

# KANTAR

Unlocking  
effective radio  
creative.

Natalie Botha  
April 2020

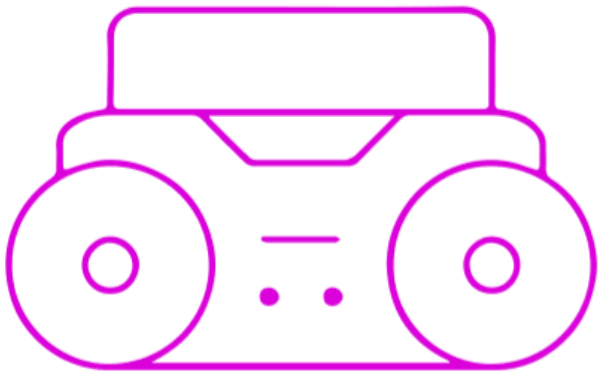


In the  
**KNOW**  
with **Mediamark**

## Connect with Radio audiences creatively

**+30%**

Net claimed increase in  
Radio listening from  
Kantar Barometer

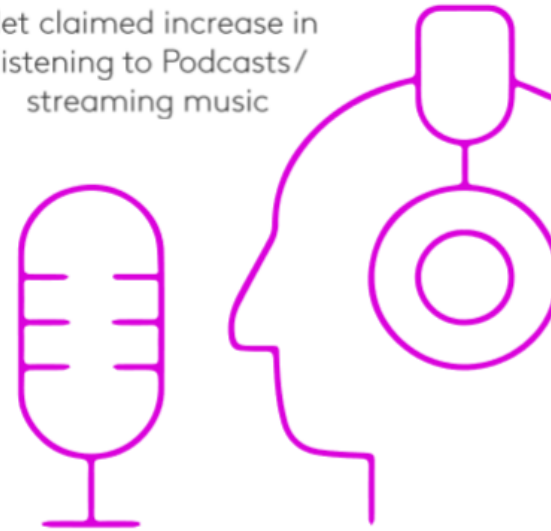


Opportunities for  
content that highlight  
**brand relevance for  
those isolated at home**

Food brands can relay  
recipe tips and advice,  
cleaning brands could offer  
advise on washing and  
hygiene, stationery brands  
can look at activities for  
kids at home.

**+29%**

Net claimed increase in  
listening to Podcasts/  
streaming music



Podcasts offer an  
opportunity for  
**business to keep  
in touch with  
clients**

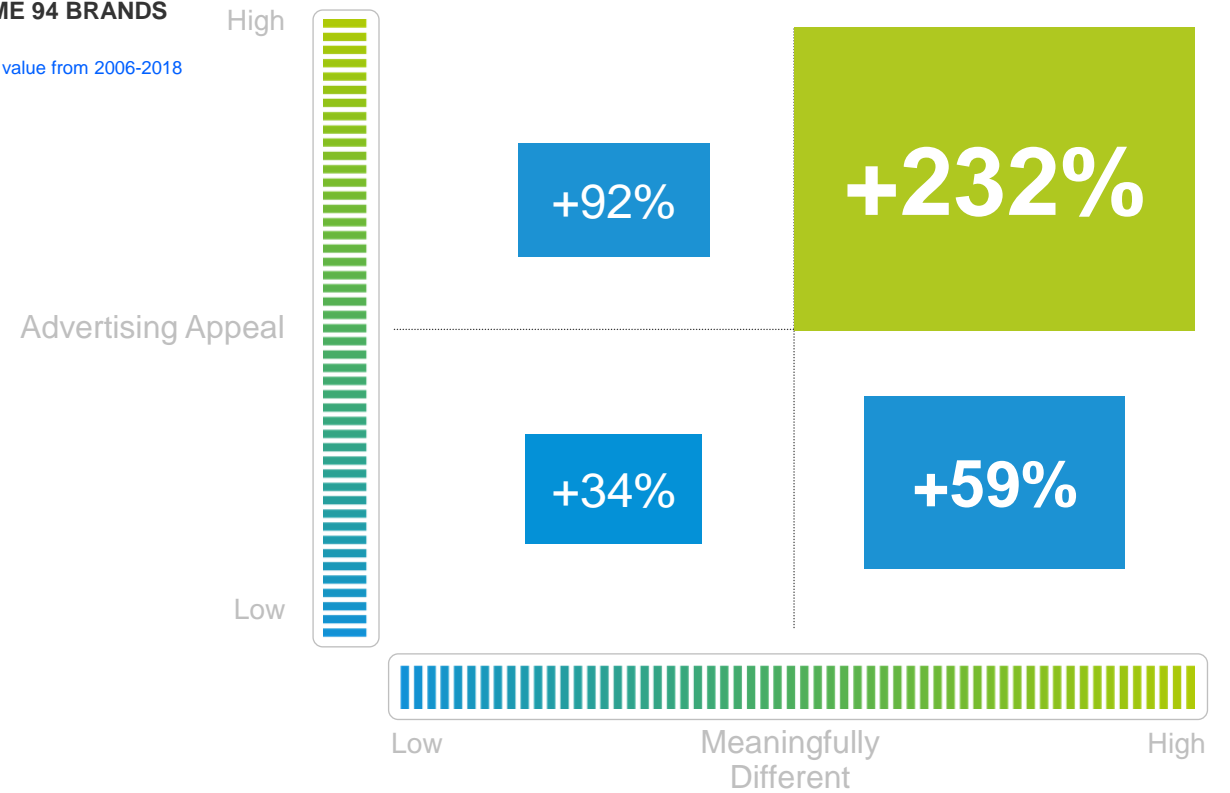
Offering tips and  
advice for dealing  
with the pandemic  
and implications for  
business and next  
steps.

There's a good reason to work harder at creative – it unlocks value.

## BRANDZ

ANALYSIS OF SAME 94 BRANDS

Average change in brand value from 2006-2018



# 1. It's one ingredient that helps to bake the cake.

Each medium in your campaign is like one ingredient of your cake.

It should all work well to complement each other and would not turn out well if anything was lacking!

Two things to consider:

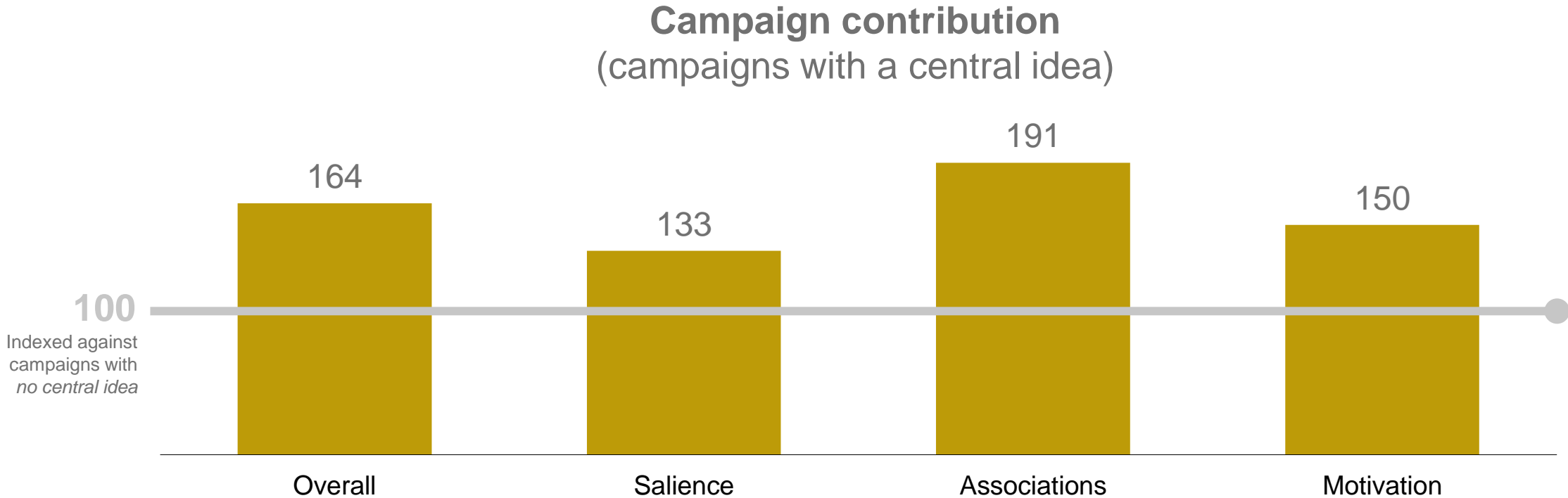
- Start with a central connecting idea
- Customise your content for each channel

**WHY?**

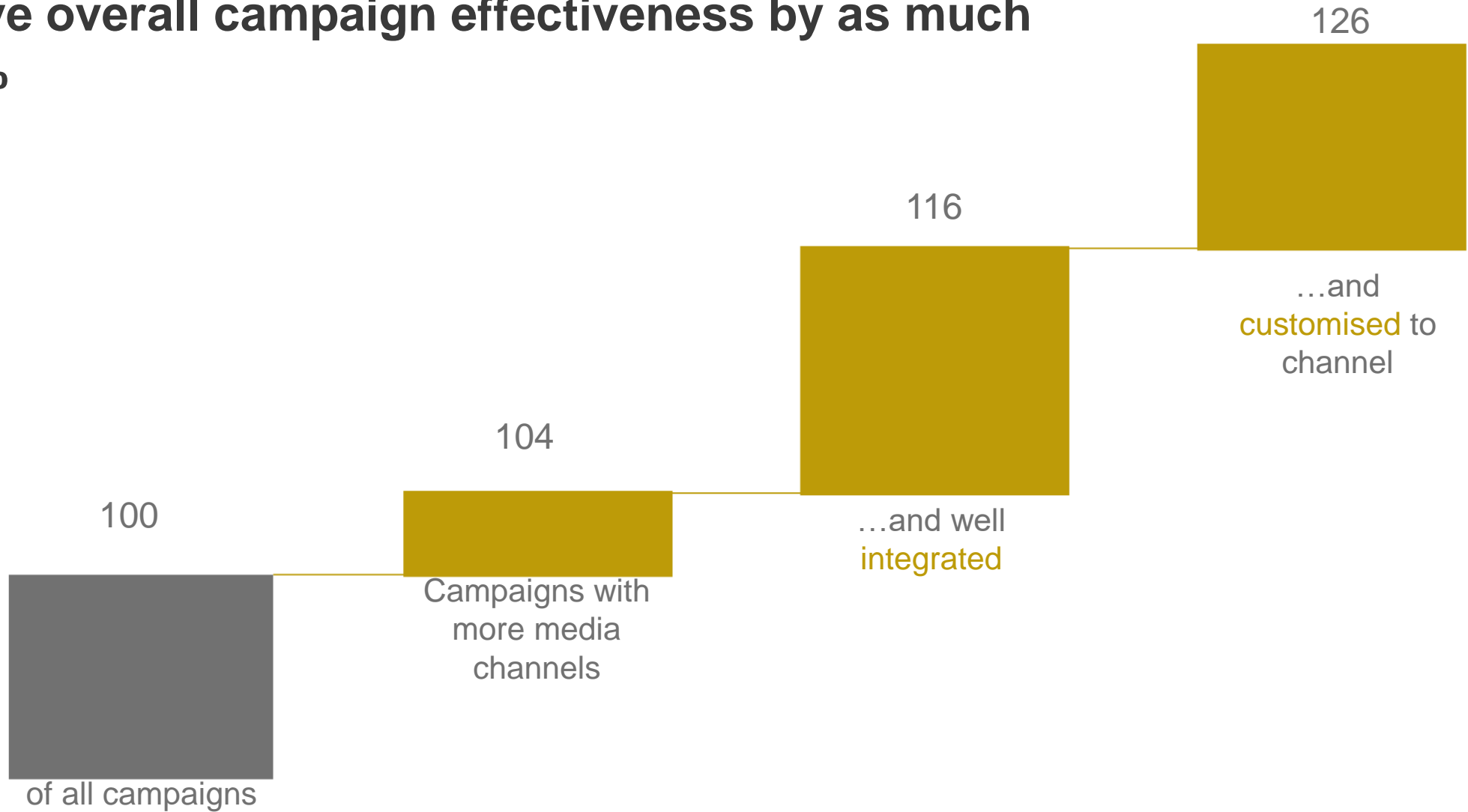


# Start with the central connecting idea!

Campaigns that have a strong central idea to cue the integration perform better across all brand KPIs.



# Well-integrated and customised ad campaigns can improve overall campaign effectiveness by as much as 26%





## 2. Human / Brain principals.

Consider the brain! South African's will not work hard to decode your message.

Be careful when using:

- vignettes (multiple places),
- metaphors or
- multiple characters and a
- fast pace.

Carefully assess how many messages you've placed in your ad.



### 3. Your brand tied to the most memorable moment.

Branding is the strongest predictor to in-market sales. Get it wrong and you are helping out your closest competitor.

When reviewing your advert, ask yourself, what is the most memorable moment of this advert?

Then ask:

- Is this related to my category?
- Does my brand form part of this memorable moment?





## 4. Consistency.

You will get bored of your content well before your consumers get bored! Creative wear out is rare, media wear out is more likely.

Mixed messages create clutter in an already heavily polluted advertising environment. Aim for simplicity and strong association with your category drivers.

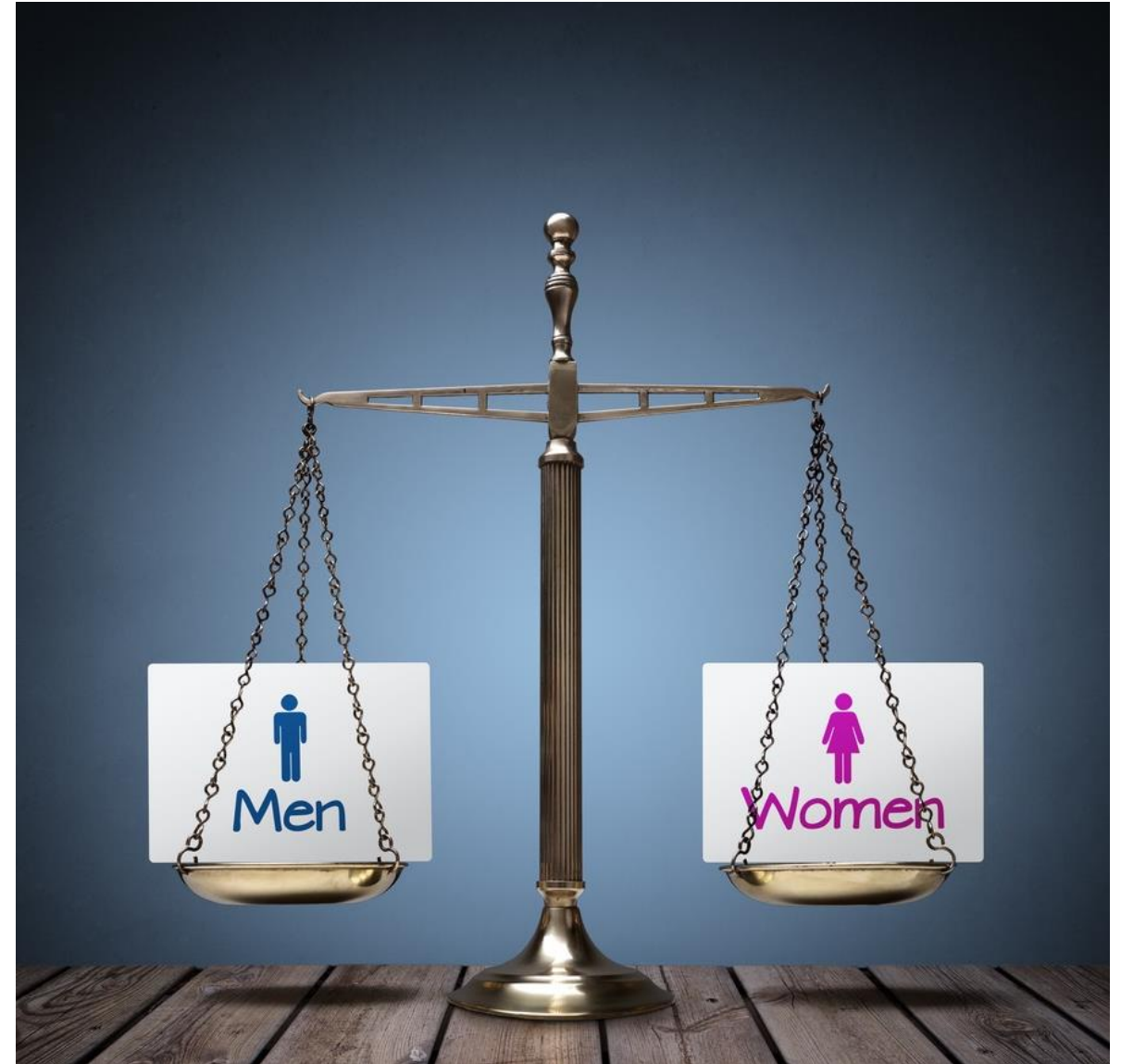
Stick to your strategy!



## 5. Know your people!

Women process information differently to men...

- They have higher cortisol (stress) levels particularly post pregnancy and for two years post delivery!
- Consider how advertising has been set up to present problems for solving. When you present a woman with a problem, you are adding even more stress to her day, and more things for her to think about.
- Strongly understand your audience and how they respond to different content.



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Thanks for listening.

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