

## Case History: How the RAB used IPA TouchPoints data to create a new behavioural planning tool – Snapshots – to demonstrate the power of radio.

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BEHAVIOURAL PLANNING



### Context

There is a disconnect between how radio is perceived by the ad industry and the reality of how it is valued by consumers. Radio accounts for less than 6% of all display ad revenue in the UK, yet IPA TouchPoints demonstrates that it accounts for 22% of all time spent with media – the third biggest medium in people’s daily lives after TV and Internet.

### Task

Radio’s characteristics suggest that the medium should be playing a more strategic and central role for advertisers rather than just being a last minute tactical addition to a media plan. However, this requires planners to consider radio earlier in the media planning process. Therefore the aim of the tool was to provide valuable media-neutral and easy-to-access IPA TouchPoints insight for media planners that would help them in their strategic planning decision-making. This naturally elevates the value of radio earlier in the process by providing a sense of its true scale and influence over consumers at important times, relative to other channels.

## Theory

The central idea behind the Snapshots tool was inspired by Behavioural Economics and Erwin Ephron's recency theory. These both suggest that advertising is more effective when reaching people at relevant times e.g. consumers are far more receptive to messaging the closer they are to the point of decision-making. This idea also links with oft-quoted radio industry research conducted by Newslink in 2000 which reveals how activity-related ads reaching people at relevant times have higher cut-through and deliver better ad and brand recall.

## IPA TouchPoints Contribution

IPA TouchPoints data was the essential start point for the planning tool and enabled the RAB to bring the theory that underpinned the concept to life in a practical and useful way for media planners. TouchPoints highlights that around 40% of all time spent engaged in tasks and activities is also accompanied by media consumption. It also reveals how this breaks down by medium for each activity. Radio is revealed to perform strongly across many of the occasions measured in the IPA TouchPoints diary that are valuable for advertisers e.g. the school run, washing/dressing and shopping.

The RAB developed the online tool [www.uksnapshots.com](http://www.uksnapshots.com) to showcase the relevant IPA TouchPoints data i.e. share, reach and audience timeline by medium, searchable across a range of activities. The significance of radio is further amplified through relevant radioGAUGE effectiveness data, radio case studies, and inspiring audio. The wealth of insight in each activity-related section on Snapshots gives media planners easy access to and clear understanding of how media (and specifically radio) can connect with and influence consumers at relevant moments for their clients' brands.

## Customer feedback

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The Snapshots tool has been an invaluable addition to the RAB's existing collateral for radio. In particular how they have brought to life the persuasive TouchPoints data has been incredibly helpful in selling in radio to clients who are keen on targeting audiences at specific times of the day. This unparalleled insight gives clients the confidence that we are going to be reaching the right people at the right time with their message.”

*Cathy Lowe, Head of Radio, PHD UK.*