



> RADIO

📅 13/03/2024

📍 MADRID

MIMM

EGTA MARKET INTELLIGENCE MEETING

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Welcome & opening remarks



Thierry Mars, Radio Director, **egta**



Driving sustainability

How Radio Advertising Successfully Delivers Sustainable Advertising Messages



Wim Vermeulen, Director of Strategy and Sustainability, **Bubka**



Audio Attention

Learnings from the dentsu Effective Attention study



Mike Follett, Managing Director, **Lumen Research**



An AUDIOEFFEKT Study

The Impact of Audio Advertising on Mental Availability



Bernard Domenichini, Head of Market Research, Effectiveness and Audience Measurement (Audio), **ARD Media**



Listen Up!

Landmark study by System1 and Radiocentre on how to make effective radio ads that can deliver long- and short-term results



Donna Burns, Head of Insight, **Radiocentre**



Andrew Tindall, Global Director, **System1**



NextGen Neuro

Using neuromarketing techniques to gain insights into why customers make certain buying decisions



Melissa McNally, Research and Analytics Manager, Kagiso Media



Listen & Feel #2

In a second edition of the study commissioned by NRJ, Iligo explores the importance of sonic signatures in building brand identity with audio



Olivier Goulet, Founder and Chief Executive Officer, iligo



The Magic of Distraction

How you can benefit from the attention of your target group in times of distraction



Brenda Kompier, Research Project Manager, Ster



Matching DNAs

How the radio station's personality can resonate with the client's brand values and how such synergy impacts the success of the campaign



Sylvie Van Hecke, Advertising Research Manager, DPG Media Advertising



Yes, you can measure the search and site attribution of radio campaigns!

Employing performance-based attribution tools to prove radio works and to optimise brands' media mix and creative



Pierre Bouvard, Chief Insights Officer, Cumulus Media | Westwood One



Radio and digital audio drives efficiency

As a part of their studies series, NRJ Global demonstrates the efficiency and ROI from advertising campaigns across their radio and digital audio offer



Virginie Robert, Marketing Director, NRJ Global



13:00 – 14:00

LUNCH BREAK

New approaches to measure advertising impact in cross-media landscape

Innovative methodologies to evaluate the impact of audio campaigns on brands' KPIs



Dirk Soetens, Market Intelligence Manager, VAR



14:20 – 16:05

SESSION 02: INNOVATIONS IN MEASUREMENT

The radio and audio measurement landscape

An overview of the innovations in methodologies used to measure radio and audio across Europe



Ania Lara, Head of Radio Research, egta



A hybrid approach to audio measurement

How new methodologies and technologies may impact streaming, podcast and broadcast audio measurement



Daniel Karlsson, VP Market Development EMEA-APAC & Global Strategy, Triton



Life after launch

Contributions from various markets on their recently launched radio audience measurement systems
Followed by a panel discussion

From the Netherlands on the market's recent switch to electronic measurement for radio



Yvette van den Berg, Research Manager, NMO Luisteronderzoek
Frans Kok, Head of Communications, NMO Luisteronderzoek



From Australia on Radio 360: integrating diary, streaming and meter to measure total radio



Deb Hishon, Media Measurement Director ANZ, GfK



From France on EAR: combining CATI and electronic meter for radio measurement in France



Cécile Bertrand, Research and Marketing Director - Audio, Médiamétrie



16:15

End of the meeting

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