



Peter Field: Radio's enduring role in effectiveness

Les Binet & Peter Field: The “godfathers of marketing effectiveness”



Les Binet
Head of Effectiveness
adam&eveDDB

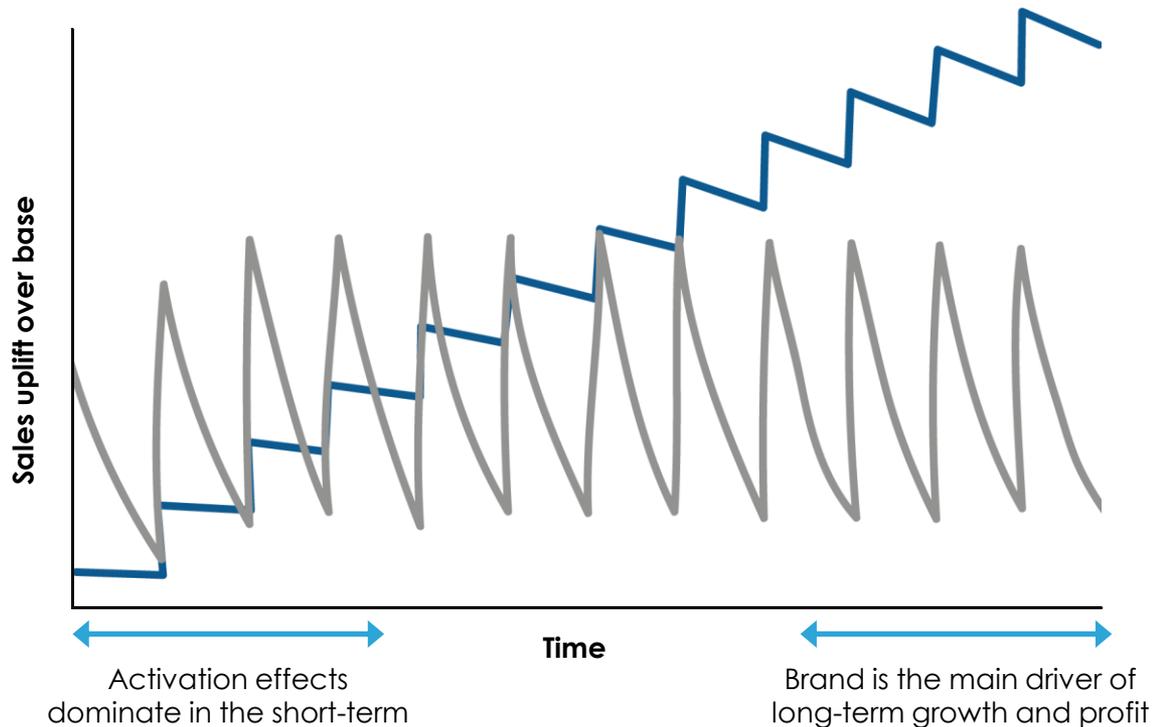


Peter Field
Acclaimed marketing
specialist

Les Binet, Head of Effectiveness at adam&eveDDB, and Peter Field, acclaimed marketing specialist, have been dubbed the “godfathers of marketing effectiveness” and have produced the world’s most authoritative analysis of how to grow revenue and profits.

Binet and Field studied the Institute of Practitioners in Advertising (the IPA) Databank of case studies to determine effective marketing strategies.

Binet & Field: Brand building ads steadily build sales over time



Sales activation/short-term sales lift

Short-term sales uplifts, but brand perceptions unchanged. No long-term increase in sales or reduction in price sensitivity. High efficiency and ROI. Sales activation is the “carbohydrate” of advertising.

Brand building/long-term sales growth

Brand grows stronger, leading to long-term volume increase and reduced price sensitivity. Brand building is the “protein” of advertising.

Legendary marketing book: “The Long & the Short of It” Les Binet and Peter Field

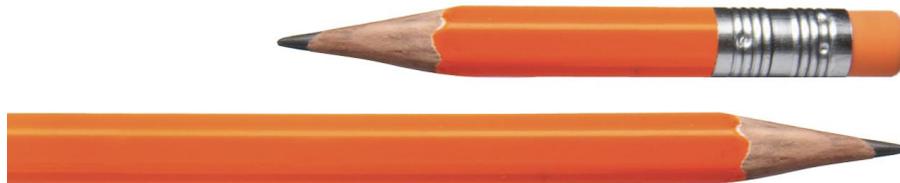
The Long and the Short of It



Balancing Short and Long-Term Marketing Strategies

Les Binet, Head of Effectiveness, adam&eve DDB

Peter Field, Marketing Consultant



EFFECTIVENESS IN/CONTEXT

A MANUAL FOR **BRAND-BUILDING**

LES BINET ADAM & EVE DDB
PETER FIELD PETER FIELD CONSULTING

PART 2 OF THE **MARKETING EFFECTIVENESS IN THE DIGITAL ERA** SERIES

In association with

The Long and the Short of It - 10 years on



Radio's enduring role in Effectiveness

October 5th 2023



AM/FM radio's enduring role in effectiveness

Peter Field, one of the “godfathers of marketing effectiveness,” reports major differences in business outcomes for marketers who utilize AM/FM radio advertising versus those who don't:

+13%

greater mental availability, the propensity of a brand to be noticed and thought of in buying situations

+28%

larger market share



+42%

lift in the number of companies reporting large profits



+23%

increased return on marketing investment

Mental availability: what drives brand preference

“The single most important factor driving brand preference is ‘mental availability’: how well known a brand is, and how easily it comes to mind. Brands with low mental availability tend to struggle, rejected in favour of more familiar rivals. Or not considered in the first place. Brands with high mental availability don’t have to push so hard to sell, so tend to have higher market shares and better margins.”

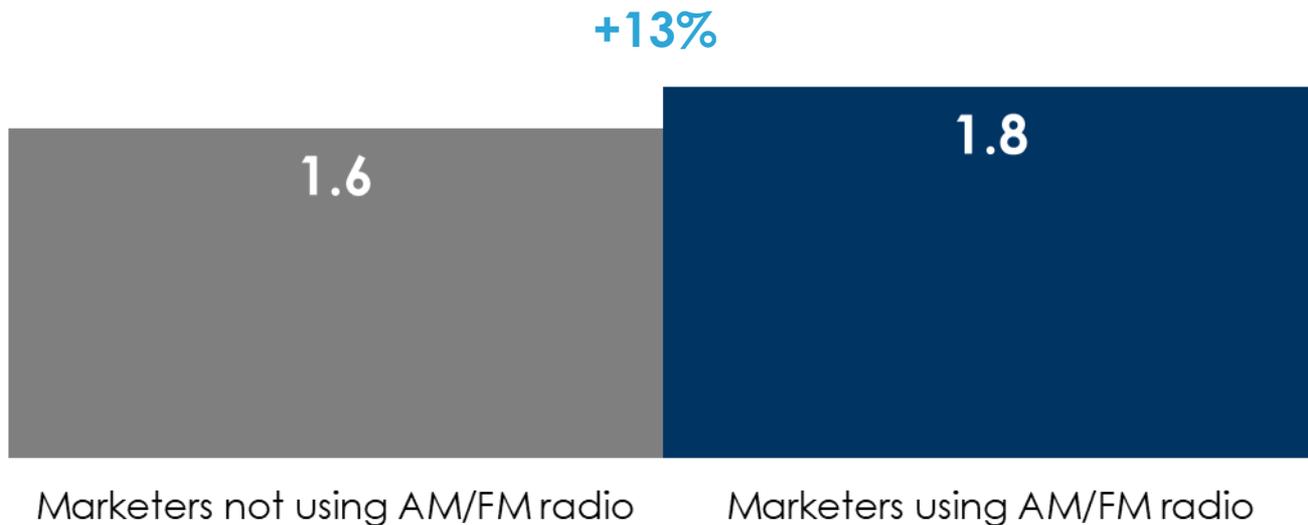
Les Binet and Sarah Carter

“66 Ways to Screw It Up: How Not To Plan”

AM/FM radio boosts mental availability, the propensity of a brand to be noticed and thought of in buying situations

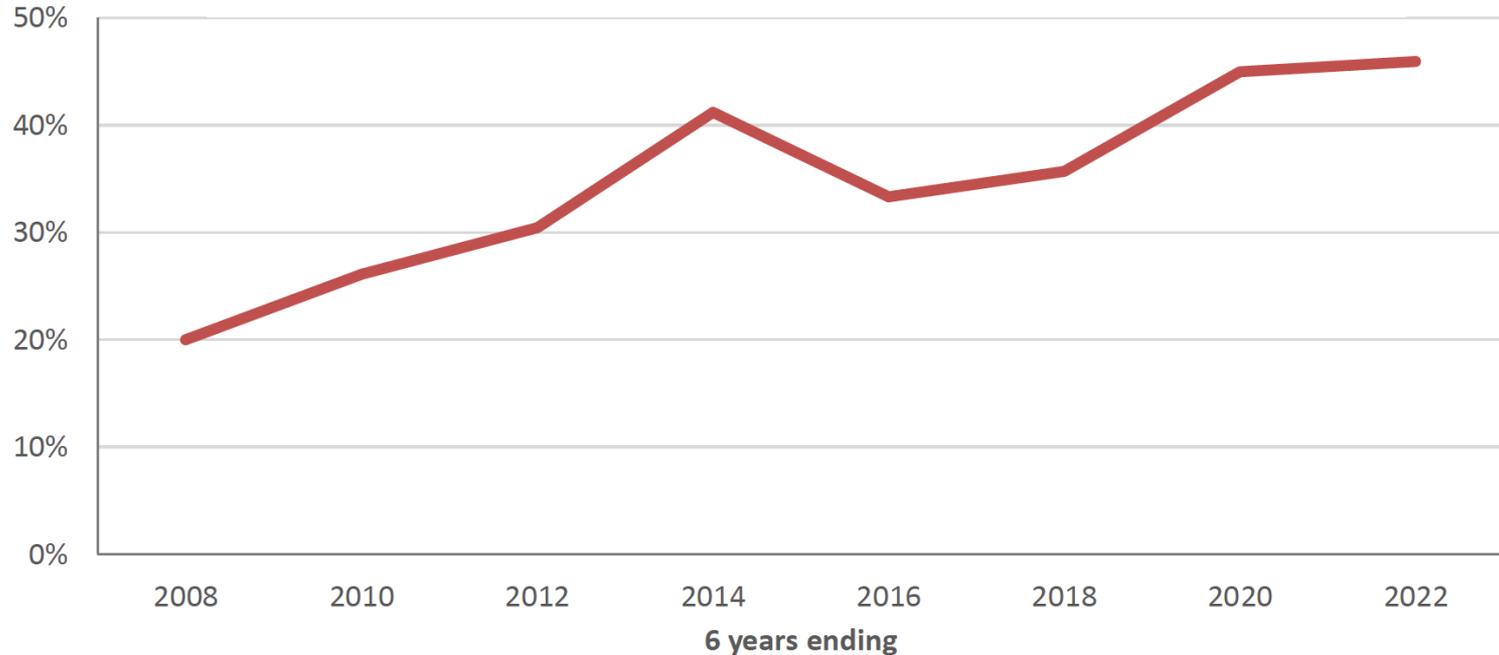
Campaigns with AM/FM radio drive +13% more mental availability than campaigns without AM/FM radio

Average number of brand effects

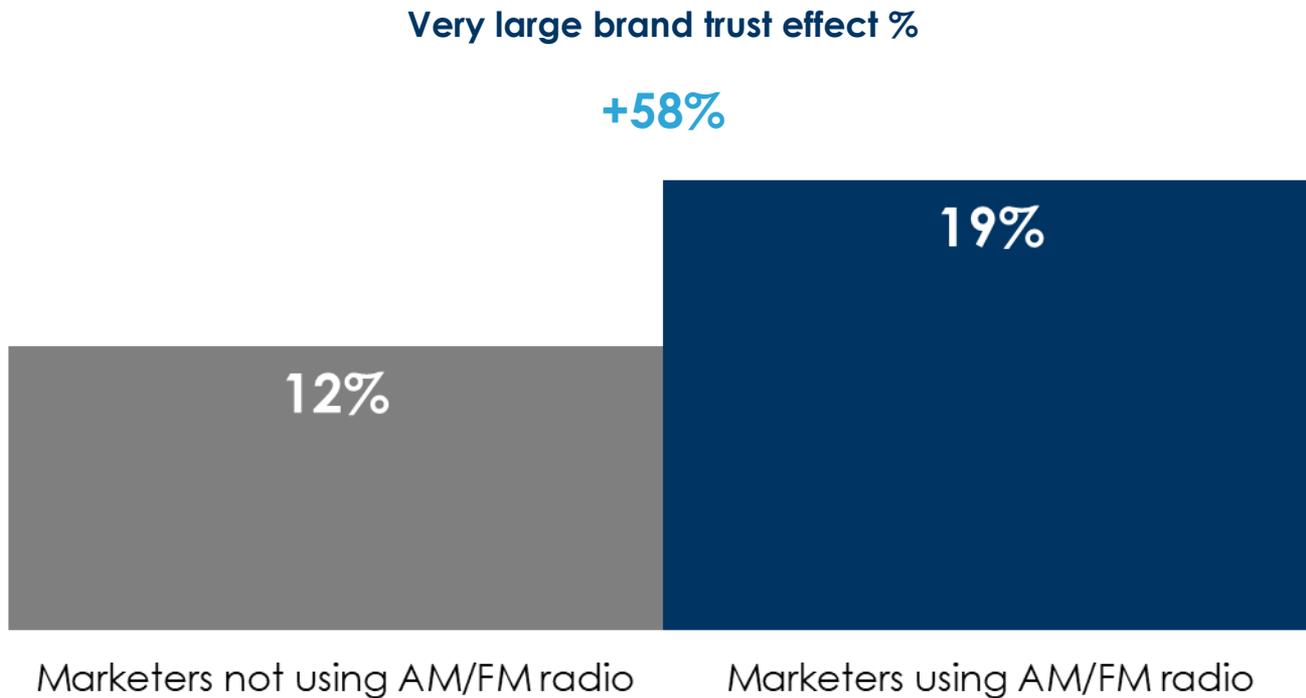


The link between trust and profit has grown especially strong

% cases with strong trust growth reporting strong profit growth

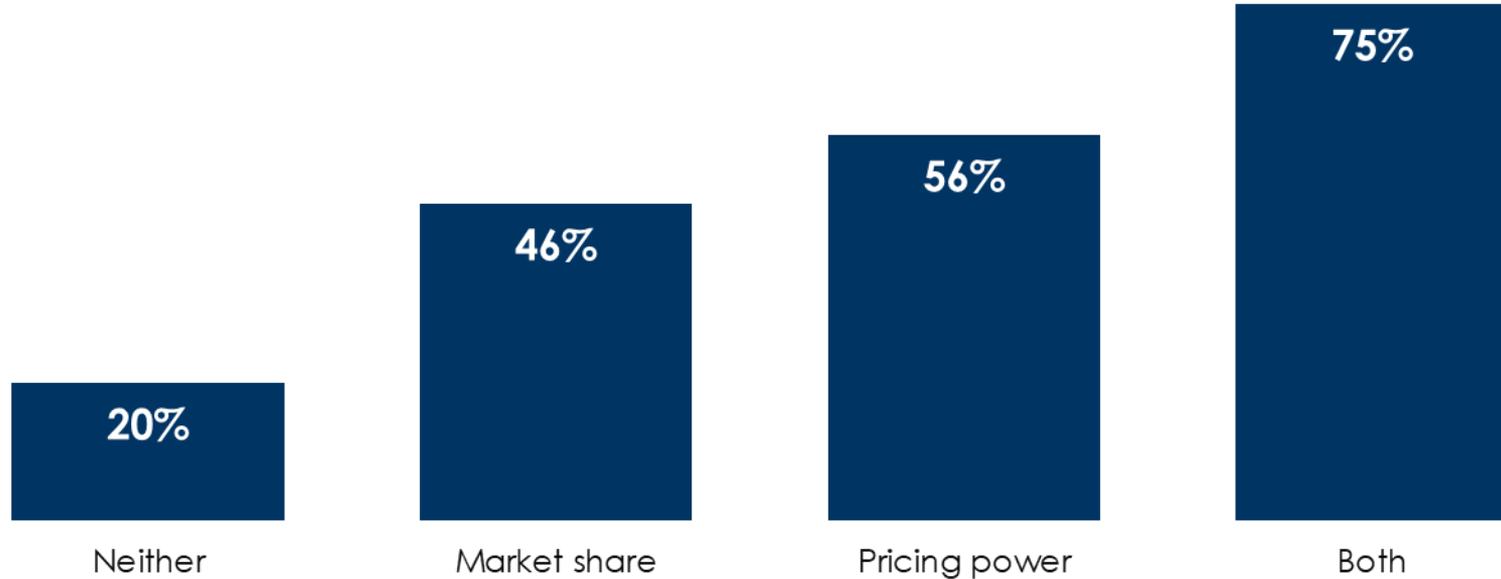


AM/FM radio increases brand trust by +58%



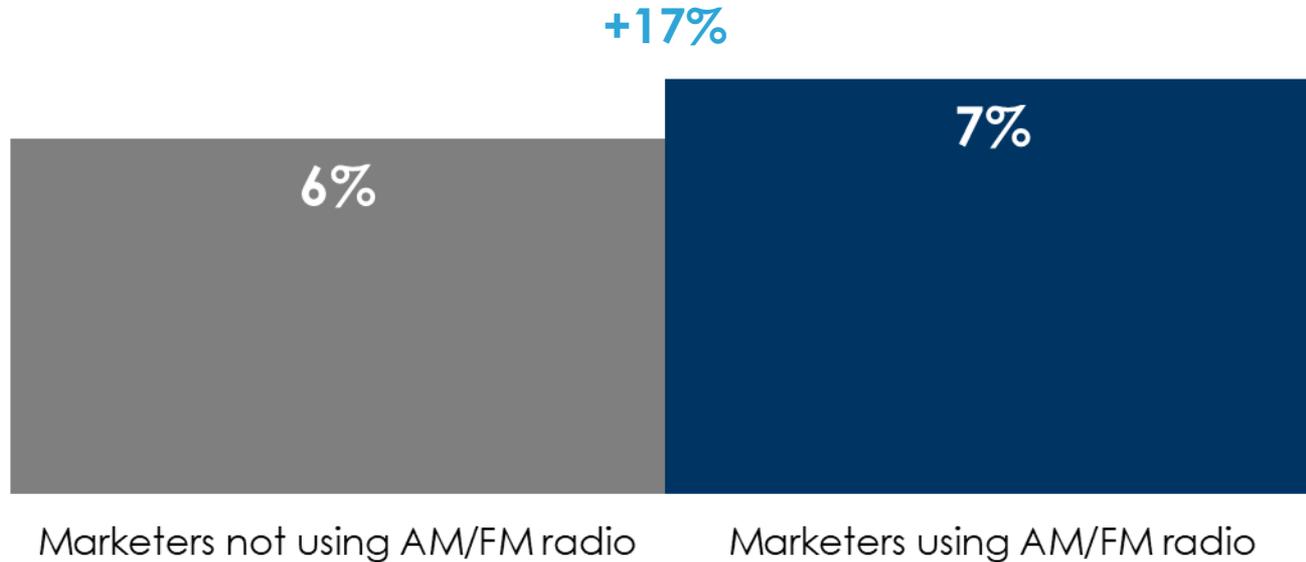
Peter Field: Pricing power is the biggest profit driver; Brands cannot thrive just by selling more

% reporting very large profit gains



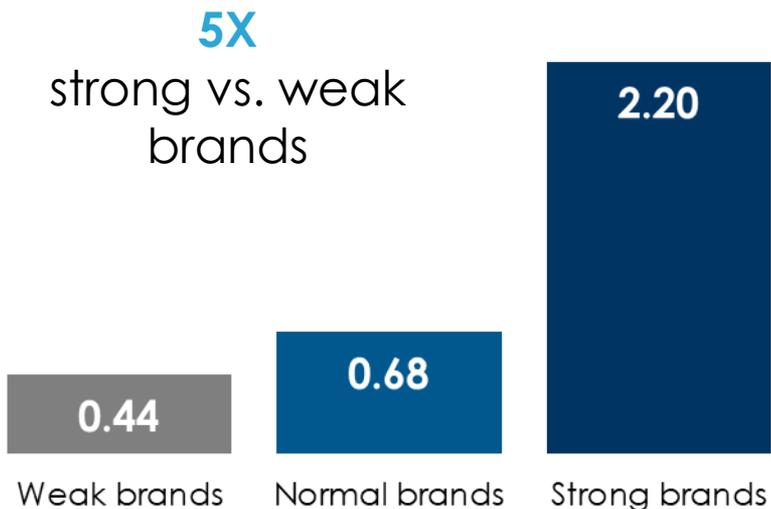
AM/FM radio boosts pricing power by +17%

Pricing power: % reporting very large pricing power growth

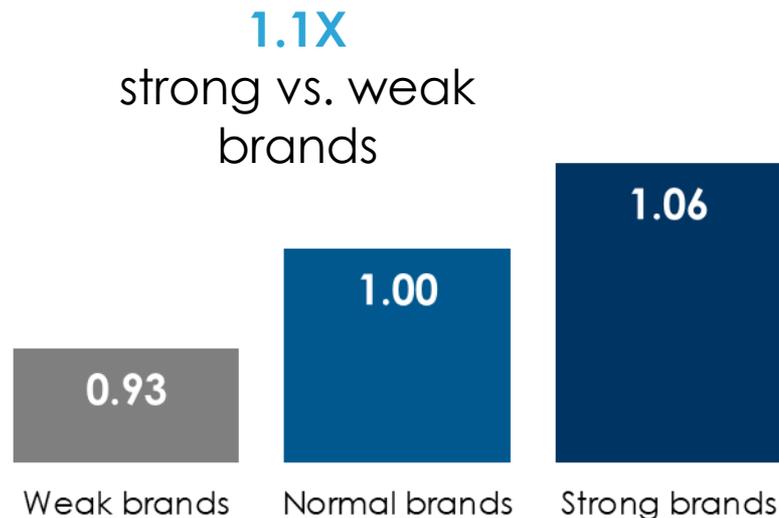


Kantar: Stronger brands capture more sales and achieve price premiums

Sales volume captured Index to average

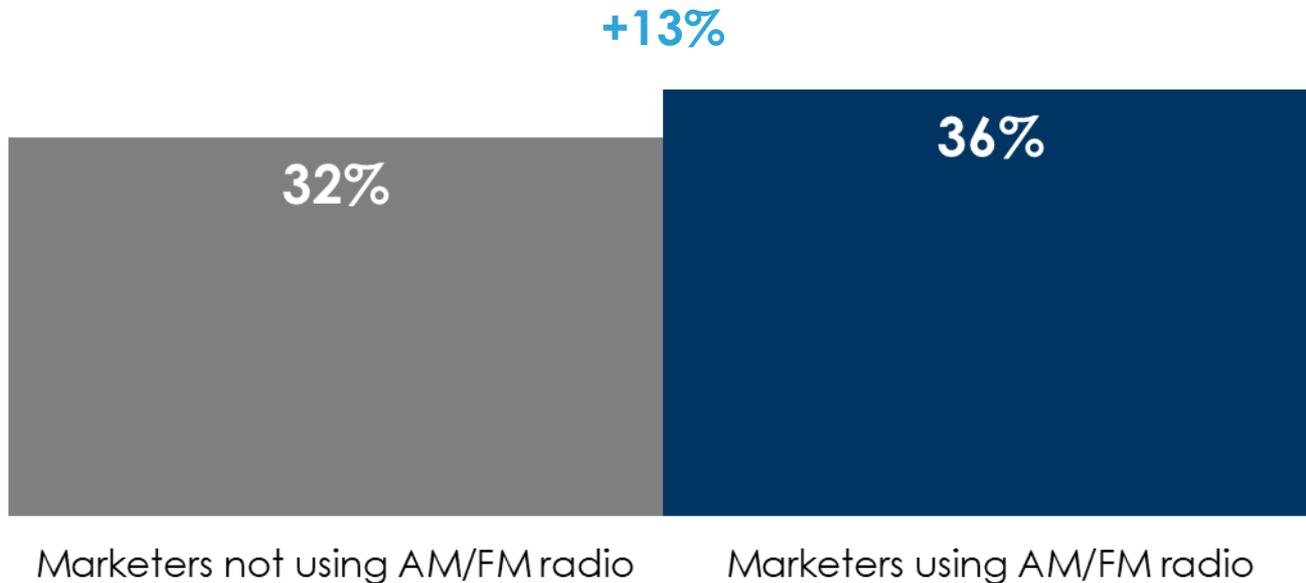


Price premium achieved Index to average



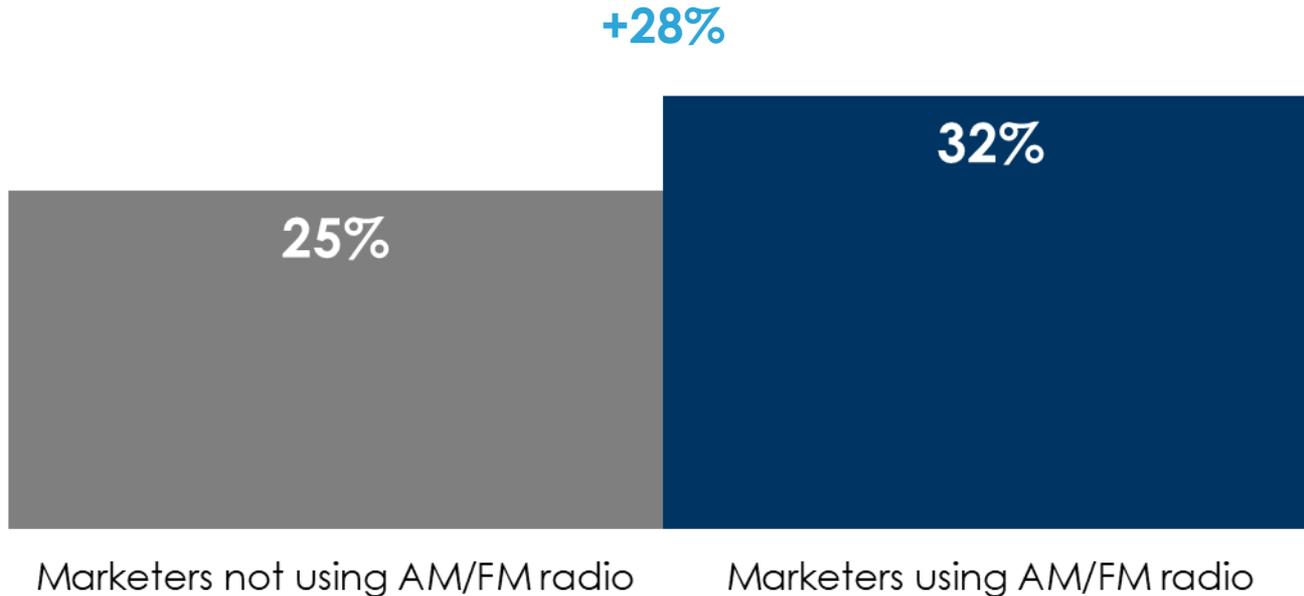
AM/FM radio drives short-term sales effects by +13%

Short-term effects: % reporting very large share growth

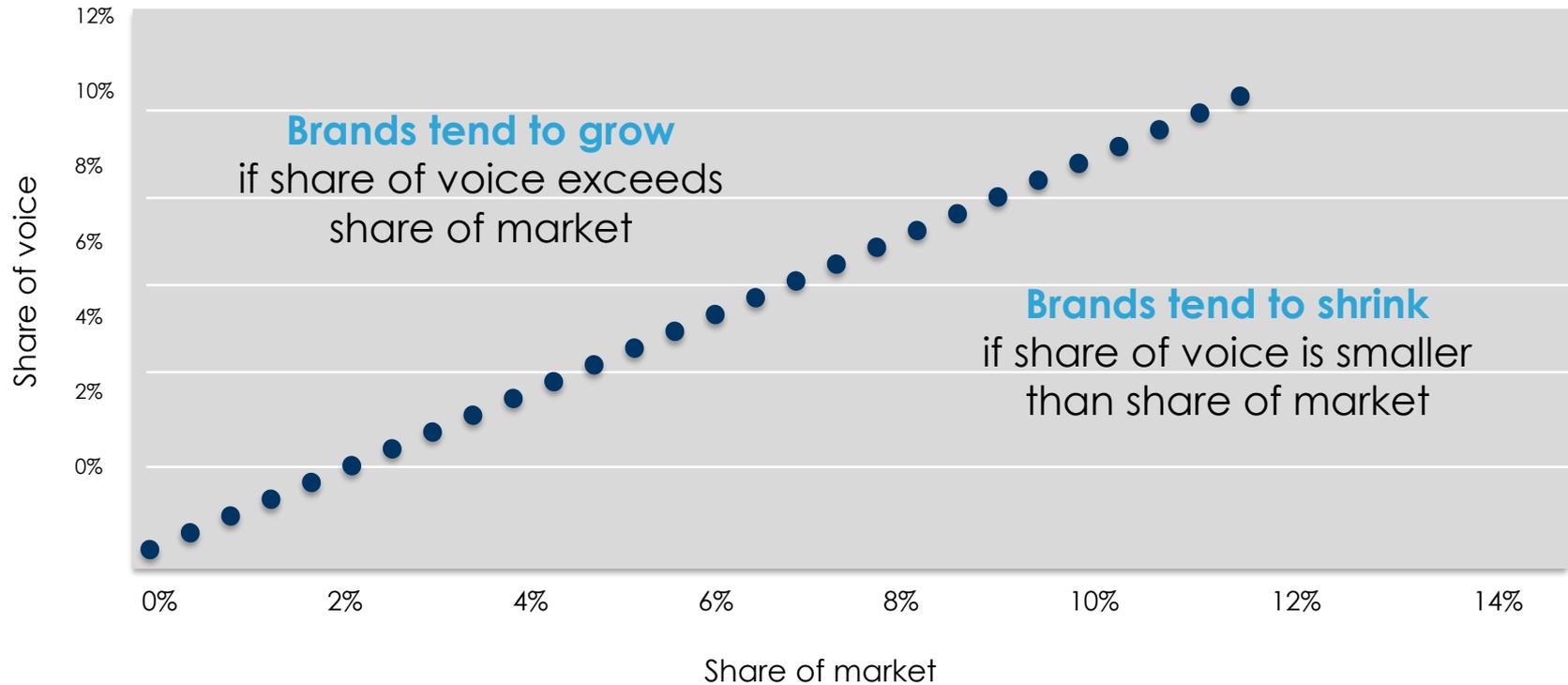


AM/FM radio boosts market share by +28%

Market share: % reporting very large share growth

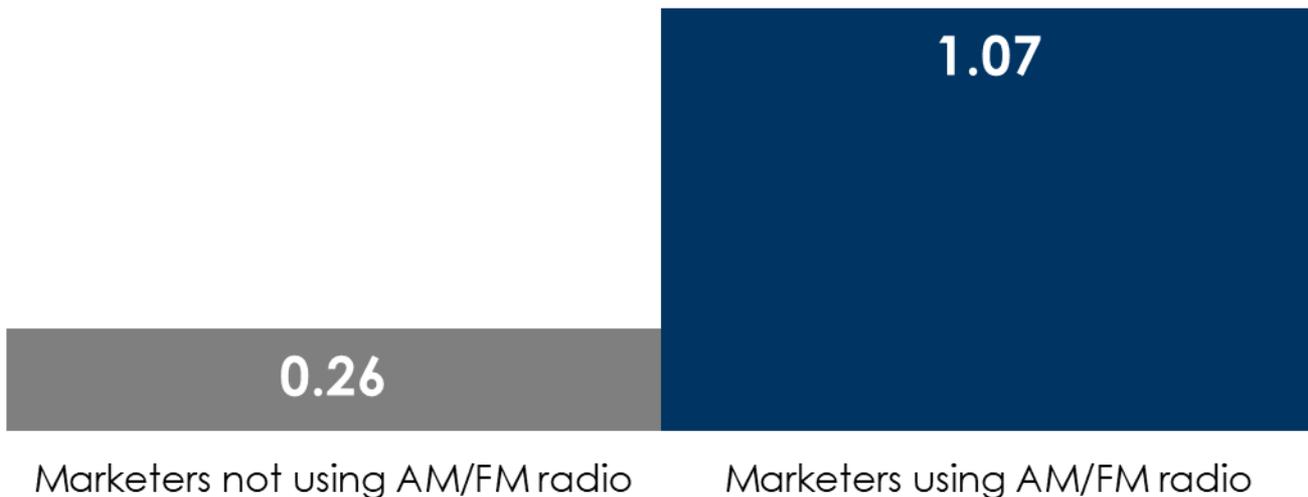


Share of voice drives share of market



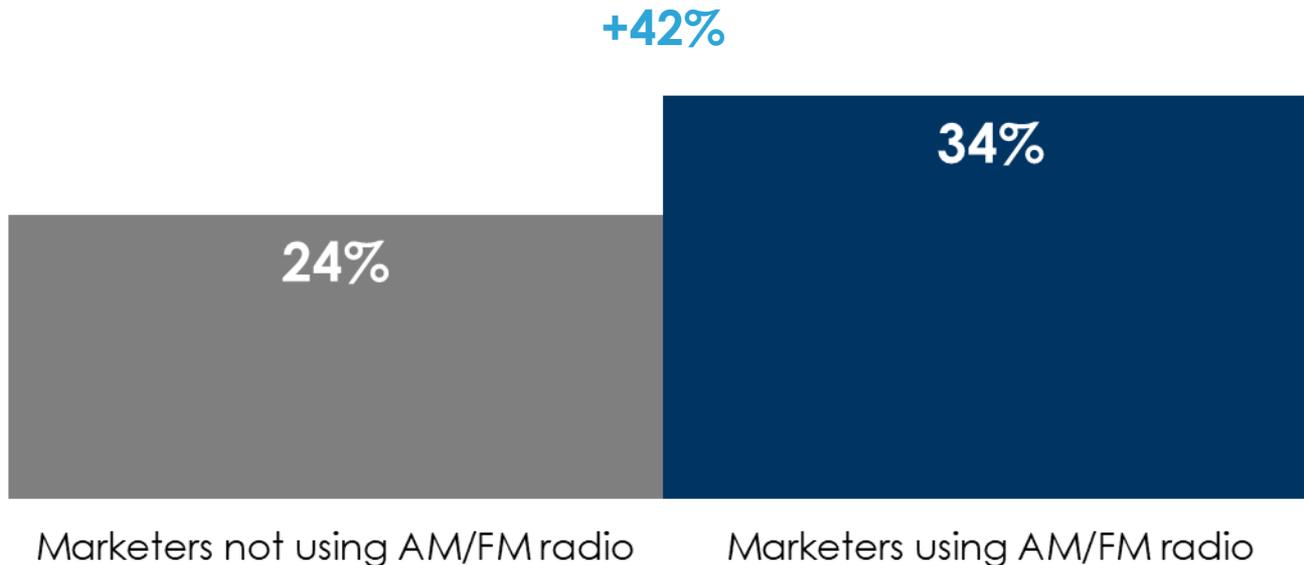
Marketers with AM/FM radio in their media plan can increase market share 4X more than marketers who don't use AM/FM radio

Share of market growth per 10 percentage points of increased share of voice



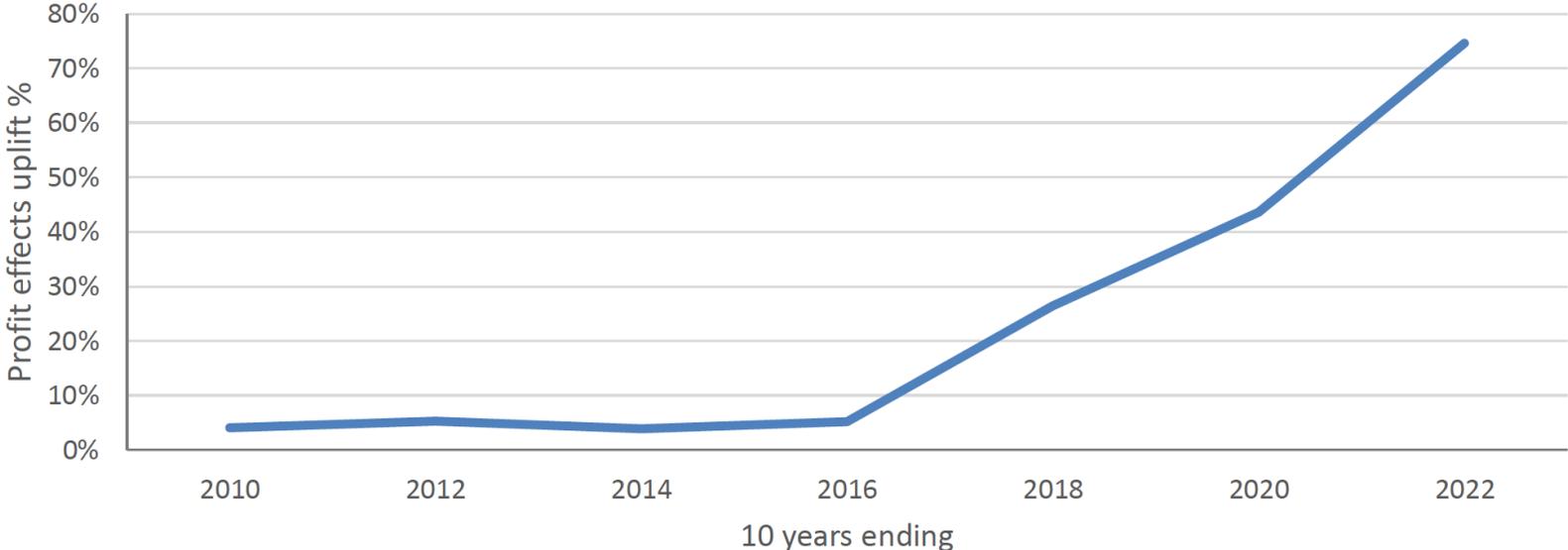
AM/FM radio boosts the number of companies reporting large profits +42%

Profits: % reporting very large profit growth



AM/FM radio's positive impact on profit is increasing

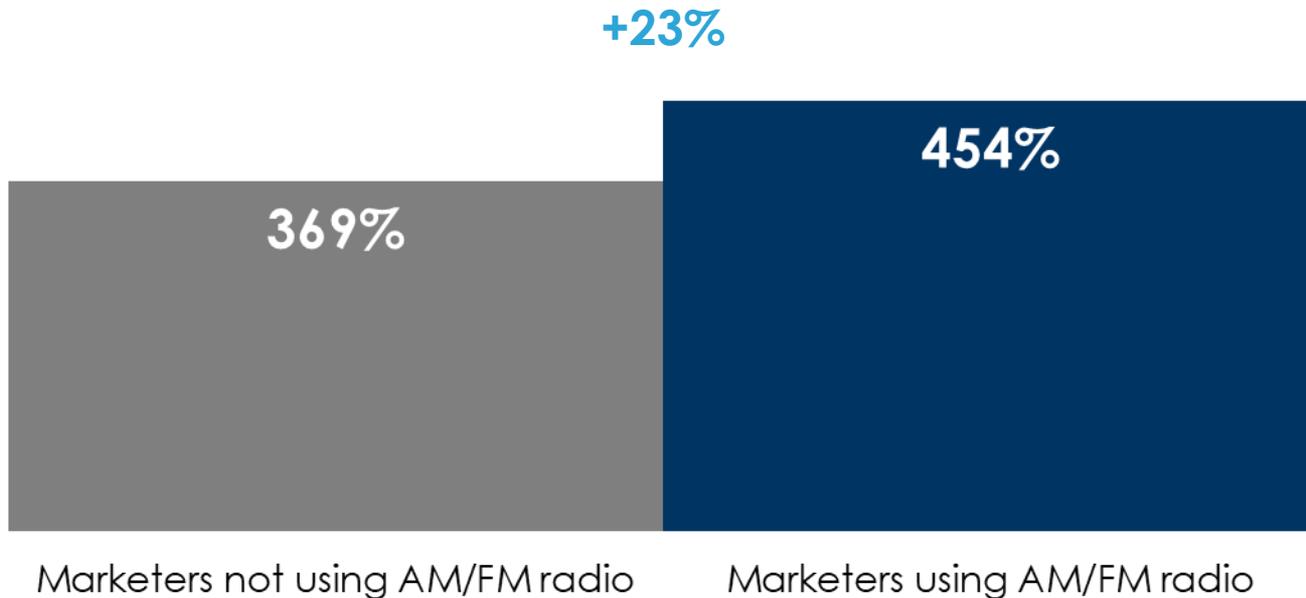
Uplift to very large profit effects: AM/FM radio vs. no-users



Source: The Long and the Short of It - 10 Years On: Radio's Enduring Role in Effectiveness, Peter Field

AM/FM radio lifts return on marketing investment +23%

ROI: Average return on marketing investment reported



AM/FM radio's enduring role in effectiveness

Peter Field, one of the “godfathers of marketing effectiveness,” reports major differences in business outcomes for marketers who utilize AM/FM radio advertising versus those who don't:

+13%

greater mental availability, the propensity of a brand to be noticed and thought of in buying situations

+28%

larger market share



+42%

lift in the number of companies reporting large profits



+23%

increased return on marketing investment



Full-service advisory for national brands offering media planning recommendations, creative best practices, and measurement services

The **Cumulus Media | Westwood One Audio Active Group**[®] is a true comprehensive marketing advisory that partners with clients to measure the impact of the **entire** audio campaign (not just the Cumulus Media | Westwood One investment), specializing in the following areas:

- **Audio creative best practices**
- **Media planning**
- **Strategic allocation within audio**
- **Measure the impact of the entire audio investment**

For more, please visit the Cumulus Media | Westwood One Audio Active Group® blog

CumulusMedia.com



Click '**Blog**' at the bottom of the homepage

WestwoodOne.com/blog



Or click '**BLOG**' at the bottom of the homepage



Thank You

The intellectual property included in this presentation is property of Cumulus Media, including Westwood One, and may not be used without permission. Any details are subject to change. 2024 Cumulus Media, Inc.