

Radio
Works



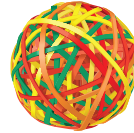
Retail



Consumer
Perception

Marketing Objective

A national retailer, primarily known for office supplies, was aiming to increase awareness of their technology product offerings (i.e., laptops, smartphones) and encourage purchase consideration with consumers.



OfficeMax[®]

The Radio Solution

The retailer ran a multimedia campaign utilizing television, online and newspaper. In their key markets, they also aired a radio campaign that emphasized the technology offerings from this office supplier. The radio campaign ran for 12 weeks (at 100 GRPs/week).



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Results

The retailer's investment in radio advertising helped drive incremental gains in consumer awareness, consideration and perception. Compared to consumers not reached by the radio campaign, radio-targeted consumers were:

- + 15% more likely to associate the store with technology products
- + 34% more likely to think more favorably about the retailer
- + 20% more likely to shop at the store for technology needs in the near future
- + 30% more likely to recommend the retailer to friends or family

Office DEPOT[®]

Methodology

Katz Marketing Solutions commissioned Ipsos MediaCT to conduct online interviews with 700 technology decision makers (who reside in the same geographic footprint as the radio campaign) at the conclusion of the campaign. Data comparisons are based on consumers exposed to the radio campaign (and the other marketing channels) vs. consumers who were only exposed to the other marketing channels.

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