



**Invest 11%
in Radio to
Double Your
Campaign
Effectiveness**

About the Study

CRA and Mark Ritson collaborated with respected Marketing Effectiveness expert Rob Brittain to analyse the Advertising Council of Australia's (ACA) Effectiveness Database. We analysed all Effie Award entries since 2018, which are recognised as the pinnacle of advertising excellence.

To determine the effectiveness of radio, the study controlled for a significant driver of campaign success – Excess Share of Voice (ESOV).

ESOV gauges advertising intensity relative to business size, where positive ESOV proves achievable for businesses of any size.

The calculation is straightforward:

$ESOV = \text{Share of Voice} - \text{Share of Market}$.



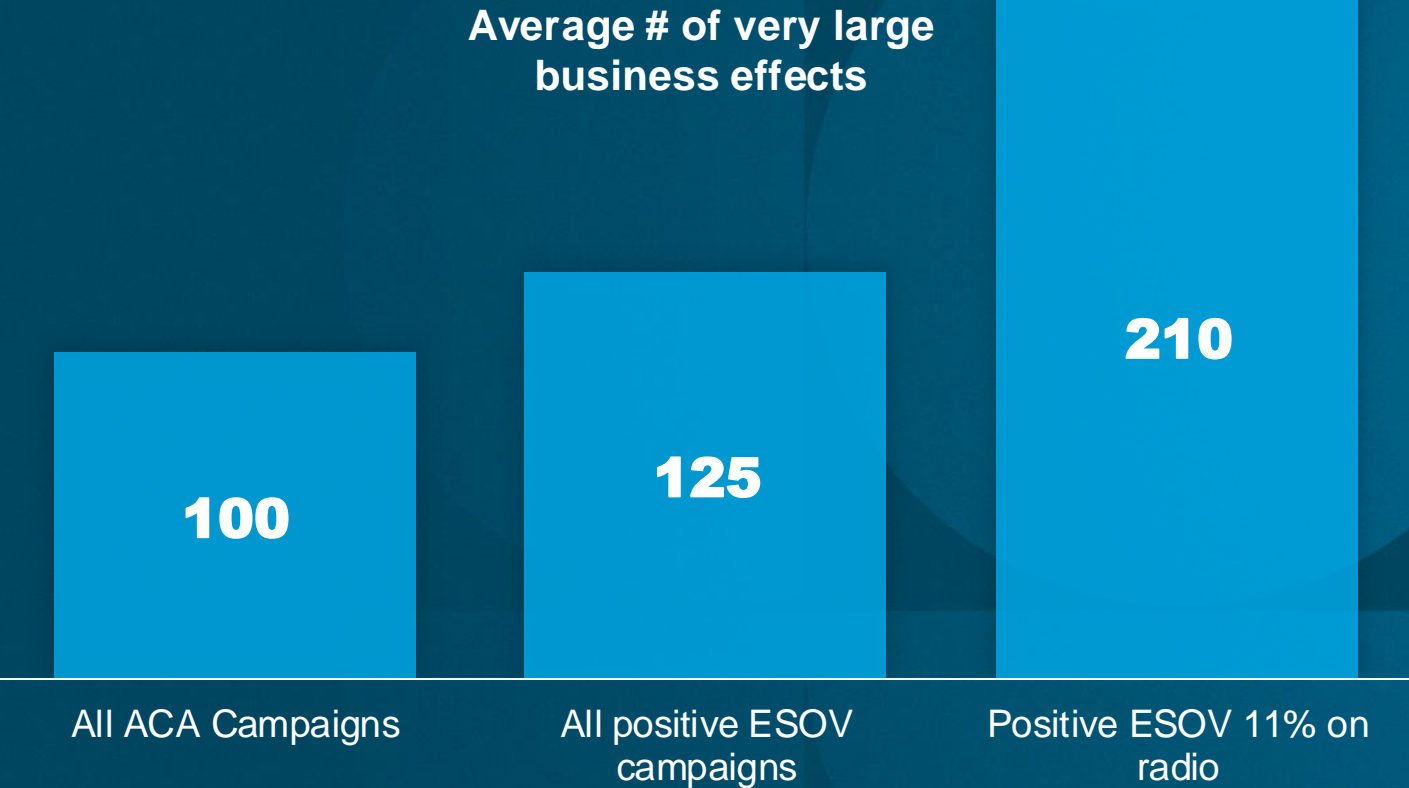
Key Findings:

- Investing **11%** in radio can double your campaign effectiveness
- Brand impact is **13%** higher in campaigns with radio
- Larger mental availability gains when radio is included underpin stronger business results
- Campaigns with radio deliver stronger impact on brand awareness, product knowledge and help to build distinctive assets



Radio Boosts Effectiveness

Invest **11%** of your media plan into radio and **DOUBLE** you very large business effects



Source: ACA Effectiveness database 2018-2023. Avg # of business effects for campaigns with positive eSOV vs all ACA campaigns.

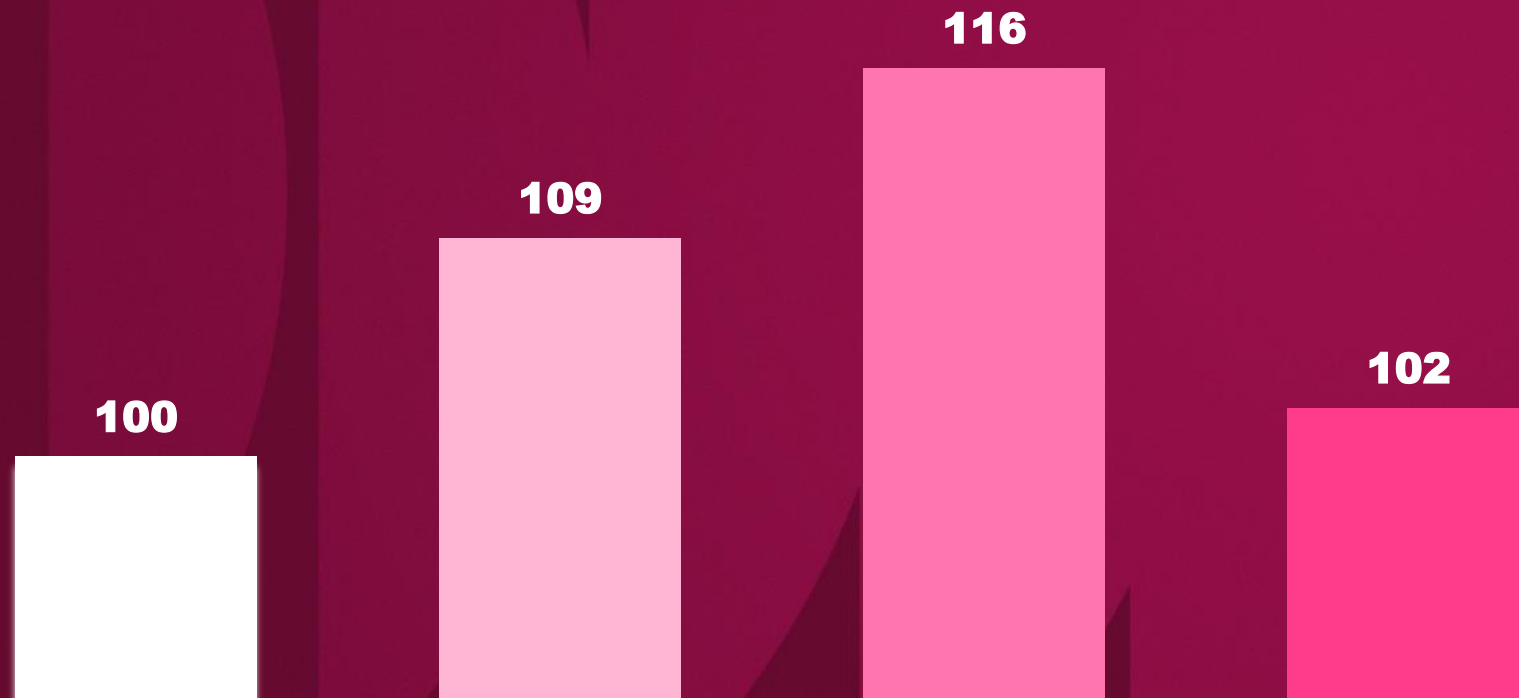


Brand Impact Is 13% Higher in Campaigns with Radio

Positive ESOV campaigns drive stronger brand effects when radio is in the mix.

Avg # of v. large brand effects

- All ACA campaigns
- All positive ESOV campaigns
- Positive ESOV using Radio
- positive ESOV not using Radio



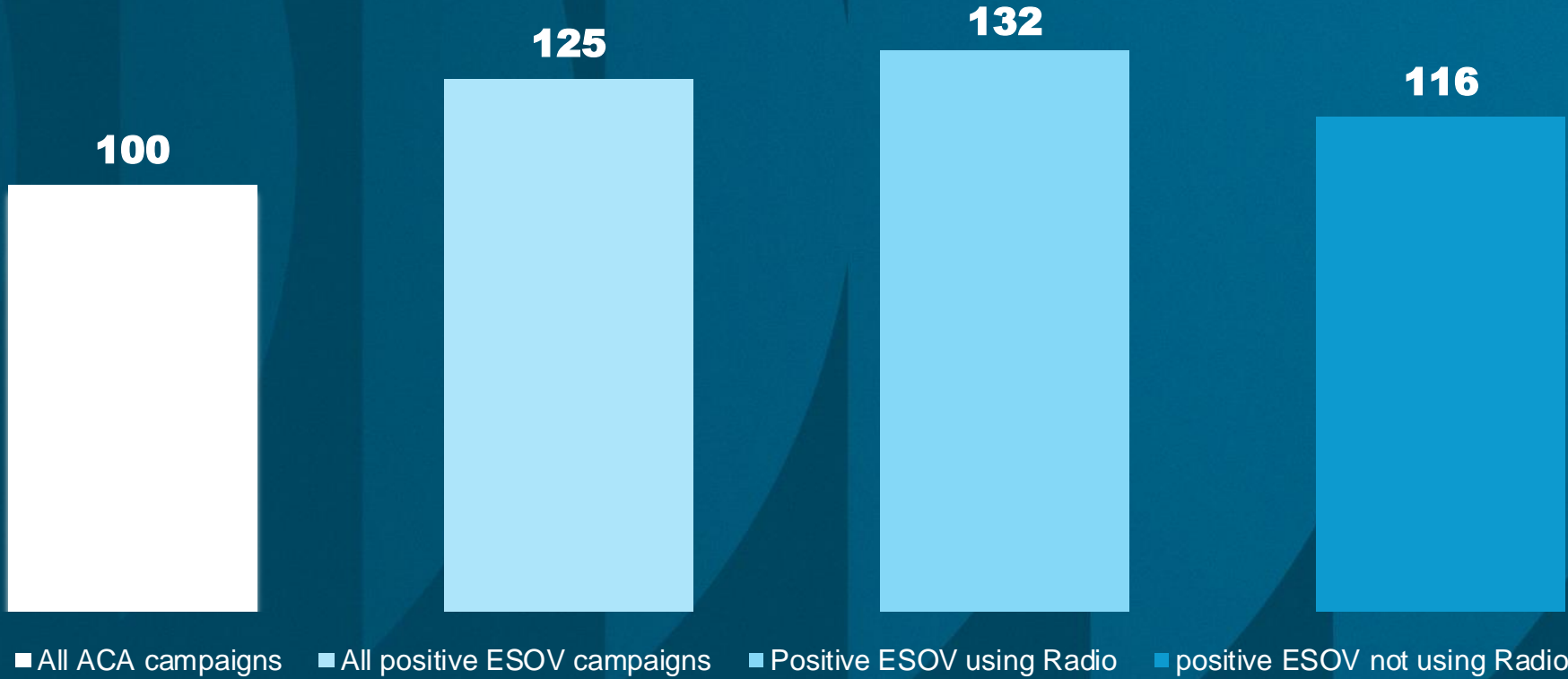
Source: ACA Effectiveness 2018-2023. Avg # of business effects for campaigns with positive ESOV vs all ACA campaigns.



Larger Mental Availability Gains When Radio Is Included Underpin Stronger Business Results

Positive ESOV campaigns drive stronger business effects when radio is in the mix

Avg # of v. large brand effects



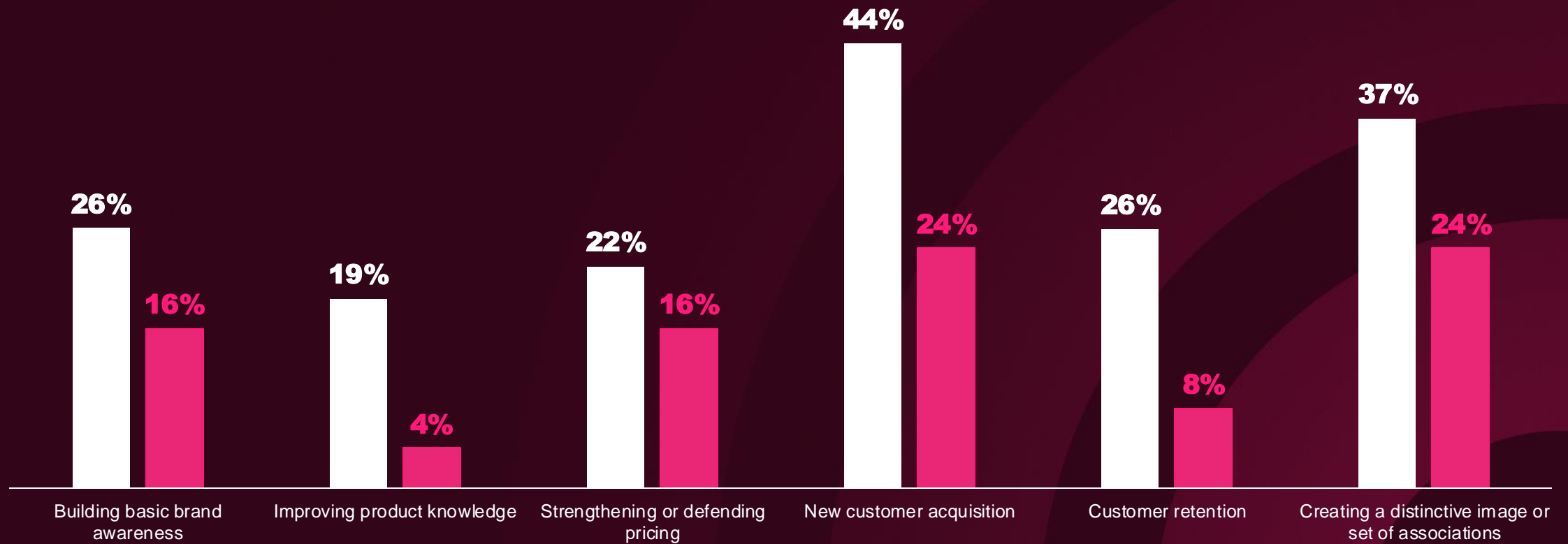
Source: ACA Effectiveness database 2018-2023. Avg # of business effects for campaigns with positive eSOV vs all ACA campaigns.



Radio's Ability to Improve Product Knowledge, Acquisition, and Retention Are Key Drivers of Stronger Business Results.

- Positive ESOV, using radio
- Positive ESOV, not using radio

% of campaigns stating a v.large effect on the metric



Source: ACA Effectiveness database 2018-2023. Avg # of business effects for campaigns with positive eSOV vs all ACA campaigns.





Mark
RITSON



Radio drives a disproportionately large impact for a relatively modest investment of just 11%.

Source: ACA Effectiveness database 2018-2023.
Avg # of business effects for campaigns with positive eSOV vs all ACA campaigns.

