

RADIOPLUS+ 2024

Next 100



Milan, 17 October 2024

Radio Attention study

Lucio Lamberti
Professor of Marketing Analytics - PoliMi



in collaboration with



GOAL

MEASUREMENT OF
ATTENTION LEVELS TO
AUDIO CONTENT AND
ADVERTISING RECALL

in different contexts
of driving, via
*physiological indicators
and behavioural*



RESEARCH



TWO RESEARCH METHODOLOGIES

CAWI SURVEY

*Extensive analysis
importance
of the driving context*

OPINIONS

DRIVING SIMULATOR EXPERIMENT

Biometric analysis

BEHAVIOURAL TEST

CAWI: METHODOLOGY

METHODOLOGY

- CAWI mode
- Field: September 2024

Sample characteristics:

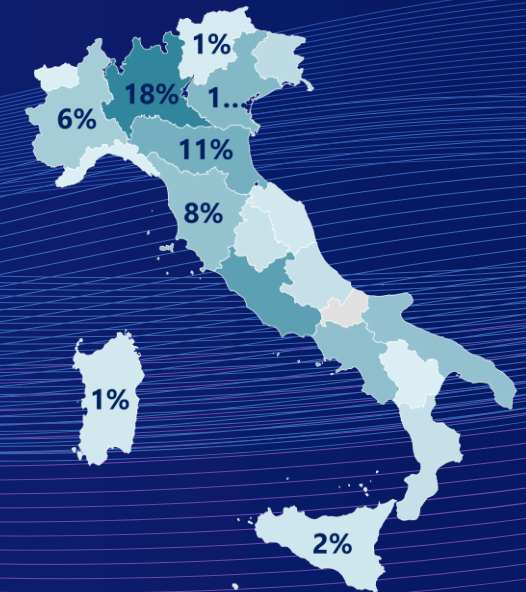
- Possession of a B driving licence;
- Car use at least twice a week;
- Regular listening to the radio

SAMPLE

- N = 301
- Equal gender distribution
- Age group: 25-54 equally divided by sub-bands



DISTRIB. GEO



Powered by Bing
© GeoNames, Microsoft, TomTom

DRIVING SIMULATOR TEST METHODOLOGY



TARGET

ADULTS 25-54

CONTEXT

DRIVING IN A CAR

ROUTES

1. challenging route
2. relaxed route

CONTENT

LINEAR RADIO

main national and area radio stations

MUSIC PLAYLISTS

main genres

ADV IN TEST

Ad hoc CREATIVITY

FOR RADIO
vs. ADAPTED

CATEGORIES

financial services, food, cars,
energy, home care,
pet products

EXPERIENCE



SIMULATOR DRIVING

new generation immersive and realistic equipped with a workstation complete with seats, steering wheel, pedals and screen

DEVICES & MEASUREMENT



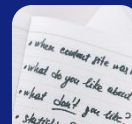
ELECTROENCEPHALOGRAPH SYSTEM (EEG)

a band to measure brain waves in the frontal part of the cortex



ELECTRODERMAL ACTIVITY SENSOR

through skin conductance (depends on skin micro-sudorisation)



POST-EXPOSURE QUESTIONNAIRE

to measure spontaneous and assisted brand awareness

EEG INDICATORS

ACTIVE ATTENTION

COGNITIVE EFFORT

It denotes the level of mental energy used to concentrate or solve difficult problems.

This occurs when the brain is engaged in activities that require a lot of (more or less voluntary) attention and memory.

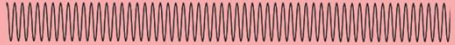




INVOLVEMENT

EFFORTLESS, INDUCED ATTENTION

It refers to the level of receptivity of the mind to external stimuli.

A receptive brain is ready to absorb new information (without any particular effort of will).

PARAMETERS BRAIN AND EEG

| | | |
|-----------------------------------|---|--|
| Gamma Waves 30 - 100 HZ |  | INSIGHT PEAK EXPERIENCES SYNCHRONIZATION |
| Beta Waves 12 - 30 HZ |  | ALERTNESS CONCENTRATION THINKING |
| Alpha Waves 8 - 12 HZ |  | MEDITATION CREATIVITY RELAXATION |
| Theta Waves 4 - 8 HZ |  | VISUALIZATION TRANCE DREAMING |
| Delta Waves 0.5 - 4 HZ |  | DEEP SLEEP TRANSCENDENCE RESTORATION |

STUDY APPROACH



RESULTS OF THE DRIVING TEST



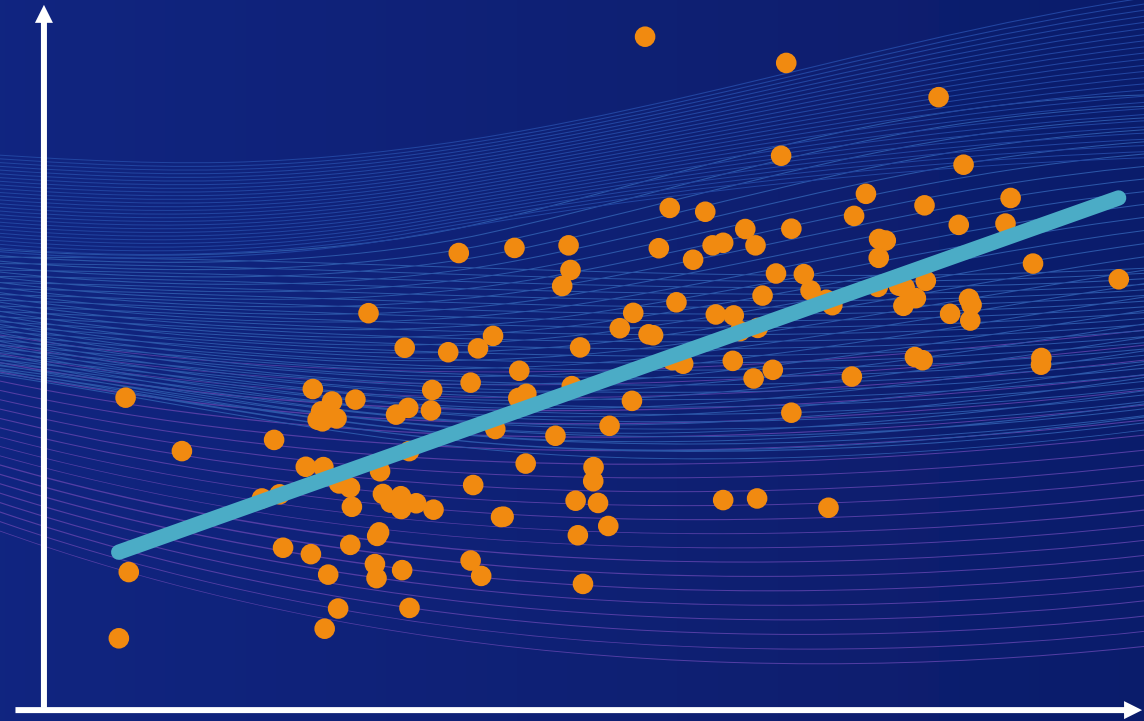
RELATIONSHIP BETWEEN EDITORIAL CONTENT AND ADVERTISING

VARIANCE OF ADVERTISING ATTENTION

explained by the editorial contents engagement

45%

Engagement with advertising
(biometric detection)



Engagement with the listened content
(biometric detection)

ATTENTION AND BRAND RECALL

The level of advertising engagement /attention is **directly** related to brand recall

ATTENTION

x 4,6
uplift

Level of engagement during the advertising experience

CONTEXTS ENGAGEMENT

MUSIC PLAYLIST

100

engagement

LINEAR RADIO

153

engagement

CONTEXT

RELAXED DRIVE:

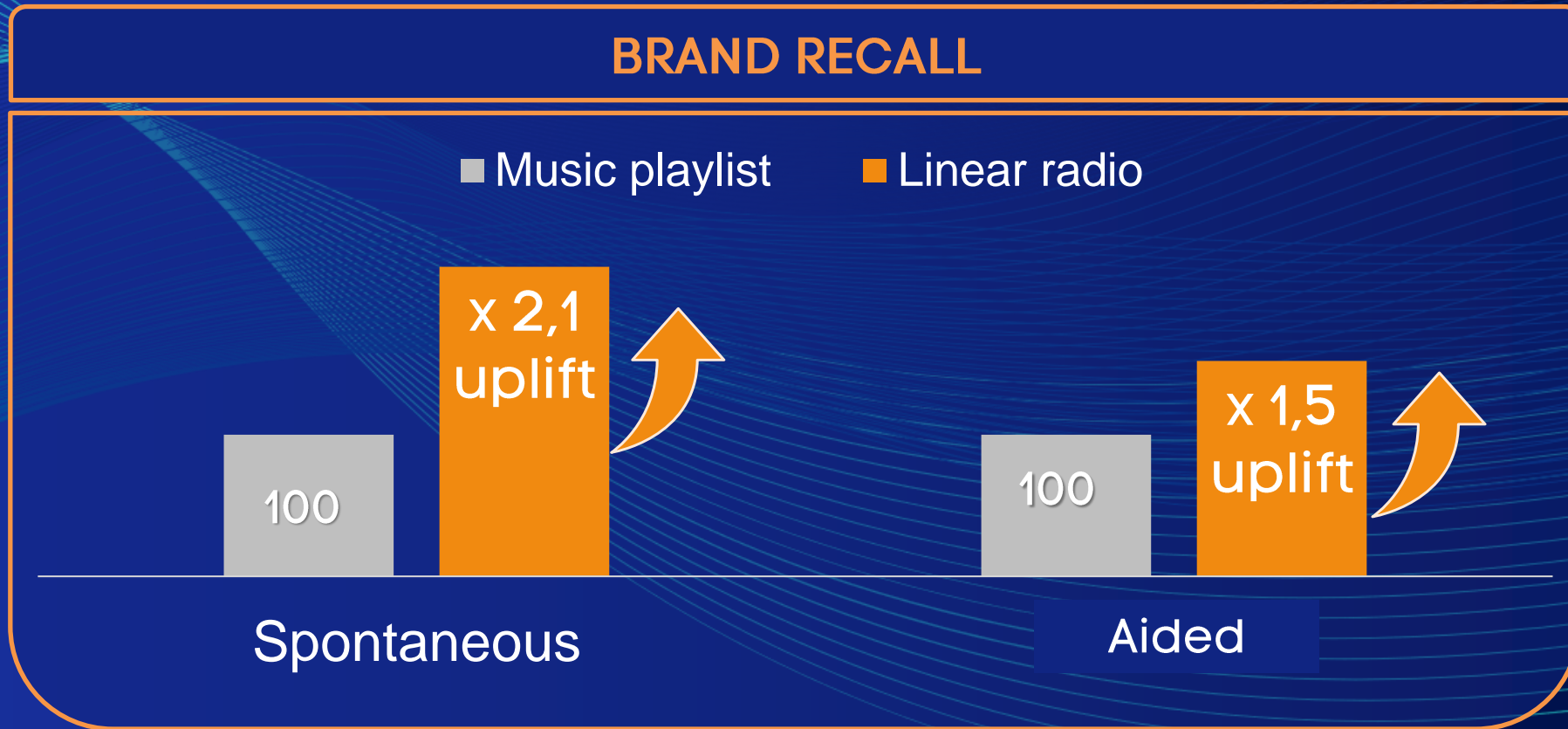
x3

UPLIFT
ENGAGEMENT

indexed data | base 100

BRAND RECALL OF AUDIO CONTENT IN DRIVING CONTEXT

LINEAR RADIO MAKES IT POSSIBLE TO REACH MUCH HIGHER BRAND RECALL THAN NON-LINEAR



indexed data | base 100

THE IMPACT OF CREATIVITY

CREATIVITY DEVELOPED SPECIFICALLY FOR RADIO
GENERATES A HIGHER LEVEL OF BRAND RECALL

CLUSTER

CLUSTER A

ADV FOR RADIO

Creativity made specifically for the radio world, characterised by catchphrases, famous music and language suited to the radio context.

CLUSTER B

Adapted ADV

More traditional creativities, often inspired or adapted from TV campaigns.

CREATIVITY UPLIFT

■ Cluster B ■ Cluster A



indexed data | base 100

RESULTS OF THE CAWI SURVEY



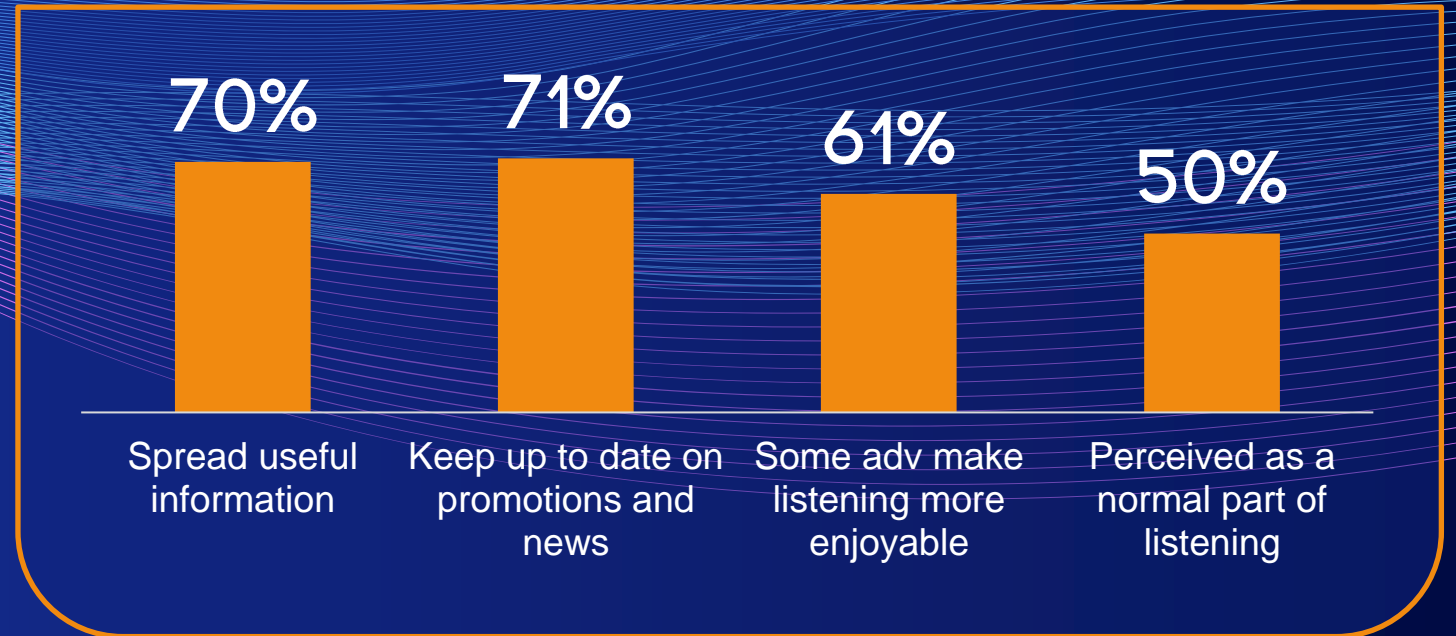
EDITORIAL CONTENT DRIVES VALUES TO ADVERTISING

CONTENT

6 OUT OF 10* BELIEVE THAT RADIO STILL PLAYS AN IMPORTANT ROLE IN THE MEDIA TODAY IN ORDER TO KEEP REAL TIME UPDATES

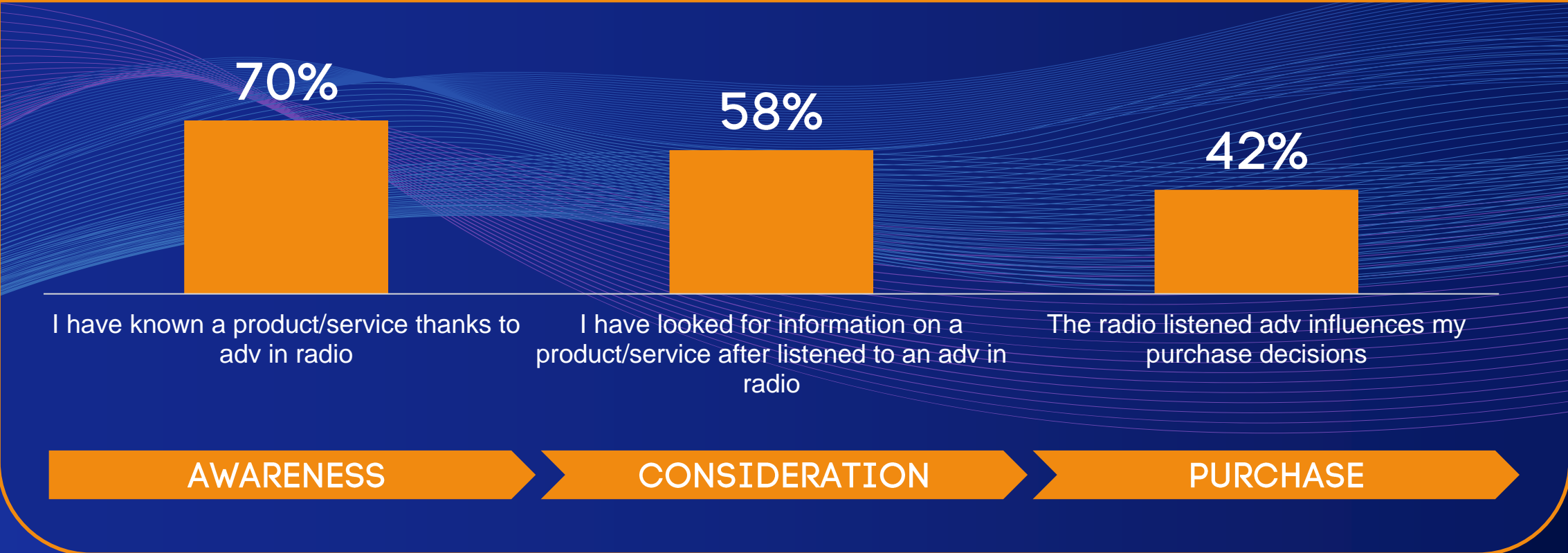
*Very much agree

RADIO ADVERTISING ROLE



data % | cawi base 300

RADIO WORKS AT ALL LEVELS OF THE MARKETING FUNNEL



data % | cawi base 300



KEY TAKEAWAYS



KEY TAKEAWAYS

1. **ATTENTION** IS A **MULTIDIMENSIONAL AND SUBJECTIVE** CONCEPT
2. RADIO ADVERTISING STANDS OUT IN **RECALL PERFORMANCE** IN THE **DRIVING CONTEXT**
3. **LINEAR RADIO** AND TALK RADIO **OUTPERFORM ON-DEMAND MUSIC PLAYLISTS** IN ADV RECALL
4. ENGAGING EDITORIAL CONTENTS INCREASE **ADVERTISING ENGAGEMENT** AND THEREFORE **BRAND RECALL**
5. **HIGH-QUALITY** CREATIVE CONTENT ALIGNED **WITH THE RADIO CONTEXT** IS KEY TO MAXIMIZE AD RECALL

Thank you!

