

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.

We recommend you to And together they make think in terms of "and" not for an ever better combi"or" when it comes to your nation

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?

RADIO CASE STUDY RADIO FEVER 2021

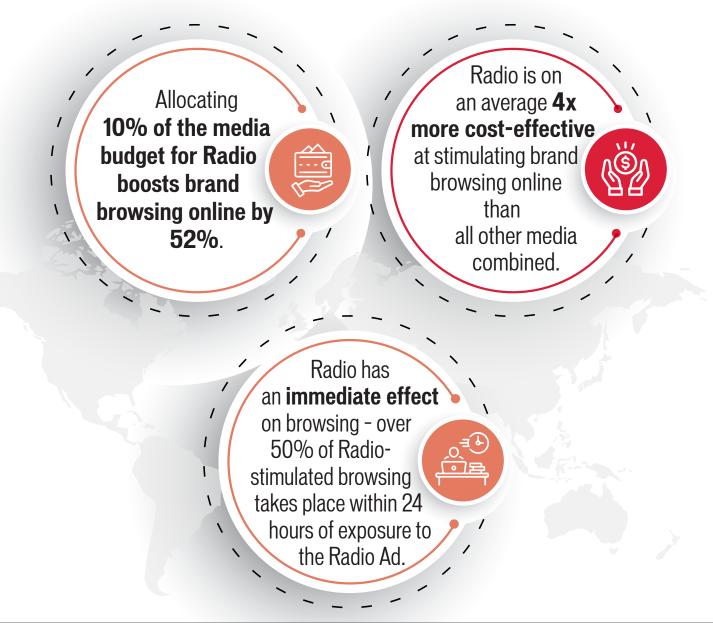
HOW SIGNIFICANT IS THE IMPACT OF DIGITAL + RADIO?

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:



RADIO FEVER 2021 RADIO CASE STUDY

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 esting ways you can tap along with radio ads will the combined power of

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

Below are three inter-

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.

Partner with **Fever Network Today**