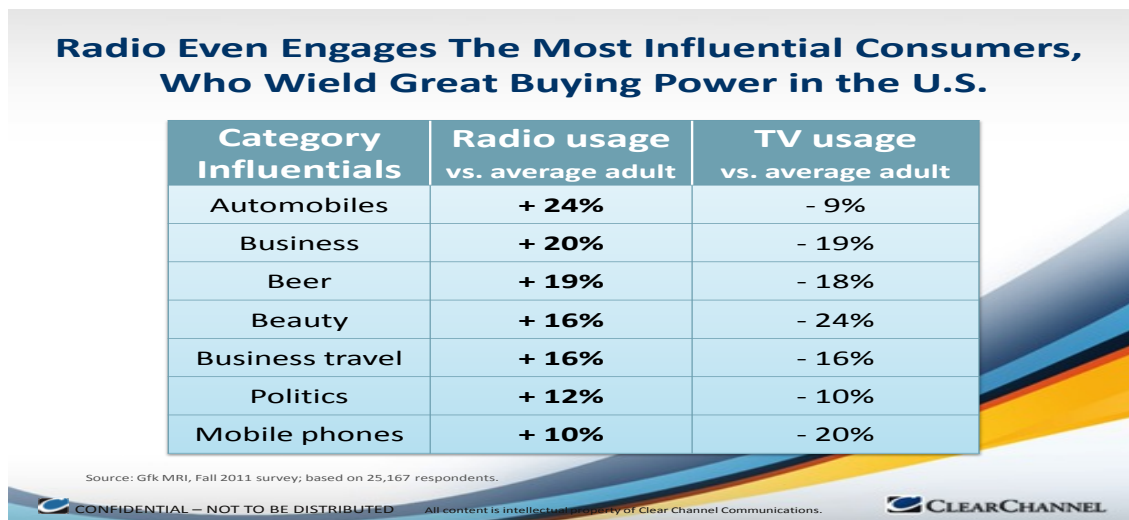


Engaging the Influentials

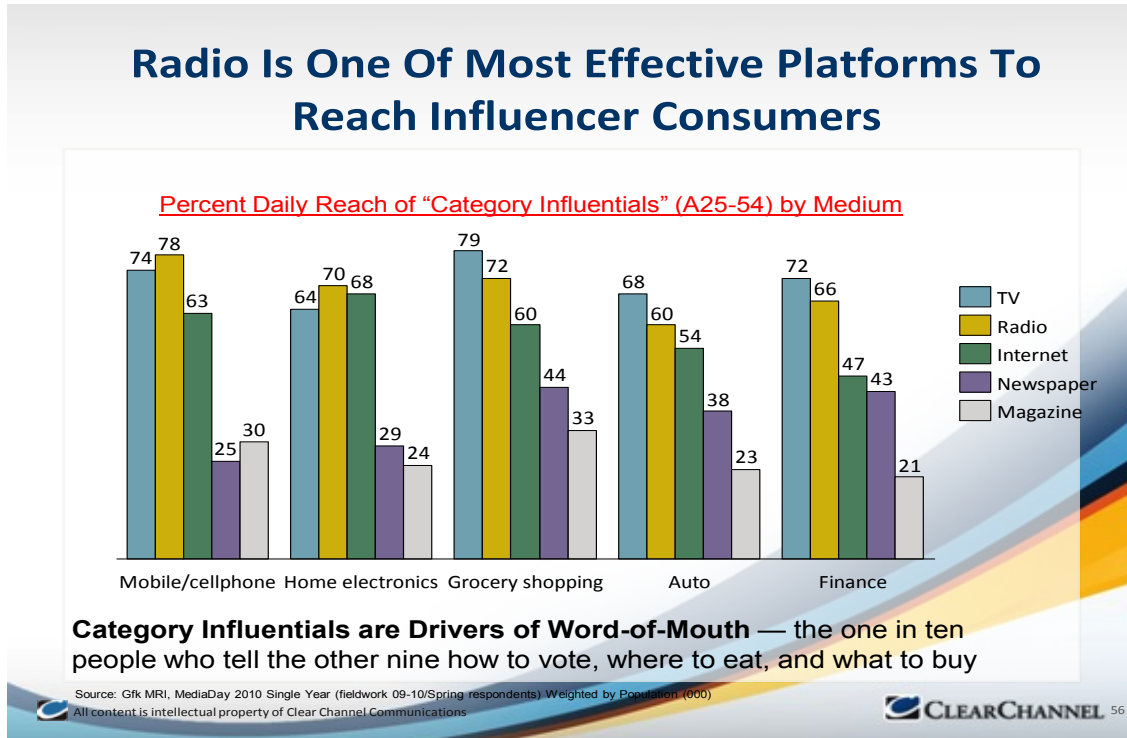
Nearly half of all adults seek the advice of others before making a purchase online or at a store, according to the latest estimates from Mediamark Research & Intelligence (MRI). **These adults are defined as “Category Influentials” by GfK MRI.** These people have a greater impact on the products and services those around them purchase than most people. Word-of-mouth communication is extremely powerful and perhaps “is the best medium of all,” as once claimed by advertising guru Bill Bernbach. **Category Influentials typically comprise 10-20% of the population and are legitimate word-of-mouth all-stars. And they also happen to listen to radio—a lot.**

Many within the advertising community refer to the importance of **“earned media,”** which is when a paid schedule leads to additional free exposure, such as coverage on television, Facebook or Twitter. **Category Influentials are literal living and breathing earned media machines.** And Category Influentials are able to communicate their opinions far more effectively due to their relationships and the verbal nature of their communication, ***the spoken word, can convey far more emotion and influence than any written word.***

The data in the chart below has been extracted from 2011MRI for the A18+ demographic. The reach figures are for those Category Influentials who reported utilizing each of the five major mediums the previous day. Radio easily outperforms TV.



Radio ranks a strong #2 in reaching these “influentials” in each of these 7 key product categories. MRI Media Day shows a similar story:



The 2011 Ipsos Mendelsohn Affluent Survey

Radio ranks third in advertising receptivity among affluent Americans. Radio ranked **third out of 37** advertising touchpoints tracked by Ipsos-Mendelsohn’s new survey of affluent Americans. Nearly eight in ten (78%) of affluent Americans (or 45.9 million affluents) report hearing advertising within the past six months on radio. The only media to outperform radio were TV (86% report seeing ads on TV in the past six months) and magazines (80%). Radio beat direct mail, websites, newspapers, billboards, shopping malls, airports and numerous other ad touchpoints. Radio also ranked third in **advertising receptivity** with 25 million “affluents” (or 54%) reporting considerable or some interest in advertising they heard on radio within the past six months. Only TV (31.4 million or 62%) and magazines (28.9 million or 62%) scored higher. *In terms of raw numbers, radio delivered stronger advertising receptivity than 34 other ad touchpoints, including newspapers, websites, direct mail and billboards.* The 2011 Ipsos Mendelsohn Affluent Survey consists of 14,405 nationally representative interviews with adults 18+ having \$100,000 or more in annual income.