



June 28, 2011

RADIO DELIVERS THE ULTIMATE MOOD BOOST FOR ADVERTISERS

New research released today shows that radio listeners have higher levels of happiness and energy, leading to enhanced engagement with advertising messages.

The Media and the Mood of the Nation study, carried out by Sparkler Research for the RAB (Radio Advertising Bureau), surveyed 1000 consumers via their smart phones, asking what media, if any, they were consuming and to rate aspects of their mood from -5 to 5+.

The research, which received over 3,500 responses, showed that people consuming any of TV, radio or online media had significantly higher indices for both happiness and energy levels when compared to those people consuming no media.

A separate lab-based investigation was also carried out using EEG brain scan techniques which showed that radio stimulates positive engagement levels within the brain. The scans also confirmed that when radio ads are preceded by radio editorial, levels of positive engagement were sustained throughout the ad break, up by 30 per cent, when measured against ads played in isolation.

The Media and the Mood of the Nation research looked at three mediums - TV, radio and online - with respondents sent prompt questions to their smart-phones at various times of the day and on varying days of the week. They were asked to identify how they were feeling and which media of TV, radio or online, if any, they were consuming.

The results demonstrate that respondents who were consuming media showed an increased score for happiness across the week, with the biggest increments occurring on Fridays and Sundays. Energy levels showed similar levels with all three media giving consumers increased levels across the week and especially on Sundays.

However, radio came out as the highest scoring medium over both TV and online, lifting happiness and energy levels by 100 per cent and 300 per cent respectively, when compared against people consuming no media.

Mark Barber, Planning Director at RAB commented: "Our latest research highlights the immense potential of radio to influence emotions, in turn, offering a huge boost to advertisers seeking emotional engagement to build their brands."

John Robson, Founding Partner of Sparkler Research added: "With consumer confidence affecting both national mood and economy, these findings illustrate how powerful a boost

media and radio in particular can be to both. Clever marketers will be looking to harness this potential, encouraging consumers to overcome high street gloom and looking to start spending again.”

Ends

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Notes to editors

A full copy of the report can be downloaded here:

<http://www.rab.co.uk/rab2009/showContent.aspx?id=9132>

- The EEG brain scan detected patterns of wave activity, second-by-second in the brains of six volunteers while they were exposed to a series of audio stimuli – radio editorial, radio ads and silence. As a distraction activity they were asked to complete a 40 minute writing task.