

REDC

**RTÉ
RADIO 1**

Radio 1 Fights Back

Proving that emotionally
connected listeners drive
advertising impact

Marketing Society 2020 Awards Showcase, January 2021



The Starting Point



RTÉ were facing a challenge

Research needed to prove the value of advertising now and to drive sales in the future through audience growth

Methodology – Macro Overview



Strategy
Stakeholder
Workshop



Need &
Behaviour
Survey



Conflict
Groups



In the Moment
Exposure
Sessions



Pre & Post Ad
Effectiveness
Survey



Ad Impact & Effectiveness – Micro Methodology

The Radio Shows



Morning Ireland



The Ryan Tubridy Show



Liveline

The Advertisers



Motor



Insurance



Retail

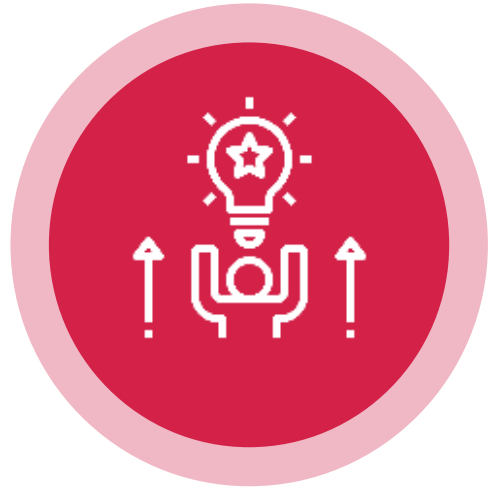


Fast Food

Outcomes & Learnings - Macro



Behavioural Understanding



Listener Mapping & Needs



Media Platform Efficacy

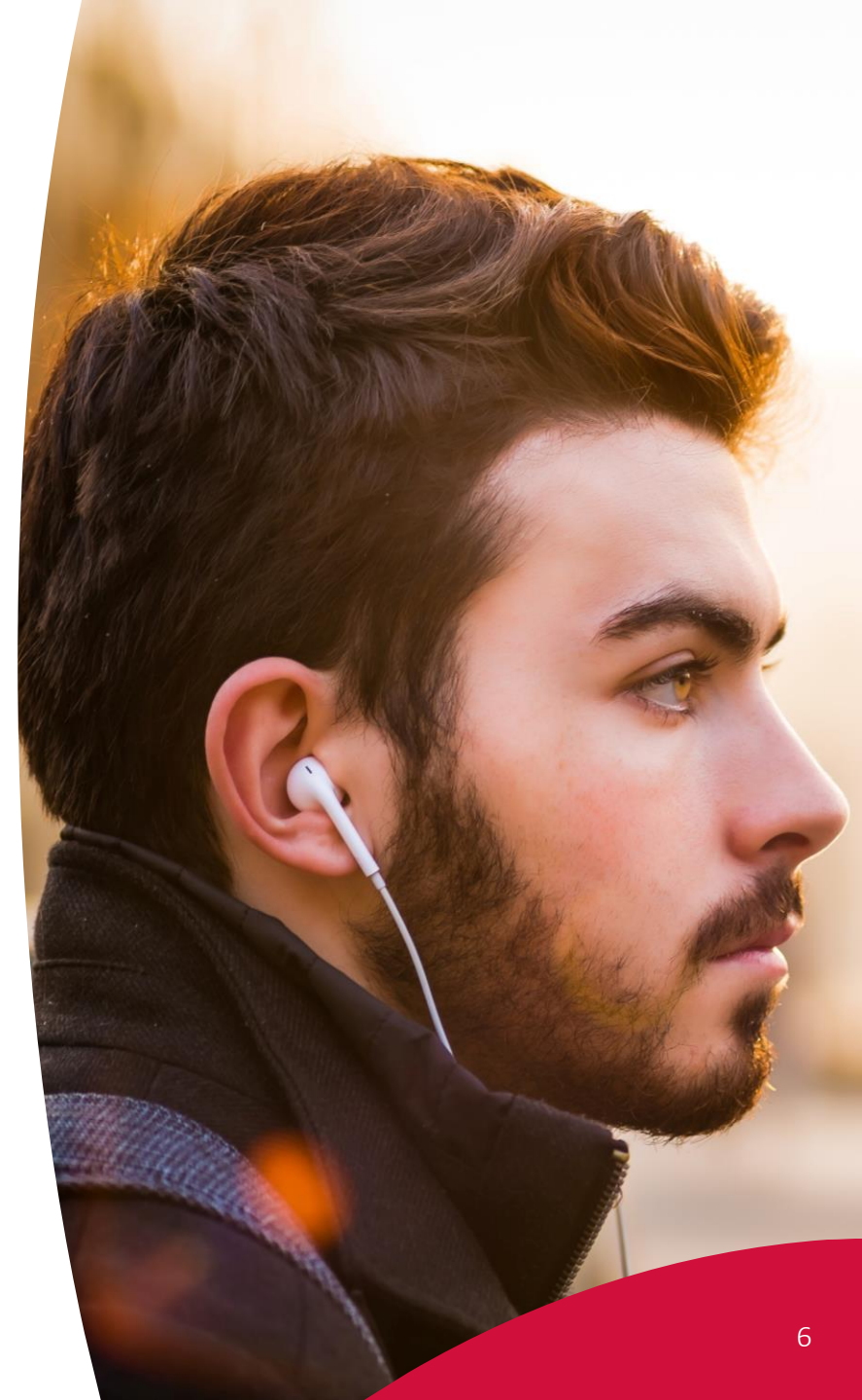


Outcomes & Learnings – Micro Ad & Media

01

Radio as a platform engenders very strong **engagement, enjoyment and listening experience** metrics.

Leaving it is well placed to boost brand communication engagement through advertising.



Outcomes & Learnings

– Micro Ad & Media



02

Consumers exposed to ads on Radio 1 show a significant uplift in brand saliency, through improved top of mind awareness.

RTÉ
RADIO 1

03

Adverts played during the radio shows were universally liked by the majority of listeners, showing the **receptive nature of Radio 1** as an advertising platform.

Outcomes & Learnings – Micro Ad & Media

04

Consumers exposed to ads on Radio 1 exhibit a significant **positive uplift in consideration and likely purchase** of the brands being advertised.



Outcomes & Learnings – Core Learning

05

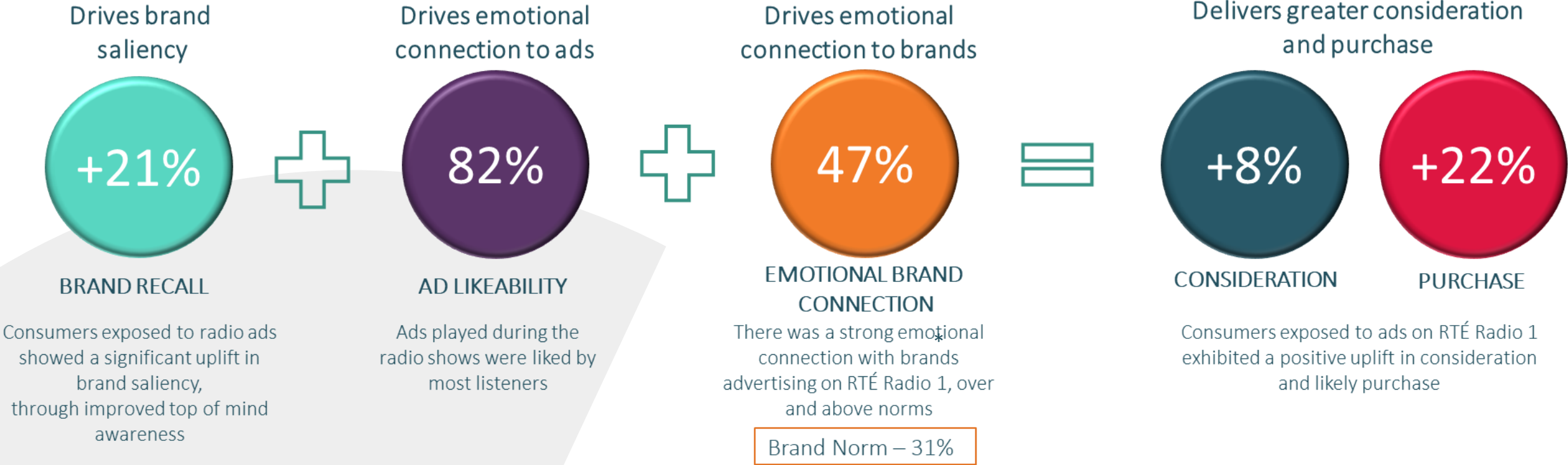
The ability to deliver a positive **emotional response** is the winning formula that multiplies brand consideration and purchase uplift for RTÉ Radio 1



Outcomes and Learnings – The Evidence



The Impact of RTÉ Radio 1 Advertising on How Brands Grow?

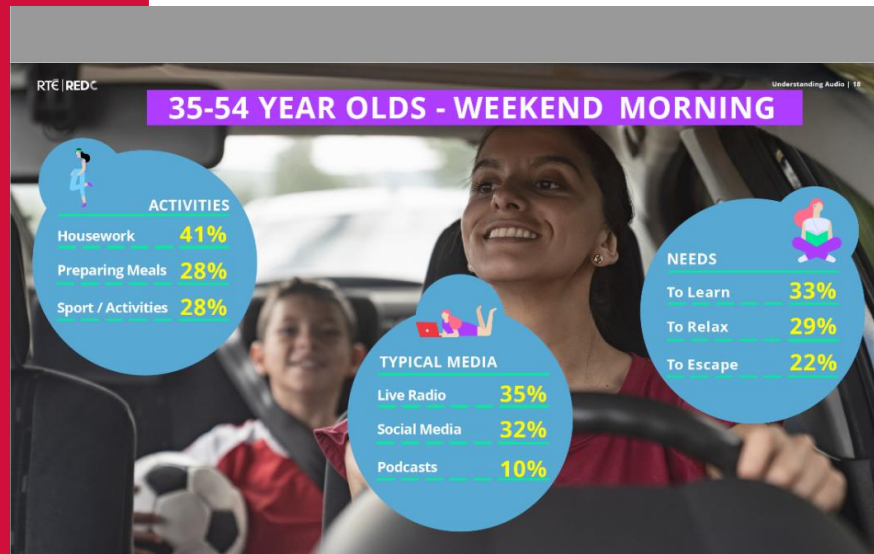


* Brand Norm == RED C BRI index of over 100 brands



Proof of platform effectiveness & targeting tools development

Understanding Audio Webinar launch of Radio 1 ad effectiveness & Interactive Dashboard on listener needs



Understanding that underpinned development

Underpinned decisions being made about the RTÉ Radio 1 shows and schedule.

Helping prompt RTÉ to modernise the offering with a wider range of younger and more diverse voices.



RTÉ
RADIO 1



Bottom line impact

The research helped inform the new schedule, which in turn has landed very well with advertisers.



Selling the sponsorship package of Today with Claire Byrne in less than 24 hours for the full asking price



Advertising revenue on Radio 1 is up 5% Year on Year, which is against a market decline of -10%.



Helped drive audience share

Audience share has increased substantially, and the view is that this is due to the switch in scheduling

Independent.ie



“The recent schedule shake up at Radio One has paid off and each daytime show has increased listeners”

Published 5th Nov 2020



“RTÉ Radio One's generational switch has made it the middle-aged station it needs to be. The new presenters' life experiences are more in tune with those of listeners.”

Published 23rd Jan 2021

**THE
IRISH
TIMES**



Overall the project showed how effective market research can be, when designed and used effectively, to underpin and inform real business decisions and ultimately drive sales growth

RESEARCH
EVALUATION
DIRECTION
CLARITY

See More, Clearly

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