



RadioWorks with Online

An Overview

“At any given time, 20% of web users are also listening to the radio”

Source: RAB, Using Radio with Online

Radio and Online have long been thought of as complimentary to each other and highly compatible. A recent study (*Using Radio with Online*) conducted on behalf of the RAB and the IAB has looked into this thinking and suggested that...

“Radio and online, combine push and pull to reach out and engage consumers and fulfil brand interactions”

This overview is intended to cut through the clutter of the previously mentioned study, and subsequent studies conducted by the radio stations, to provide you with the nuggets of information needed to make an informed decision.

The Facts and Figures at a Glance...

- Online provides access to ‘My World’ while Radio provides access to ‘My Wider World’ (p2)
- In a one week period, 48% of people will have listened to the radio while being online (p2)
- At any given time, 20% of web users are listening to the radio (p2)
- Listening to the radio makes an online session longer as people are more relaxed (p2)
- Radio can push listeners to the pull of the internet (p2)
- Radio can provide a trusted voice to encourage people to broaden their repertoire of sites (p3)
- 57% of those who listen to the radio while online say that they have ‘checked out things on the internet after just hearing about them’ (p3)
- Hearing a brand on the radio can increase the likelihood of brand specific search by three times (p3)

Summary

Radio and Online are complementary medium’s that look set to grow over the coming years. The nature of each allows the other to thrive. While the internet provides connectivity to friends and close social groups, radio can connect to wider social groups and communities.

The complimentary element can also be seen in terms of advertising. Research has shown that radio can push listeners online to search for and find a product / service and using both mediums together has provided very positive results.

Radio can support Online advertising activity and can also push consumers to websites they may not have previously considered. Online advertising can pull in consumers from different locations, but it is radio that is able to provide the consumer with a level of trust for new brands.



Compatibility of Radio and Online

Research carried out by Global Radio (*Combining Online and Radio Advertising*) has looked into the compatibility of radio and online providing the below conclusions...

ONLINE

Personal

Relevant information when you want it

Social

Social Networks

Entertainment

Music, Video, Podcasts, downloads, etc

Information

News, hobbies/interests, work/school/college

RADIO

Personal

Develop a personal relationship with your radio station

Social

Radio stations create communities

Entertainment

Music, Interviews, DJs, Competitions, Interaction, etc

Information

News, traffic/travel, keep up to date with trends, etc

The RAB/IAB study also considers the compatibility between radio and online...

"It is perceived that online can provide people with the information that they want, when they need it. Whereas radio's strength is in offering the human touch that can help to shape the mood and rhythm of the day."

On the social level both radio and online can provide connectivity but in different and complementary ways. With online helping people to communicate and interact with their friends and defined communities (**My World**) and radio allowing communications with their wider networks such as their local community (**My Wider World**).

Online and Radio are the only two media predicted to grow audience, as online takes consumers away from other traditional media.

Listening while Online

A survey carried out by Virgin Radio (*Sight and Sound*) found that 74% of their listeners listen to the radio and use the internet simultaneously. With 97% of their sample using the internet at home, while evenings and weekends are popular times.

The RAB / IAB joint study into all of commercial radio found **over the course of a week 48% of the people sampled listened to radio when online**. However, it is the below statement that makes for a compelling argument.

"At any given time, 20% of web users are also listening to the radio"

The RAB Other Lines of Enquiry study has also provided the below statements...

"The radio keeps me company whilst using the internet" – 67%

"I like listening to music on the radio whilst I using the internet!" – 77%

The RAB and IAB joint study found that 'Listening to the radio makes an online session longer' and showed that 'People are more likely to follow-up while online'. The study also found that online users are in a more relaxed frame of mind when listening to the radio and are more prepared to deviate away from the task they set out to do. Radio can act as a source of prompts for things to look up on the web and help expand an existing repertoire of sites.



Radio adds to Online

Radio's strengths can add to the strengths of the internet. Where the internet is a **'Pull Medium'** (i.e. you have to know what you are looking for to find it) Radio is a **'Push Medium'**, in effect it tells you what to look for. Radio is able to gain the attention of new consumers and push them in the right direction. Being in real time it is difficult for consumers to avoid or click away from radio advertising and previous (RAB) studies have shown that radio can provide low ad avoidance with high levels of coverage.

Research by AOL has found that 80% of online consumers would prefer to buy from companies they already know. TGI data tells us that 72% of internet users agree 'You have to be careful about the quality of things you buy on the internet'. These apparent weaknesses of online are two of radio's strengths. The relationship and bond between station and listener is a strong one. RAB research in the past has shown how radio is seen as a friend and this can provide trust and awareness for a new product online if done in the right way – **encouraging people to try new sites.**

Response and Effectiveness

The research carried out by the RAB and IAB has shown that **57% of those who listen to the radio while online say that they have 'checked out things on the internet after just hearing about them'**. 67% of them said that 'hearing an ad on the radio will remind me to look up something when using the internet'

The Radio Advertising Effectiveness Lab (RAEL) in America has also carried out research into radio and online that has shown how using the two mediums together is stronger than using online on its own. Their findings are as follows...

Unaided Recall (Adults 18-54)

Two internet Ads = 6%
One internet, one radio = 27%
Source: American, RadioAdLab.org

Aided Recall (Adults 18-54)

Two internet Ads = 25%
One internet, one radio = 58%

Virgin Radios Sight and Sound study has looked to repeat the same research carried out by the Radio Ad Lab but make it more relevant to the UK marketplace. Their findings are below...

Unaided Recall

Internet Only = 4%
One internet, one radio = 15%
Source: Virgin Radio, Sight and Sound

Aided Recall

Internet Only = 12%
One internet, one radio = 41%

Virgin found that different brands performed differently in their research but on average
"Using both radio and online for a single ad gives 3.5 times increase in brand recall compared with online alone."

The Virgin Radio study has also found that using radio and online increases the likelihood of visiting a relevant website by 21% and that **70% of adults use a search engine to find the website they have heard advertised on the radio.**

"The effects of the combination of radio and online are especially powerful in terms of driving greater response, but there also appears to be some positive emotional benefits for brands using both media in combination."
(RAB / IAB Joint Study)



Radio and Search

Further research commissioned by the RAB (*Word of Mouse*) has delved deeper into how radio advertising can influence a consumers internet search habits. Using a qualitative study the research has shown that people were **over three times more likely to search for a specific brand name if they heard that brand on radio**. These results are even higher where the brand is smaller and not necessarily front of mind, showing that radio can bring smaller brands to front of mind when searching the internet.

The *Word of Mouse* study also found that on average **people were 28% more likely to go directly to the brands website if it was advertised on air**. The RAB study concludes that radio can act as a 'Search Optimiser' for brands as it both helps increase brand name searches and visits to brand websites.

Benefits for Advertisers

Some of the key findings from the RAB / IAB study are that radio and online complement each other in terms of social connectivity along with the rational and emotional consumer benefits. Advertisers are able to buy into this by advertising to the consumers in both mindsets at the same time, as, 20% of those online are also listening to the radio. On an effectiveness level, studies have found radio and online to significantly enhance response rates (see Response and Effectiveness section).

"Radio and Online, combine push and pull to reach out and engage consumers and fulfil brand interactions."
(RAB / IAB Joint Study)

Advertisers can also benefit from the effect of radio advertising on search. The findings of the RAB's *Word of Mouse* study are clear that radio advertising can direct a consumers search towards a brand name. Radio advertising can provide the brand names to the consumers to place into the search engines, making paid-for searches easier and more effective.

It's also important to remember that radio stations are online. Radio stations have websites and are able to provide advertising space and some provide a search function, as well as more creative solutions such as microsites, games, podcasts, etc.

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APPENDIX

Further Interesting Nuggets

"Radio's role as a parallel medium appears to be to deliver "atmosphere on tap", helping to lift people's mood when engaged in solitary activities or tasks, and providing a sense of "being connected" to the outside world

Qualitative research suggests that radio's qualities in this area are especially important when working late or at home, helping to convert what is essentially "chore" time into something more enjoyable. By alleviating feelings of isolation/loneliness, radio really can make tasks feel more enjoyable."

(RAB / IAB Joint Study)

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