

Radio and Internet are showing **positive trends**. Together they provide

the perfect **rational + emotional** partnership

**Radio** is strongest for **recall**, while mentioning **websites**

in spots boosts **traffic generation**, which

**persists** over time. Radio is the perfect medium for both **new and**

**established brands**, and you'll be interested in the

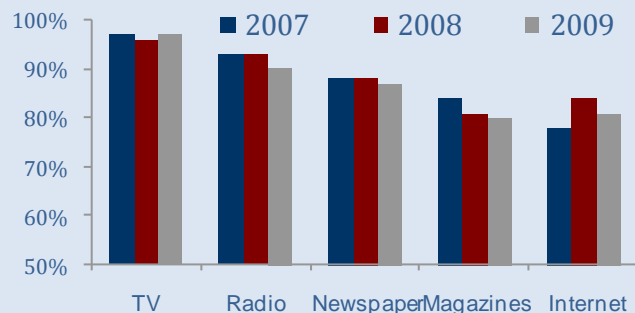
**competitive costs**

# positive trends

## for radio and the internet

1

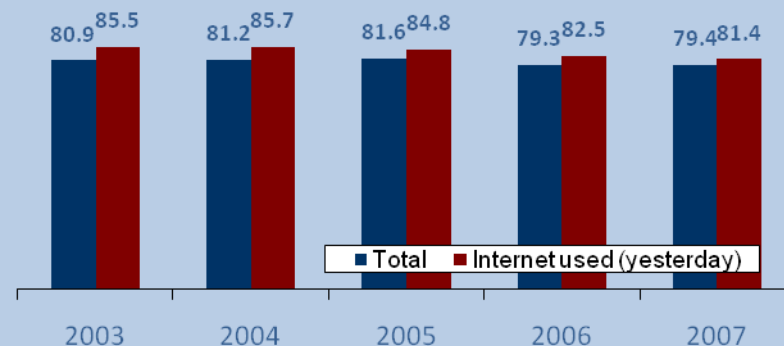
**Daily reach for radio and Internet are strong**



Foundation Research, 2009

2

**Internet users listen to the radio above average**



AS&S, 2007

3

**Online purchasing activity is increasing**

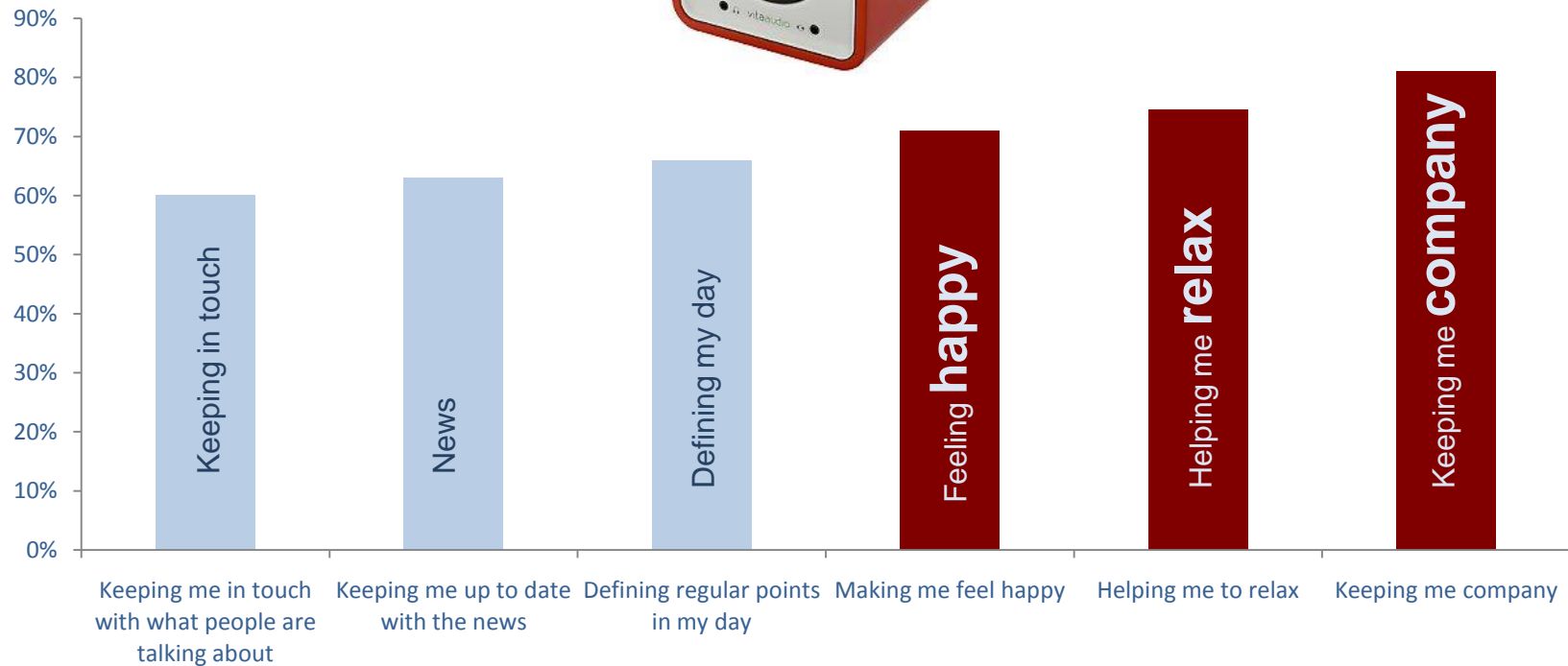


4

**Surfing whilst listening to the radio is becoming more common**



# radio is the best at ...



internet is the **rational** complement to  
**emotional** radio

**Internet : rational  
medium**



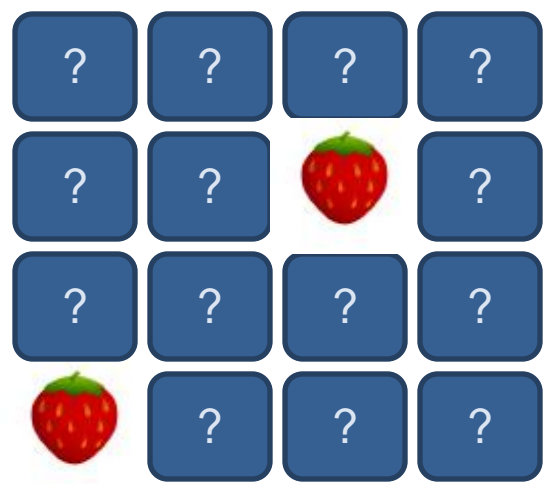
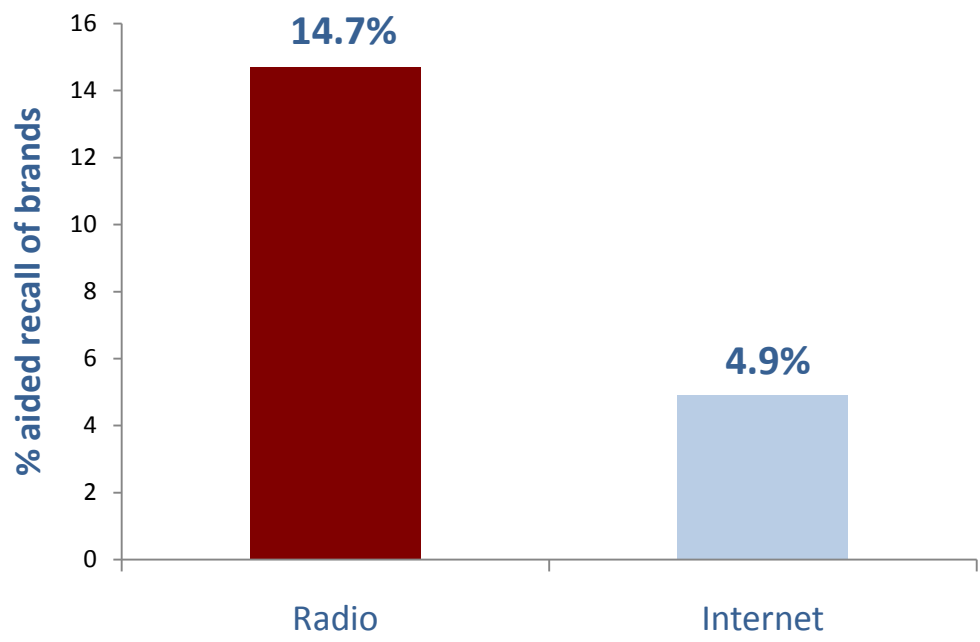
**VS**



**Radio: emotional  
medium**

# radio adverts produce better recall

than internet ads ...



Sample = 250 radio listeners, 250 internet users  
Source: Radio/On, 2007

... but radio adverts also  
**generate traffic**  
to websites

**57%**

have checked out things on the Internet after just hearing them on the radio

**59%**

will search the web for more details if they hear something on the radio whilst using the internet

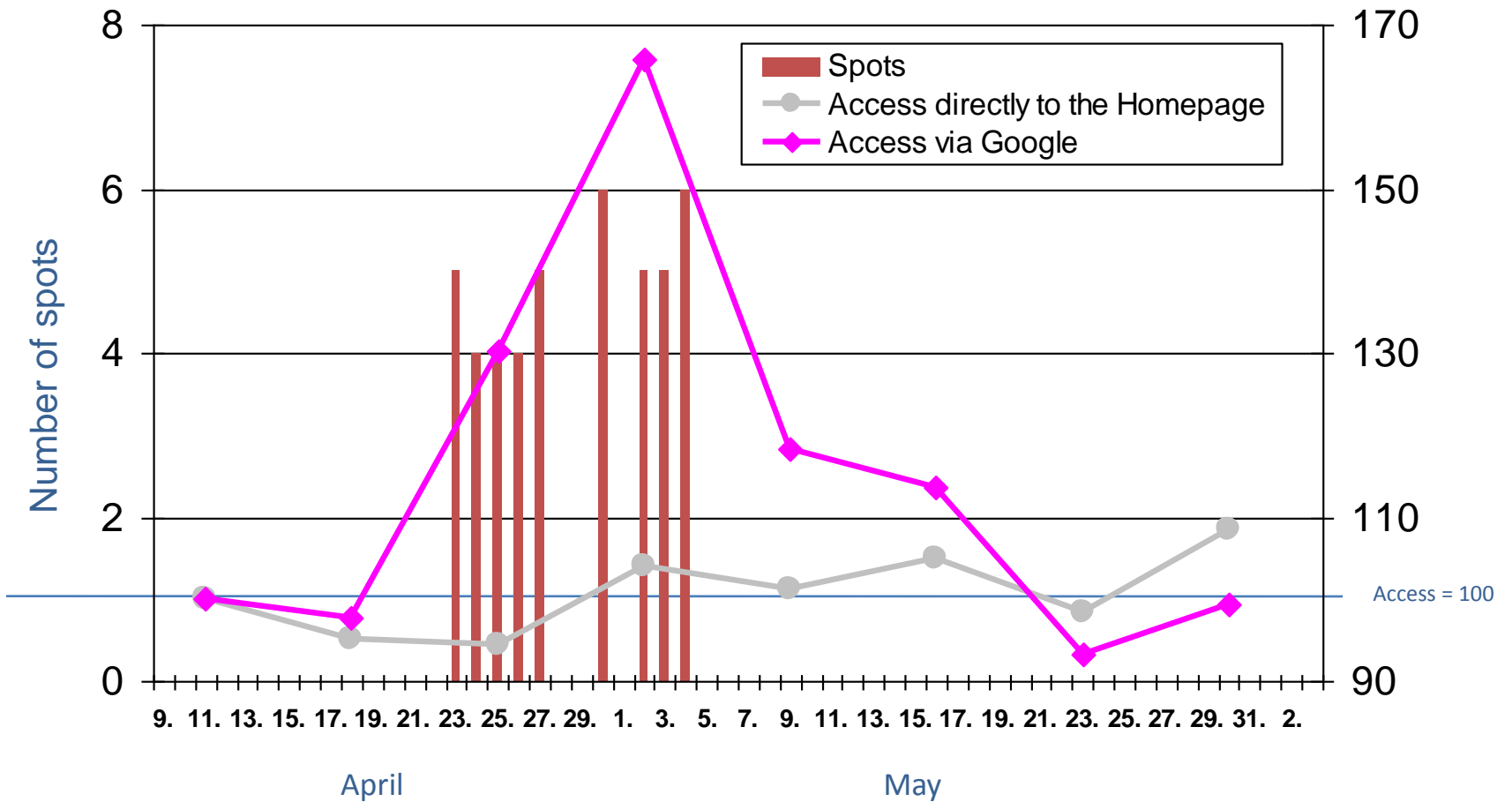
**62%**

are reminded by hearing things on the radio to look up something when using the internet

**39%**

have been prompted by radio adverts to search for something on the internet

# And this traffic persists after the campaign has finished

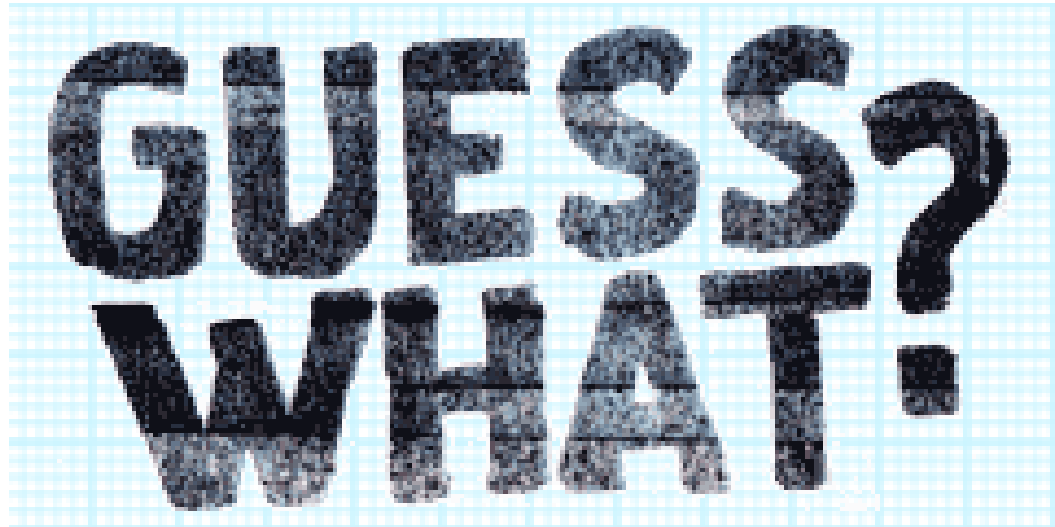


Source: AS&S, 2007

Radio generates  
Internet traffic for  
**new  
brands...**



... Just as for  
**established  
brands**



**GUESSES?  
WHAT!**

An integrated radio and Internet campaign  
offers exceptional value for money