

egta.

Testimonials

from marketers
and industry
leaders



“In the complex media world, audio continues to be a powerful media vehicle. The ability to leverage trusted spokespeople and local experiences helps us drive consumer engagement which drives our business.”

--- Benjamin Jankowski, Senior Vice President Media, Mastercard



“Technology is rapidly reshaping our behavior in many challenging ways. One of those is that people nowadays can -and will- opt-out from undesired messages, on almost any platform.

Radio however, is one of the few wide-reach channels that still allow brands to fully reach big audiences. We believe that provided you're willing to invest enough in creativity and engagement, the specific 'personal' and 'nearby' characteristics of this medium offer great potential to earn - and build- attention on a large scale, at a very reasonable cost.”

--- Jonas Braun, Media Strategy & Special Projects at Lidl Belgium & Luxemburg GmbH



“Radio has been a very important medium for McDonald’s for quite a while now, because it’s a well-proven promotional medium. Convergent audio campaigns create an increased ad effect through additional touchpoints in younger target groups. The additional stimuli not only lead to increases in sales, but also keep the message and the brand in people’s minds.”

--- Roland Meves, head of Marketing/Media of McDonald's, Germany commenting on their campaign with RMS



“Radio planning has always played an important role in Alitalia’s communication strategy. Through the right mix and the selection of the radio channels, the time bands and the breaks, radio allows us to be close to our core target audience and to increase the reach on a broader scale according to the different communication needs of every advertising campaign.

It is a dynamic medium. We listen to it for news and entertainment; it can accompany the consumer in many activities and parts of the day and it can often make him/her a media protagonist instead of a simple listener. Radio is in excellent health and will still be key player in the media scene for several years.”

--- Luca Fantozzi, Communication planning and Media manager ALITALIA



“For ING DIRECT, Radio is more than an entertaining & engaging media, as it is an effective results magnifier. In our experience, it has proved to be an effective promotional booster, able to uplift sales on both digital and POS: planned in between TV flights, the results drop more slowly and, when synchronized to digital, it boosts higher results for a longer period. In a Direct Response approach, Radio is a must-have in the media-mix.”

--- Elena Gagliano, Head of Media, ING ITALIA



“Advertising on the radio for a car brand just makes a perfect sense! The fantastic thing about the on-air promotion we had was that even before the start of the linear campaign the interest for the new Peugeot was huge. The listeners had a chance to win a car for three months, the on-air promotion created such a great buzz. We had a goal for 2016 to sell 500 cars of this model Peugeot 3008 SUV. During the weeks of the on-air promotion we sold 300 cars. This has been by far the best promotion we have ever done.”

--- Peugeot Sweden commenting on a 2016 radio campaign with MTG



“Radio is great complement to traditional TV. Traditional TV is our primary media because of the high reach, however radio is a very effective complementary media. Reach is so important.”

--- Karl-Oskar Tjernström - Marketing Director, Samsung (Sweden)

A photograph of a white Samsung speaker on a wooden desk. In the background, there is a computer monitor and a small figurine. The image is framed by a dark, rounded shape with decorative green and blue stripes.

SAMSUNG

“The choice of radio is strategic. It is in very good health which permits us to maximise the effectiveness of our message. In the last years the great flexibility of the formats and special initiatives facilitated us a stable growth both in brand awareness and, above all, as a lead generation vehicle.”

--- Marco Basla, Head of Communication,
VAILLANT GROUP Italia



VAILLANT GROUP

“When Red Bull briefed us on a campaign to target drivers across the bank holiday weekend we knew right away that radio needed to be our first port of call due to number of hours they would be spending in their car coupled with the Irish consumers love of radio compared with other European countries. We briefed in the team in 2fm and tasked them with coming up with an idea that would grab the attention of the listener, stay true to the Red Bull brand and would feel like a natural fit without being forced. Their proposal to find the “Red Bull Wingman” was right up our street! The combination of creativity, social promotion and presenter interaction made for an all round quality campaign.”

--- Zenith Ireland commenting on their [campaign](#) with RTE



“McDonalds increases its focus on radio. A lot of the restaurants are situated along highways in Sweden, hence perfect for drive time radio advertising.”

--- Lisa Palm Danielsson - Senior Marketing Manager Mcdonalds (Sweden)



“Radio is a very important advertising medium for us. We can create awareness about our products and services in a very short time by using radio for advertising.”

--- Pall Thorsteinsson PR manager,
Toyota Iceland



“The capacity to position advertising spots by time and weekdays, the choice of stations by coverage and AQH indicators per target audience all add up to make radio a flexible and effective tool for increasing sales, even if you are limited in time or budget.”

--- Natalia Zhuchkova, Head of Media and CRM Department, M. Video



“McDonalds is moving its marketing budgets from outdoor to radio, which has had a great effect on sales.”

--- Lisa Palm Danielsson - Senior Marketing Manager, Mcdonalds (Sweden)



“In my various experiences I have always given a significant importance to radio in the media mix: I consider it an extremely adaptable instrument, very useful to the success and the strengthening of the medium - small companies which want to make a qualitative leap both in revenues and brand awareness.”

--- Dario Bollini, Marketing Manager,
IPERCERAMICA



IPERCERAMICA
IL NUMERO UNO PER PAVIMENTI E RIVESTIMENTI

“For Ferrero radio has always been a strategic medium. In the past, before TV audience fragmentation, it was used as a bridge between a TV flight and another with the realised purpose to keep the brand advertising awareness high. Even more so today radio continues to be strategic for us: radio media is planned simultaneously and in complementarity with TV flights to increase the already high reach achieved by TV of as many as 10-15 points according to the target.”

--- Alessandro Ronco, Media manager Italia, Ferrero



FERRERO

“Radio is a medium that people identify themselves with. Very few traditional mediums give the same opportunity to target people into lifestyle groups like Radio. Nothing ever seems to kill the Radio Stars. :)”

--- Valgeir Magnusson, Chairman,
Pipar\TBWA and Ghostlamp



“There has been a seismic shift in the past 5–8 years from “traditional” advertising media...to digital. Radio, one of the core old-school base advertising mediums, is making a “comeback” in the middle of the digital movement. Radio sells with immediacy, it sells everywhere and it sells with intimacy. Radio has definitely helped We buy cars with regards to reach and call to action. Radio has always been our highest ROI and thus we will always continue to advertise on radio. Radio has always played a big role in our marketing strategy because of what it has done for us as a brand. We will continue supporting radio advertisement in the future.”

--- Alexia Thomas, Head of Marketing,
webuycars.co.za



WEBUYCARS.co.za

“Radio is really the medium that gives the biggest push to advertising pressure. Not only because it is so efficient, but also because it’s just so incredibly effective.”

--- Jörg Brandt, Director-Head of Radio, OmnicomMediaGroup Germany



OmnicomMediaGroup
GERMANY

“We love video media but if you want high reach for less spend, radio is a great alternative. The radio strategy for Flygresor is brand awareness. The object is to increase recognition. We always use the same offer and sound logo. We really want you to remember where to find cheap flight tickets. Radio really works for us.”

--- Kristoffer Rengfors, Marketing Manager
Flygresor.se (flight booking site in Sweden)



 flygresor.se

“We are using radio as well for product information campaigns, and for sales promotion. Only radio gives us the possibility to reach the right target group just before the purchase decision.”

--- Andre Humbert, Brand and CVP Manager, Shell



“When it’s creative and well planned, a radio campaign really stays stuck in one’s head. Radio is very close to target groups on the go, and that’s an advantage allowing us to use it as a “push-medium.”

--- Andre Rahn, Director Marketing,
airberlin



“Although we advertise across a complex range of media channels, we estimate that growth from radio advertising amounted to 20-24% of the total number of new client applications.”

--- Maxim Sukharev, Head of Market Communications Department, LOKO Bank



ЛокоБанк

