIO + TV**
- BRAND WATCHED 65% OF TOTAL EXPOSURE TIME

+ 62.5 %
RESULTS

• BE PRELIMINARY EXPOSED TO RADIO SPOT INCREASE THE COGNITIVE INTEREST (APPROACH) TO THE SPOT VIEWED VIA TV... (IN PARTICULAR ON THE END, WHEN THE CTA ARRIVES)...

SPOT TV

SPOT TV VIEWED AFTER RADIO

0,0
0,1
0,2
0,3
0,4
0,5
0,6
0,7
0,8
0,9
1,0
RESULTS

• BE PRELIMINARY EXPOSED TO RADIO SPOT INCREASE THE EMOTIONAL IMPACT (SKIN CONDUCTANCE) OF ADVERTISING VIEWED VIA TV
RESULTS

RADIO EFFECT ON WEB
RESULTS

- PRELIMINARY EXPOSED TO RADIO SPOT INCREASE THE ATTENTION TO THE BRAND ON WEB PAGE

WEB ONLY

WEB ONLY

RADIO + WEB

WEB ONLY

RADIO + WEB

+ 28.6%
RESULTS

- MORE ATTENTION ON TESTIMONIAL

WEB ONLY

- MORE ATTENTION ON BRAND AND CTA

RADIO + WEB
RESULTS

- **BE PRELIMINARY EXPOSED TO RADIO SPOT INCREASE THE COGNITIVE INTEREST (APPROACH) TO THE BRAND IN THE WEB BANNER**
• BE PRELIMINARY EXPOSED TO RADIO SPOT INCREASE THE EMOTIONAL IMPACT (SKIN CONDUCTANCE) OF ADVERTISING VIEWED VIA WEB
CONCLUSIONS

1. The three medium have different features that makes them collateral.

2. An integrated strategy, (using the three medium), allow to reach in more effective way the advertising objectives.

3. The inclusion of the Radio in the media mix enlarge the attention to the spot promoted via web and tv, increasing the global effectiveness of advertising strategy.
**RADIO FEATURES**

- "Sound and music can influence consumers even without requiring their attention. Between radio stimulation and unconscious emotional associations there is a strong connection that makes audio a powerful vehicle for storing brands in the mind of the consumer."
  (Bradley Vines, director of Nielsen Consumer Neuroscience)

- Radio advertising: greater understanding, credibility, memorization and motivation than the average of other media
  (Durkin, & Wakefield, 2010)

- The radio spots, generating emotions more positive than the spots presented in other media, have been better remembered by the subjects
  (Peacock, J., Purvis, S., & Hazlett, R.L. 2011)
RadioCompass
A research project created to support the radio market
Elena Nigra
RadioCompass
The players and objectives of the project

we represents 100% of national radio audience market share plus a network of 5 local broadcaster

and over 100% of national radio advertising market share

the purpose of RadioCompass is to demonstrate the power of radio through research and data analysis

source: RadioMonitor public and private broadcasters audience data; Nielsen investments data
RadioCompass
a project that is getting bigger and bigger
the story of RadioCompass
we proved that

**RADIO**

reach, medium

healthy medium

habitual

light tv & heavy web

innovative

brand awareness

consumer journey

push direct market

among people

efficient

increase sales

increase sales

effective

ROI

advance target
RadioCompass 2017

some numbers

2 big event in Milan and Rome dedicated to our radio

800 CUSTOMERS & MEDIA AGENCIES

48 PRESS RELEASES

55.000 FACEBOOK LIVE VIEWS
in Rai Pubblicità we love emphasise the power of the radio especially the power of radio in the media mix
RadioCompass 2017
why talking about radio is important

Advertising investments
January/November 2017 vs. 2016 (%)

- Radio investments: 6
  - 2017 radio advertising investments
    +6% vs 2016
    +7% vs 2015

- Total investments: 0

source: Nielsen with search and social estimate and Fcp, January_November
THANK YOU

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