



Radio, always on ...

Research on the effectiveness of radio commercials at high involvement tasks

WHAT'S THE QUESTION?

The central objective of the research:

'What is the effect of commercial communication on the radio in situations where listening to the radio is considered a secondary activity and the primary activity is a high involvement task?'

HOW?

Test group:



Tasks:

- Book a flight
- Find savings account



Background: 1 of the 4 radiostations playing
LIVE with 8 test commercials

Control group



Tasks: **NO** task



Background: **NO** background

WHO?

Test group: listeners of 4 radio stations

Control group: listeners of the same 4 radio stations



WHAT?

Test radio commercials broadcast during internet search task and concluded with control questionnaire

- Cheaptickets.nl
- Electroworld
- Renault ABC
- The Phone House
- Struik Hotdogs
- Mosselen
- ING Bank sparen
- Becel hartleeftijdcoach (heart awareness)

Control radio commercials of which recognition is measured, but are not broadcasted

- Arke Fly
- Expert
- Fiat 5 stappen
- Vodafone
- Bonduelle
- Peijnenburg Snelle Jelle
- Rabobank doelsparen
- Knorr Top 10

WHAT?

Test radio commercials broadcast during internet search task and concluded with control questionnaire

Control radio commercials of which recognition is measured, but are not broadcasted

- Cheap tickets
- Electroworld

TRAVEL

- Renault ABC

AUTOMOTIVE

- The Phone Hour
- Struik Metlogs

- Mosselen

- ING Bank sparen

- Essi Lijarice Fly coach (heart awareness)

TELEPHONY

- Arke Fly

- Expres

- Fiat 5 stappen

- Vodafone

- Chanelle

- Peijnenburg snelle Sale

- Rabobank doelsparen

- Knorr Top 10

ELECTRONICS

SAVING ACCOUNT

FOOD (3x)

DETAILS...

Test radio commercials

Ad-stock radio GRP's ave: 294
(Travel/Saving account ave: 363)

Control radio commercials

Ad-stock radio GRP's ave: 280
(Travel/Saving account ave: 395)

? TRAVEL

- Search for a cost effective flight for a weekend away to London and Paris

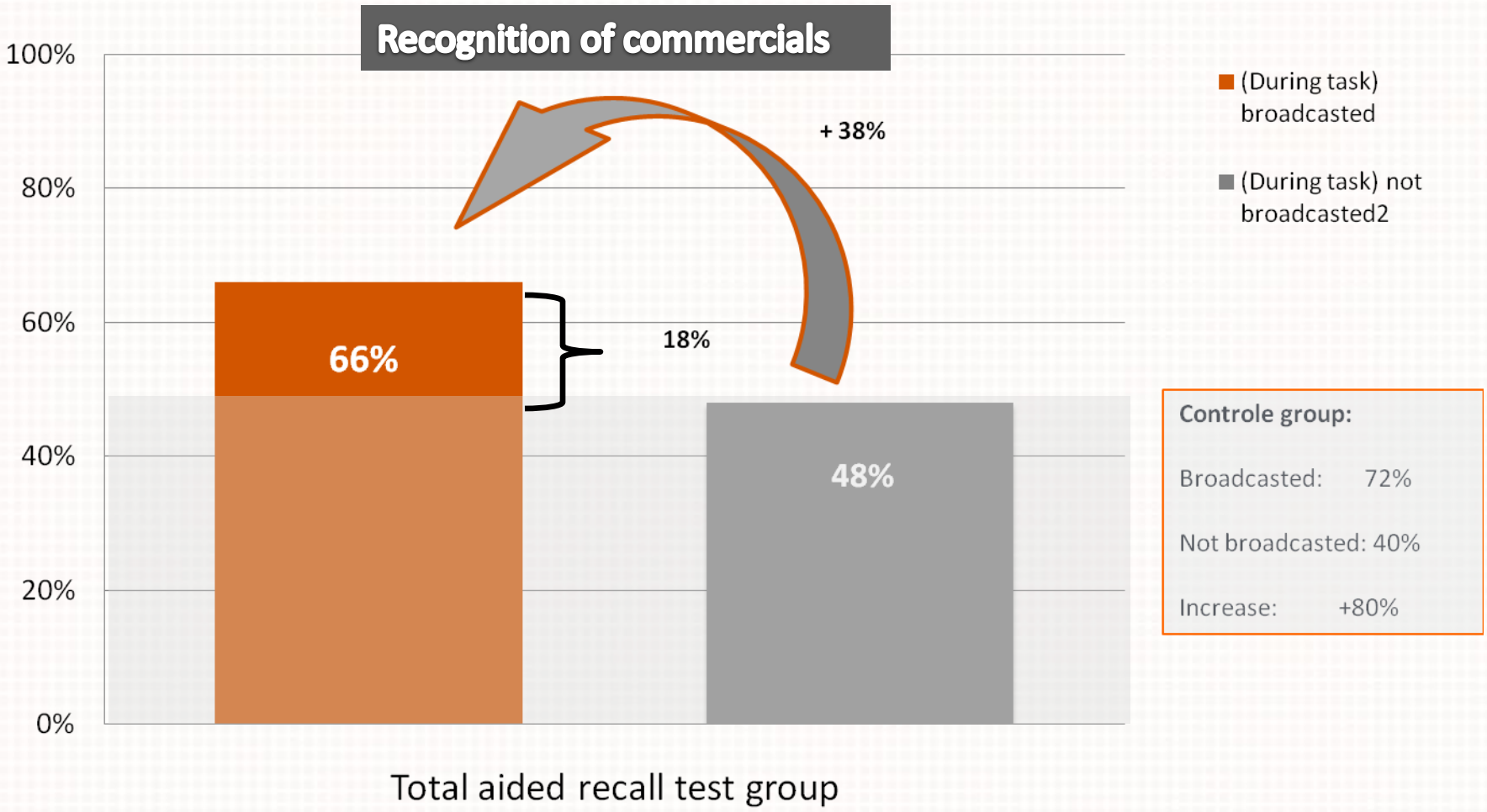
? SAVING ACCOUNT

- Search for a savings account for €10,000 that offers a good interest rate

WHAT DO WE WANT TO KNOW?

- **Does the average recall of the 8 radio commercials broadcasted during the search task deviate from the recall of the 8 commercials not broadcasted during the search task?**
- Does the average recall of the 2 commercials that relates directly to the internet search task deviate from the other 6 radio commercials in de test environment?
- Are the websites of the 2 task-related radio commercials used by a lot of the respondent during the search task?
- How do they appreciate the commercials?

Recall of commercials broadcasted during task 38% higher

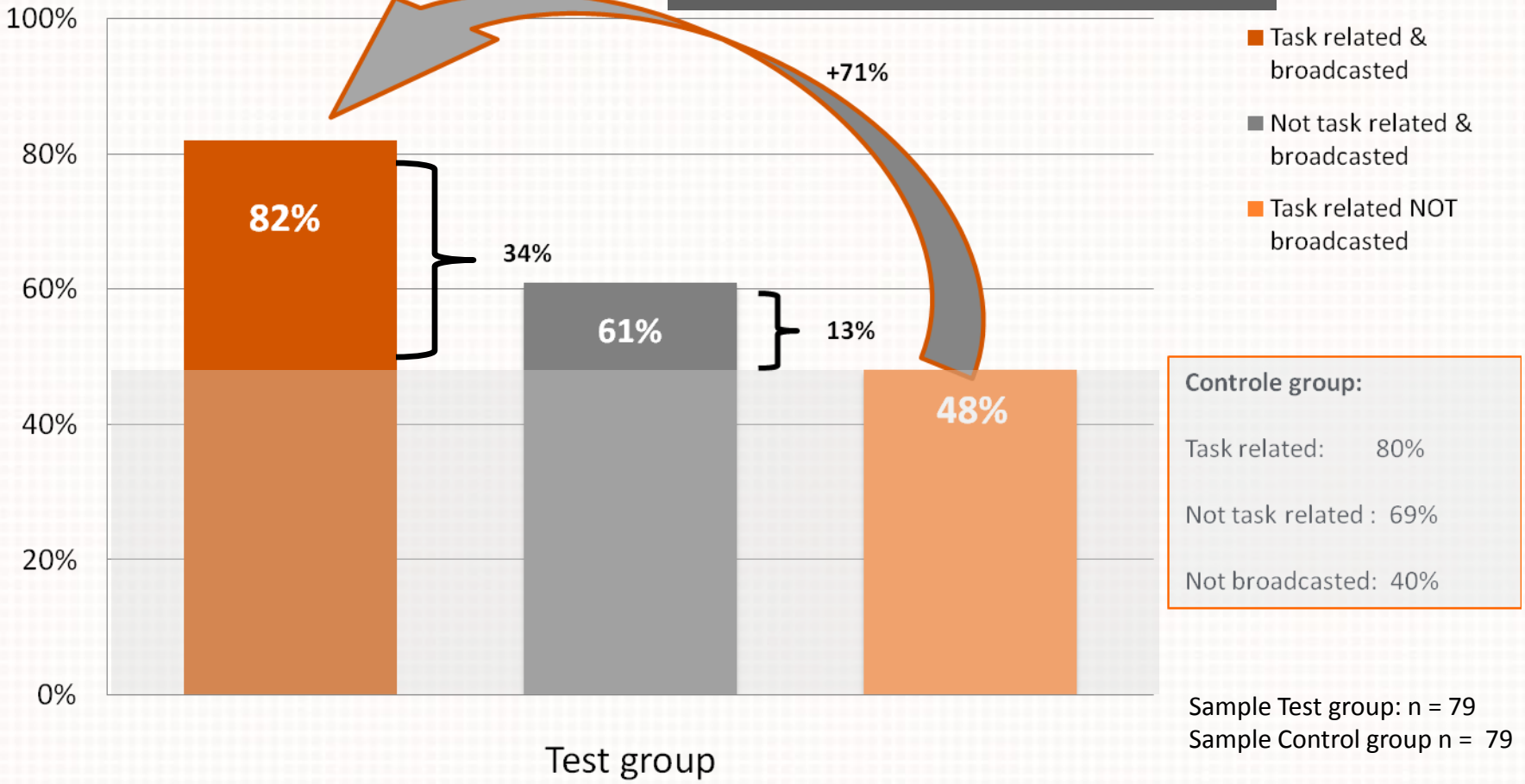


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Task related commercials score 71% higher

Aided recall of commercials

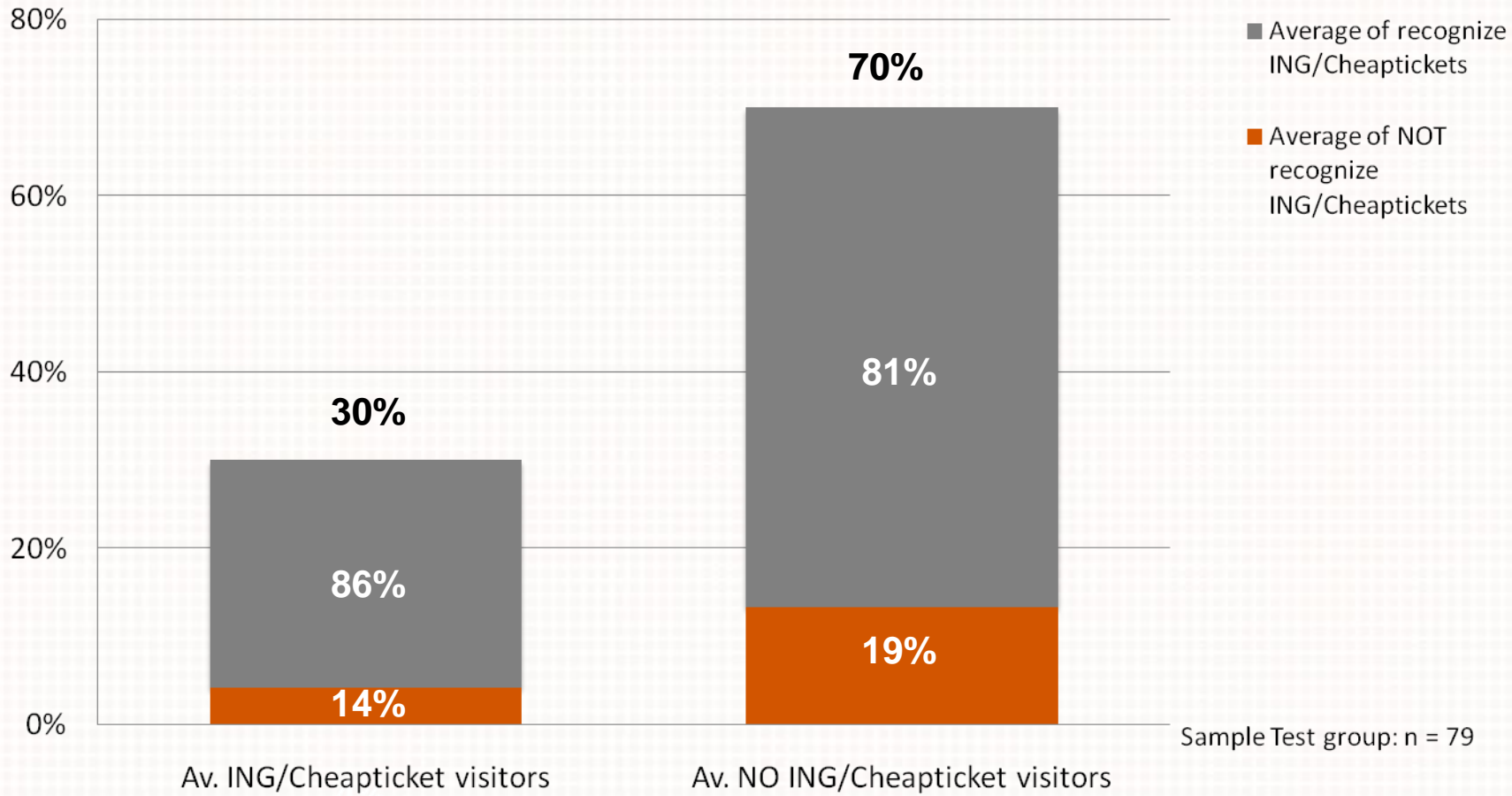


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- How do they appreciate the commercials?

On average 30% visited task related websites

% of recognition based on websites visited



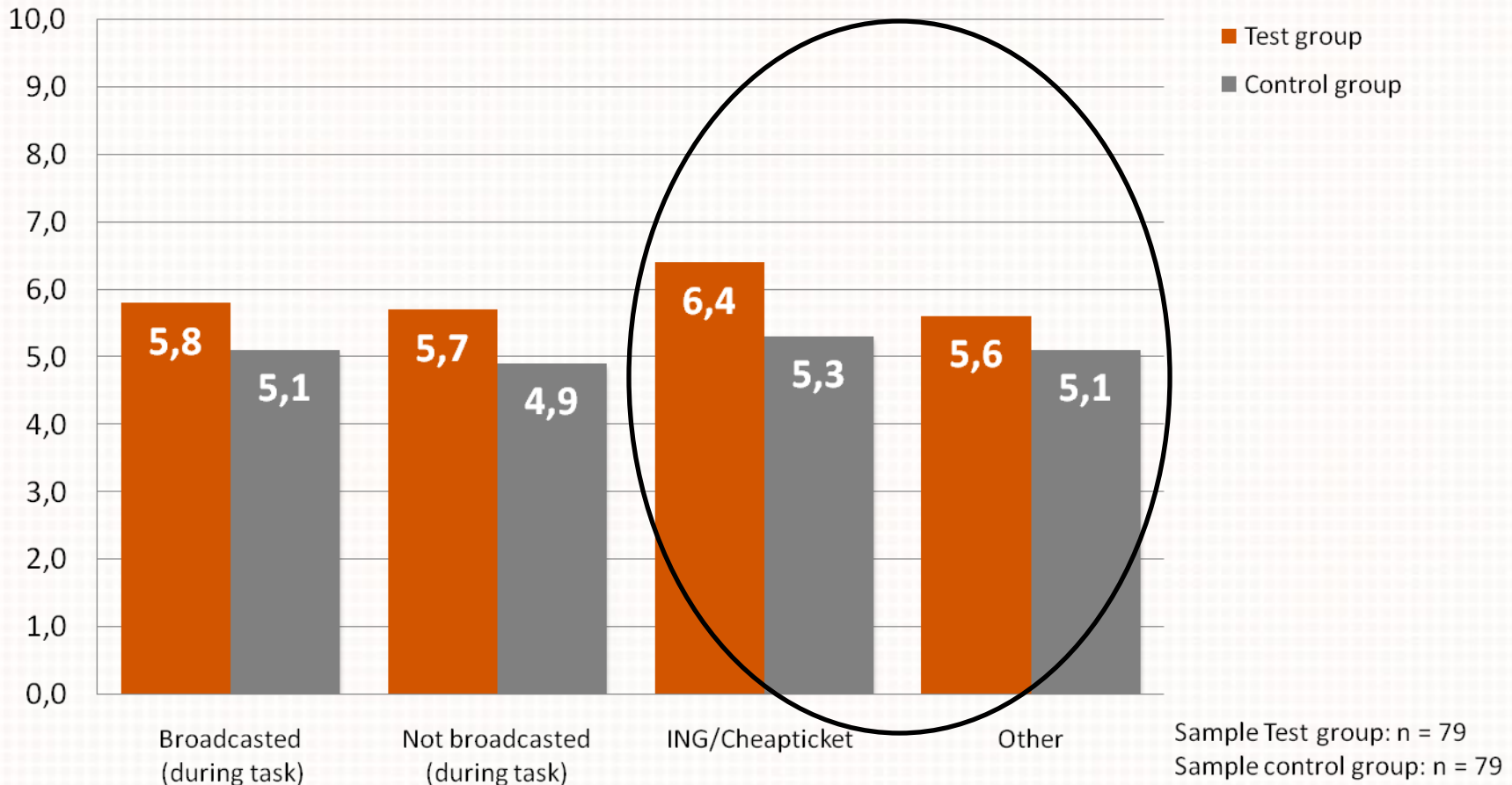
Sample Test group: n = 79

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- Are the websites of the 2 task-related radio commercials used by a lot of the respondent during the search task?
- **How do they appreciate the commercials?**

Task related commercials are best appreciated

Score commercial on a scale from 1 to 10



Conclusions

- When you ask someone to search for information on the internet, it requires a lot of attention of them. Other activities like driving and household chores requires much less attention. **This research indicates that radio commercials had an effect even when the listeners are searching for information on the internet at the same time.**
- The recall of the commercials broadcast during the task is on average 38% higher than when they were not broadcasted.
- Radio commercials that suits the activity the listener is busy with at the time of the broadcast are more effective – 71% higher than when not broadcasted (the non-task related average is 27% higher)
- The task related websites are well frequented. Also by listeners that indicated that they did not consciously recognize the test commercials. Being able to recall or recognize the commercial is apparently not necessary for finding the way to the website of the radio commercial.