



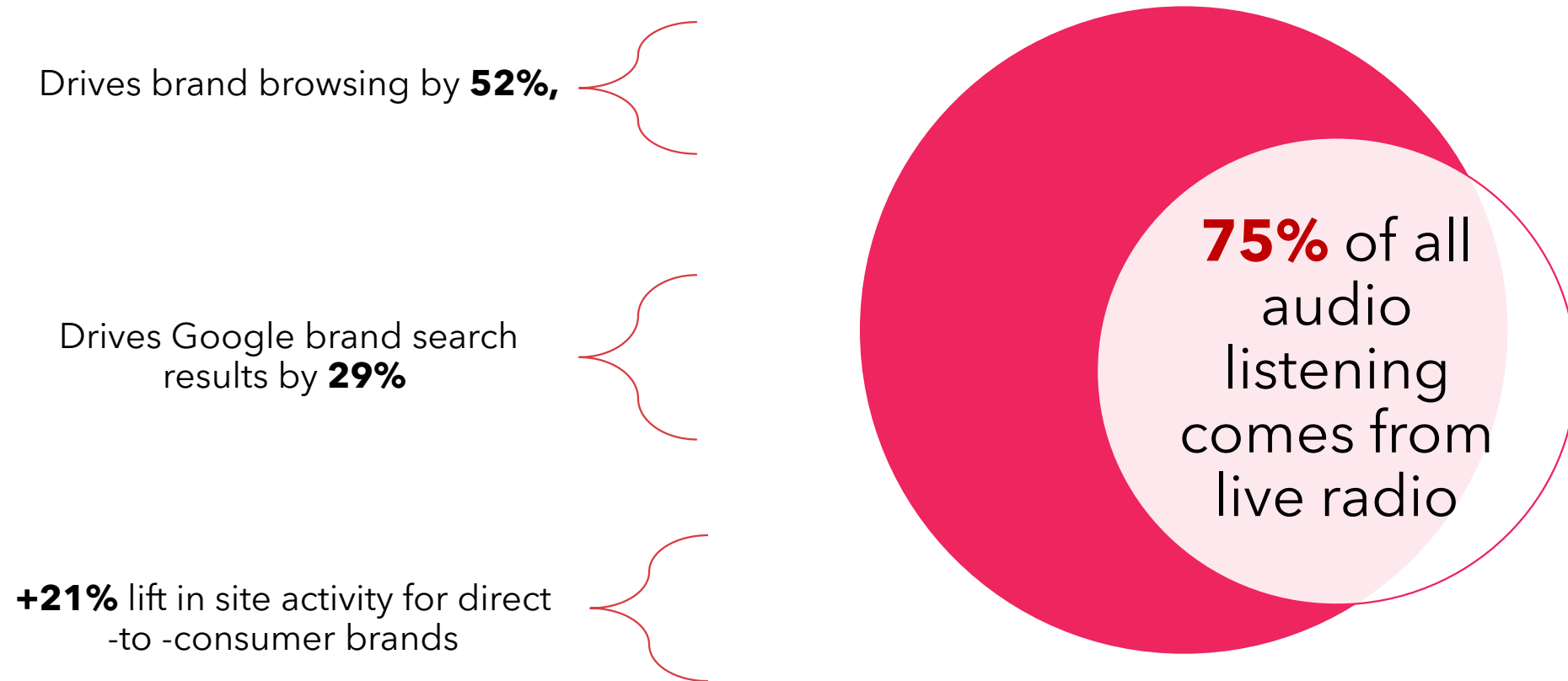
## World radio day



**MEDIA MARK**

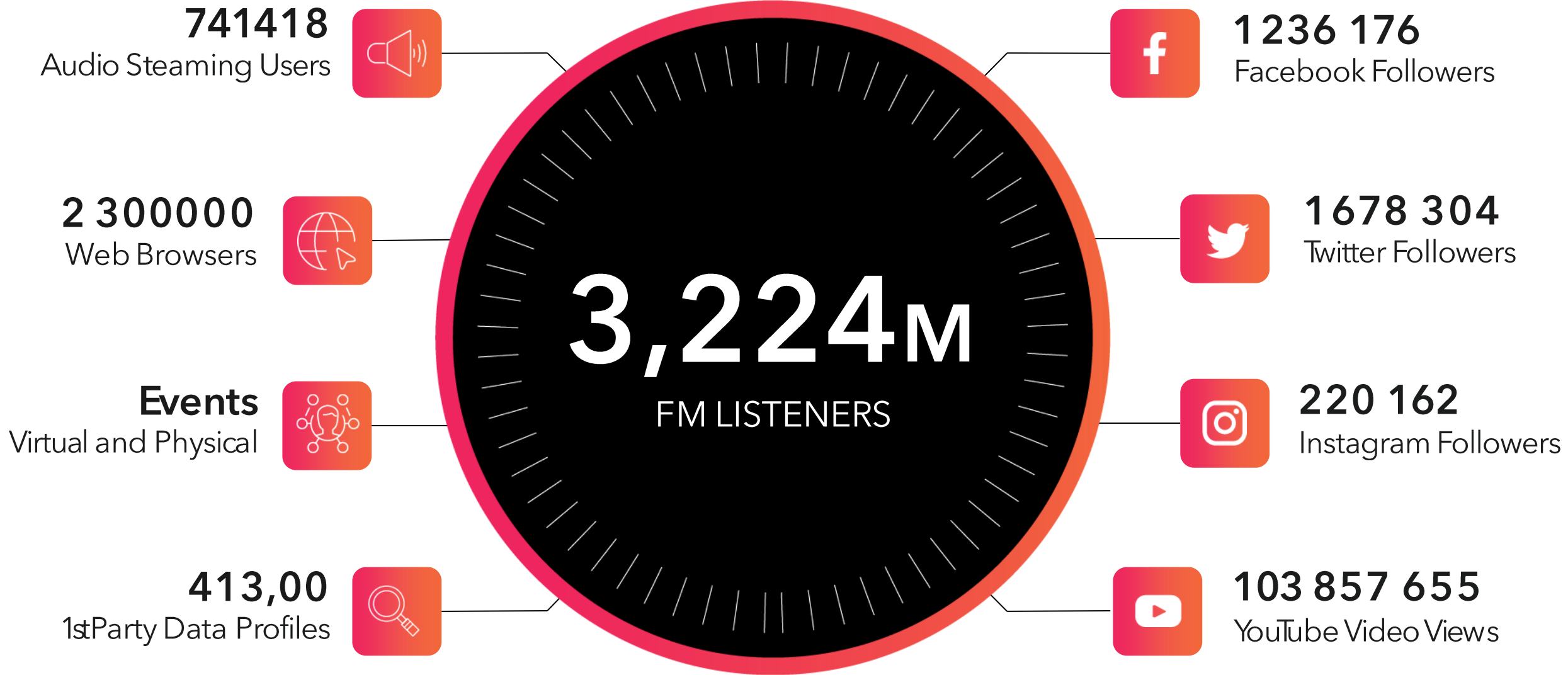
bringing people & media together

# Radio: Relevant now more than ever



Sources :Radio: LeadsRx study of 62 direct to consumer advertisers, November 2017 November 2018 and LeadsRx and iHeartMedia

# The Aggregated Radio Ecosystem



Source: BRC RAMS Apr21-Mar22, Sharpstream - May 2022, iona.fm - May 2022, FB, TWTR, UG, YT 1 June 2022



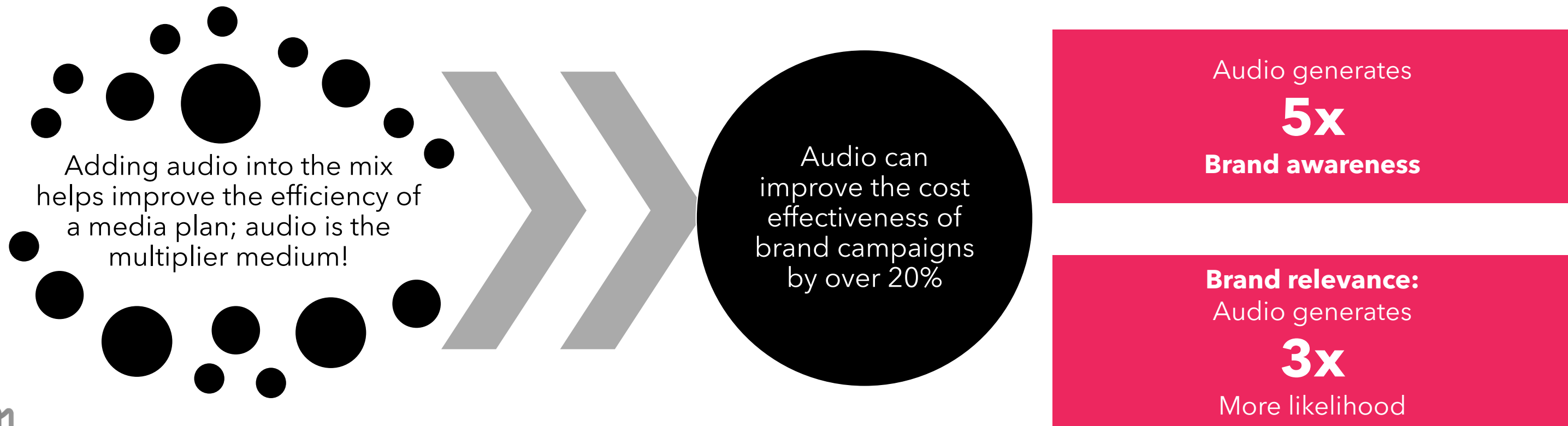
ABOUT MEDIAMARK



# Radio drives efficiency

Audio helps brands to grow :

Nielsen has an analysis highlighting how - in a typical year - radio's share of total media spend among advertisers that use the medium is around 8%. This clearly demonstrates how efficiently radio works as part of a wider media mix, driving uplifts of between twenty-four to fifty percent (depending on the measure) using only around 8% of the budget.

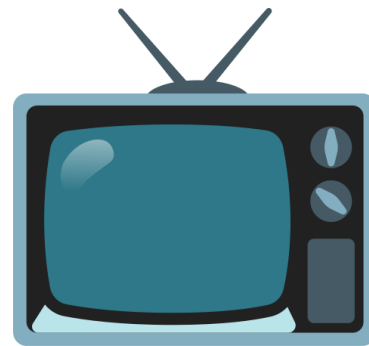


# Radio should be non negotiable in the Marketing mix

Radio has a unique campaign multiplier effect in the media mix, resulting in a 15% growth in spontaneous awareness when added into the marketing mix.

## Creativity, Flexibility & Agility

Audio offers creative & effective solutions at an affordable production cost. It's flexibility and agility enables to quickly adapt and air a spot.



- **70%** Boost in Purchase consideration
- **38%** Campaign efficiency



**228%** uplift in sales



**5x** higher rate to mailing campaign



**Online audio**

**40%** higher ad recall

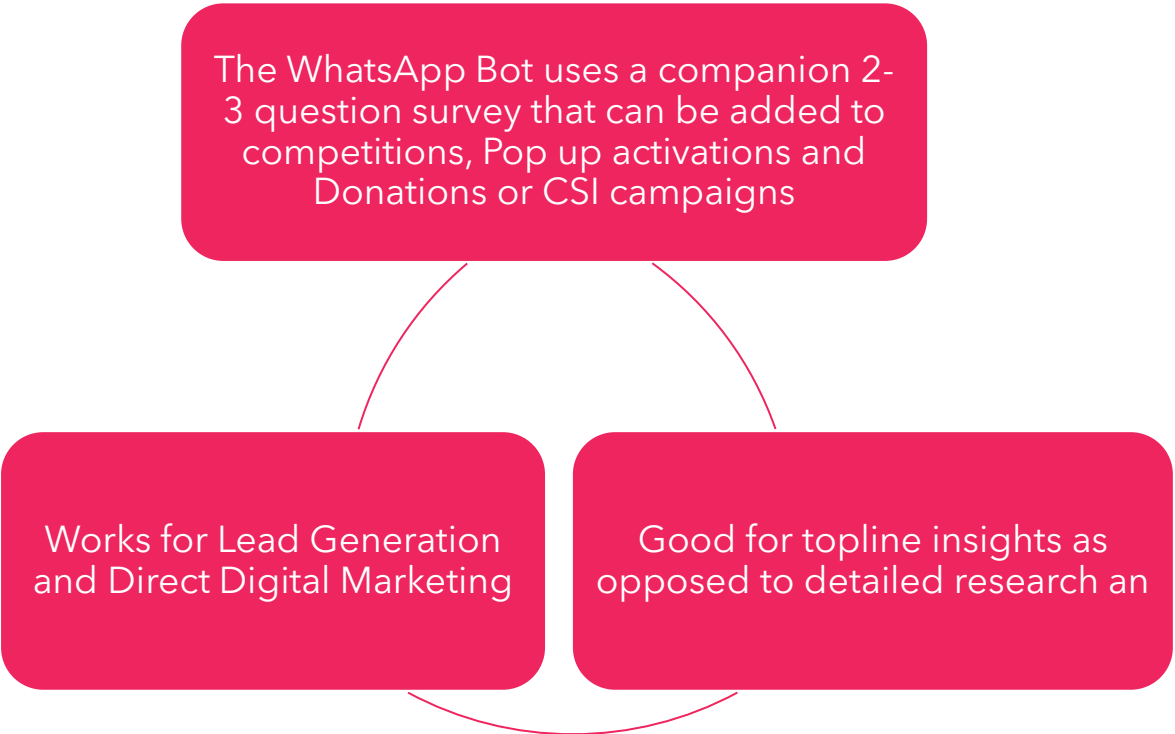
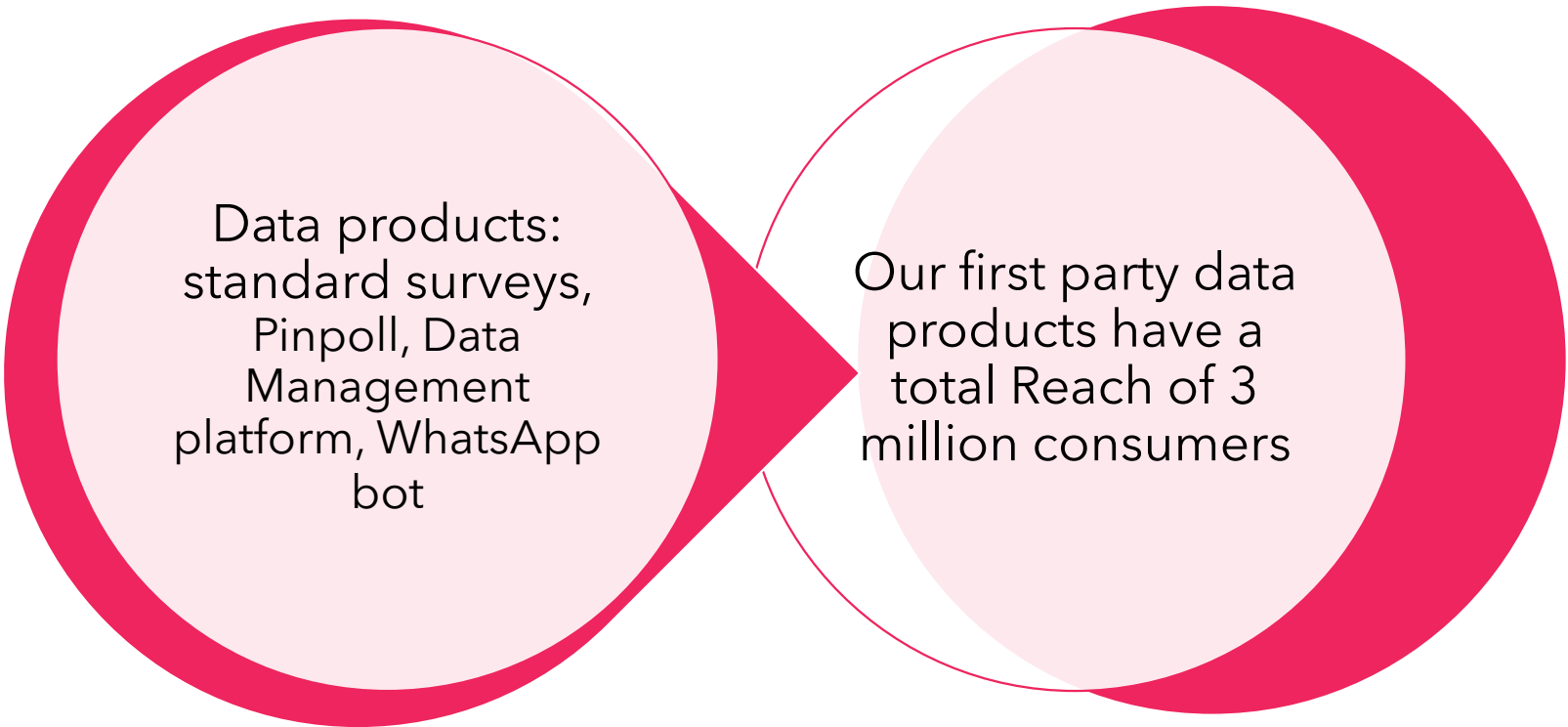


**33%** Boost in ad recall



# More measurable than ever

By utilising our first party data we are able to communicate directly with our listeners, to gauge audience sentiment and understand how they behave in specific categories. Through our brands and Sound Insights we you have access to thousands of listeners across our various platforms. We are able to create customised research solutions and provide insights for our clients-in order for them to convey the right message at the right time in the most impactful manner.




# The ultimate brand safe environment

## Trusted source of information

Consumer trust in radio content makes it the best medium to communicate important notices as it has upheld its credibility in sharing factual information in the various languages that stations cater to with immediacy.

## Brand Safety

Advertising on terrestrial radio and Digital Audio offers peace of mind by providing unskippable, highly relevant content in a safe environment.



Most trusted  
Media type in most  
countries around  
the globe

Radio Gauge data  
in the UK shows  
**that people  
exposed to radio  
advertising within a  
campaign are 62%  
more likely to  
trust a brand.**

The IPA Databank  
highlighting how  
**campaigns that  
feature radio  
generate 4x the  
level of brand  
trust** as those that  
don't.



# Brand Trust

Based on Nielsen's Trust in Advertising study, an international reaching insights study that gauges consumer sentiment toward paid, owned and earned advertising media:



Trust in advertising shows stronger results in Africa & Middle-East & Latin America than North America and Europe

Millennials and Gen X trust advertising more than any other generation

88% of respondents most trust recommendations from people they know





# Radio, the compassion medium

Radio creates an opportunity for brands and businesses to showcase their relevant products to attentive audiences who listen more in times of crisis

Times of crisis not only present Brands and businesses' commercial opportunities but also makes it the most favourable time to partner with radio stations vested in bringing peace and positive change by actively participating in CSI projects.

Stations represented by Mediamark are vested in bringing peace and positive change to the communities by actively participating in the following CSI initiatives: good morning angels on Jacaranda Fm, back-to-school packs on Kaya 959, and the Community and Social Responsibility award-winning Toy story campaign on East coast radio.



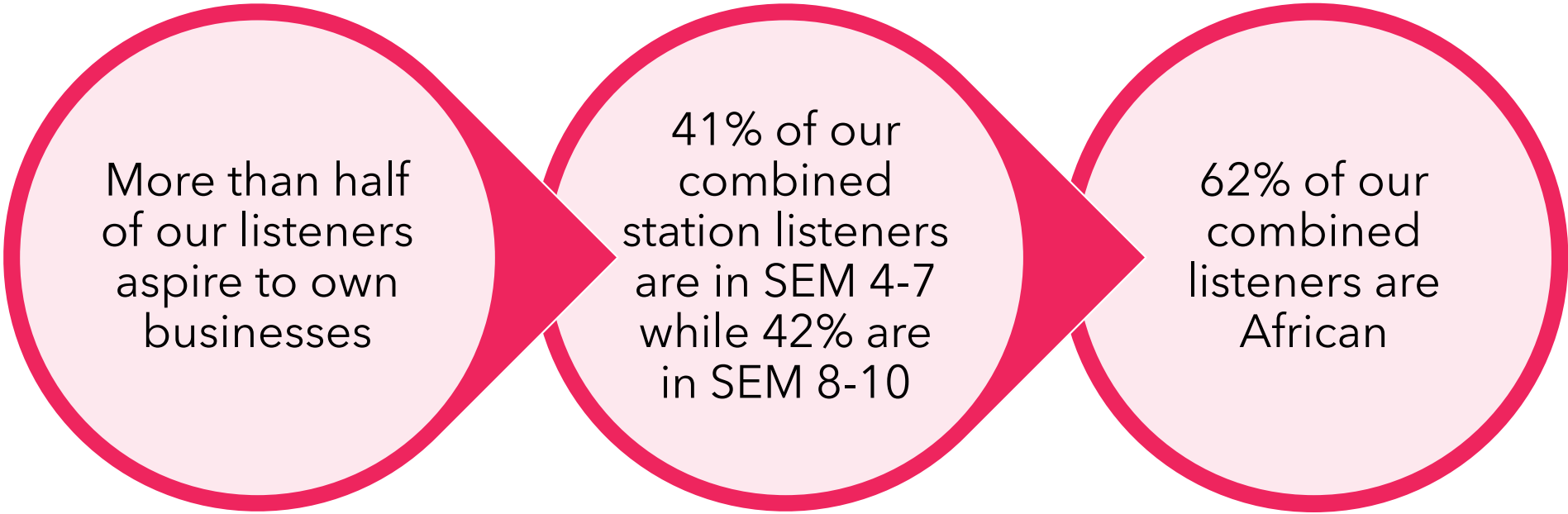
**57%** of Mediamark  
**station listeners**  
are more **inclined**  
**to purchase a**  
**product** from a  
**brand that**  
**supports charity**



# Radio: our stations offer diverse audience

Stations are dedicated in appealing to audiences from culturally diverse backgrounds, life stages and consumer segments

More than half of our listeners are employed with Half a million of our listeners are entrepreneurs with 1 million aspiring to start their own businesses



**THANK YOU**



**MEDIAMARK**

bringing people & media together

