See Radio Differently:

How the UK convinces advertisers to invest more in radio

- Radio listening in the UK
- Revenues
- Audio Revolution – What is it?
- How we challenge perceptions
- Threats and Opportunities in the immediate future

89%

de la población escucha la radio semanalmente

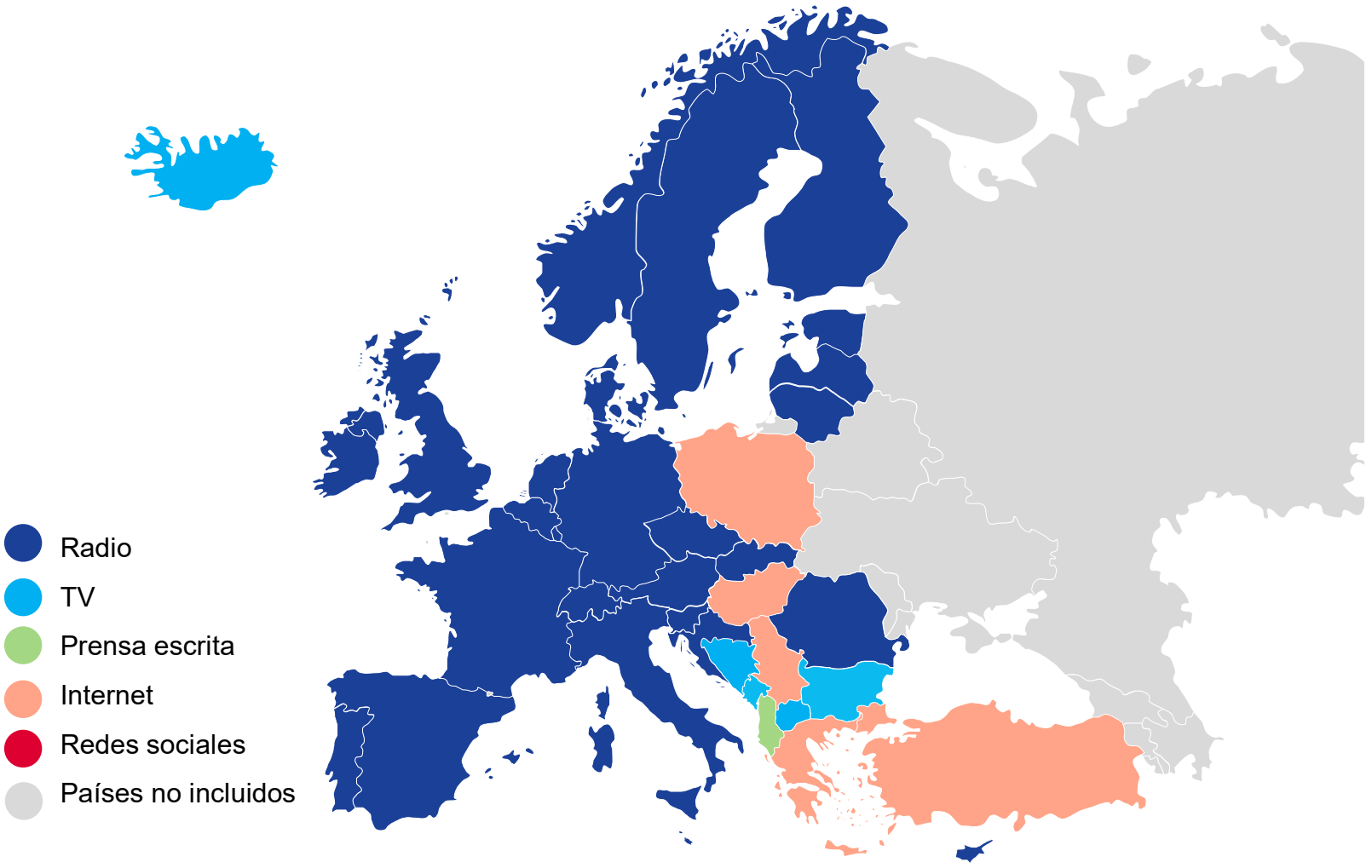
Fuente: RAJAR Feb 2023

38 millones de adultos británicos escuchan 14 horas a la semana

RAJAR Feb 2023 Radio Comercial

MEDIOS DE COMUNICACIÓN EN LOS QUE MÁS SE CONFÍA

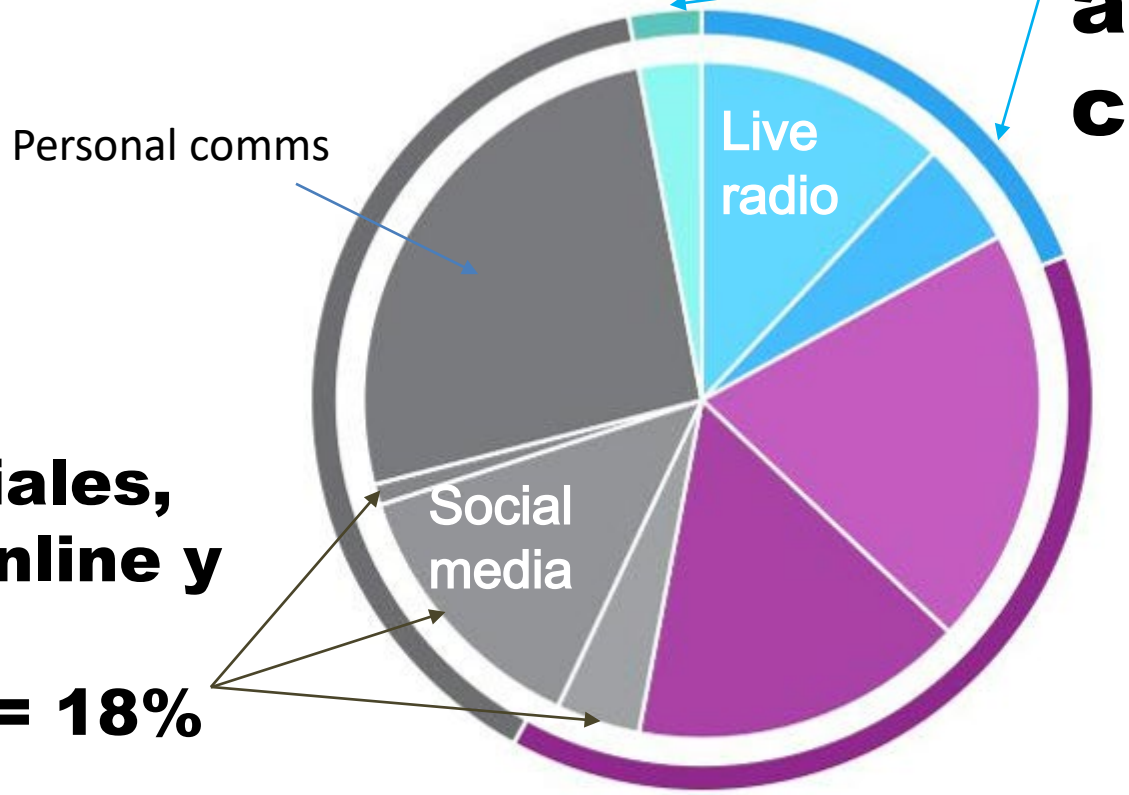
(Índice de Confianza Neta 2022)



Fuente: EBU based on Standard Eurobarometer 94.
EBU Media Intelligence Service – Trust in Media 2022

Cuota diaria por medios

Radio en directo y audio a la carta = 19%



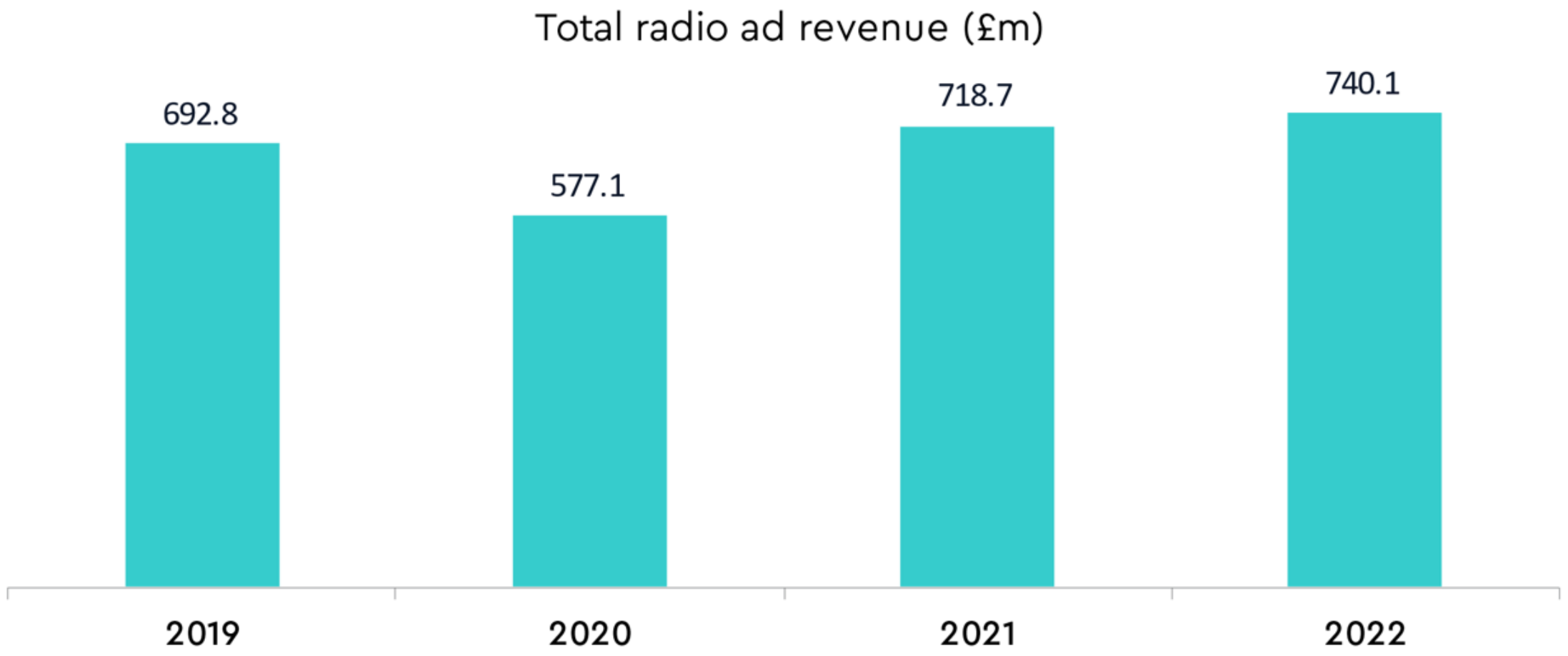
Redes sociales, compras online y búsquedas generales = 18%

Total Audio Total AV Total Internet Total Published Brands

Share of media time total

IPA Touchpoints

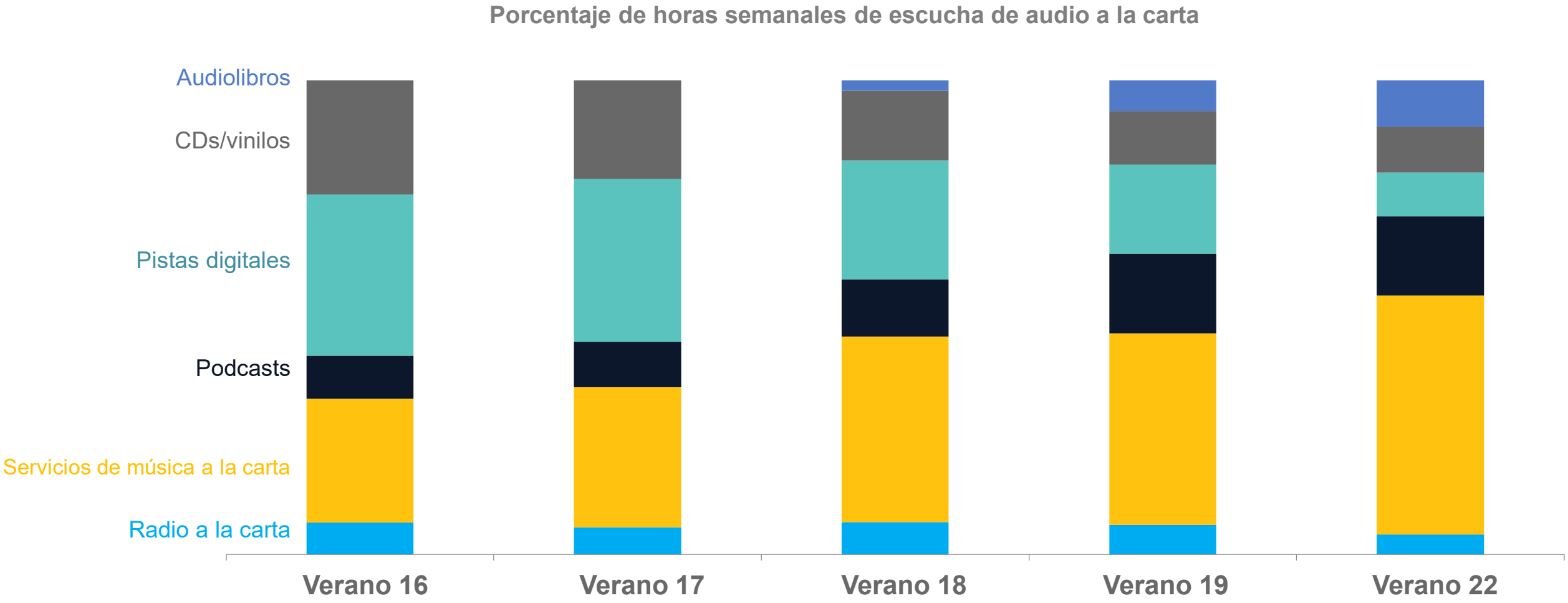
Ingresos por publicidad en Radio en el Reino Unido



Source: AA WARC/Radiocentre

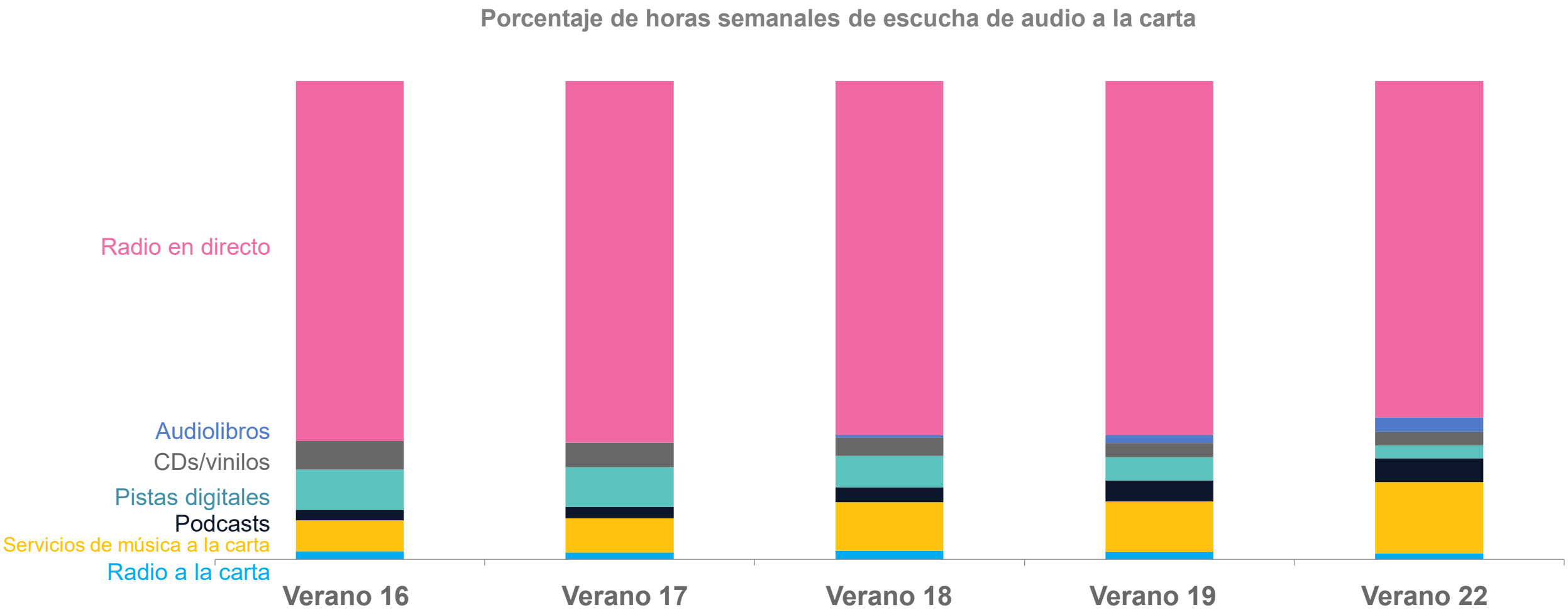
La revolución del audio

Crecimiento de “On demand” en Reino Unido



RAJAR MIDAS

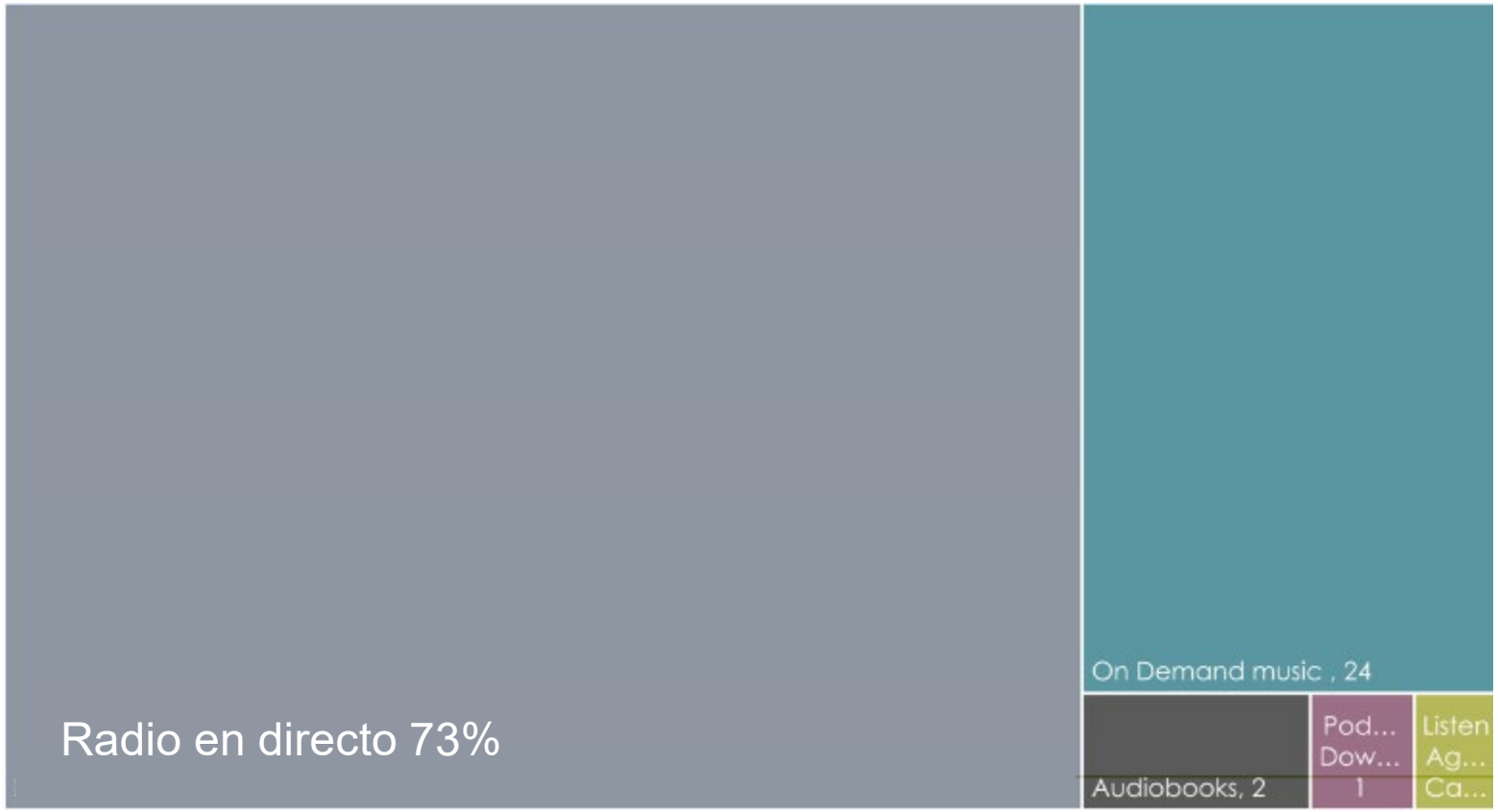
La radio en directo sigue dominando la escucha



RAJAR MIDAS

Las plataformas digitales hacen aún más accesible el audio

La radio es, de largo, la forma de entretenimiento de audio a la que más se accede en los altavoces inteligentes

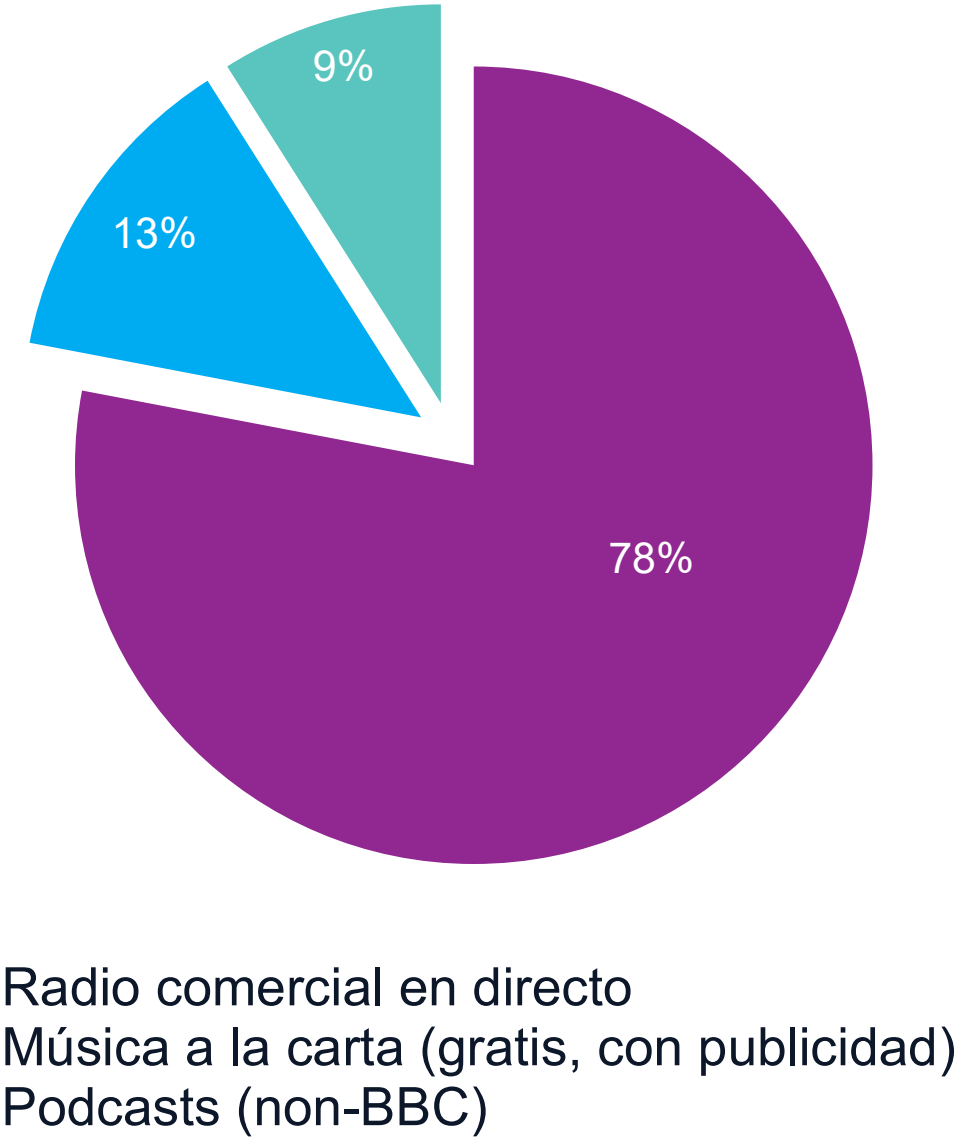


Base: Porcentaje de tiempo dedicado a escuchar audio en altavoces inteligentes

Fuente: RAJAR MIDAS Verano 2022

Retos

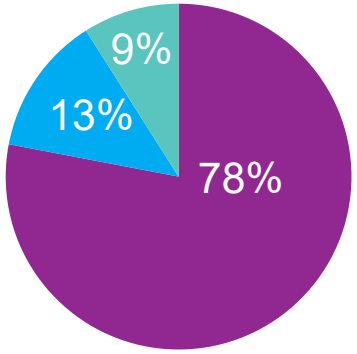
Cuota de audiencia del audio comercial



RAJAR MIDAS: Invierno 2021

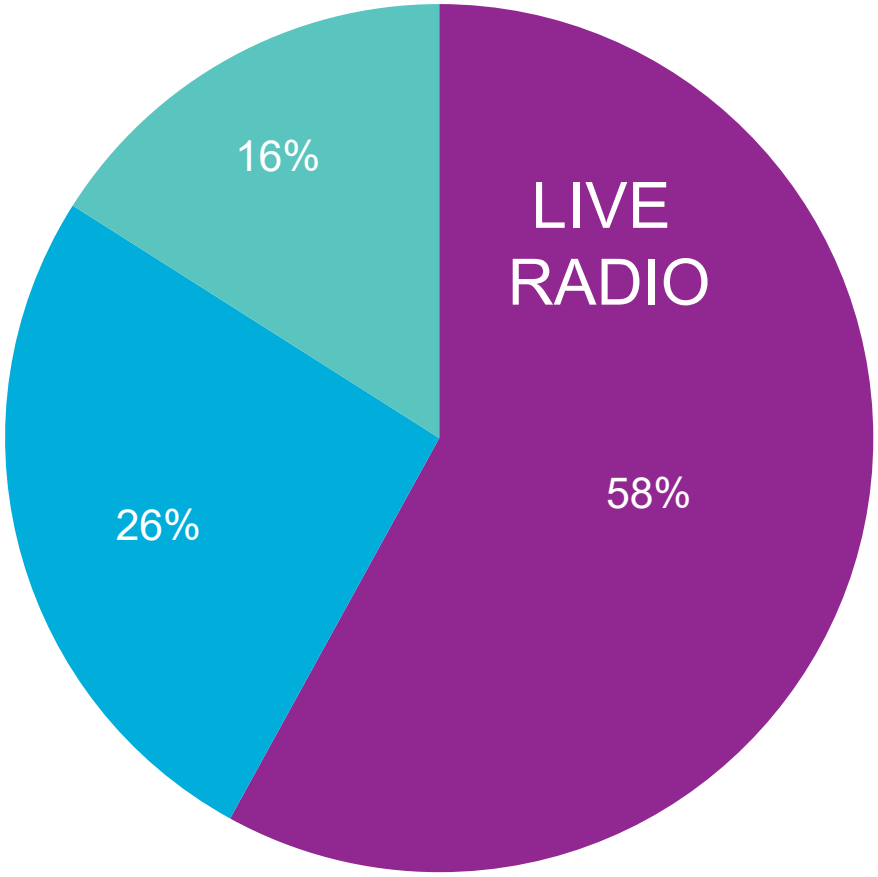
Desconexión entre la percepción y la escucha real

LA REALIDAD



Radio comercial en directo
Música a la carta (gratis, con publicidad)
Podcasts (non-BBC)

LO QUE CREEN LOS ANUNCIANTES Y LAS AGENCIAS

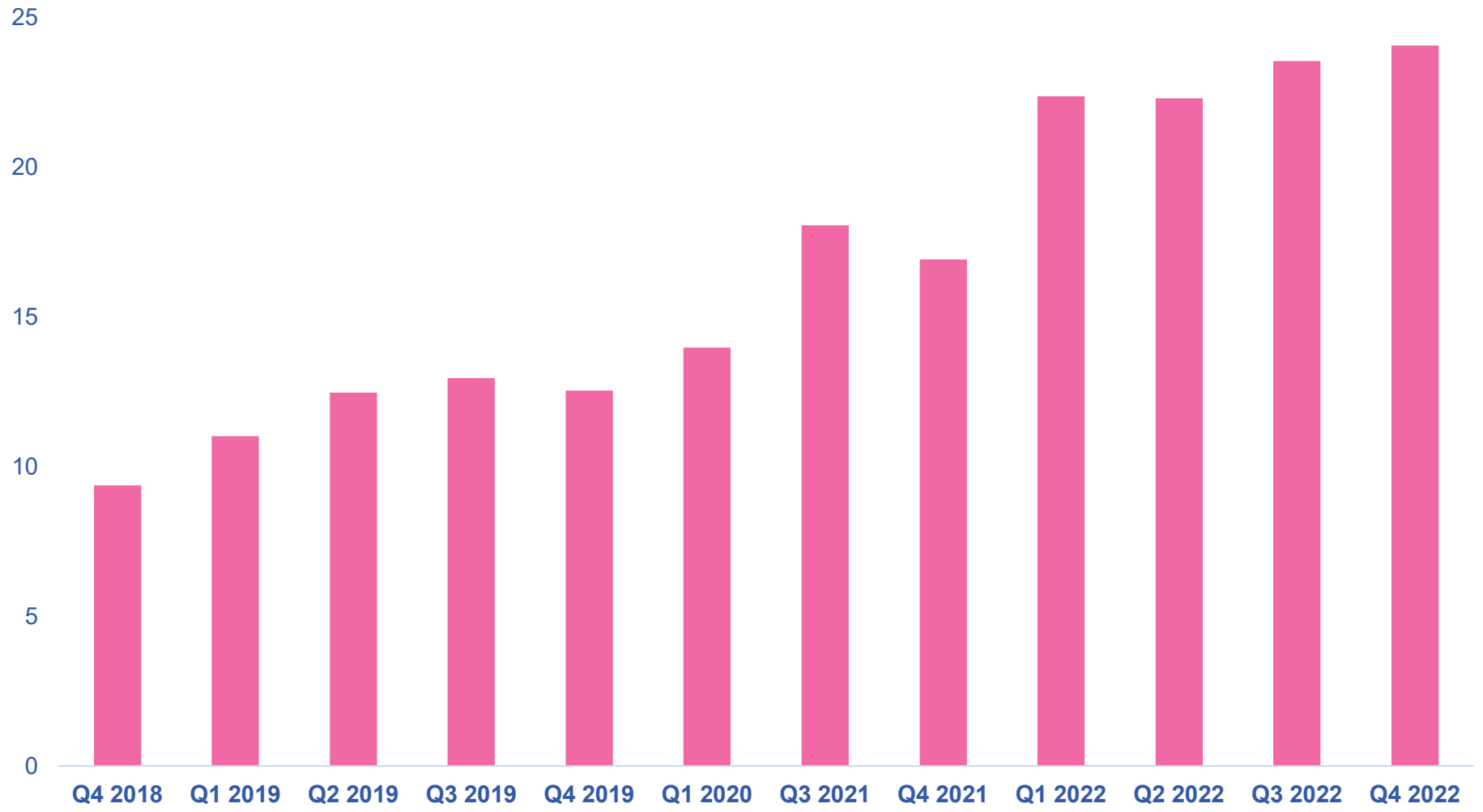


Fuente: RAJAR MIDAS (invierno 2021), Adultos

Fuente: n=102 anunciantes y agencias a los que se les pide estimar la cuota de escucha de audio comercial

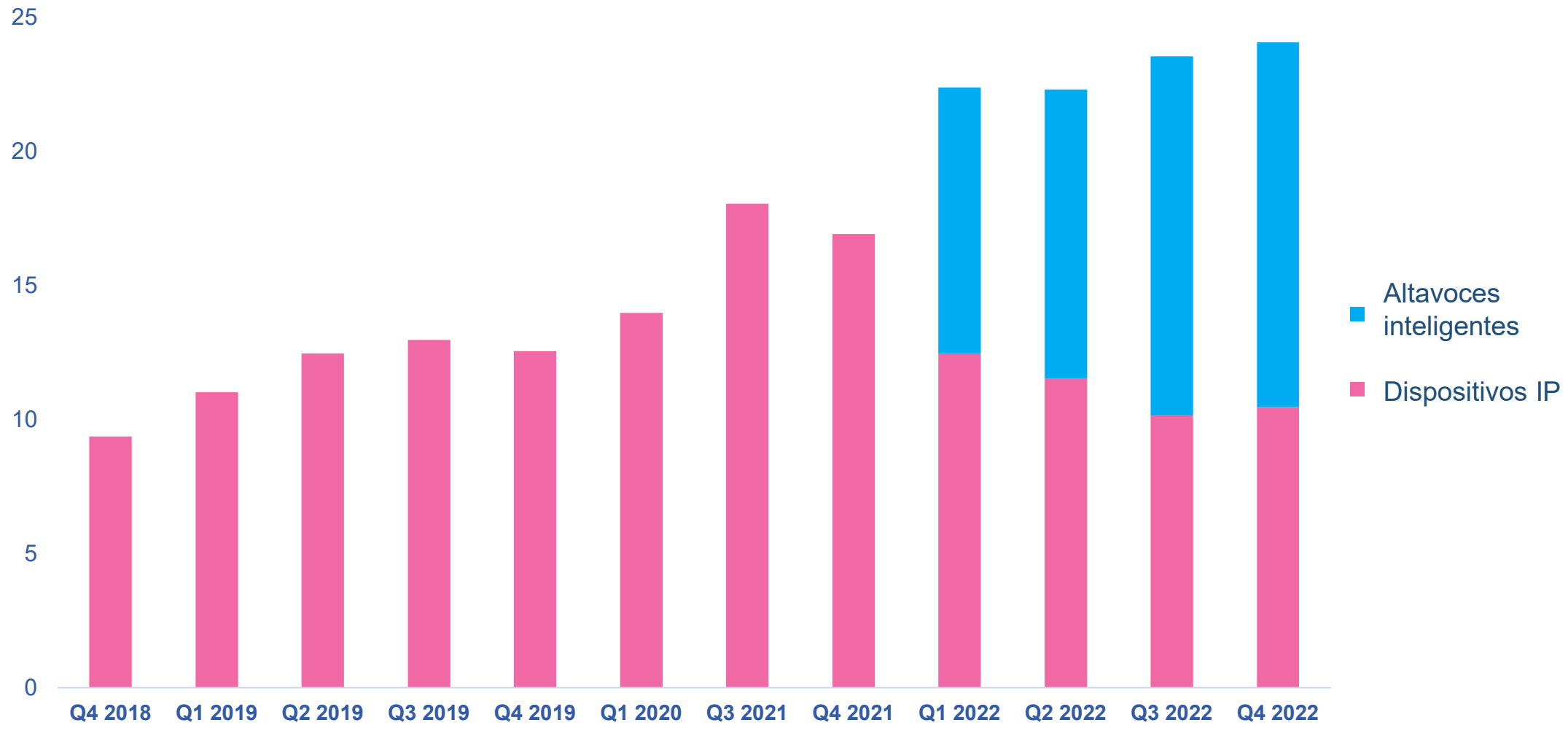
“La radio no es digital”

Escucha de radio en dispositivos conectados (%)



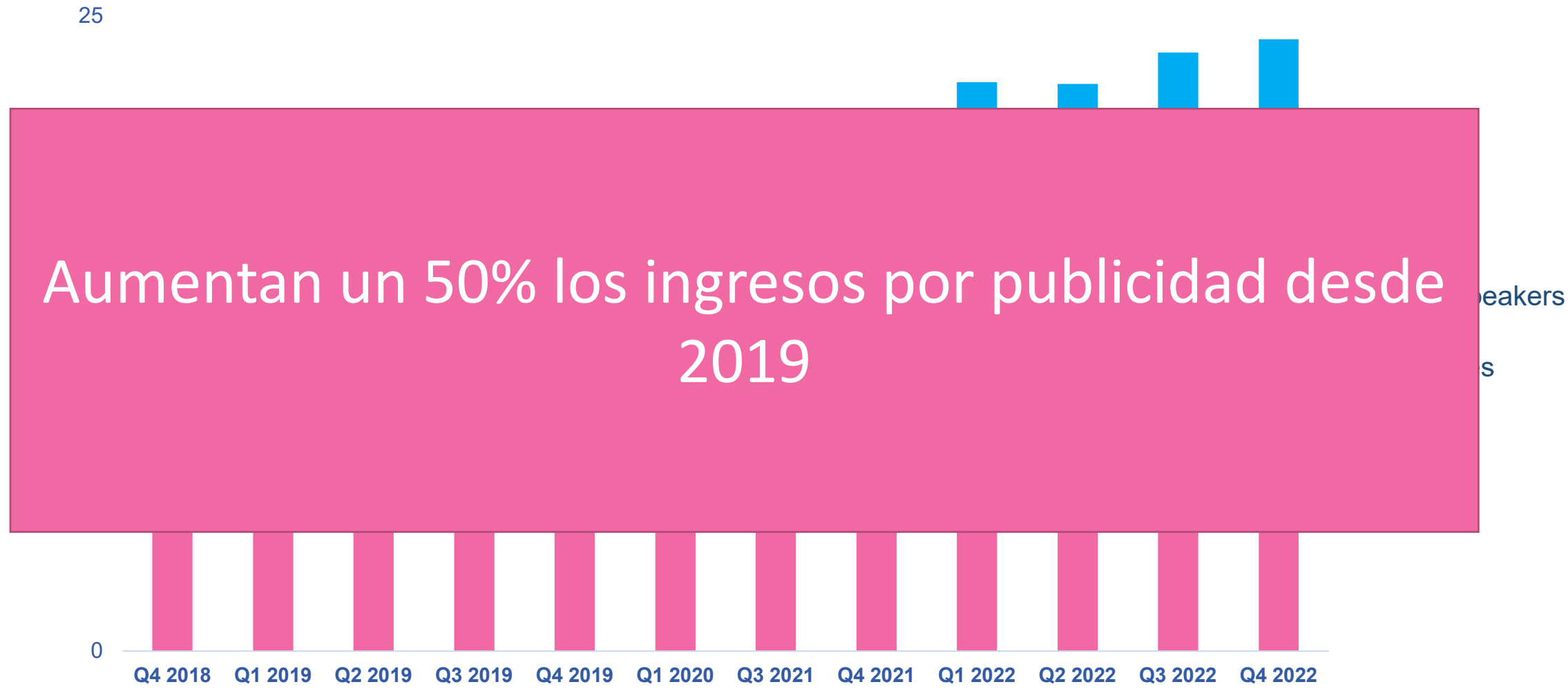
Fuente: RAJAR

Escucha de radio en dispositivos conectados (%)



Fuente: RAJAR

Escucha de radio en dispositivos conectados (%)

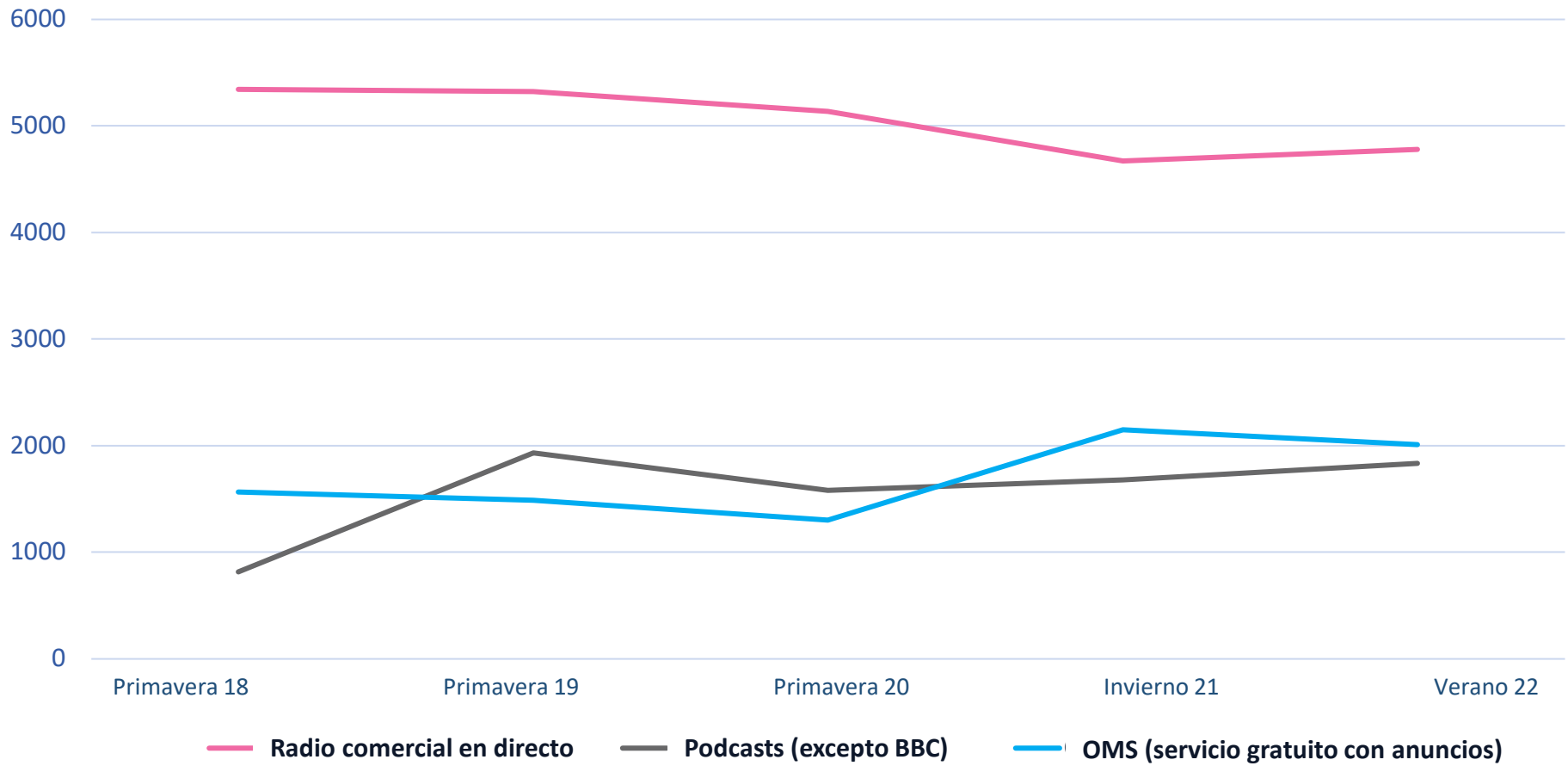


Source: RAJAR

“¿No es solo la gente mayor la que escucha la radio?” *

La radio comercial sigue siendo el medio de audio para llegar a los jóvenes de 15 a 24 años

Alcance semanal del audio "comercialmente accesible"

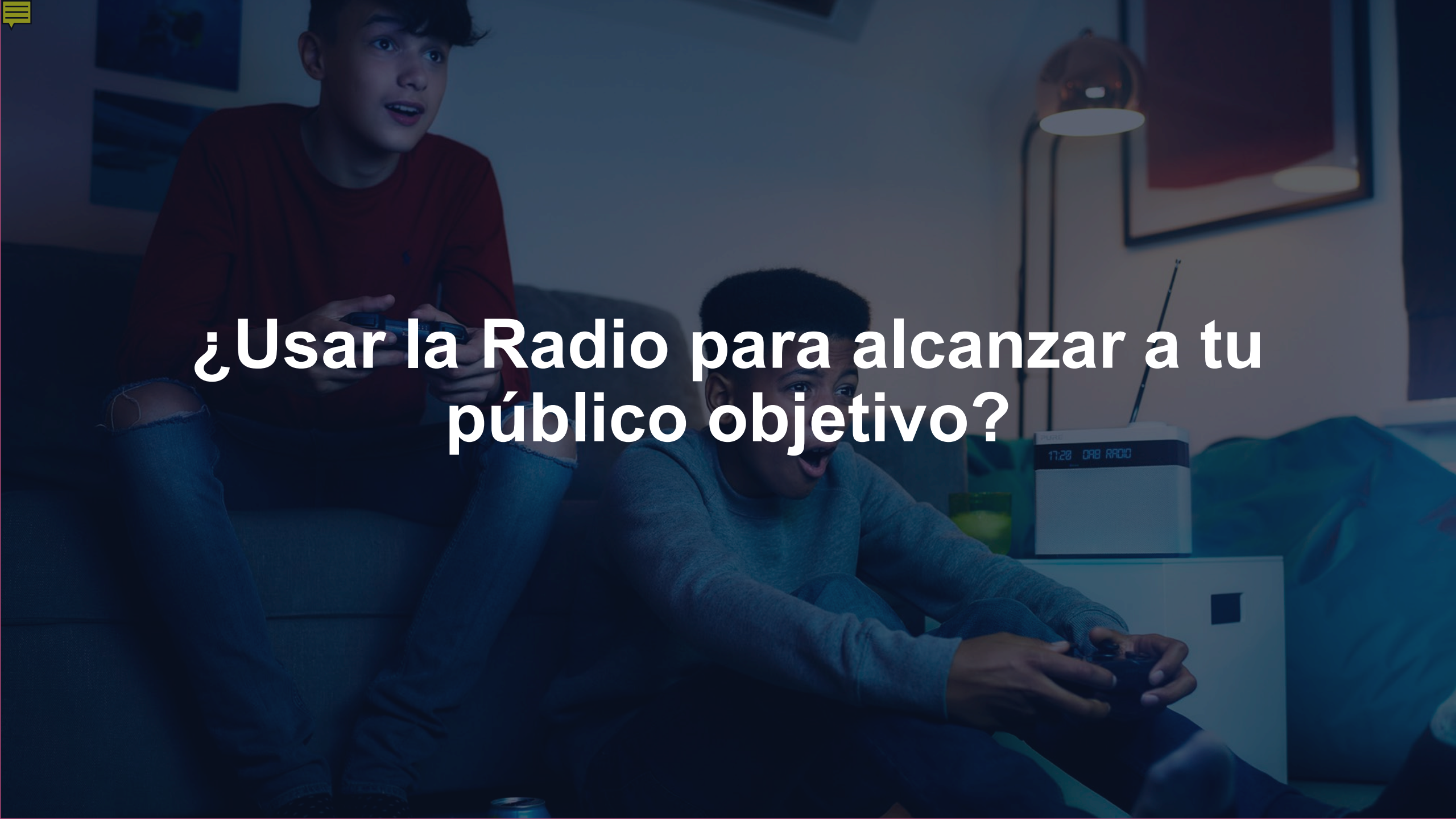


Alcance semanal
61%

Alcance semanal
23%

Alcance semanal
26%

RAJAR MIDAS



¿Usar la Radio para alcanzar a tu público objetivo?

Dirigirse a las personas adecuadas, en el lugar indicado y en el momento oportuno

2020 - Perception

1	Social media	4.2
2	Cinema	3.9
3	Direct mail	3.7
3	TV	3.7
3	Online video	3.7
6=	Radio	3.4
6=	Online display	3.4
6=	Out of home	3.4
9=	Magazines	3.2
9=	Newspapers	3.2

PERCEPTION Mean score. Q. Using a scale of 1–5 where 5 is 'very good' and 1 is 'very poor', please rate each medium for its ability to target the right people in the right place at the right time. Base: n=17.

Re-Evaluating Media

Dirigirse a las personas adecuadas, en el lugar indicado y en el momento oportuno

2020 - Evidence

1	Radio	9
2=	Social media	8
2=	TV	8
4=	Online display	7
4=	Cinema	7
6=	Direct Mail	6
6=	Out of home	6
6=	Online video	6
9	Newspapers	5
10	Magazines	3

EVIDENCE Ebiquity's score based on whether a medium can be bought by geography, demographics, day of week. time of day, contextually, addressably (each scored 0–2 where 0=no, 1=yes with limitations, 2=yes).

2020 - Perception

1	Social media	4.2
2	Cinema	3.9
3	Direct mail	3.7
3	TV	3.7
3	Online video	3.7
6=	Radio	3.4
6=	Online display	3.4
6=	Out of home	3.4
9=	Magazines	3.2
9=	Newspapers	3.2

PERCEPTION Mean score. Q. Using a scale of 1–5 where 5 is 'very good' and 1 is 'very poor', please rate each medium for its ability to target the right people in the right place at the right time. Base: n=17.

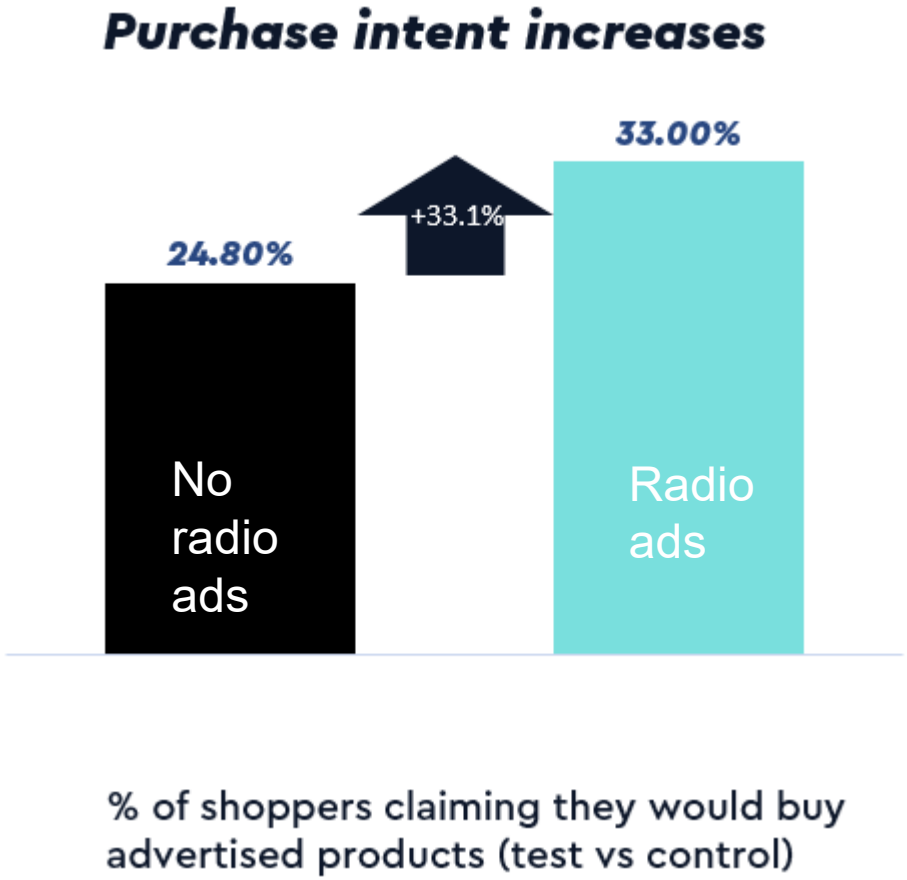
Contexto de consumo

Las tareas cotidianas acompañan 9 de cada 10 ocasiones de escucha

Escuchar anuncios en un contexto relevante aumenta significativamente el *engagement* y el recuerdo.

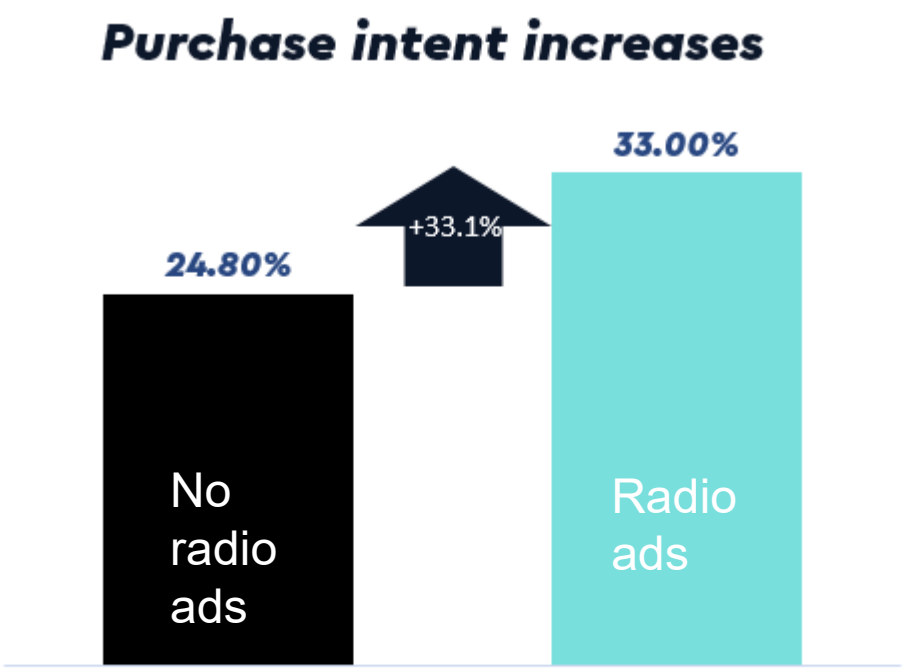
Source: Hear&Now

Cuando se oye un anuncio de camino a las tiendas

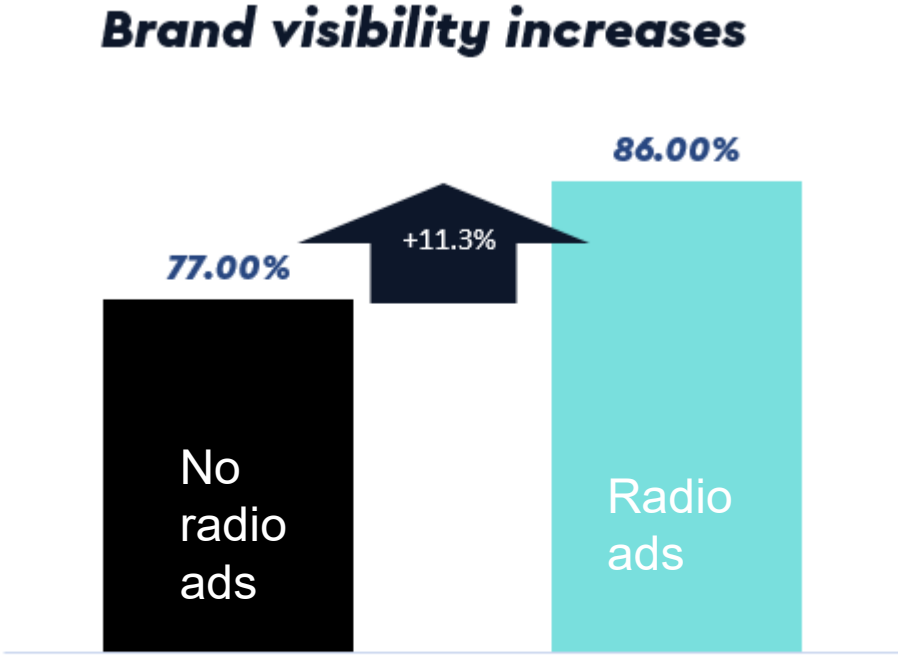


Source: Radiocentre Building Shelf Awareness

Cuando se oye un anuncio de camino a las tiendas



% of shoppers claiming they would buy advertised products (test vs control)



% of respondents noticing brands when looking at the relevant shelf (test vs control)

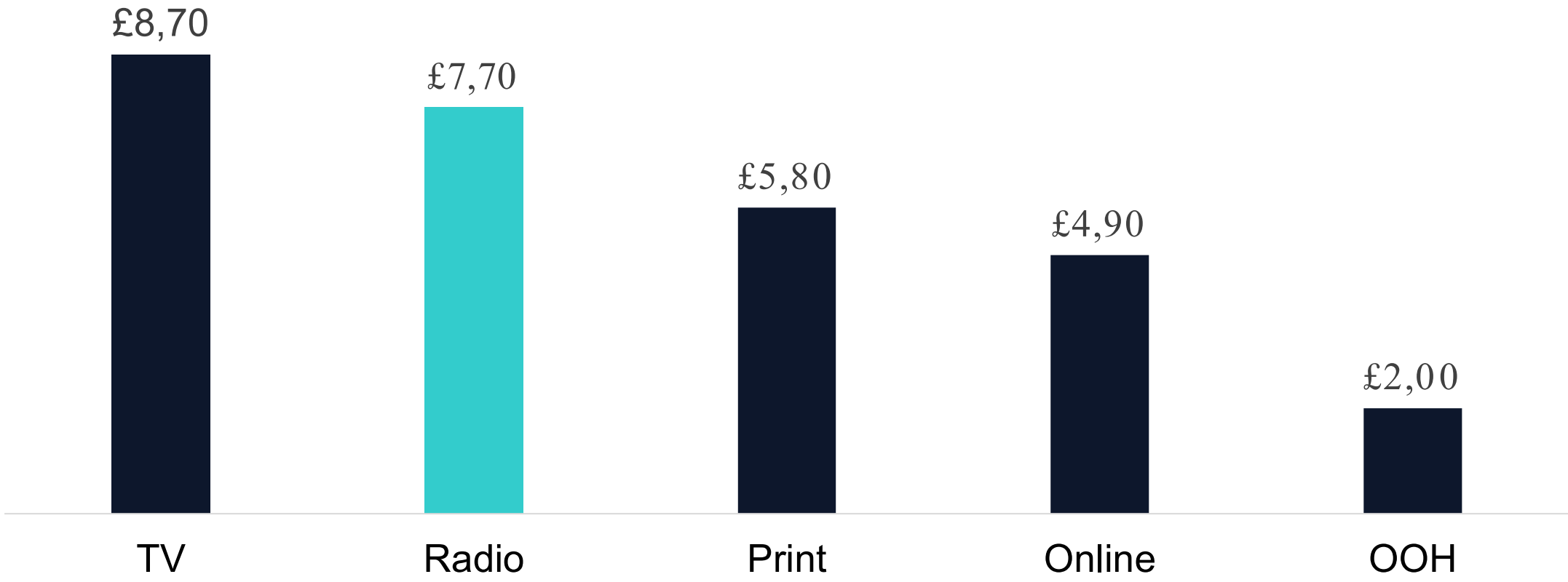
Source: Radiocentre Building Shelf Awareness

Midiendo el éxito

PRUEBA DEL RETORNO DE LA INVERSIÓN

La radio ofrece a las marcas un fuerte retorno de la inversión

ROI por medios



Source: ROI Multiplier

RADIOCENTRE

Radiogauge

robust research into the effectiveness of your radio campaign

About Radiogauge

Radiogauge is a **free service** from Radiocentre which provides advertisers with robust data to help them understand the effectiveness of their radio campaign. Results are benchmarked against the competition and analysed to suggest ways that ads can be enhanced creatively to improve future performance.

Radiogauge has measured over

1000

campaigns for some of the world's biggest brands.

Nuestras herramientas

nuestras herramientas dan acceso a datos relevantes y a estímulos creativos que permiten poner a prueba sus ideas y utilizar la publicidad radiofónica con mayor eficacia

Creative

Lifestyle Photography

Our suite of radio listening lifestyle images authentically reflect modern radio listening. The photos show a range of scenarios including a family breakfast, at work, in car and in bed and are free to use.

Inspirational Radio Ads

We've compiled a selection of radio ads and the pick of best in class campaigns by sector to inspire you.

Brand Music Navigator

Explore the meaning and effectiveness of

Planning

Radio Planning Optimiser

The Radio Planning Optimiser provides radio planners and buyers with a data-framework to help them make smarter effectiveness-outcome-based decisions when setting the optimum planning weights for their radio campaigns.

Cover Curves Generator

Use this tool to develop headline planning weights based on a reach target or to estimate campaign coverage based on your current planning weights.

Effectiveness

Radiogauge

Radiogauge is a free service which provides advertisers with robust data to help them understand the effectiveness of their radio campaign, benchmarking results against the competition.

Campaign ROI Calculator

Calculate the potential ROI from your media campaign based on the status of the brand and how budgets are allocated across media. Experiment to see how the ROI changes as you shift budgets between media.

Media360 audience crowns radio the king of media

In an incredibly tight contest, radio pipped TV to be named the channel most capable of building and amplifying brand fame in the final session of Media360.

Record breaking year for UK radio revenues

From RadioToday
Posted 9 March 2017, 6.11am EST

Commercial radio set for strong growth

Commercial radio ad revenues have risen more than 3% since the start of the year, bucking the gloom seen elsewhere in broadcasting.

Deezer: partners Global's Dax

Commercial radio posts record £646m revenue

09 Mar 2017 | Ellen Hammett

Commercial radio took £645.8 million in ad revenue in 2016 - its highest ever figure.

Latest

'A Matter of Fact' report: why we ended up here

Out-of-home's automated future

RadiumOne acquired by RhythmOne

Dentsu announces senior reshuffle as part of digital drive

Magazines: total digital and print readership

Related articles

Digital drives out of home renaissance

UK adspend set to break £20bn mark for first time

UK radio adspend growth signals strong year ahead

Commercial radio enjoys biggest advertising revenue figures in 2016

Published 09/03/2017 by Industry Updates

Media360 audience crowns radio the king of media

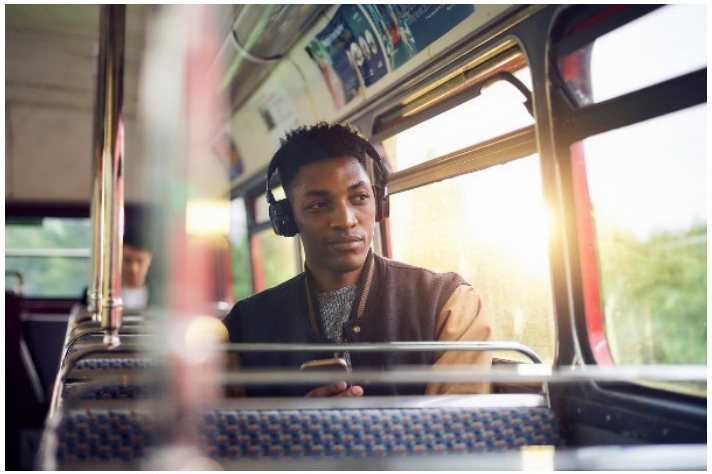
In an incredibly tight contest, radio pipped TV to be named the channel most capable of building and amplifying brand fame in the final session of Media360.

Record breaking year for UK radio revenues

From RadioToday
Posted 9 March 2017, 6.11am EST

Commercial radio set for strong growth

Commercial radio ad revenues have risen more than 3% since the start of the year, bucking the gloom seen elsewhere in broadcasting.



Deezer: partners Global's Dax

Commercial radio posts record £646m revenue

09 Mar 2017 | Ellen Hammett

Commercial radio took £645.8 million in ad revenue in 2016 - its highest ever figure.

Latest

'A Matter of Fact' report: why we ended up here

Out-of-home's automated future

RadiumOne acquired by RhythmOne

Dentsu announces senior reshuffle as part of digital drive

Magazines: total digital and print readership

Related articles

Digital drives out of home renaissance

UK adspend set to break £20bn mark for first time

UK radio adspend growth signals strong year ahead

Commercial radio enjoys biggest advertising revenue figures in 2016

Published 09/03/2017 by Industry Updates

A view from Mark Barber

Explosion in voice-activated technology is powering new golden era for audio

Our relationship with content and brands is being transformed by voice-activated technology. Radiocentre's Mark Barber explains.

Wednesday 6 December 2017 2:38pm

Breaking News: Nothing, not even fake news, can kill the radio star

Share

Siobhan Kenny
Siobhan Kenny is chief executive of Radiocentre

Follow Siobhan

Source: Getty

CITY A.M. NEWSLETTERS
Get the Morning Update
sent daily at midday

As the time to review 2017 fast approaches, headline writers will be faced

Wednesday 6 December 2017 2:38pm

Breaking News: Nothing, not even fake news, can kill the radio star

Share

Siobhan Kenny
Siobhan Kenny is chief executive of Radiocentre

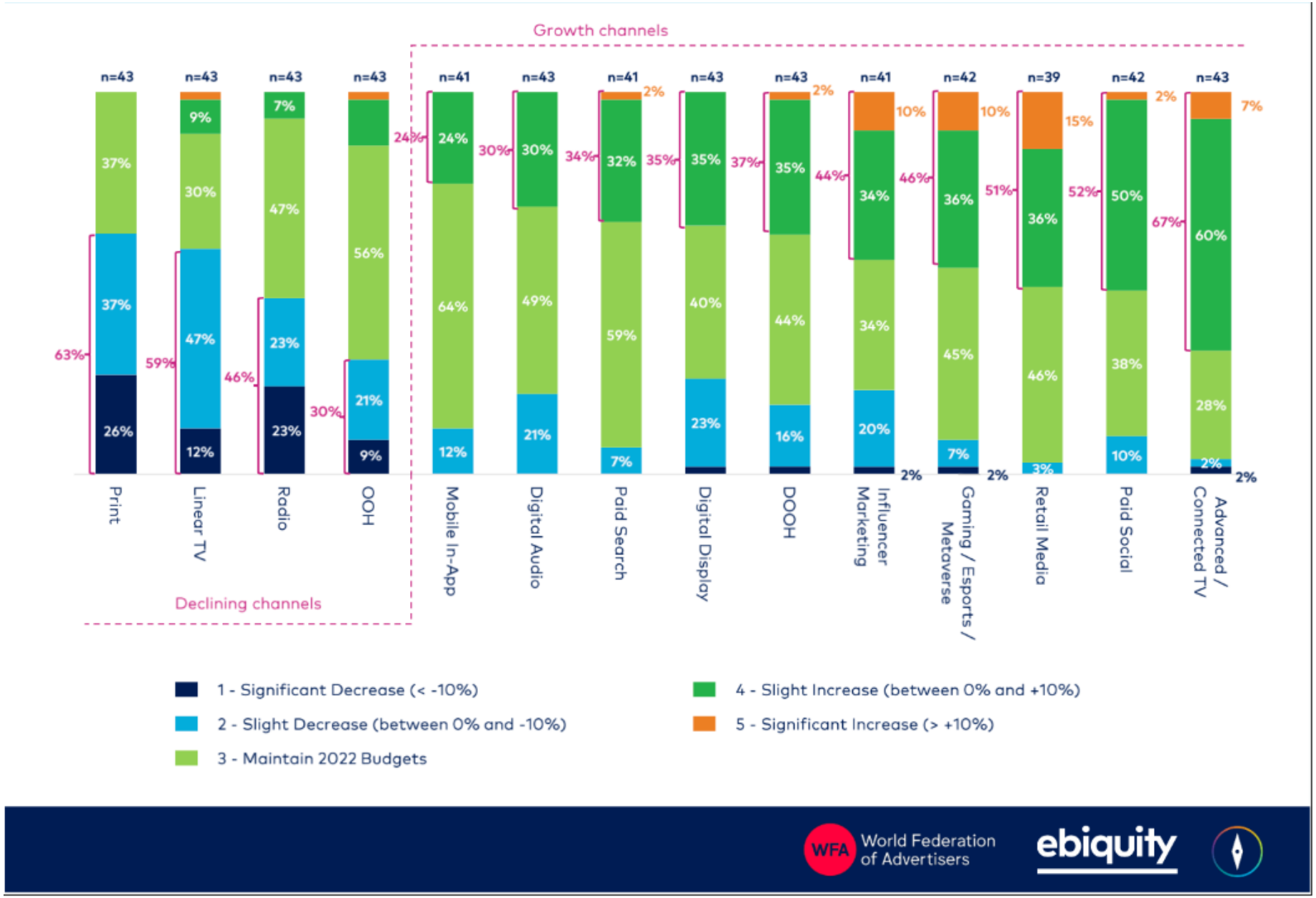
Follow Siobhan

Source: Radiocentre

As the time to review 2017 fast approaches, headline writers will be faced

Amenazas y oportunidades

Un tercio de las grandes marcas recortará sus presupuestos de medios ante la inminente recesión



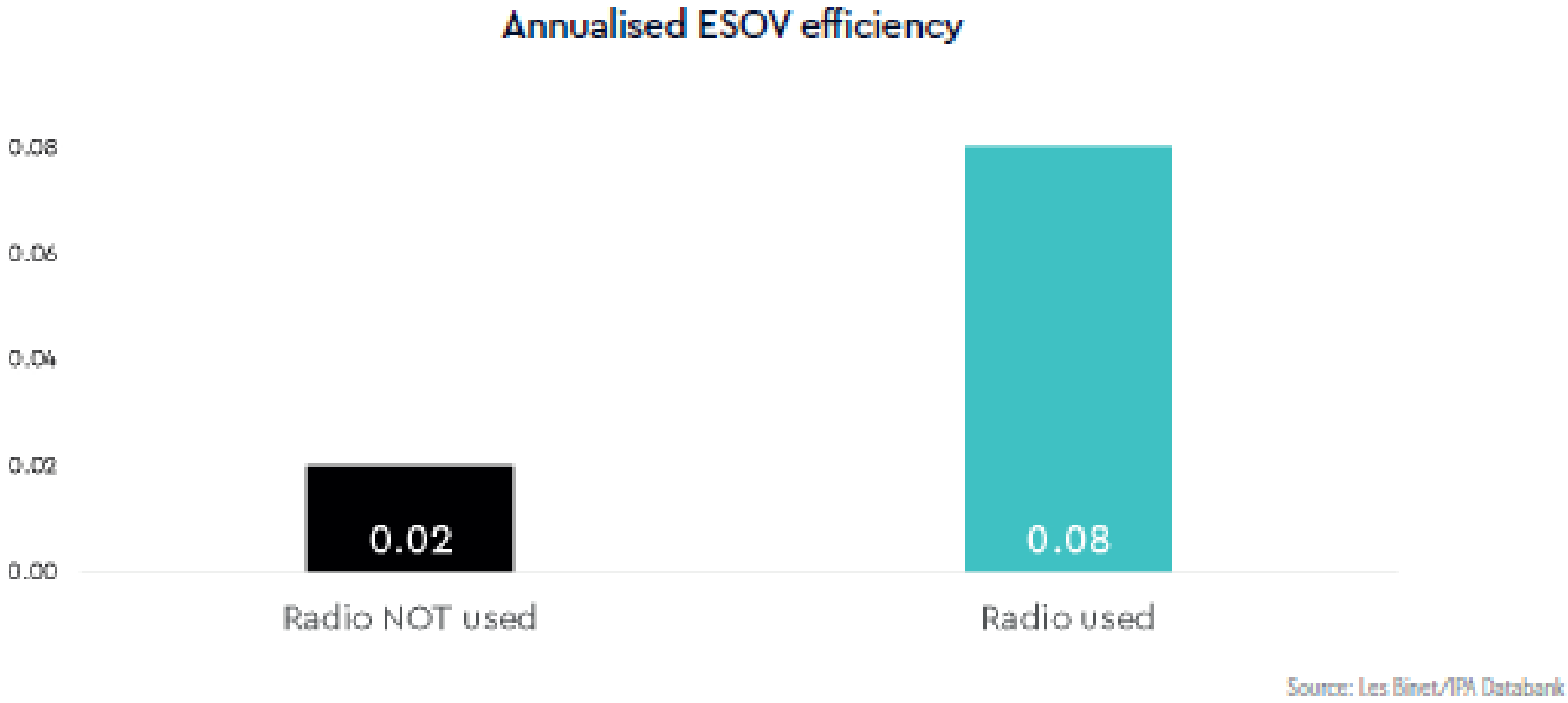
WFA World Federation of Advertisers ebiquity

Radio: el amigo del anunciante en la crisis del coste de la vida

RADIOCENTRE

February 13th 2023

Las campañas que usan Radio incrementan la cuota de mercado cuatro veces más rápido que las que no lo hacen



La radio sólo es superada por la televisión, en términos de eficacia, para el crecimiento de las marcas en tiempos difíciles

2020 - Evidence

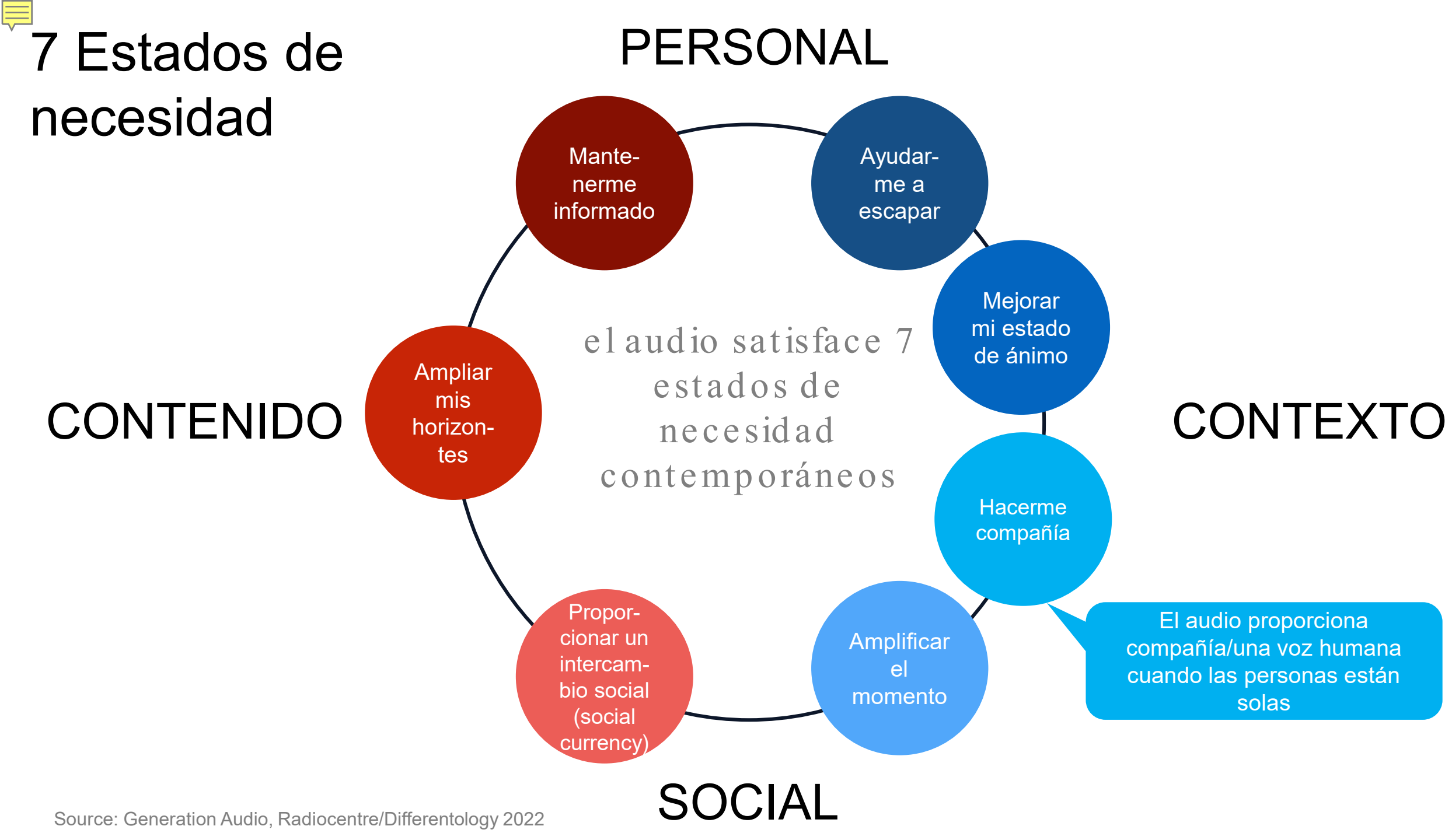
1	TV	108.5
2	Radio	102.5
3	Newspapers	82.1
4	Magazines	76.5
5	Out of home	71.2
6	Direct mail	69.6
7	Social media	65.0
8	Cinema	61.4
9	Online video	55.0
10	Online display	49.7

EVIDENCE Based on sum of scores for all 12 attributes with importance weights applied.

ebiquity

Por qué crece el audio comercial y cómo pueden beneficiarse los anunciantes

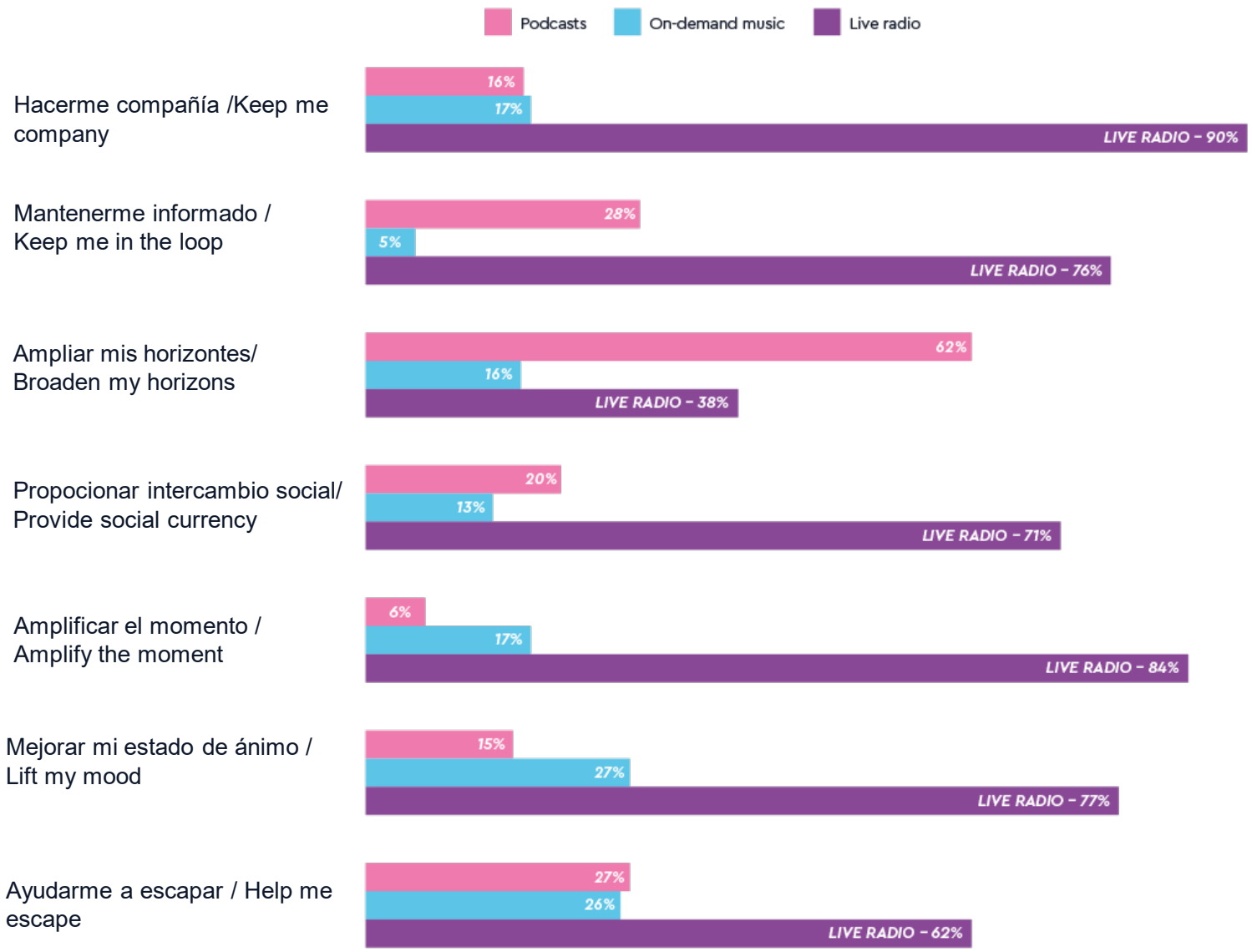
7 Estados de necesidad



Source: Generation Audio, Radiocentre/Differentology 2022

La radio en directo tiene el mayor alcance semanal en 6/7 estados de necesidad

Alcance semanal % (porcentaje de oyentes por tipo de audio en cada estado de necesidad)



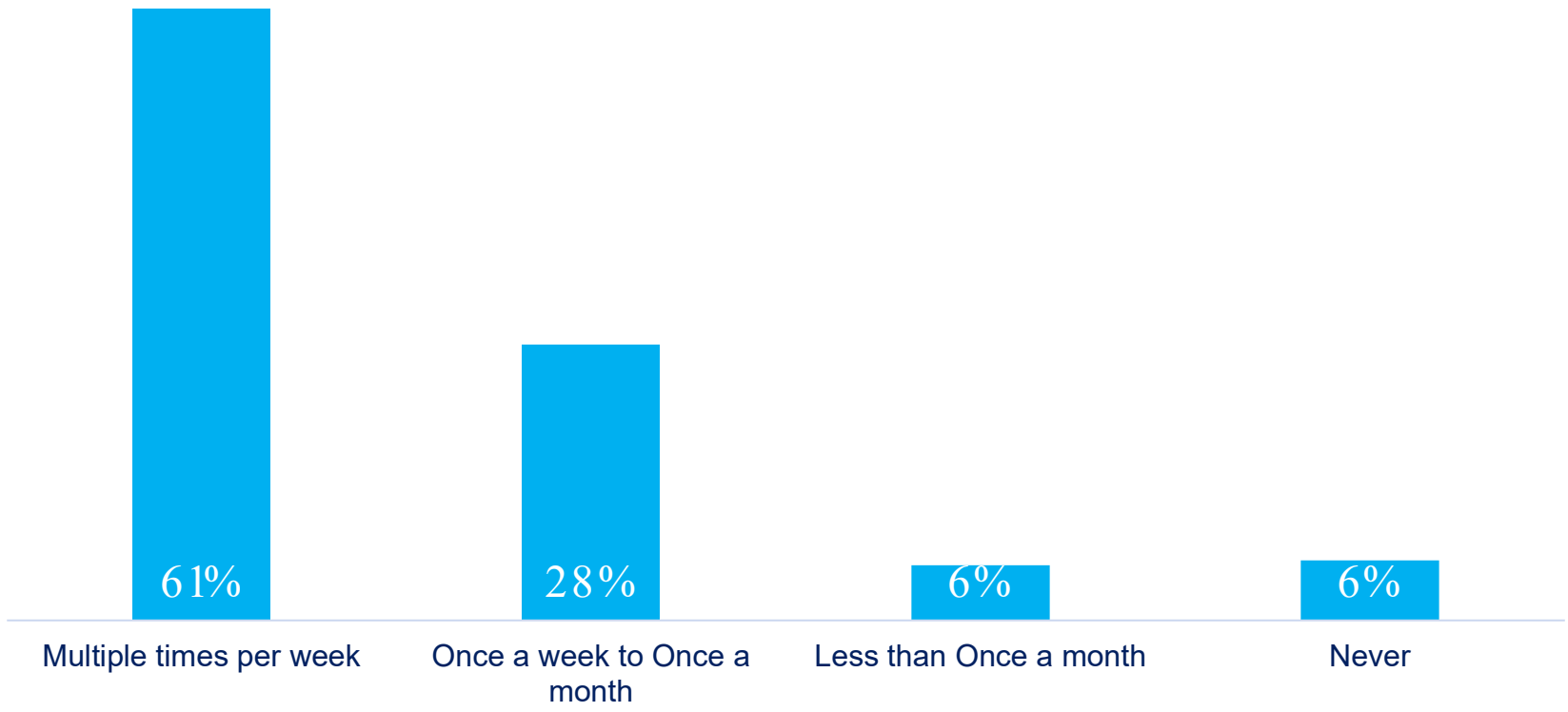
Source: Generation Audio, Radiocentre/Differentology 2022

Base: 1,000 weekly commercial audio listeners

PURE

El desarrollo de nuevos hábitos de trabajo

% busca trabajar desde casa



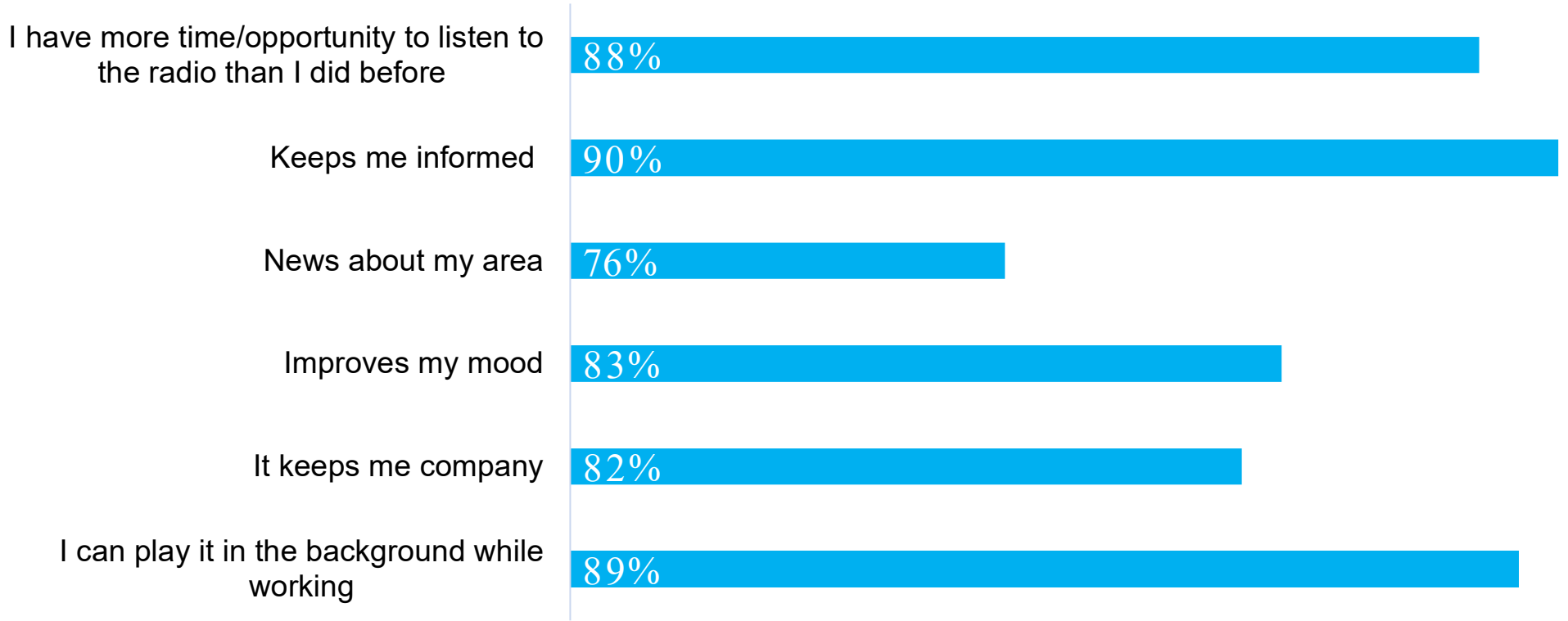
Source: Radiocentre/DRG

Hábitos de escucha de la radio

56% de la gente que trabaja desde casa en Reino Unido, son oyentes de radio comercial

Source: Radiocentre/DRG

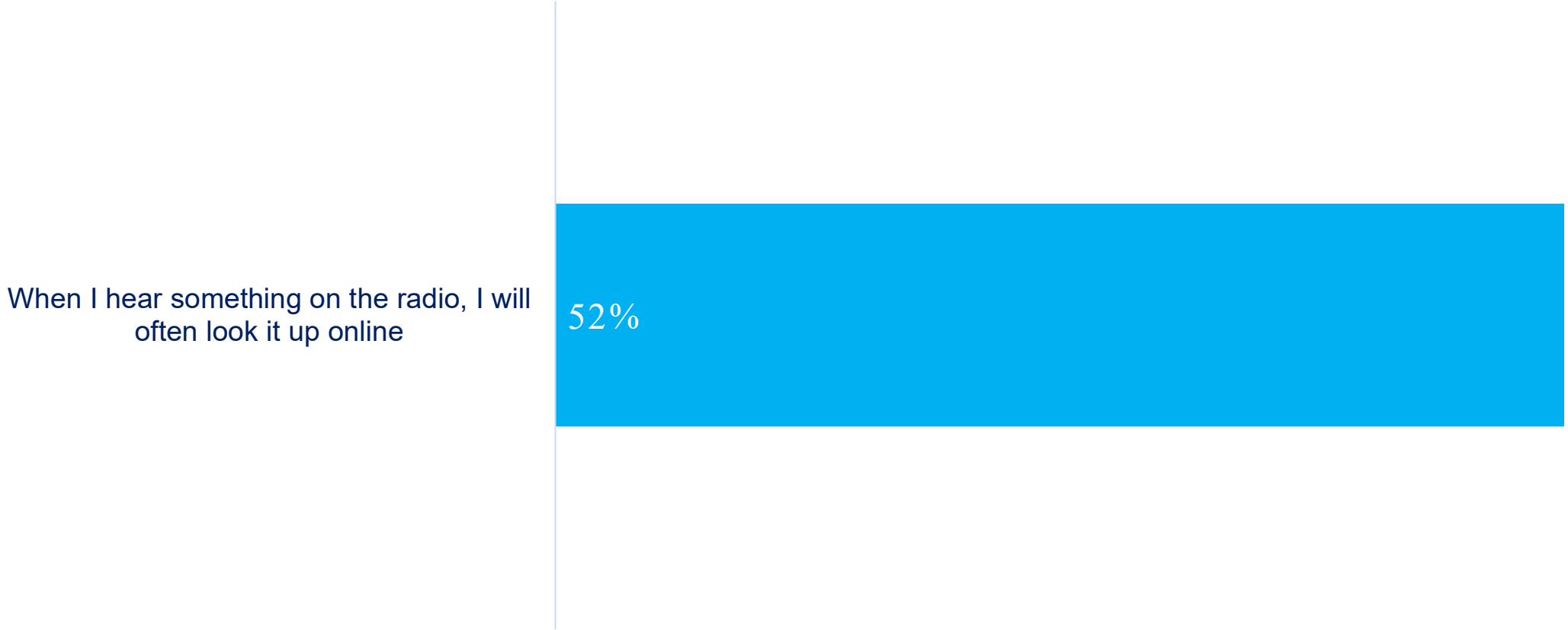
La radio acompaña a los oyentes en su trabajo



Source: Radiocentre/DRG

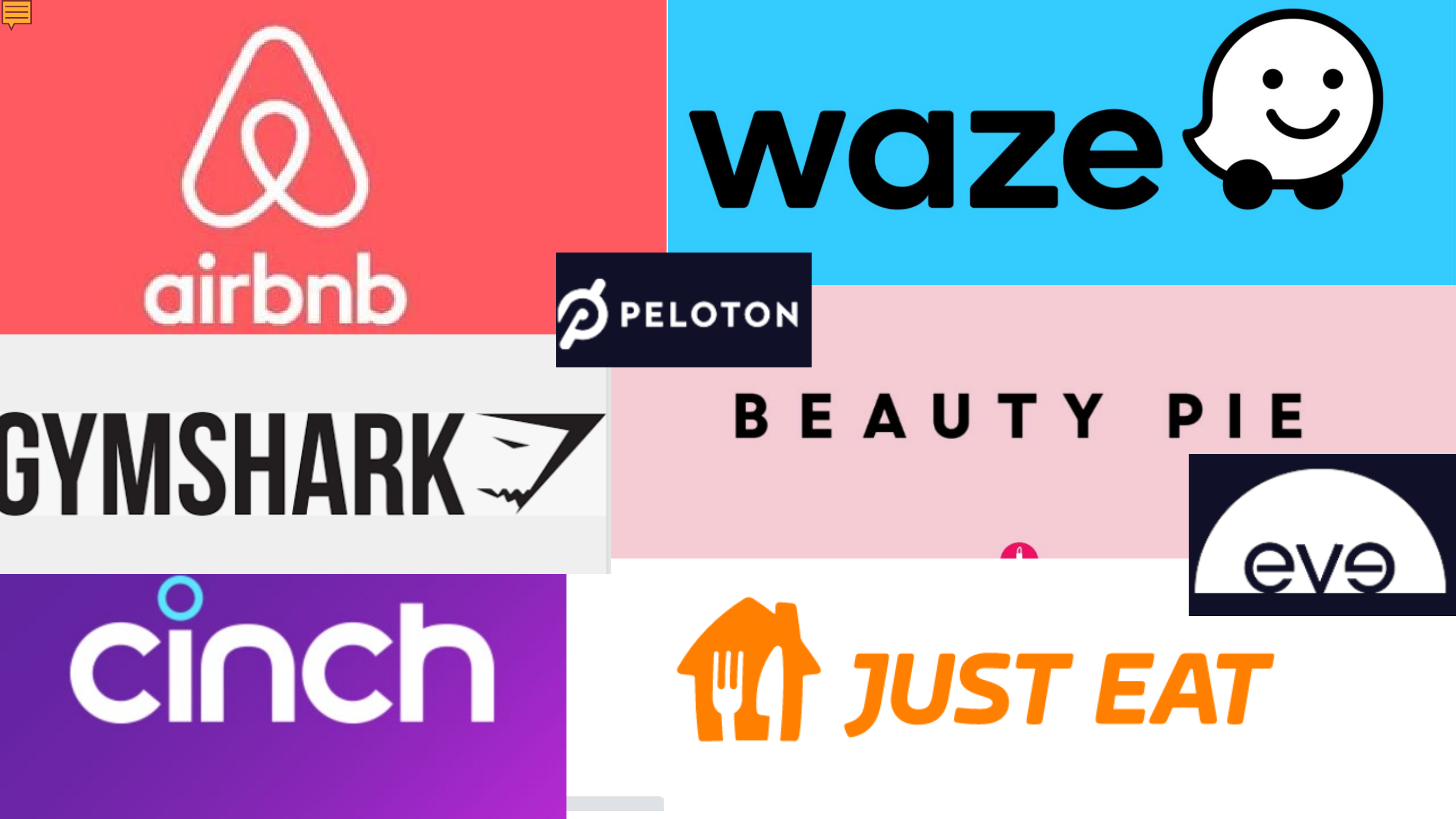
Audiencia receptiva a la publicidad

% están de acuerdo

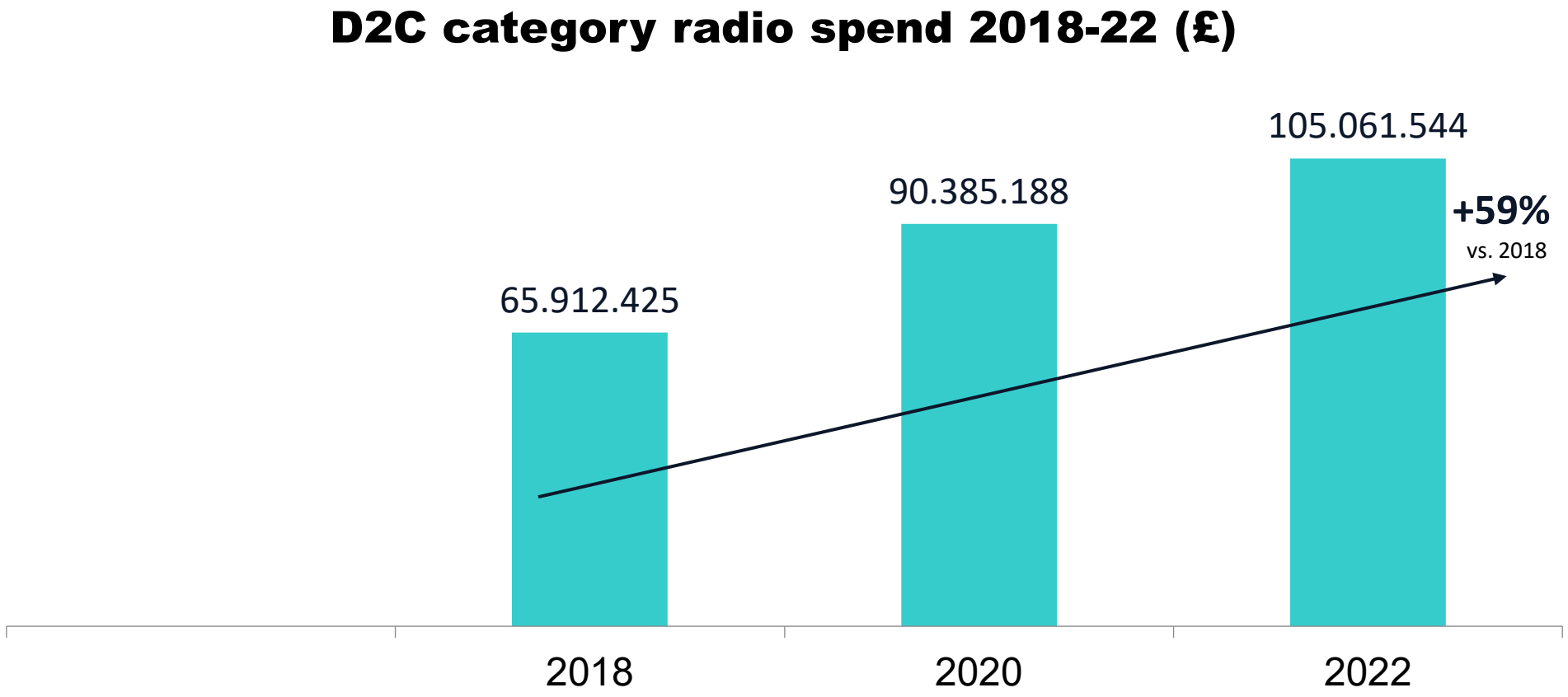


Source: Radiocentre/DRG

Nuevos tipos de anunciantes


airbnb
waze
PELOTON
GYMSHARK
BEAUTY PIE
evo
cinch
JUST EAT

Gasto en radio de los anunciantes de la categoría *D2C (directo al consumidor)*



Source: Nielsen Ad Dynamix

VER LA RADIO DE OTRA MANERA

THE FUTURE OF ADVERTISING IS HEAR

SAY HELLO TO 36 MILLION
RADIO LISTENERS EVERY WEEK.

RADIOCENTRE

SEE RADIO DIFFERENTLY
AT RADIOCENTRE.ORG

THIS INFLUENCER HAS 36 MILLION FOLLOWERS

RADIO, THE INFLUENCER
ADVERTISERS CAN TRUST.

RADIOCENTRE

SEE RADIO DIFFERENTLY
AT RADIOCENTRE.ORG

UNSKIPPABLE UNBLOCKABLE UNBEATABLE

BRANDS CUT THROUGH
WITH RADIO ADVERTISING.

RADIOCENTRE

SEE RADIO DIFFERENTLY
AT RADIOCENTRE.ORG

Radiocentre
@Radiocentre

Following

We just launched our new radio campaign radiocentre.org #SeeRadioDifferently

See Radio Differently - "You can be the leader, Keith Weed fr…
Radiocentre are calling on marketers to See Radio Differently through radio advert songs. In this hip-hop song we ask Keith Weed, Chief Marketing Officer of Unilever, to be the leader. Bec...
soundcloud

RETWEETS 14 LIKES 15

7:35 AM - 17 May 2016

Keith Weed
@keithweed

Following

Thanks @radiocentre for the power of radio reminder. I've pulled in a favour from a friend... MC @PGTIPS Monkey.

RETWEETS 7 LIKES 32

:05 PM - 17 May 2016

Reply to @keithweed @PGtips

Stephen Miron @StephenMiron · 19h
Great sport as always @keithweed @Radiocentre @PGtips !!

Marketing Week Mag
@MarketingWeekEd

Following

How did @keithweed respond to Radiocentre's ad campaign? By creating a rap video of his own marketingweek.com/2016/05/17/uni …

RETWEETS 3 LIKES 2

5:35 PM - 17 May 2016

Keith Weed
@keithweed

Following

@HelenCalcraft . Helen, you can not believe how many calls and emails I received from people who had heard it...

RETWEETS 4 LIKES 5

10:41 PM - 17 May 2016

The Drum
@TheDrum

Following

Radio industry calls out Unilever's Keith Weed in campaign targeting marketers goo.gl/QRD1h2

Marketing Week Mag
@MarketingWeekEd

Following

Are brands ignoring radio advertising? @Radiocentre seems to think so marketingweek.com/2016/05/17/uni …

RETWEETS 2

10:52 AM - 18 May 2016

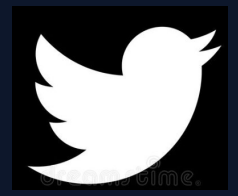
Campaign
@Campaignmag

Following

.@Radiocentre's new ad is a rap for @keithweed, Unilever's marketing boss bit.ly/1YxXKN7 by @LuckyGenerals

RETWEETS 2 LIKES 2

10:45 PM - 17 May 2016



@Lucybarrett