



# **What is the best media combine with radio advertising?**

We explore the impact of radio advertising when integrated with another widely used media.

# Intro

According to recent research by Radiocentre, exposure to radio advertising can boost brand browsing by an average of 52%.

However, placed alongside other media, radio can play an extremely powerful role for advertisers. Throughout this short guide we will focus on how brands can use radio as part of a wider media combination to maximise overall campaign performance.



# Radio and digital

A study new study has highlighted how allocating just 10% of of a media budget into radio boosts brand online browsing by 52%.

The other benefits of combining the two mediums include:

- Boosting brand awareness. It is said that 58% of all online browsing stimulated by radio takes places within 24 hours of exposure to advertising.
- Expanding reach. The internet currently has 65.3 million users in the UK alone. Working together, the two hugely popular platforms can help your business expand its reach and interact with new customers that you wouldn't usually access.
- Increase advertising frequency. To build brand trust and recognition, people will need to see or hear your ad multiple times, it has been said that the brain needs to be exposed to messaging between three and thirteen times before it will inspire action.
- Targeted advertising. Both digital and radio advertising are the perfect way to reach people when they are at their point of purchase. Combining the two methods of advertising is brilliant way for increasing revenue as you pique interest in the minds of customers just as they prepare to act.

# Radio and outdoor

When driving, radio can contextually provide the brand voice to the brand image displayed on outdoor advertising, completing the full, immersive marketing experience. In this section we will investigate the benefits of combining the airwaves with OOH:

- Both sets of ads do not interrupt consumers. Radio and out of home advertising work so well together as they are not an intrusive form of marketing, unlike digital marketing methods such as digital display.

- Economical pricing. Compared to the likes of television or digital advertising, radio and outdoor marketing is well-known for its fair pricing, which considering the size of its potential reach, is highly competitive.

- Both mediums appeal to consumer's core senses.

By integrating a radio and outdoor marketing campaign, you will be appealing to your audience's most crucial senses – sight and hearing.

- Simple and actionable format. A memorable advert lies in simplicity – radio and outdoor adverts are the perfect evidence of that. Using short formats – textual or visual – allows for these types of advertisement to be rather simple, containing only the most important information.



# Radio and television

Radio and television are two of the most widely consumed media methods across the UK and account for a huge share of the average consumer's media day. We look at the benefits of combining both channels and television and how it could work for your brand:

- Boost brand awareness. According to Radiocentre, adding radio to a TV campaign has a 15% multiplier effect. If 10% of a given TV budget is alternatively used on radio, the efficiency in building awareness increases on average by 15%
- Expand advertising reach. 64 million people have a 'licensable' television set in the UK. Couple this with radio, which reaches over 88% of the UK population, your messaging will be at the forefront of the consumer's mind often.
- Strengthen your brand. By simultaneously advertising across both of these huge platforms, it would be very difficult for a consumer to forget your brand. Couple this with strong creative and branding, the familiarity of your brand will skyrocket.
- Endless demographic targeting. Both radio and television are known for their ability to target a certain demographic. Both media sources have hundreds if not thousands of options when it comes to targeting.

# Radio and cinema

Although radio and cinema seem very different at first glance, their strengths are very complementary.

- Both have low active ad avoidance. With a captive audience sat in-front of a cinema screen and the 'unskippable' nature of radio, ad avoidance is very low amongst both channels.
- Whilst cinema mostly delivers irregular but hugely powerful messaging to smaller but highly valuable, radio plays a role as a broadcast "high outreach" medium, able to improve advertising effectiveness
- The production of both cinema and radio advertising is surprisingly low, perfect for SMEs who want to keep media budgets cost effective.
- Although cinema has a smaller audience, both have very specific targeting qualities. Target your demographic by film at the cinema and target your audience via radio brand on the airwaves.



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