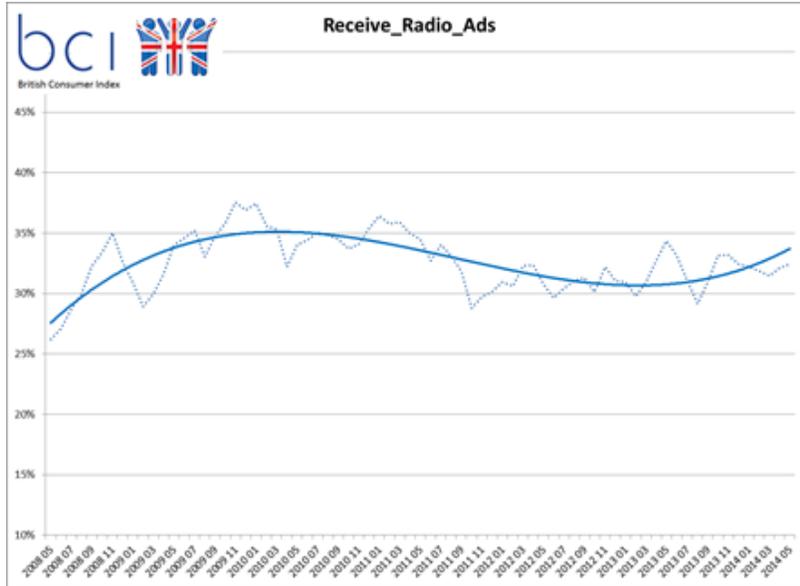


## Consumers rediscovering their ears

The last year has seen some interesting trends in the way consumers are reacting to advertising channels. One channel which has seen a distinct change in the way consumers are reacting to it is Radio.

As the chart below shows consumers' recall of radio advertisements was on the decline from mid-2009 to late 2011. It then stabilised before starting to trend up from late 2012.



The figures are from The British Consumer Index (BCI) which measures consumers recall, response and acceptability of different advertising and marketing channels.

So, recall is up which in itself is not necessarily good news. Perhaps it is up because listeners are getting more annoyed with the ads interrupting their listening pleasure.

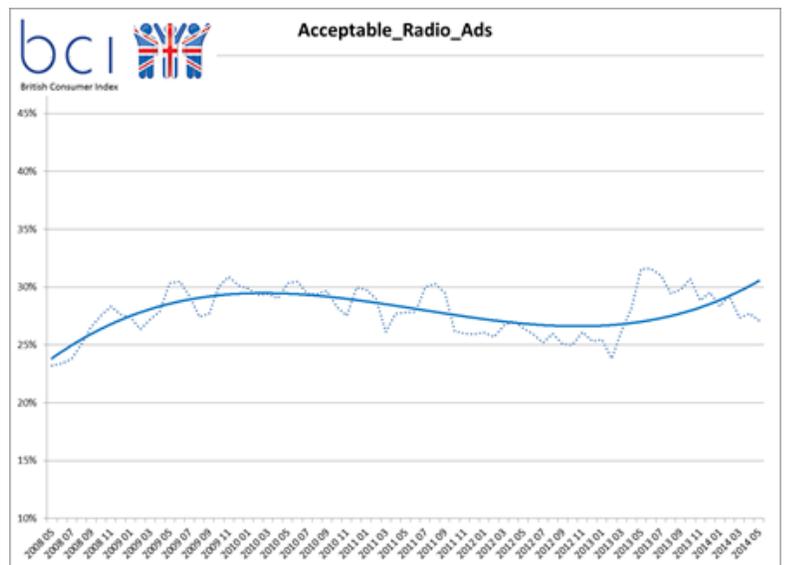
With on line streaming services often offering music with no advertising interruptions it may be that people are just more conscious of the ads and less accepting of them.

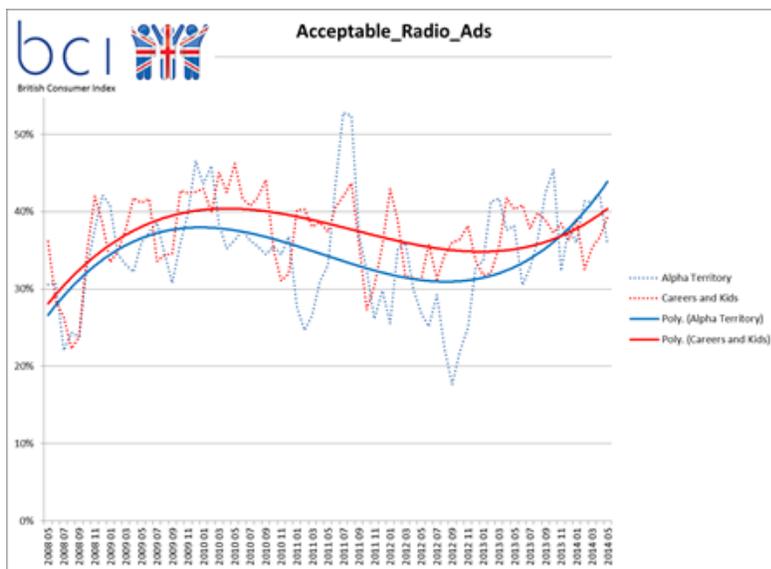
In order to test if this is the case it is worth looking at the acceptability of radio ads.

As can be seen from the chart acceptability follows a similar pattern as recall although lagging somewhat as could be expected. Increased recall led to increased acceptability.

That being the case it certainly seems that the fear that the availability of ad free streaming services would reduce the acceptability of commercial radio is unfounded. It could be that, in fact, opposite is the case.

When dissecting the data it can also be seen that different segments of the population are at different stages in their increased acceptance of radio.





For example; taking the Mosaic segments ‘Alpha Territory’ and ‘Careers and Kids’ they are both showing a similar pattern with ‘Alpha Territory’ revealing much more pronounced growth.

More detailed analysis of different consumer groups is necessary to influence campaign planning but the overall picture is an important indicator.

All figures are based on monthly BCI data from March 2008 to May 2014.

## Summary

With all the focus on digital channels the data shows that consumers are not moving away from some of the more ‘traditional’ channels.

Radio is a prime example of what seems to be a growing polarisation of consumer attitudes to advertising and marketing. Looking at the data for the full range of channels monitored by The British Consumer Index two things are becoming clear;

“Personal’ channels such as email, mail, mobile etc. are now for where the consumer has a relationship with the organisation, using them for acquisition can not only be a waste of marketing effort but can also damage a brand.

‘Non Personal’ or broadcast, channels such as Radio are for learning about new products and services which the consumer can elect to pursue or not. In other words acquisition. Perhaps a reflection of growing consumer desire to take back control of communication.

Consumers are saying ‘put your message out there and I will decide if I want a dialogue’.

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