Case Study: Radio Test

Data and Measurements

Improve Conversion Through Better Radio

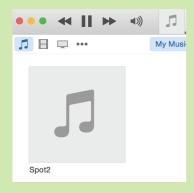
50People
Surveyed

24hrsProject
Completion

20% More Effective

200% Improved Conversion

Start up venture in wheelchair van category struggling to show progressive increase in number of leads as a result of Pandora radio campaign. Needed to show positive trend in short amount of time to demonstrate growth trajectory to retain the business.





	Date	Time	Running Yally	SP	1	2	3	4	5	684 TLT	SP	1 50	2	3	4	5	82
					SD	2											۳
1			Captures My Attention	r	1	Ť	-	Ĥ	m	1	r	1	_	-	Â	m	Ť
•	25191	20.20 7011	Favorable Impression	_	1					1	-	-	-		-	5	+
			Bellevable Offer	_	i	-	-	-	-	-	-	-	-	-	4	ľ	٠
			Right Information	_	1	-	-	-	-		-	-	-	-	4	-	+
			Which Click	_	٠.	-	-	-	-	4	1	-	-	-	-	-	ł,
2	29-Apr	10.27 114	Captures My Attention	-	-	-	3	-	-	•	-	-	-	-	4	-	ď
	29141	TOTAL NAME	Favorable Impression	_	-	-	1	-	-	1	-	-	-	-	4	-	1
			Believable Offer	_	-	2	-	-	-	-	-	-	-	-	4	-	٠
			Right information	-	-	2	-	-	-		\vdash	-	-	-	4	-	٠
			Which Click	-	-	4	-	-	_	10	1	-	-	_	•	-	ł,
	29 Au	40.00 414	Captures My Attention	-	-	2	-	-	-	10	-	-	-	-	4	-	ŀ
	29 Hpt	10:29 AW	Favorable Impression	-	-	4	3	_		-	-	-	-		4	-	1
			Pavorable Impression Bellevable Offer	-	-	_	3	-	_		-	-	-	_	4	-	+
			Right Information	-	-	-	3	-	-	-	-	-	-	-	4	-	٠
			Which Click	-	-	_	3	-	_	11	H-	-	-	_	4	-	ł.
				-	-	_	-	4	_	111	1	-	_	_	_	-	4
4	29-Apr	10:30 AM	Captures My Attention	-	-	_	-		_		-	-	-	3	4	-	1
			Favorable Impression	-		_	-	4	_		-	-	_	_	4	-	4
			Believable Offer	-	-	_	3	_	_		_	-	_	3	_	-	4
			Right Information	_	_	_	_	4	_	_	_	_	_	_	4	_	L
			Which Click	1	_	_	_	_	_	16	<u> </u>	-	_	_	_	-	r
5	29 Apr	10:42 AM	Captures My Attention					4							4		J
			Favorable Impression						5					3			Ш
			Bellevable Offer						5					3			1
			Right Information						5						4		П
			Which Click	1						20							١
6	30-Apr	11:48 AM	Captures My Attention					4								5	1
			Favorable Impression					4							4		1
			Believable Offer				3								4		Т
			Right Information						5	1						5	1
			Which Click							16	1						۲
7	30 Apr	11:49 AM	Captures My Attention				3			1					4		1
			Favorable Impression					4		1						5	1
			Believable Offer				-	4			-	-				5	1
			Right Information				3			1						5	1
			Which Click				r	-		14	1		_			1	h
8	30-Apr	11:50 484	Captures My Attention		_	2	_				_	_	_	1		_	T
Ī			Favorable Impression			-	3	-		1	-		_	Ť	4	_	1
			Relievable Offer	-	_	2	ť	_		1	-	_	_	-	4	-	1
			Bight Information	_	_	r	_		5	1	-	_	_	-	Ť	5	1
			Which Click	-	_				ŕ	12	1	_	_	-		ť	h
9	30-Apr	11.55.444	Captures My Attention	-	-	-	-	-		1 -	÷	-	_	-		-	Η.

Process – Devised a simple online survey to measure the effectiveness of each spot, as well as overall spot preference, when measured side-by-side. Delivered survey electronically to broad age-appropriate demographic. Collected data, including comments, to determine preferred spot. Further refine to increase conversion.

Solution – Developed two radio spots for Pandora. One that essentially retained the tone, delivery style, and testimonial approach that had been the hallmark of the campaign, and a second version that introduced a new voice and tone, and spoke to the target audience from a different point of view, with a slightly different offer.

Measurement – Out of 50 respondents, spot two scored 20% more effective than the first. When asked which spot warranted a click through, the second spot out performed the first by nearly 2 to 1.

Overall, 80% more people responded more negatively to the first spot making spot one the clear winner when it came to connecting with listeners.

Conclusion – The survey provided rationale and justification to replace the first spot that had unknowingly been underperforming. Because the survey had been completed so quickly, it was easier to simply swap out the current spot without having to use valuable airtime to run a test.

Chris Settle

Provides hands-on creative leadership, end-to-end project oversight; planning, strategy, estimating, creative development, through delivery and beyond. Driven, results oriented with a personable, get-along work style. A mix of visual branding, advertising and multi-channel design expertise, yielding cohesive, on message, fully integrated solutions. B2B, B2C with a whole lot of retail experience. 206.719.7319 | chrishsettle@gmail.com