

Now available
weekly and regionally

The logo for 'radio GAUGE' is centered within a large red circle. The word 'radio' is in a bold, black, lowercase sans-serif font. Below it, 'GAUGE' is in a larger, bold, red, uppercase sans-serif font. Underneath 'GAUGE', the word 'from' is in a small, black, lowercase sans-serif font, followed by three red squares and the lowercase letters 'rab' in a black, lowercase sans-serif font.

radio
GAUGE
from ■■■rab

The text 'The campaign measurement tool that's free for radio advertisers' is written in a red, sans-serif font. It is positioned at the bottom right of the page, below the main logo. The background of the entire page features several overlapping circles: a large blue circle on the left, a large red circle in the center, and a large blue circle on the right. A green dashed circle is located in the top left corner. A gold banner with black text is in the top right corner.

What is RadioGauge?

RadioGauge (MediaWeek Awards & Campaign Media Awards Finalist 2009) is the ongoing radio advertising measurement tool, funded entirely by the Commercial Radio industry. There are two tiers of FREE RadioGauge research available to advertisers, one nationally and the other regionally.

It is constructed to help individual radio advertisers understand the specific effects they have achieved as a result of their radio advertising campaigns, within the context of the broader market.

New Features

- Now available weekly rather than fortnightly
- Now available regionally

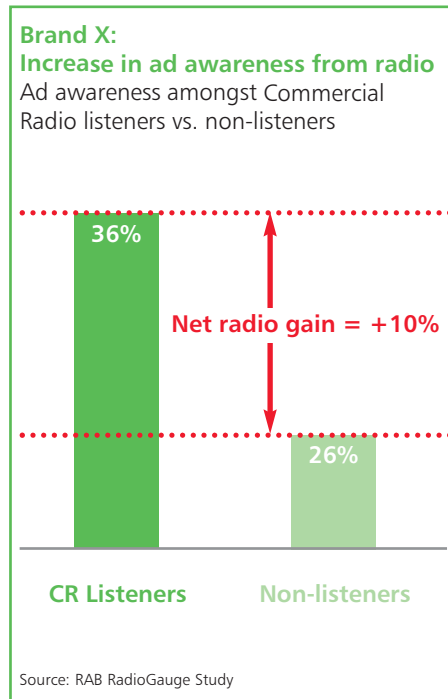
How does RadioGauge work?

The study identifies the effect of radio advertising by comparing differences in brand awareness and consideration at the post-campaign stage between a sample of Commercial Radio listeners and a matched sample of non-listeners to Commercial Radio.

What can it tell me?

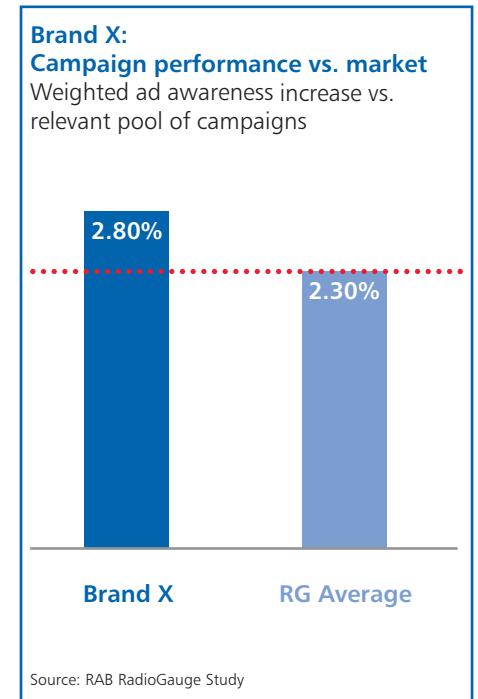
Campaign effects

RadioGauge provides a measure of how radio advertising has driven advertising awareness and brand consideration, as well as two brand health measures bespoke to each participating advertiser.



Performance benchmarks

RadioGauge reveals how each campaign performs in relation to the broader market by comparing individual campaign performance to a pool of relevant campaigns from other advertisers (e.g. in terms of sector, weight etc).

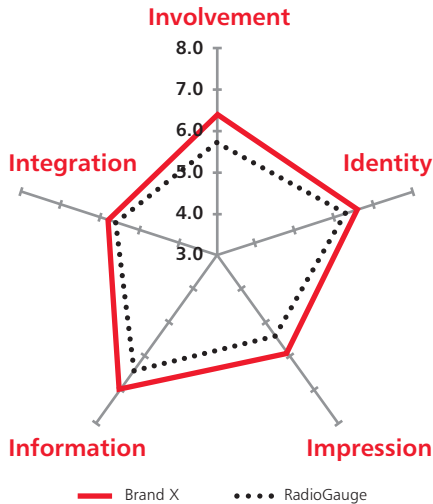


Creative analysis

RadioGauge quantifies the relative strength of radio creative execution, and seeks to demonstrate how results can be improved next time around by highlighting best practice creativity.

Brand X: Creative performance vs. market

5Is scores vs. RadioGauge average



Source: RAB RadioGauge Study

How does it measure creativity?

To quantify the role that creativity plays in delivering awareness and consideration measures, respondents score each commercial against 11 statements linking to the RAB 5Is creative evaluation process:

- Involvement
- Identity
- Impression
- Information
- Integration

This consistent approach allows us to compare the creative strengths of individual commercials in relation to the average score derived across the total pool of commercials.

How do I get my brand measured on RadioGauge?

The research is conducted on a national level at weekly intervals, with capacity to measure up to three advertisers in each wave.

Each of the advertiser 'slots' in each wave of research are offered free of charge to qualifying advertisers on a first come, first served basis.

Qualifying advertisers are allocated to the wave of research that is closest to their campaign end date.

What are the qualifying criteria?

- All researched campaigns to be allocated a separate J-ET number, which is supplied to RAB
- All applications to be made with full client approval
- NATIONAL: There is a minimum spend level of £350,000 for measured activity
- REGIONAL: There is a minimum spend level of £40,000 in the region to be measured

How do I apply?

To get your campaign measured on RadioGauge, please contact your RAB Strategy Consultant

or for national campaigns,
rita@rab.co.uk

and regional campaigns,
katherine@rab.co.uk

FAQs

What about client confidentiality?

Brand specific measures will remain confidential from other advertisers, although the data will be used at an unbranded level for comparative purposes.

In terms of best practice demonstration, the RAB reserves the right to highlight advertising that performs strongly against the individual creative diagnostics. However, these creative diagnostic measures are not linked in any way to the effectiveness scores of the individual brands.

Which research agency is conducting the research?

The project is managed by Other Lines of Enquiry, who have long standing experience of measuring the effects of radio advertising.

What is the planned methodology and sample size?

The research is conducted via self-completion online questionnaire, and the sample will be recruited via established online panels.

A total of 800 (national) or 500 (regional) x 16-54 year old adults are interviewed in each wave of research. Listener and non-listener samples will be matched in terms of age, gender and regionality.

How will the research strip out the effects of other media activity?

Our long history of radio research experience suggests that comparing effects between matched samples of listeners and non-listeners is the most effective way of isolating the radio effect within a mixed media campaign.

Will it be possible to look at results amongst a specific audience?

The study is intended to provide an indicator of effectiveness amongst a broad sample of radio listeners only.

How far in advance do I need to apply?

Slots are offered on a first come, first served basis - so the earlier you notify us, the more chance you have of securing your place in the relevant wave. As a guideline, we suggest applying at least 2 weeks prior to the campaign start date for national campaigns, and 4 weeks prior to start date for regional campaigns. (Inclusion subject to availability; deadlines may vary; consult your RAB Consultant for all specifics).



The **Radio Advertising Bureau**, part of RadioCentre Ltd, is funded by the UK Commercial Radio industry to encourage national advertisers and their agencies towards more effective use of radio as part of their communications mix. For further information, go to: www.rab.co.uk