



BLACKCABSTUDY

GCap
media plc

**Investigating combined effects of Airtime
with Sponsorship or Promotions**

Definitions



- SPONSORSHIP & PROMOTIONS
 - “S&P is about building rewarding partnerships through creating interactive and entertaining solutions, putting the listener at the core of everything”
- SPONSORSHIP
 - “Long term multi-platform strategic partnerships that enable an advertiser to create an in-grained attitude or behaviour towards their brand.”
- PROMOTIONS
 - “Short term high impact activity that boosts awareness for the advertiser and creates great programming”
- AIRTIME
 - “Airtime provides the opportunity for an advertiser to communicate in their own time with their audience, providing the listener with anything from a product or service claim, to an offer led or branding message”



Methodology



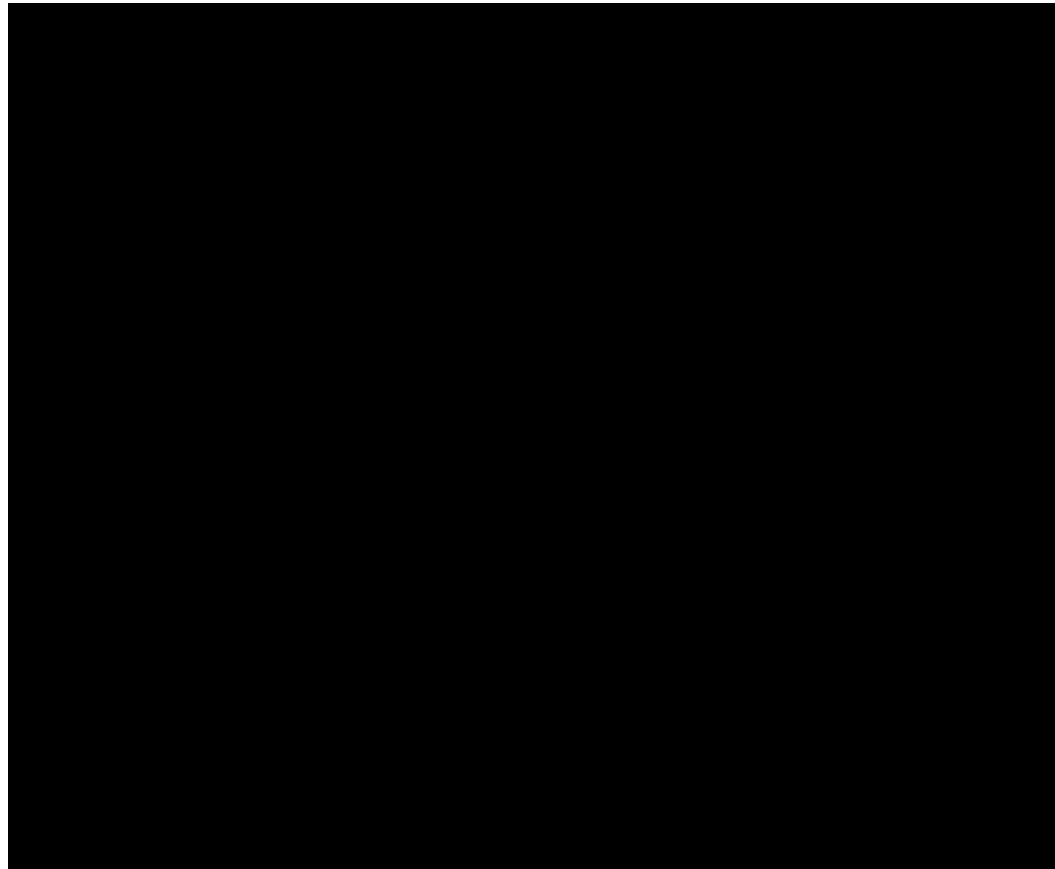
- 418 16-44 year olds recruited at halls in London
 - To help with “an observation exercise”
 - By Ipsos ASI in Jan 2004
- Recruitment Questionnaire covered & created balanced cells based on...
 - Household composition
 - Leisure activities and Holiday habits
 - Media Use (TV, Newspaper, & Radio - All Capital listeners)
 - Mobile phone ownership



Ipsos-ASI
The Advertising Research Company



The observation task...



The 6 Samples



- Same journey, different audio for each “cell”
- For each of our four test brands (*BA, O2, Garnet Point, Mme Tussauds*), respondents would have heard some combination of...
 - An Advert alone
 - A promotion alone
 - A promotion plus an advert for the brand which is “Unrelated” (not creatively linked) to that promotion.
 - A promotion, plus an advert which is “Related” (creatively linked) supporting that promotion.
 - A sponsorship alone
 - A sponsorship plus an advert for the brand which is “Unrelated” (not creatively linked) to that sponsorship.
 - A sponsorship, plus an advert which is “Related” (creatively linked) supporting that sponsorship.

Key Findings





In Summary...

Adding airtime to Sponsorships or Promotional work...

- ... increases prompted recall.
 - Increased impacts = Increased impact: $1+1=2$
- ... increases spontaneous recall.
 - Brings the brand to front of mind: $1+1>2$
- ... increases communication effectiveness and persuasiveness.
 - Broader range of audience drawn to brand: $1+1>2$

UNRELATED airtime support works to deliver brand values different from related advertising.

- Improve your communication value by using the right one for you



Prompted Recall Learnings

Garnet Point & Madame
Tussauds

BA & O2 Sponsorships
(Weather / Traffic & Travel)

Only heard AIRTIME
Recalled advertiser 13%

Recall from AIRTIME 13%

Only heard PROMOTION
Recalled advertiser 15%

Only heard SPONSORSHIP
Recalled advertiser 29%

Heard AIRTIME & PROMOTION
Recalled advertiser 28%

Heard AIRTIME & SPONSORSHIP
Recalled advertiser 42%

Combined % same as separate scores: 1+1=2

Spontaneous Recall Learnings



Garnet Point & Madame
Tussauds

BA & O2 Sponsorships
(Weather / Traffic & Travel)

Only heard AIRTIME
Recalled advertiser 1%

Recall from AIRTIME 1%

Only heard PROMOTION
Recalled advertiser 2%

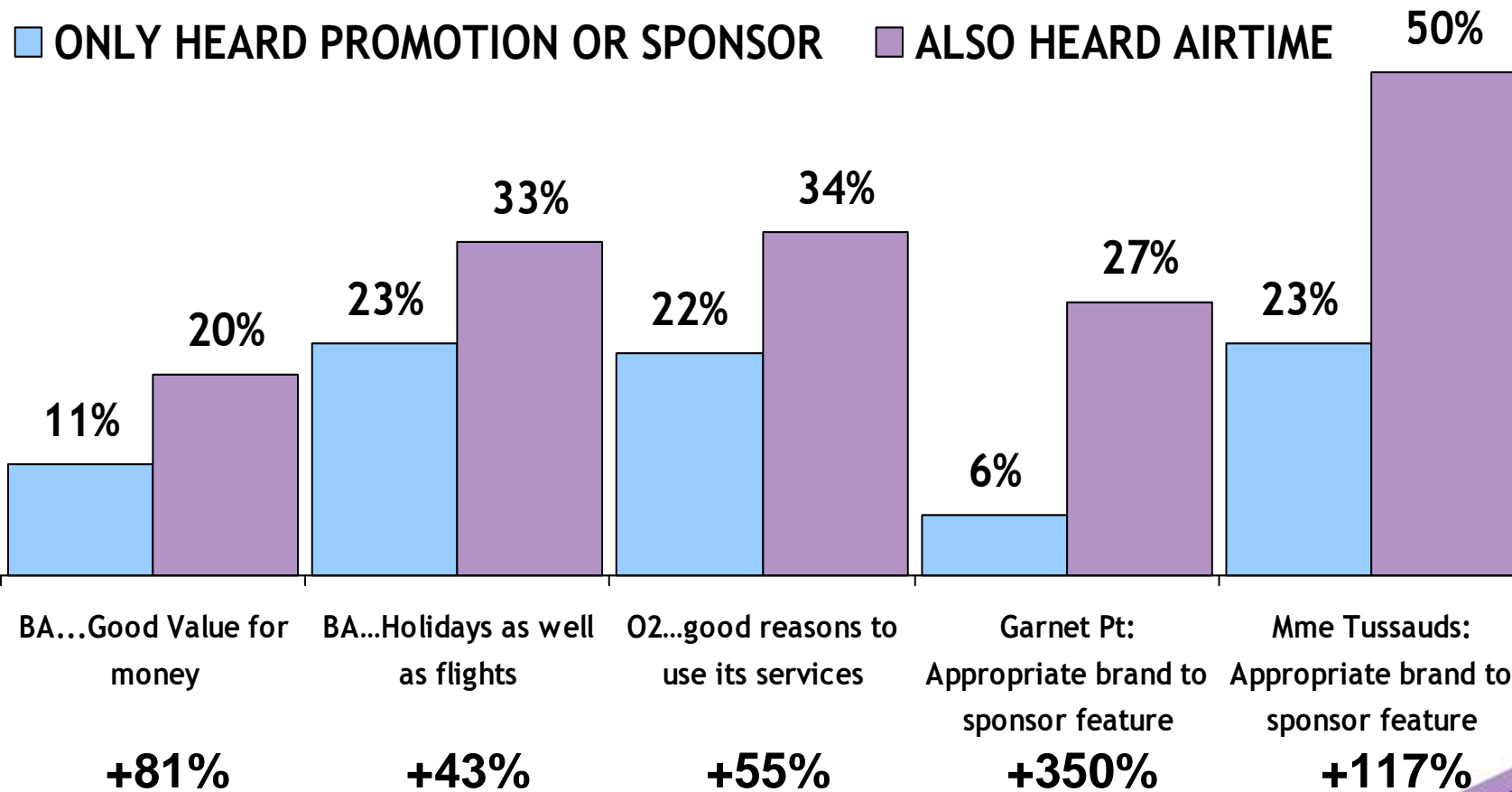
Only heard SPONSORSHIP
Recalled advertiser 13%

Heard AIRTIME & PROMOTION
Recalled advertiser 8%

Heard AIRTIME & SPONSORSHIP
Recalled advertiser 20%

Combined % greater than separate scores: 1+1>2

Prompted Recall: Specific messages

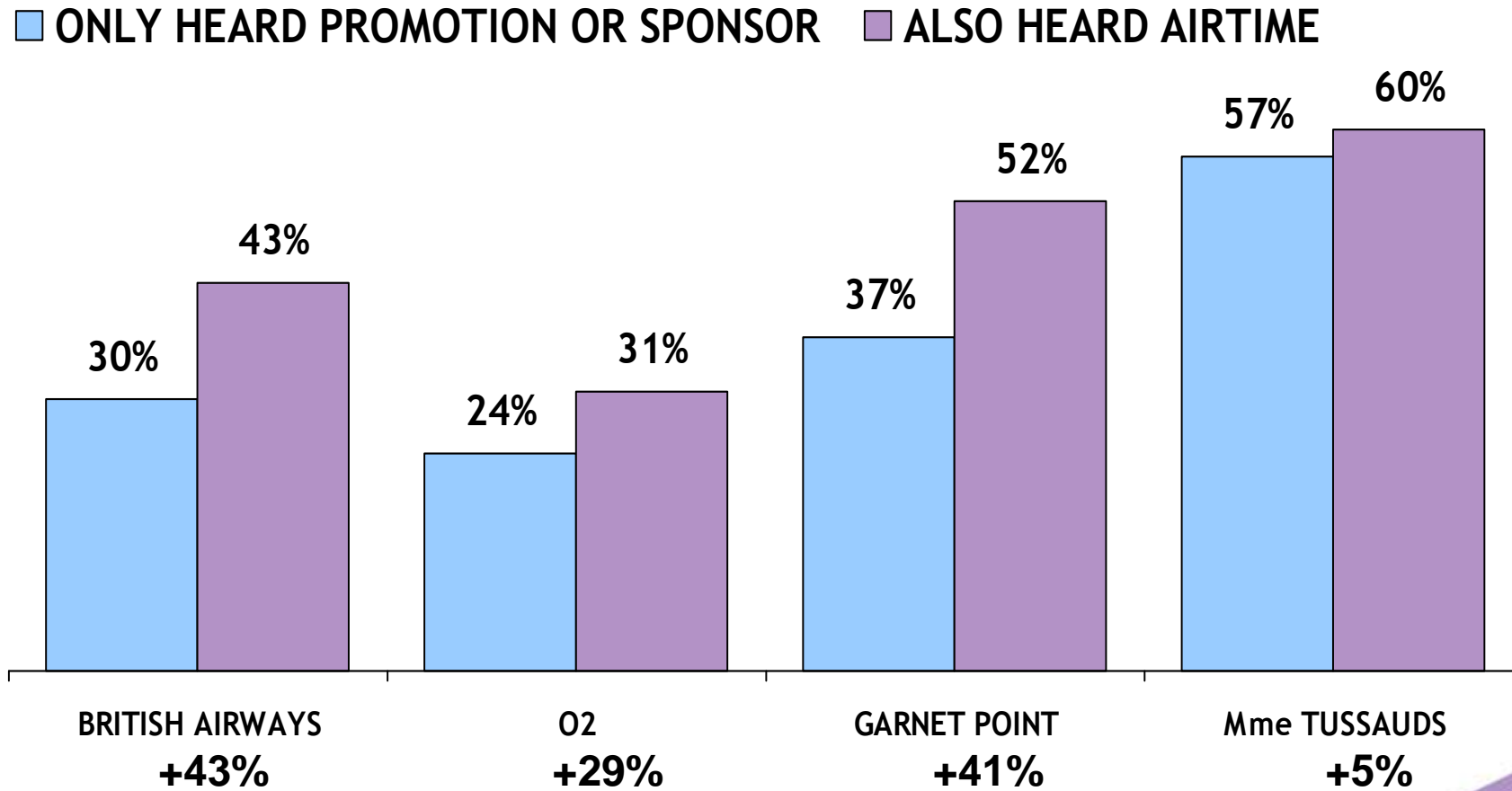


"Strongly Agree" to selected values

Source: The Black Cab Study – Capital Radio Group / Ipsos ASI



Likelihood to purchase



"More Likely to consider" (after prompting)

Source: The Black Cab Study – Capital Radio Group / Ipsos ASI



Definitions



- Related airtime
 - Advertising creative that makes an OVERT reference to the sponsorship or promotional work, or which flows DIRECTLY from the underlying logic of the brand relationship.
- Unrelated airtime
 - Separate messaging opportunities that are creatively independent of the brand relationship engendered by the sponsorship.



Related & Unrelated Airtime

- Recall higher when Sponsorship or Promotion supported with Unrelated airtime
 - For BA, O2 & Madame Tussauds (but not for Garnet Point)
- Why?
 - Different creative messages draw in different people from a sample
 - Garnet Point an unknown (weak?) airtime concept vs Related airtime that directly related to the station promotion / environment



Old learnings still true

- Heritage advertisers have much higher residual recall
 - Sponsors vs. “one off” Promotions
- Strong Creative is paramount, more so than whether Related or Unrelated
 - BA – Dom Jolley cut through, sonic identity
 - Madame Tussauds – Johnny Vegas cut through, sex sells!
 - O2 – Strong & clear offer for Nokia phone, sonic identity
- People recall DJ endorsements
 - Tarrant’s voice pushed Garnet Point score
 - McDonald’s in the news also scored highly!

Key Findings



Adding airtime to Sponsorships or Promotional work...

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 - Brings the brand to front of mind: $1+1>2$
- ... increases communication effectiveness and persuasiveness.
 - Broader range of audience drawn to brand: $1+1>2$

Strong UNRELATED airtime support works to draw in different audiences, & delivers against a wider range of need-states.

- Improve your communication value by using the right route for you

For you to think about...



- Who are you advertising to?
 - What message does your involvement with the station (in any form) give to your consumers / our listeners?
 - Can this involvement be enhanced through S&P? What properties / values might be relevant to both our brands?
 - What can S&P offer the LISTENER that airtime doesn't?
 - What does S&P NOT offer to the LISTENER that airtime DOES?

Over to you...



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