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WHO SOUNDS BEST? RADIOGAUGE'S TOP 10 SCORING RADIO ADS FROM Q2 2011

The Radio Advertising Bureau (RAB) this week unveils the top ten creative scoring radio ads from Q2 as scored by their RadioGauge panel of commercial radio listeners.

In the second quarter of the year, Autoglass' campaign by Radioville has beaten off 26 other brands to scoop the top spot in creativity thanks to its well established construct and 'Autoglass repair, Autoglass replace' message.

RadioGauge is funded by the commercial radio industry and was launched in 2008 to address the lack of accountability in radio advertising and offers advertisers the opportunity to track their radio campaign performance and assesses the effectiveness of their creative execution. RadioGauge is offered free of charge to advertisers spending over a qualifying threshold and is available at both a national and regional level.

RadioGauge, the RAB's award-winning research tool, tests around ten ad campaigns every month and thousands of commercial radio listeners are asked to score the ads against the RAB's 5Is framework (Involvement, Identity, Impression, Information and Integration).

RadioGauge compares the differences in brand awareness and consideration at the end of a radio campaign, between a sample of people who listen to commercial radio and a sample of non-listeners.

The RadioGauge Top Ten Performing Adverts by the RAB's Mike Tull

1. Autoglass

Does somebody want to break the news to Gavin? For a change, it's the voice of Autoglass technician Ian (and not Mr Jenks) that sees Autoglass nab the top spot in Q2. By using a portfolio of voices of their real technicians, Autoglass have built up a positive and reliable image of both their brand and their people on air. Making use of radio's strength at forming a bond of trust with its listeners Autoglass have been able to communicate their key messaging in an environment where listeners are both receptive and have faith in what they're hearing.

2. Compare The Market

The Meerkat is back! Creating a brand character that has long-term appeal to listeners is a difficult task to achieve. Compare The Market has successfully established Aleksandr and have spent 2011 utilising radio alongside other media to build up the Meerkovo village proposition. Proof that getting it right when it comes to creating your brand ambassador can lead to continued, long-term creative success.

3. Cancer Research UK

When we're listening to our favourite radio stations and DJs we feel like we're part of a wider community of listeners who share interests, music tastes and connect through the content of our favourite shows. It's this sense of togetherness that Cancer Research UK have tapped in to and ensured their creative execution for 'Race For Life' appealed to both the broad and their targeted female audience.

4. ASDA

Information. It's one of the 5Is of creativity we measure on RadioGauge and for campaigns like this one from ASDA featuring their Price Guarantee, it's an important area to perform on. ASDA excelled not only on Information but thanks to a positive and clear proposition with brand-linked properties (the consistent music and voice across radio and TV) they performed strongly across all of the 5Is.

5. Morrisons

As you may have heard the RAB's latest research, Media & Mood of the Nation, demonstrates that radio has a hugely positive influence on happiness and energy levels (and more so than TV and Online). It's this ability to tap into an emotional connection with the listener that Morrisons have used to their advantage with their 'Fuel Britannia' campaign. By connecting with listeners over their frustration with rising fuel costs they provide an emotional link that provides a platform for them to communicate their promotional messaging in the most effective manner.

6. Next

Sometimes we just want our life to be made that little bit easier and it's this yearning that Next have targeted with their 'order before 9pm for next day delivery' campaign. The combination of lively music (courtesy of Vampire Weekend) and utilising the appeal of Claudia Winkleman to their core female audience ensured that radio worked well for Next as part of an integrated campaign with TV.

7. Army Recruitment

"Be the best". Well the Army Recruitment campaign definitely tries to live up to their strapline by taking you away from wherever you are and transporting you straight into the middle of a warzone. An immersive experience that then brings you right back to reality with the realisation that they're talking directly to you – the listener. A powerful creative approach that doesn't shy away from the reality of what it's advertising.

8. Xbox Kinect

The ability to encapsulate everything your product is about and stands for in an ad isn't always an easy job. But Xbox Kinect manages to achieve this with a simple, upbeat and

modern sounding construct providing the best framework to clearly land messages about the Kinect gaming experience.

9. Plusnet

Plusnet continue to develop their sonic identity successfully on radio through the consistent use of a voice and are now introducing character interaction (and just the right amount of humour) into the mix. It's unashamedly Yorkshire and they wouldn't have it any other way.

10. Volkswagen Commercial Vehicles

Now I can't be the only one who has been stuck in the traffic on the motorway, looked out of the window and clocked a van driver tapping his fingers against the steering wheel and singing his heart out to the radio. Volkswagen has harnessed their target audience's fondness of a sing-a-long to suitably celebrate their landmark birthday.

Ends

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Notes to editors

1. Brand effectiveness outcomes remain confidential and creative measures are not representative of the relative effectiveness performance of the individual campaigns.