



# DIGITAL+RADIO= A **KILLER COMBO?**

*Imagine a couple searching for their dream home on the Internet. And, an advertisement for your real estate project pops up on different websites every time they log in individually or as a couple.*

*One week later, the couple hangs out for dinner and on the way to the hotel, they tune into the Radio in their car. Bam! Your Radio advertisement plays on their selected broadcast station.*

This is exactly the result you'd want, when you're advertising your business.

However, there still are many businesses that have not yet leveraged the power of Radio. If you're one of them, then you're probably limiting your brand's reach and your ROI too.

We recommend you to think in terms of "and" not "or" when it comes to your complete advertising plan. Digital might sound like the most talked about form of advertising media today, but the credibility of Radio, as a medium, can't be undermined.

And together they make for an ever better combination

Your advertising plan should be a super set - inclusive of Radio and Digital media, and not limited to either of them.

So why not look at both?

## HOW SIGNIFICANT IS THE IMPACT OF DIGITAL + RADIO?

You could supplement your Digital advertising strategy with a significant **29% increase in search due to Radio**.

A cohesive advertis-

ing strategy with a rich mix of Radio and Digital allows for your brand message to be reinforced strongly. When your audience sees your

advertisement online as well as hears it on Radio, imagine the brand recall value you'd create for your business.

### The Radio: The Online Multiplier study reveals exactly this:

Allocating **10% of the media budget for Radio** boosts brand browsing online by **52%**.



Radio is on an average **4x more cost-effective** at stimulating brand browsing online than all other media combined.



Radio has an **immediate effect** on browsing - over 50% of Radio-stimulated browsing takes place within 24 hours of exposure to the Radio Ad.



## COMBINATION OF THE TWO IS GREATER THAN THE SUM OF ITS PARTS



You already know this. Research also validates this interesting point: Advertisers who run paid search campaigns along with radio ads will

receive a greater ROI than is they'd have just run digital ads alone.

Below are three interesting ways you can tap the combined power of

Radio and Digital Advertising:

- Radio and Search
- Radio and PPC
- Radio and Social

### SO, HOW DO YOU GET THE MOST FOR YOUR MONEY?

We, at Fever Network with a reach of 35 Million+ listeners, help brands integrate their Digital Strategy with our Radio prowess to achieve extraordinary ROIs.

Talk to us to know how you can drive your brand's growth.

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