IPA Touchpoints Case Study

Snapshots behavioural planning tool (from the RAB)

Context
There is a disconnect between how radio is perceived by the ad industry and the reality of how it is valued by consumers: radio receives only 6% of all display ad revenue yet is Britain's second biggest medium, accounting for 25% of all time spent with media in people's daily lives according to IPA Touchpoints.
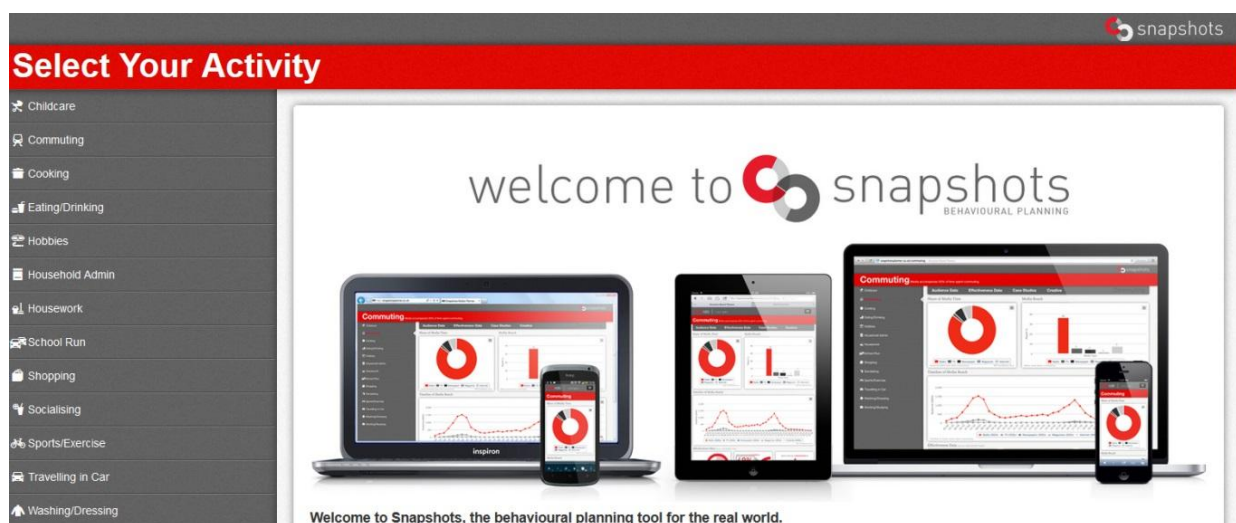
Task
Get radio into the consideration set at the start of the process more often by helping media planners gain a better understanding of the scale of radio listening and the medium's ability to influence consumers at important times, relative to other media.
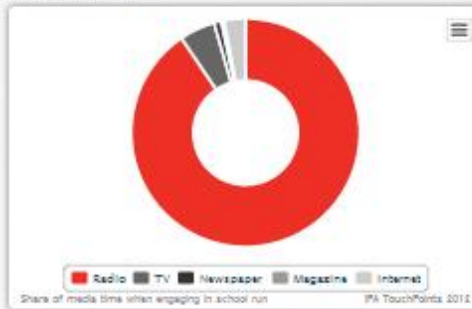
IPA TouchPoints Contribution
Behavioural Economics, Recency Theory and industry research highlight how reaching people 'in the moment' with related messages boosts communications effectiveness. IPA TouchPoints demonstrates that around 40% of all time spent engaged in tasks and activities is accompanied by media consumption - and allows for detailed analysis of how this breaks down by medium for each activity. Radio is revealed to perform strongly around most tasks.
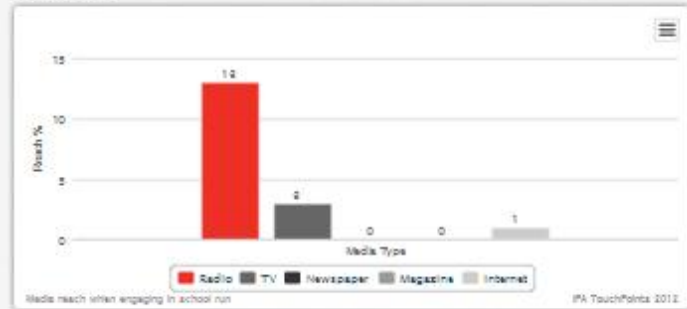
Solution
We developed an online tool (www.uksnapshots.com) to present IPA TouchPoints data - featuring share, reach and audience timeline by medium searchable across a range of activities - alongside related radioGAUGE effectiveness data and case studies combined with inspiring and effective audio, to give media planners easy access to insight about how media (and radio in particular) can connect with and influence consumers at relevant moments.
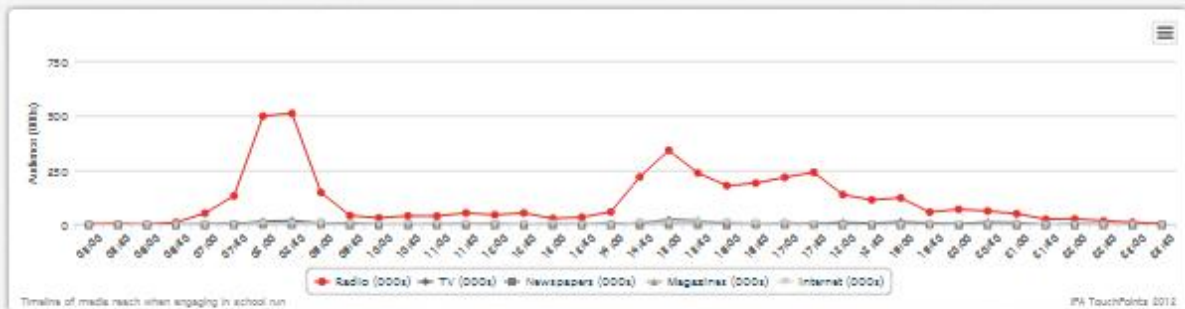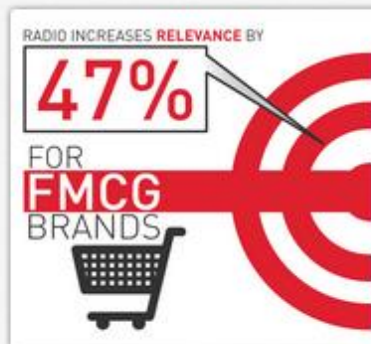

Welcome to Snapshots, the behavioural planning tool for the real world.

Share of Media Time

Radio ■ TV ■ Newspaper ■ Magazine ■ Internet

Share of media time when engaging in school run   IPA TouchPoints 2012

Media Reach

Radio ■ TV ■ Newspaper ■ Magazine ■ Internet

Media reach when engaging in school run   IPA TouchPoints 2012

Timeline of Media Reach

◆ Radio (000s) ◆ TV (000s) ◆ Newspapers (000s) ◆ Magazines (000s) ◆ Internet (000s)

Timeline of media reach when engaging in school run   IPA TouchPoints 2012

Effectiveness Data source: radioGAUGE, Predici

RADIO INCREASES AWARENESS BY **87%** FORFMCG BRANDS

RADIO INCREASES **RELEVANCE** BY **47%** FOR **FMCG** BRANDS

RADIO INCREASES **CONSIDERATION** BY **39%** FOR**FMCG**BRANDS

Case Studies

Sainsbury's

Combining emotional brand values with a call to action

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METROPOLITAN POLICE

Using radio to engage youth in an online conversation

download case study

Creative

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