

Beverage alcohol uses radio to leverage TV investment and drive up consumption

BRAND AND MARKET CONTEXT

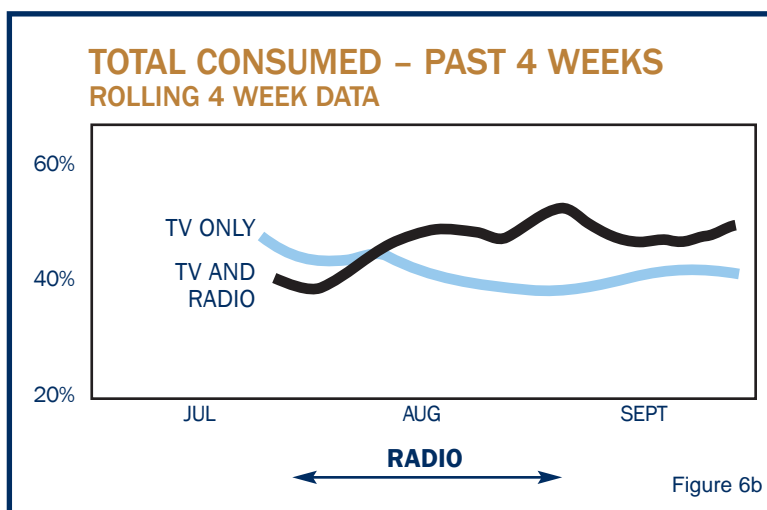
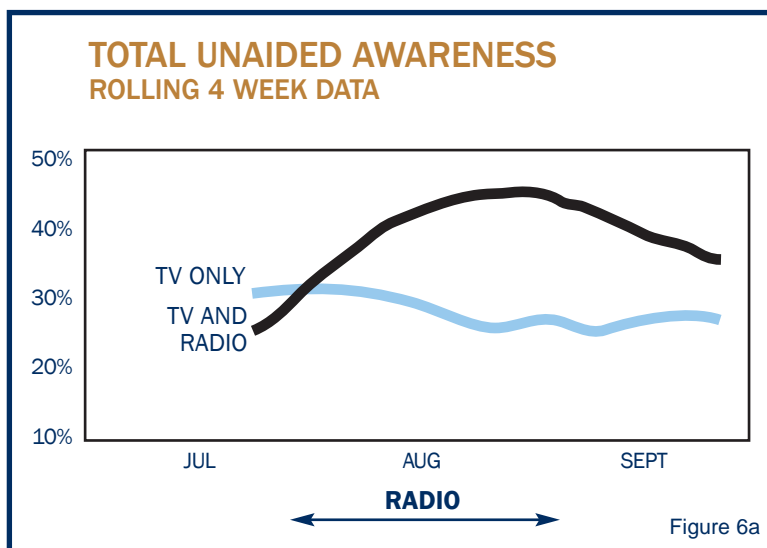
The client launched the product, a ready to serve alcoholic beverage, 18 months prior to the start of the research study. The ready to serve category was relatively new (established about 5 years ago); client objectives were to continue to build product awareness, consumption (sales) and market share. The core target audience for the brand were adults of legal drinking age (LDA) to 34 years.

For the research study, radio was added to a national TV campaign in two test markets. The additional investment in radio represented an 11% increase in budget for the two test markets. Combined results in both test markets were compared with national control markets using continuous tracking. The radio campaign ran for 7 weeks at 190 GRPs weekly.

RESULTS

Radio advertising drove up unaided brand awareness and use while the radio campaign was on the air. Radio had a profound effect on unaided awareness with impressive weekly gains as the campaign progressed (figure 6a).

The increase in unaided awareness translated to increased consumption; an 18% lift in reported consumption amongst respondents was achieved in the radio test markets (figure 6b).



When we looked at incremental (year over year) cases shipped in the radio and TV market compared to the TV-only markets, we were able to estimate the relative impact of radio and TV advertising (Figure 7). The results were very encouraging for the radio investment. An 11% increased investment drove up self-reported incremental sales by 18% and estimated incremental cases sold by 30%. The test market demonstrated strong sales impact in this adult beverage impulse purchase category.

The effects on sales were short lived - indicating the need for continuity. Greater use of radio advertising is planned for this and other client brands. It is important to note that increased reach is only part of the story. The lift in total advertising awareness (Figure 8) was less pronounced than the lift in unaided brand awareness (Figure 6a). This suggests that other multiplier effects were also at work: frequency and magnifier effects. Radio acted as a trigger for purchase among those in market at the time; most of who were already aware of the brand's advertising.

KEY LEARNING

1. Radio is very effective at targeting a young demographic LDA - 34 years.
2. The addition of radio had a profound effect on unaided awareness and reported consumption.
3. Radio is a a cost effective medium for building sales. An 11% increase in spending for the radio markets delivered a 30% increase in sales.

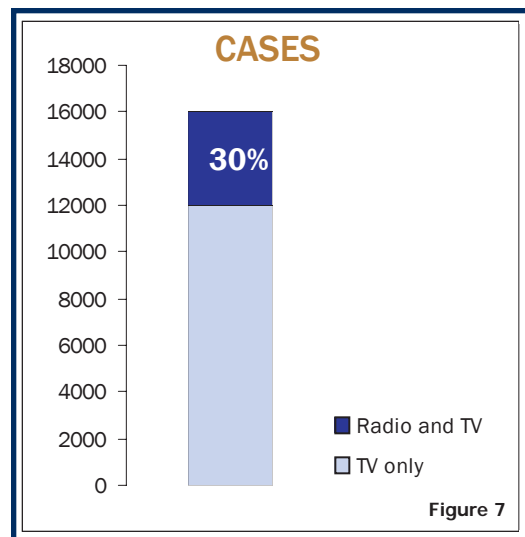


Figure 7

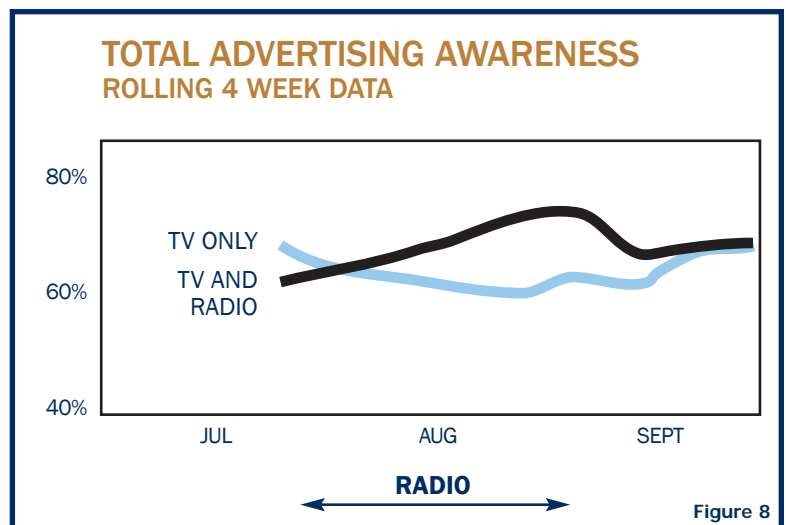


Figure 8

Source: Millward Brown