

#RADIOcompass 2017



RADIOcompass
2017

**LA FORZA
DELLA RADIO**

Roberto Binaghi



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2017

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16/22
GENNAIO
2014



5/7
MAGGIO
2015



23/26
MAGGIO
2017



**RADIOCOMPASS
2014 e 2015**

**LA RADIO SI
RINNOVA**

**LA RADIO
GEMELLA
DI LIGHT TV E
HEAVY WEB**

**LA RADIO
EFFICACE
NEI MERCATI
DIRECT**

**LA RADIO FA
VENDERE**

**LA RADIO
MIGLIORA
LA BRAND
AWARENESS**

**LA RADIO
PROTAGONISTA
NEL CONSUMER
JOURNEY**

**OSSERVIAMO I
COMPORAMENTI**

**TECNICHE DI
NEUROMARKETING**

BIG DATA

**INCONTRIAMO I
PROTAGONISTI**

LINUS
RADIO DEEJAY



DANIELE BOSSARI
RADIO ITALIA



RINGO
VIRGIN RADIO



NICOLETTA
RADIO RTL102.5



MATTEO CACCIA
RADIO RAI2



ROSSELLA BRESCIA
RADIO RDS



GIUSEPPE CRUCIANI
RADIO 24



LUCA VISCARDI
RADIO NUMBERONE

**INCONTRIAMO I
PROTAGONISTI**

EDOARDO BUFFONI
RADIO CAPITAL



**DANIELE
BOSSARI**
RADIO ITALIA



PIPPO PELO
RADIO KISS KISS



STEFANO BRAGATTO
RADIO RMC



FEDERICA GENTILE
RADIO RTL102.5



ANDREA DELOGU
RADIO RAI2



ROBERTA LANFRANCHI
RADIO RDS



ALAN PALMIERI
RADIO NORBA

#RADIOcompass 2017

LA FORZA DELLA RADIO

UN MEZZO EFFICACE

UN MEZZO EFFICIENTE

UN MEZZO IN SALUTE

UN MEZZO AMATO

UN MEZZO CON UN TARGET EVOLUTO

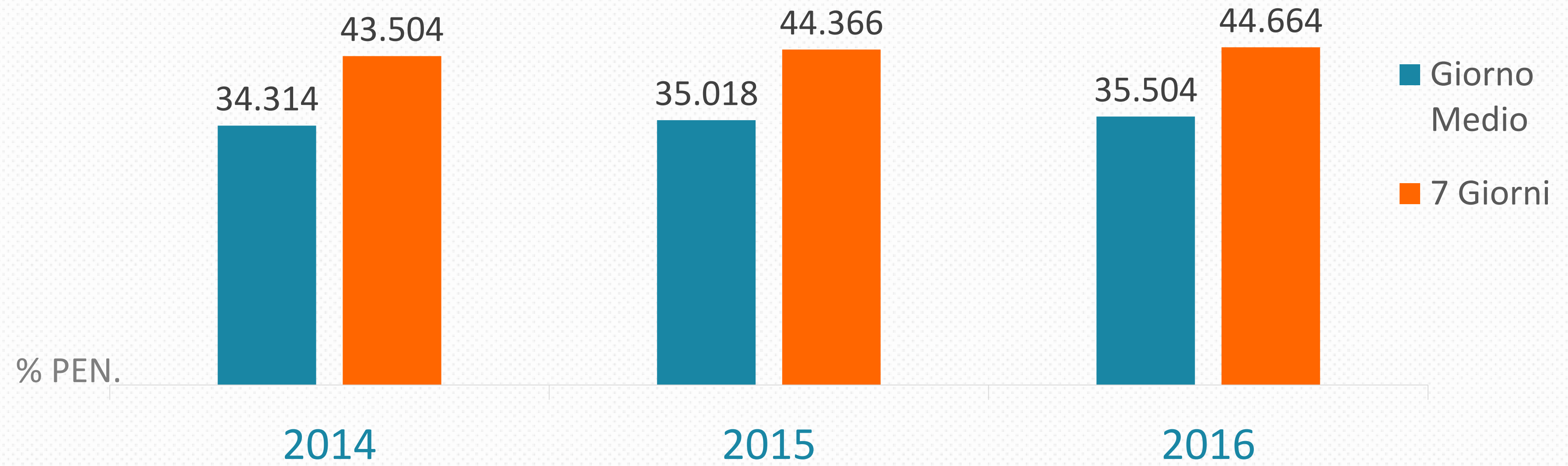


**UN MEZZO
IN SALUTE**

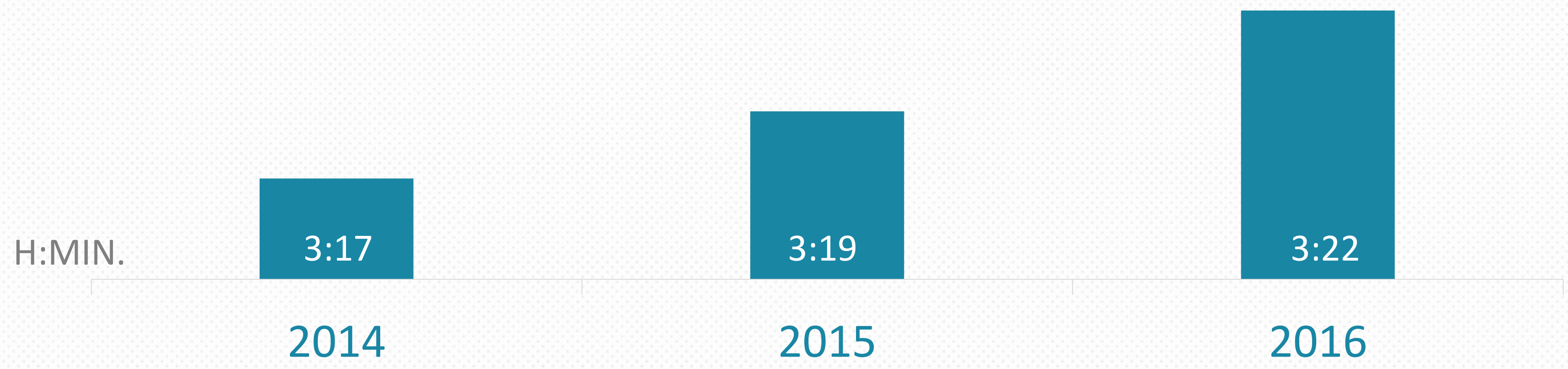
**UN MEZZO
IN SALUTE**

**ASCOLTATORI NEL
GIORNO MEDIO E
NEI 7 GIORNI**

GLI ASCOLTI IN CRESCITA

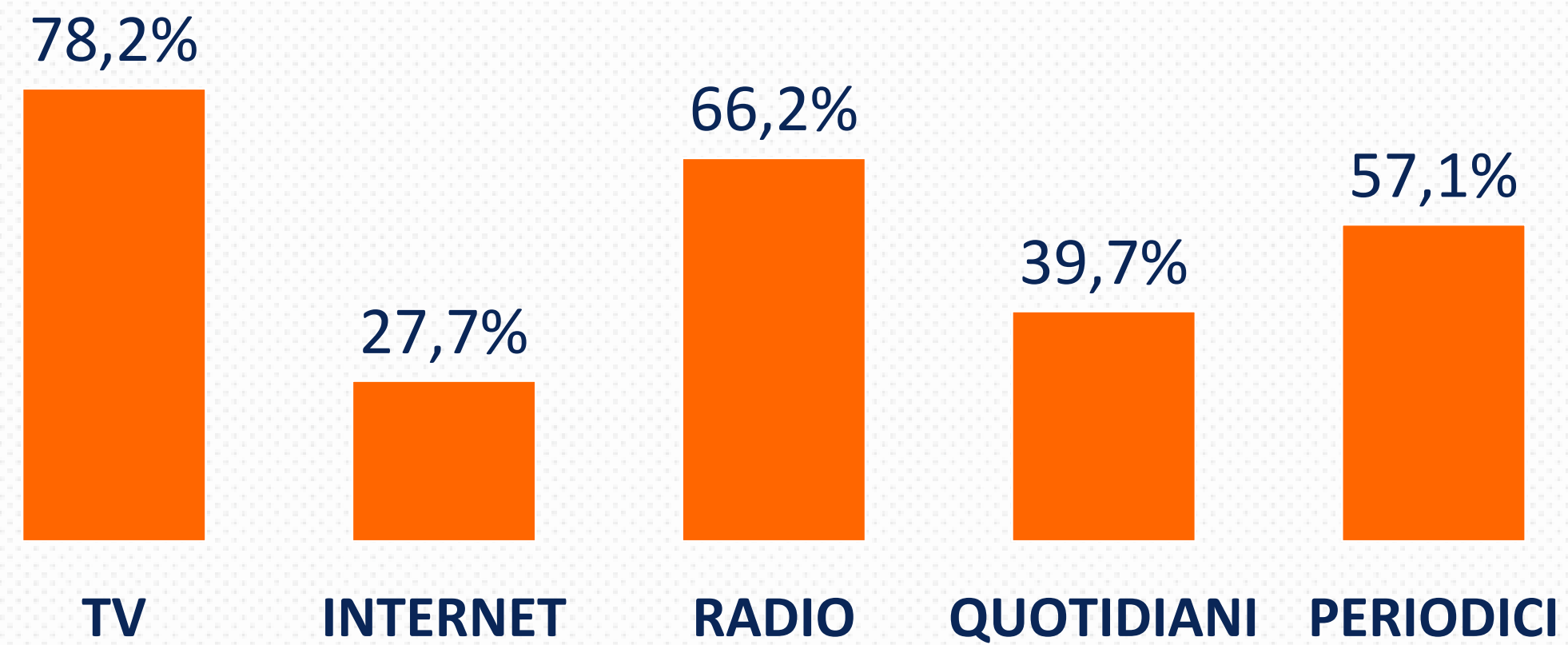


**TEMPO SPESO
(GIORNO MEDIO)**



**UN MEZZO
IN SALUTE**

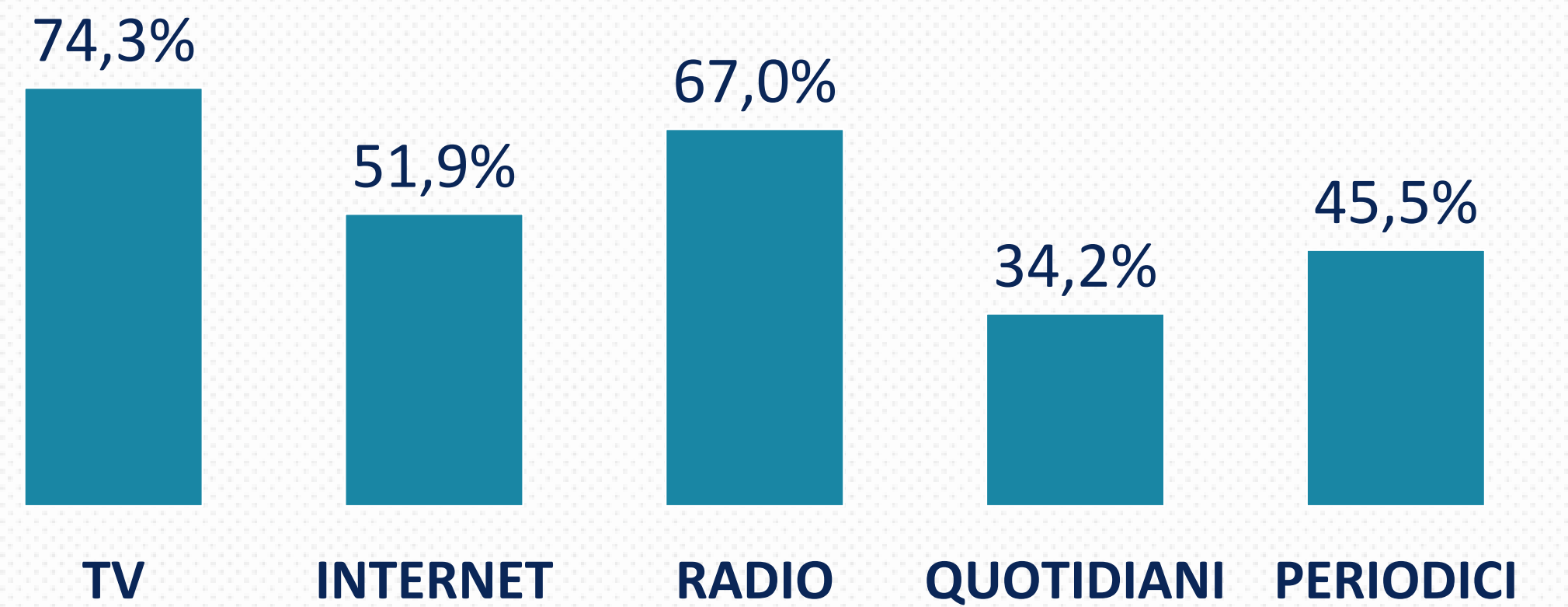
LA RADIO UN MEZZO ECUMENICO



2013

REACH DAILY

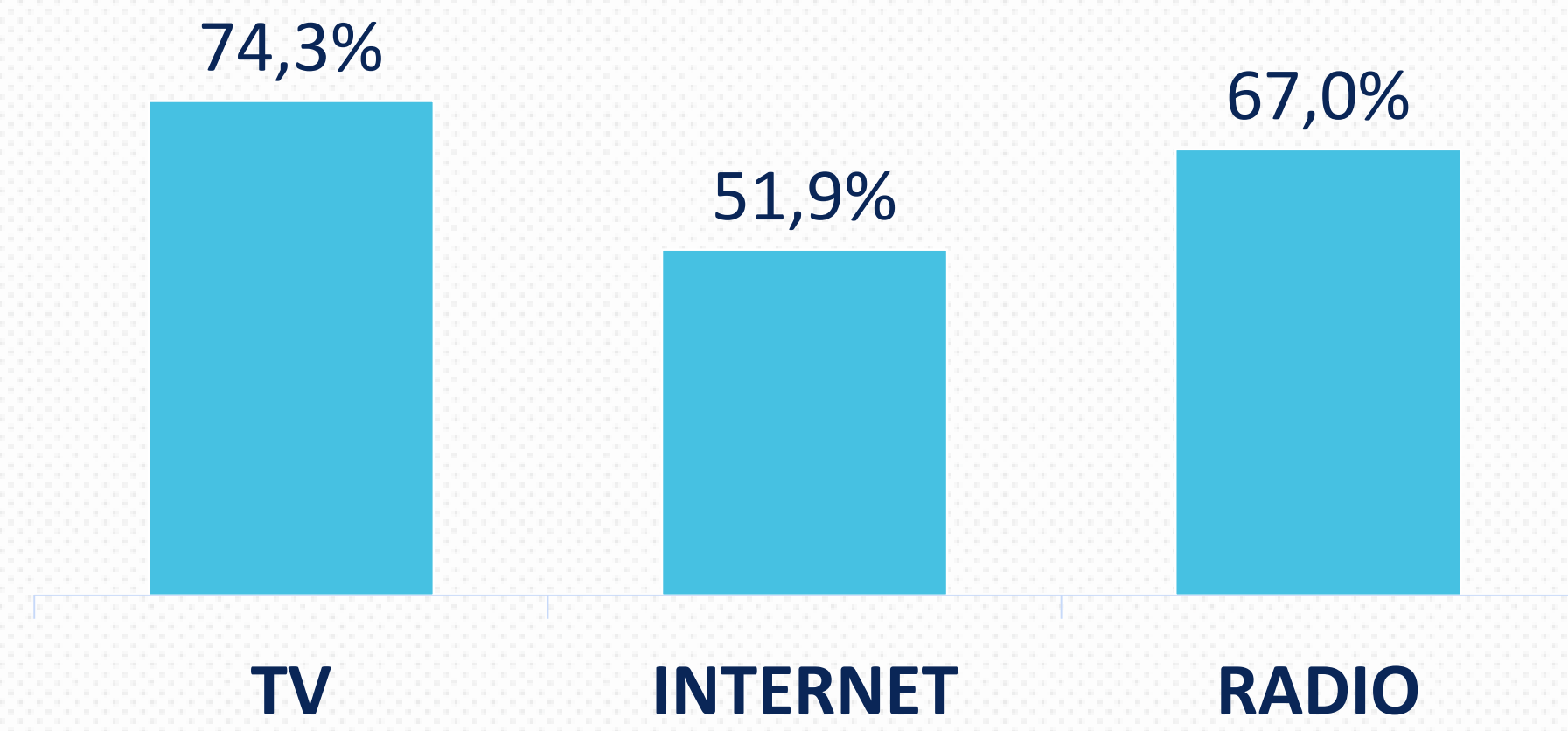
Adults 15+



2016

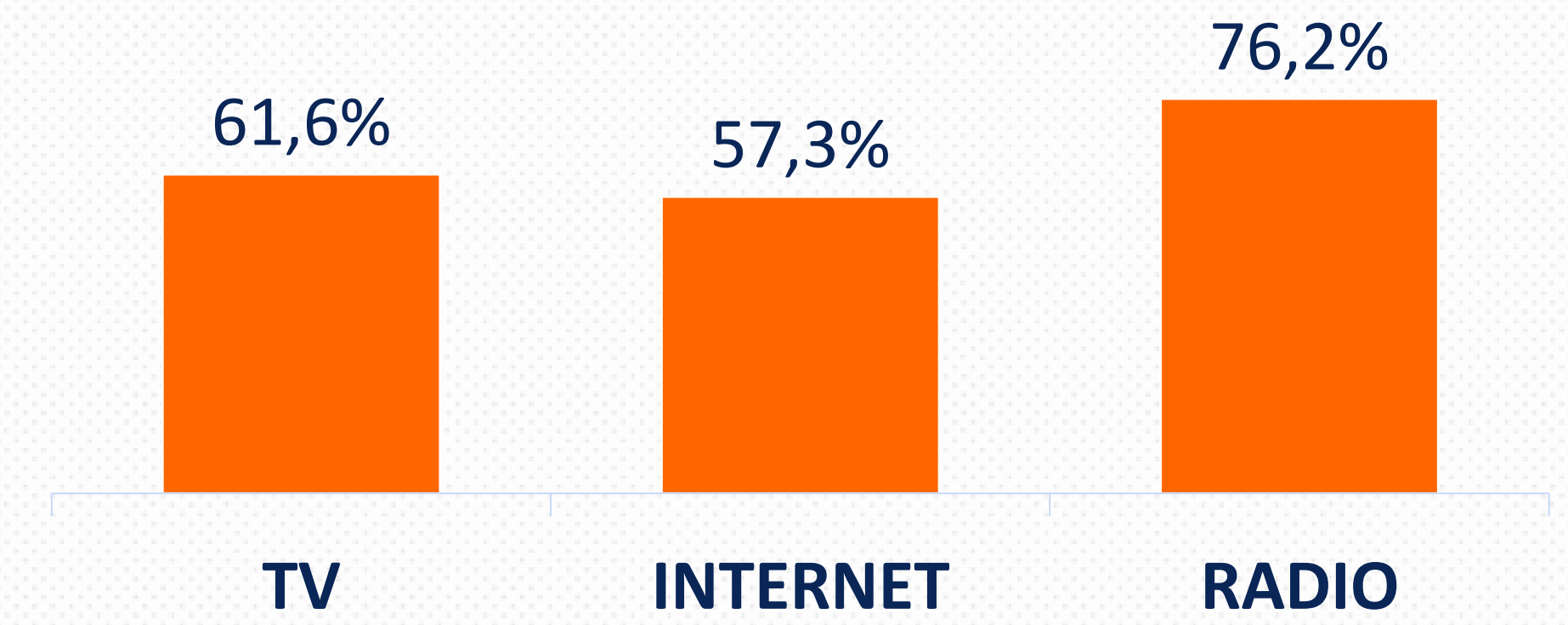
**UN MEZZO
IN SALUTE**

LEADER NELLA REACH SUL TARGET COMMERCIALE



Adults 15+

**2016
REACH
DAILY**



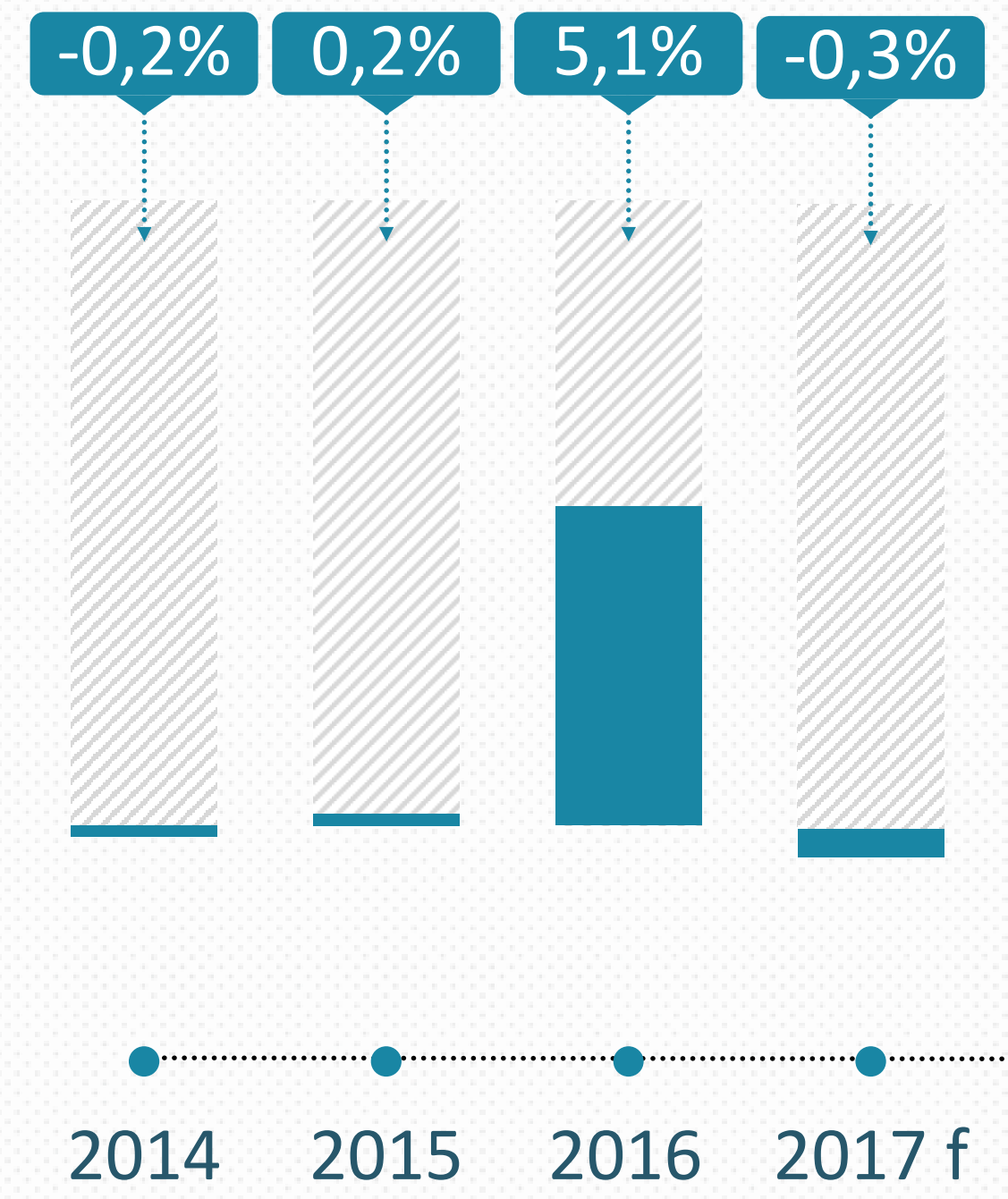
Adults 15 - 45

Fonte: elaborazioni GroupM su dati Auditel, Audiweb e Radiomonitor

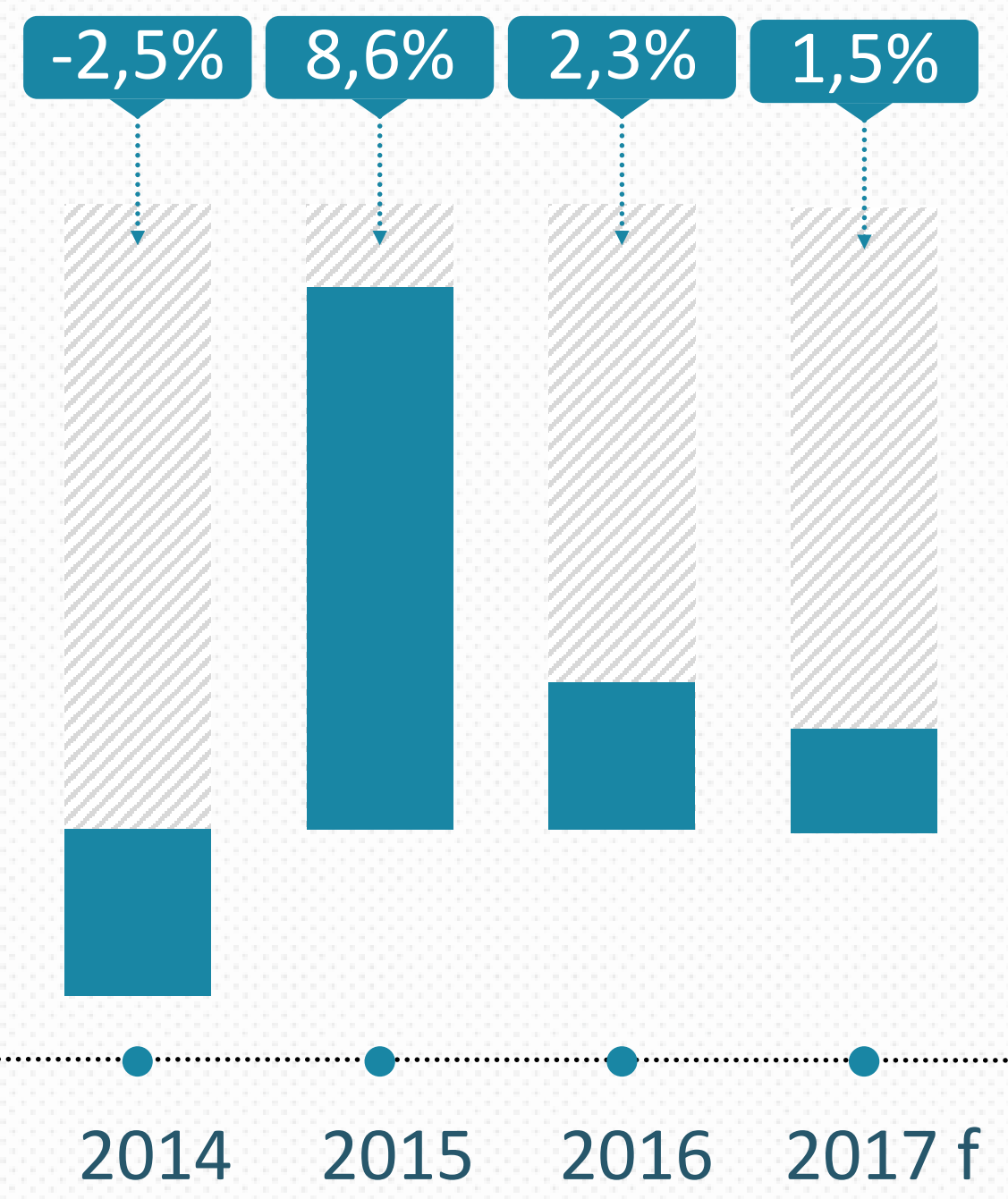
**UN MEZZO
IN SALUTE**

UNA RACCOLTA IN CRESCITA

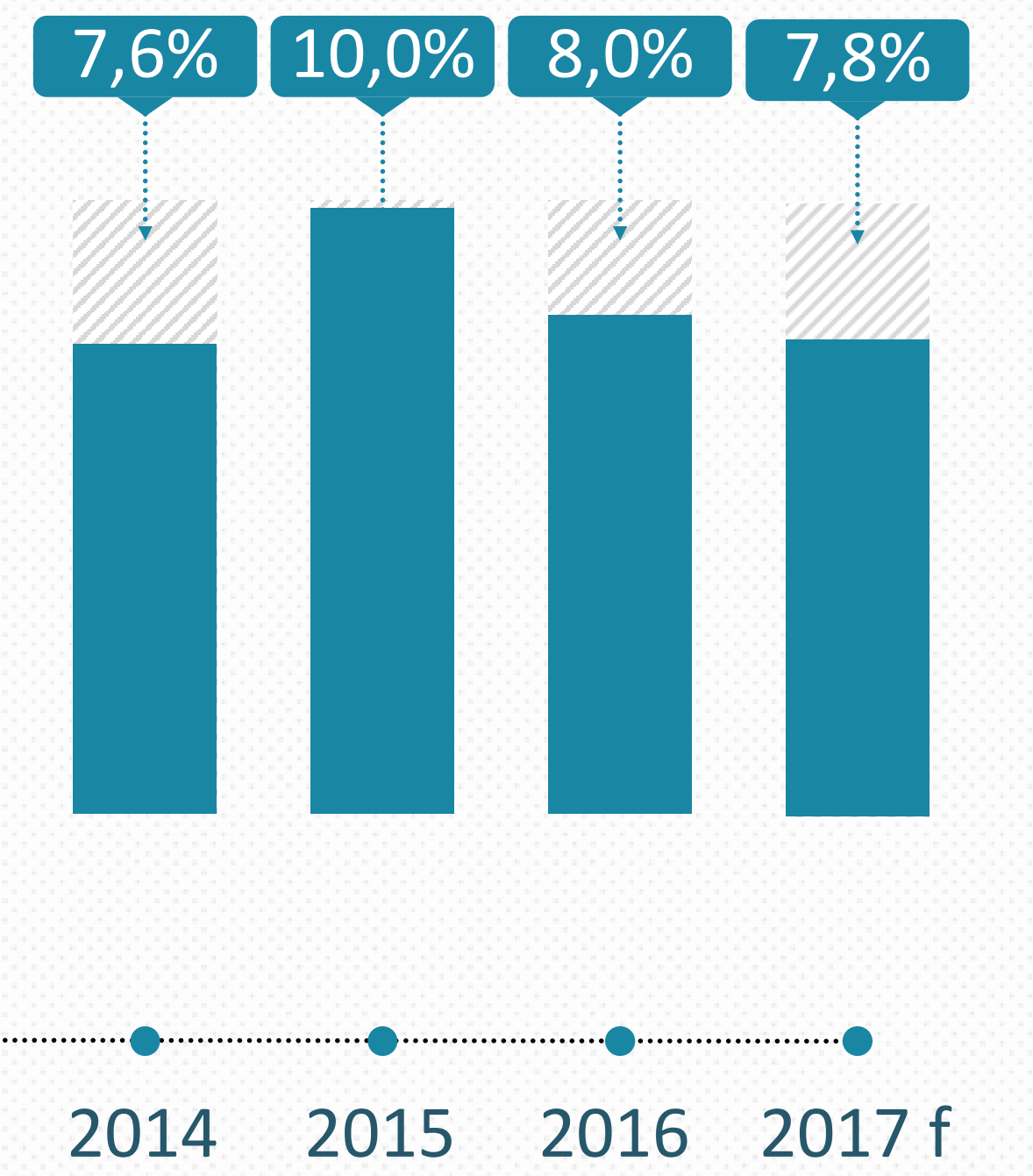
TELEVISIONE



RADIO



INTERNET



CRESCITA 2017/2014

+5,0%

+12,8%

+28,1%

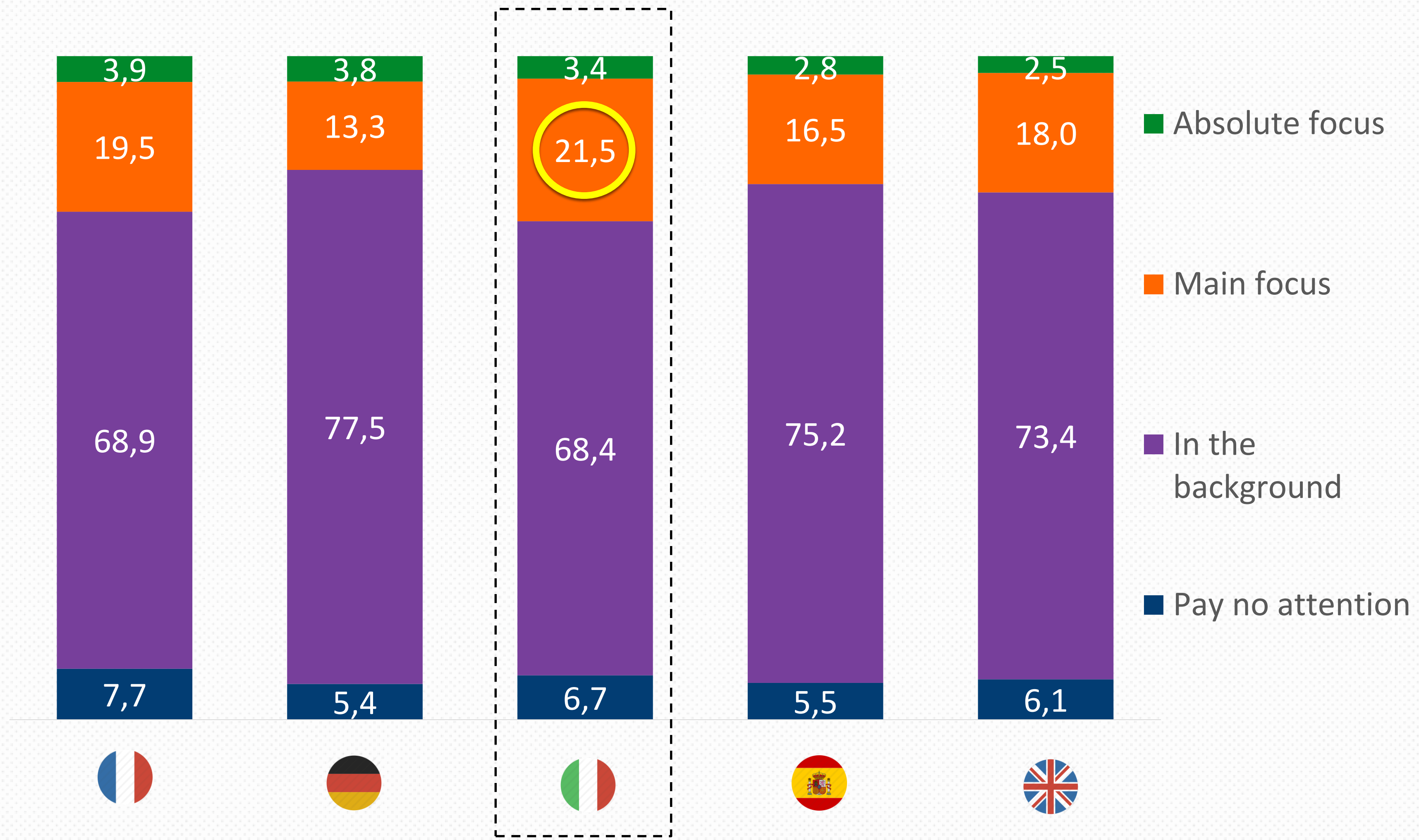


**UN MEZZO
EFFICACE**

UN MEZZO EFFICACE

ATTENZIONE DURANTE L'ASCOLTO DELLA RADIO

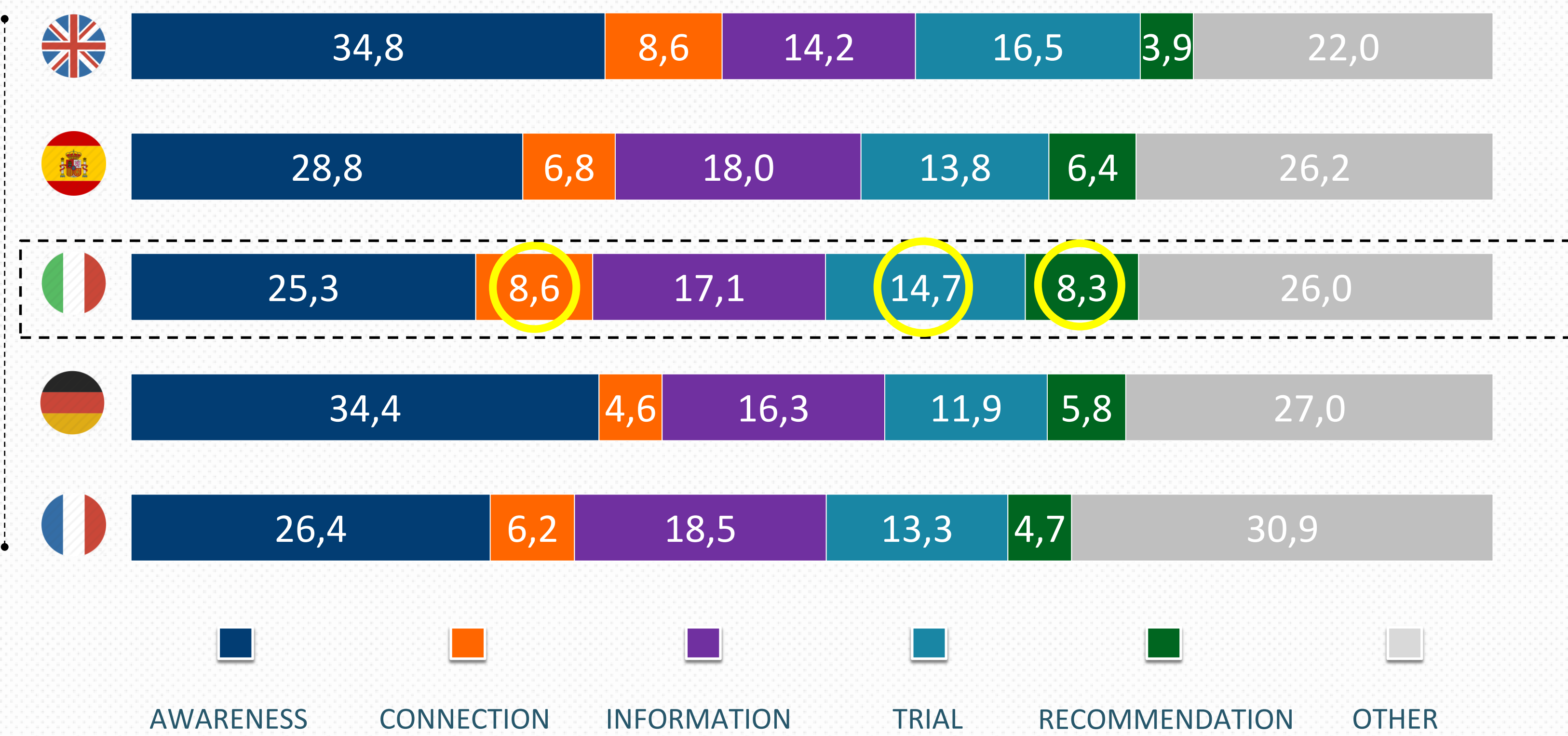
GLI ASCOLTATORI ITALIANI RISERVANO MAGGIORE ATTENZIONE RISPETTO A QUELLI DEGLI ALTRI PAESI EUROPEI



UN MEZZO EFFICACE

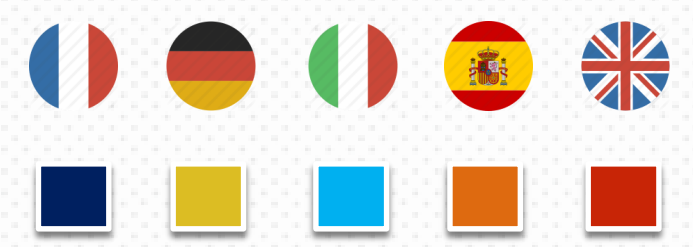
PER GLI ASCOLTATORI ITALIANI LA PUBBLICITA' IN RADIO È PIÙ CONNESSA ALLA MARCA, FAVORISCE L'ACQUISTO E IL MEZZO È UNA VALIDA FONTE DI RACCOMANDAZIONE

LA PUBBLICITÀ IN RADIO – FONTE D'INFORMAZIONE

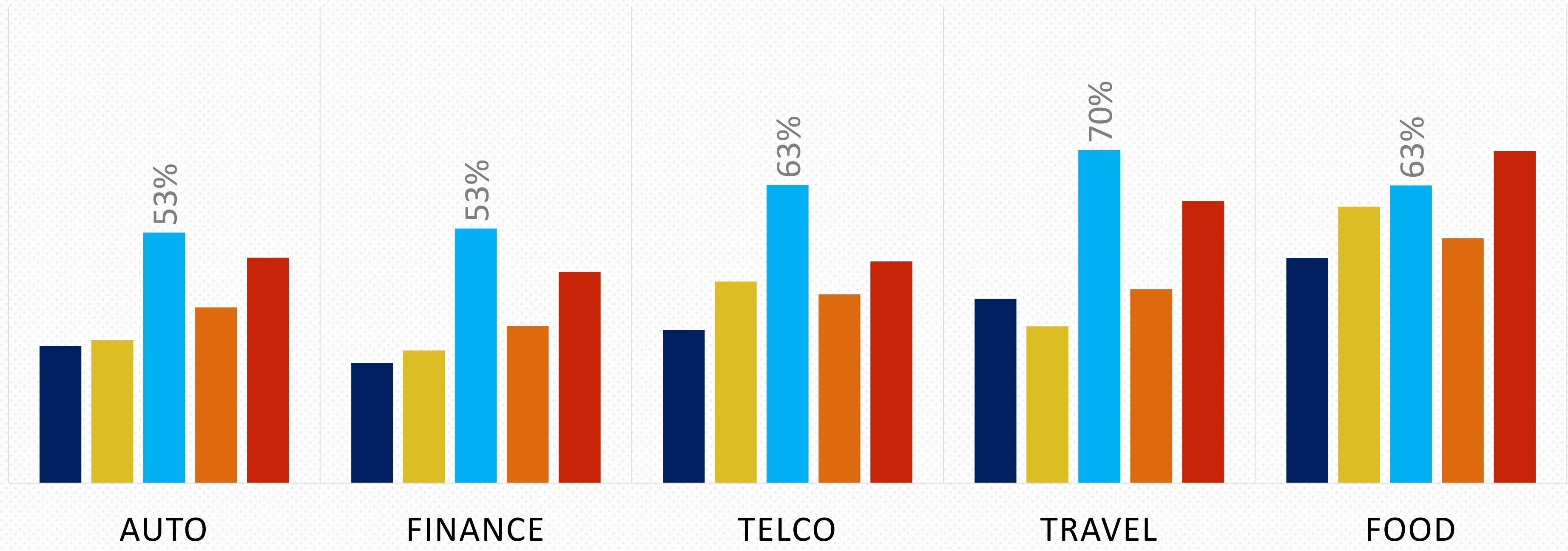


UN MEZZO EFFICACE

LA PUBBLICITÀ IN RADIO AIUTA A DECIDERE



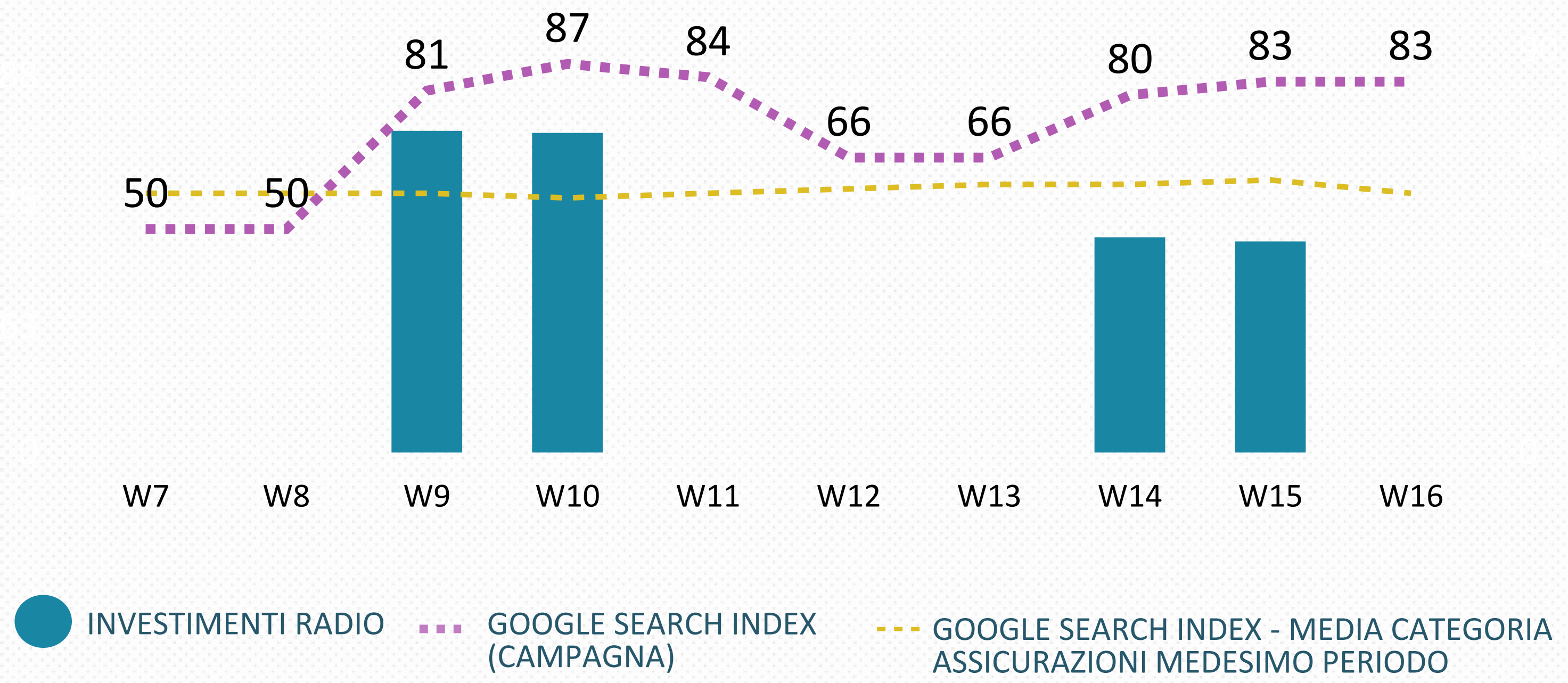
% DI PERSONE CHE HANNO DICHIARATO DI ESSERE STATI AIUTATI DALLO SPOT PER DECIDERE



UN MEZZO EFFICACE

LA PUBBLICITÀ RADIO SPINGE LE RICERCHE SUL WEB

CAMPAGNA CATEGORIA ASSICURAZIONI

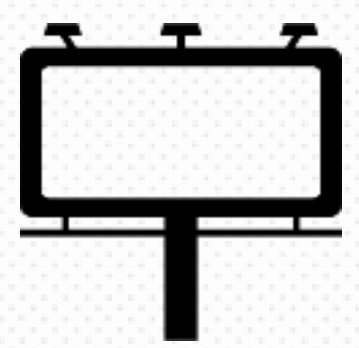
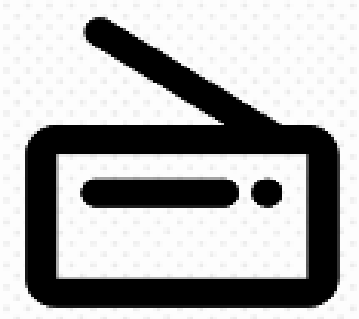
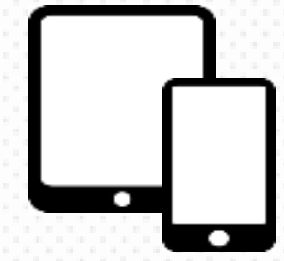
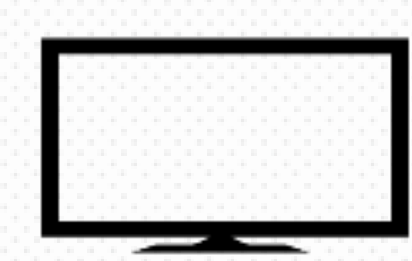




**UN MEZZO
EFFICIENTE**

UN MEZZO EFFICIENTE

ITALIA – TARGET ADULTI



Standard format

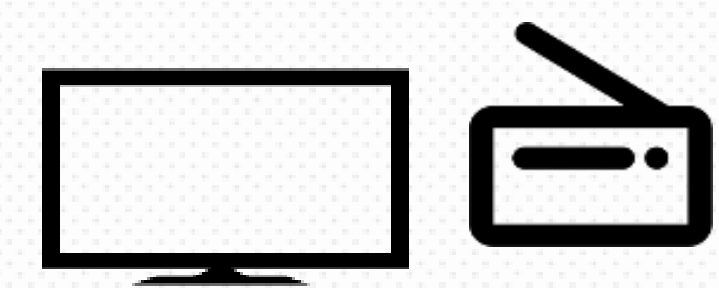
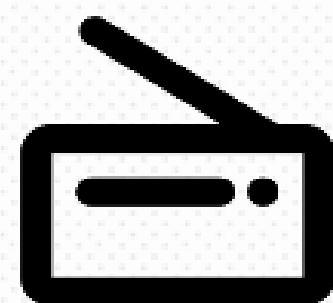
Rich format

CPM
INDEX

350	450	1300	100	200
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UN MEZZO EFFICIENTE

RADIO E TV – TARGET ADULTI



CPM INDEX

CMP INDEX
TV = 100



250

32%



130

28%



130

38%



100

29%



140

34%

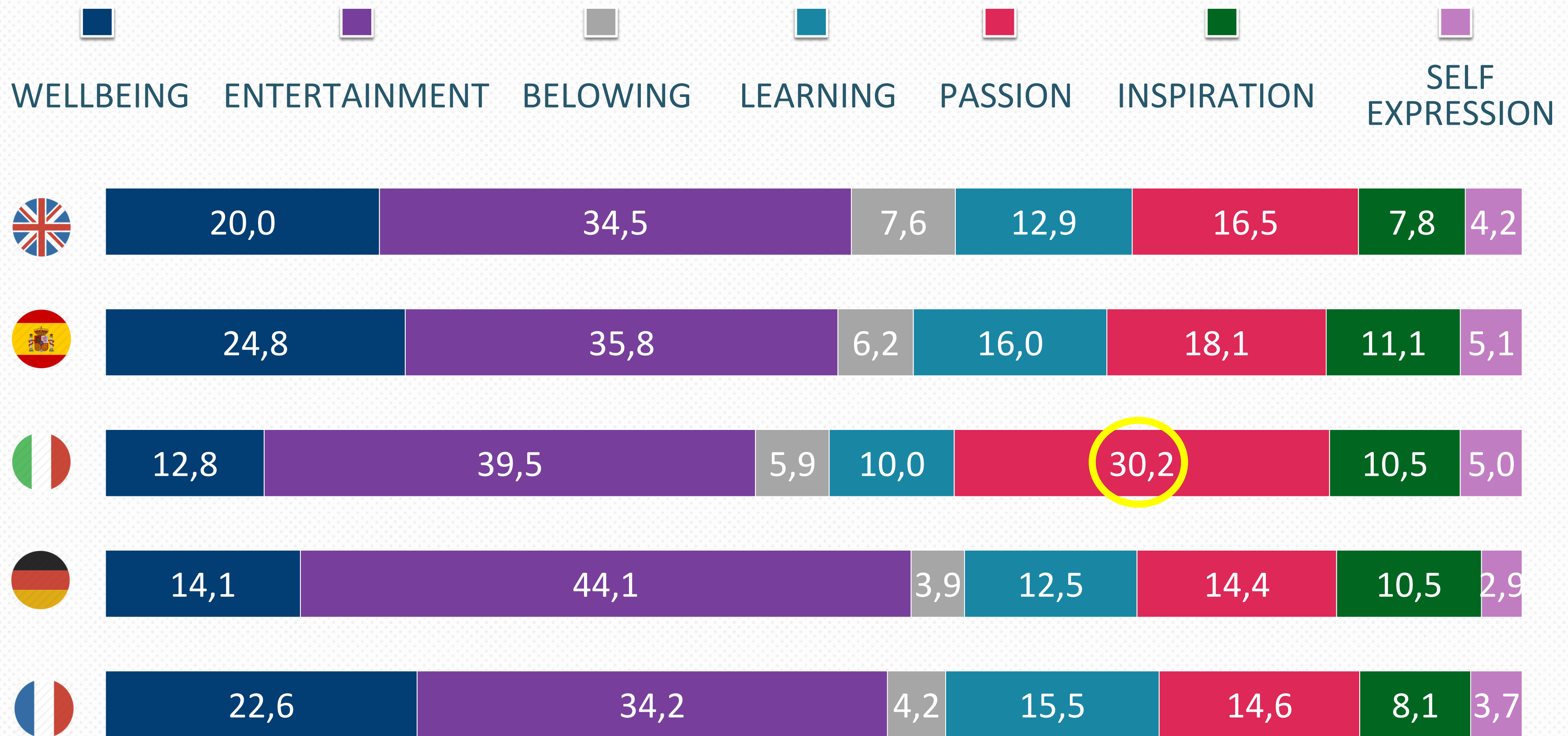
A young couple is sitting on a bicycle in a field. The woman, with curly blonde hair, is wearing a green and white plaid shirt and blue jeans. The man, with a beard and sunglasses, is wearing a blue and white plaid shirt and blue jeans. They are both smiling and looking at a tablet held by the man. The background is a bright, sunny field with a bicycle basket containing flowers. A large teal circle with a dashed border is overlaid on the right side of the image, containing the text 'UN MEZZO AMATO'.

**UN MEZZO
AMATO**

UN MEZZO AMATO

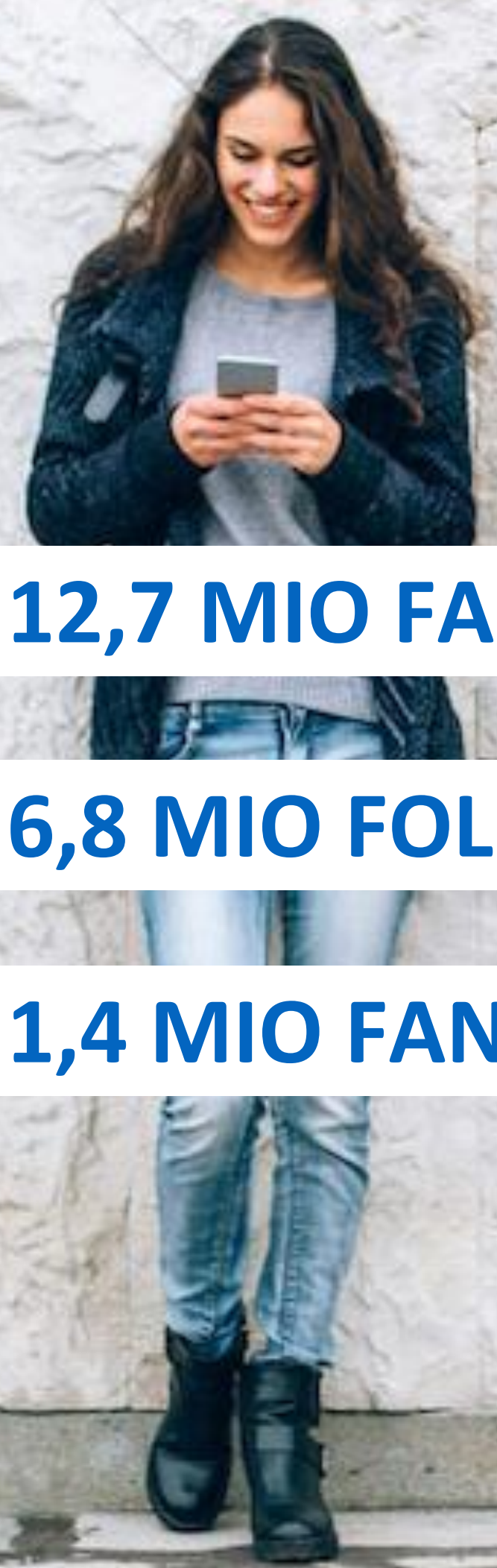
FEELINGS DURANTE L'ASCOLTO RADIO

PER GLI ASCOLTATORI ITALIANI LA RADIO È PASSIONE



**UN MEZZO
AMATO**

LA RADIO È SOCIAL



12,7 MIO FAN SU FACEBOOK



6,8 MIO FOLLOWER SU TWITTER



1,4 MIO FAN SU INSTAGRAM



**UN MEZZO
CON UN
TARGET EVOLUTO**

**UN MEZZO
CON UN
TARGET
EVOLUTO**

I GEMELLI DIVERSI

LIGHT TV



HEAVY RADIO



HEAVY WEB

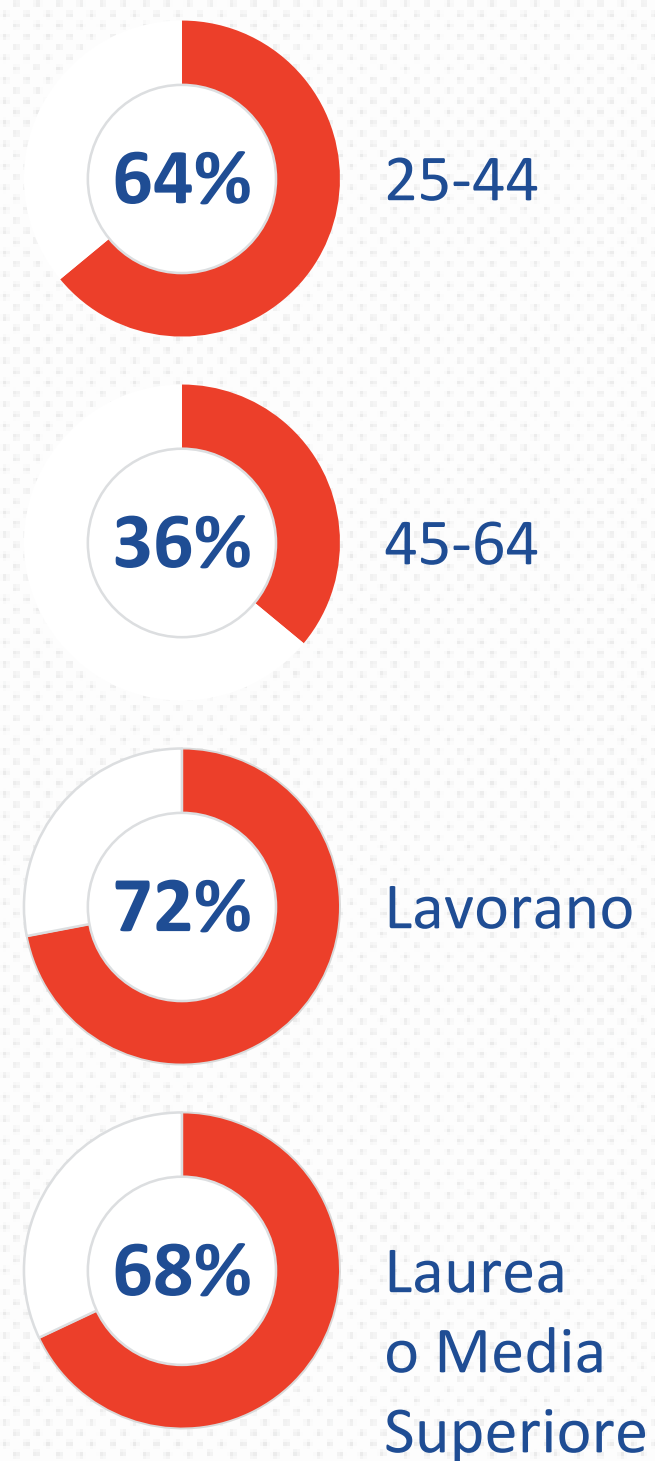


**A SECONDA DEL LIVELLO
DI FRUIZIONE CI SONO
TARGET CHE
SI SOMIGLIANO
TRA LORO**

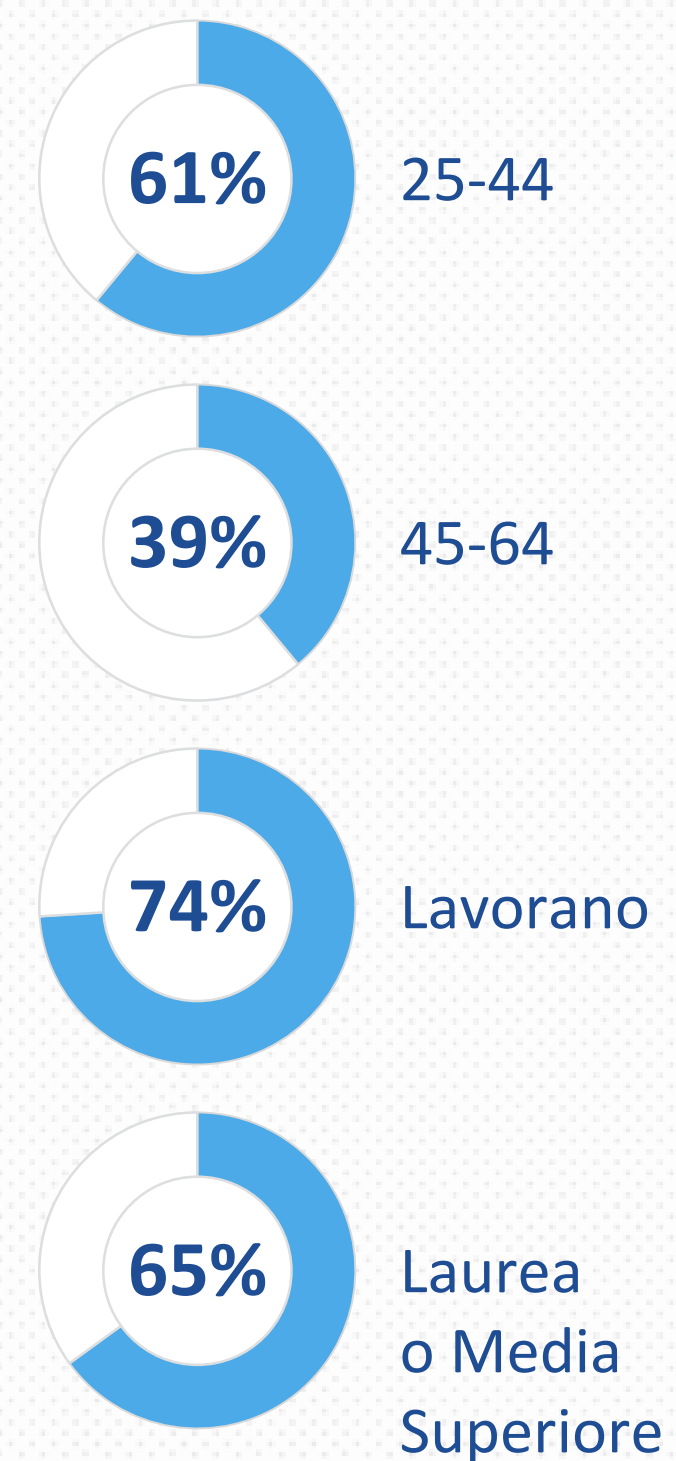
UN MEZZO CON UN TARGET EVOLUTO

I PROFILI DEI TRE CLUSTER, HEAVY WEB E RADIO E LIGHT TV, CONFERMANO COME LA RADIO SI PONGA IN MODO COMPLEMENTARE A QUESTI TARGET

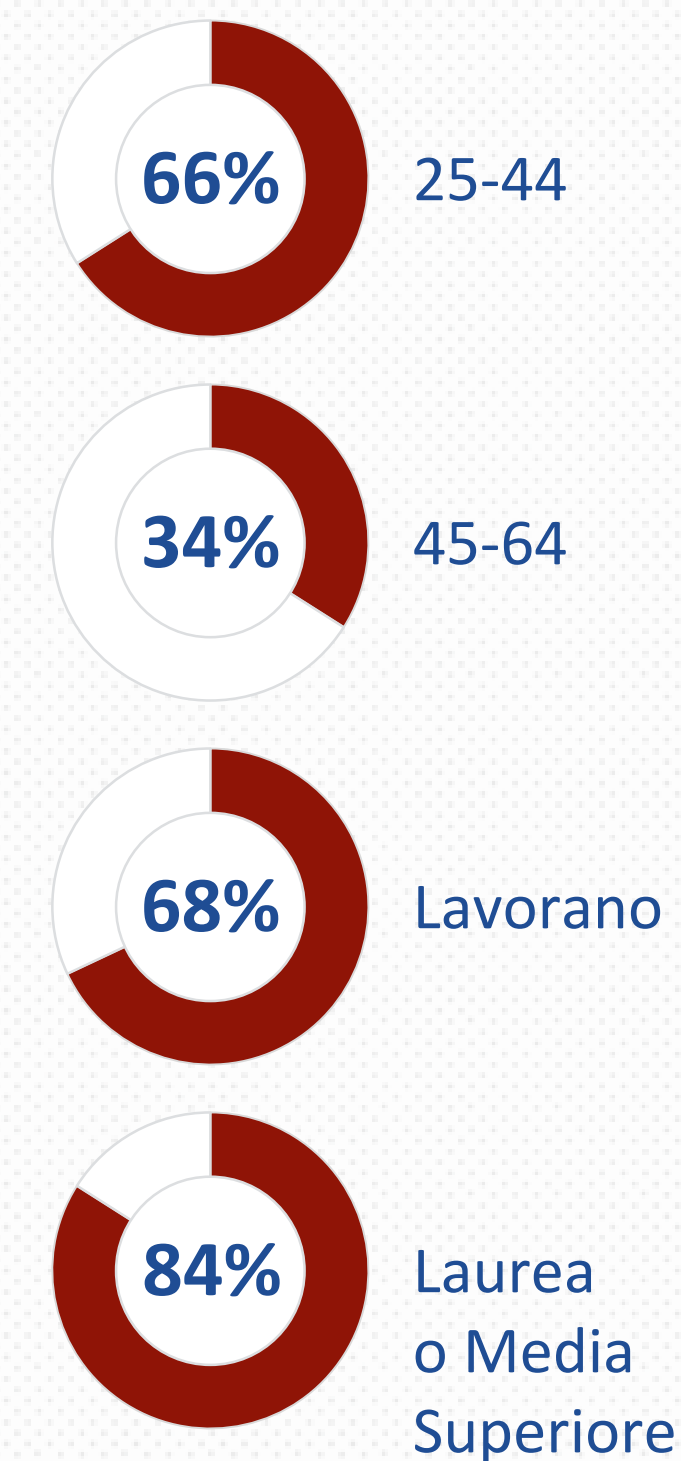
LIGHT TV



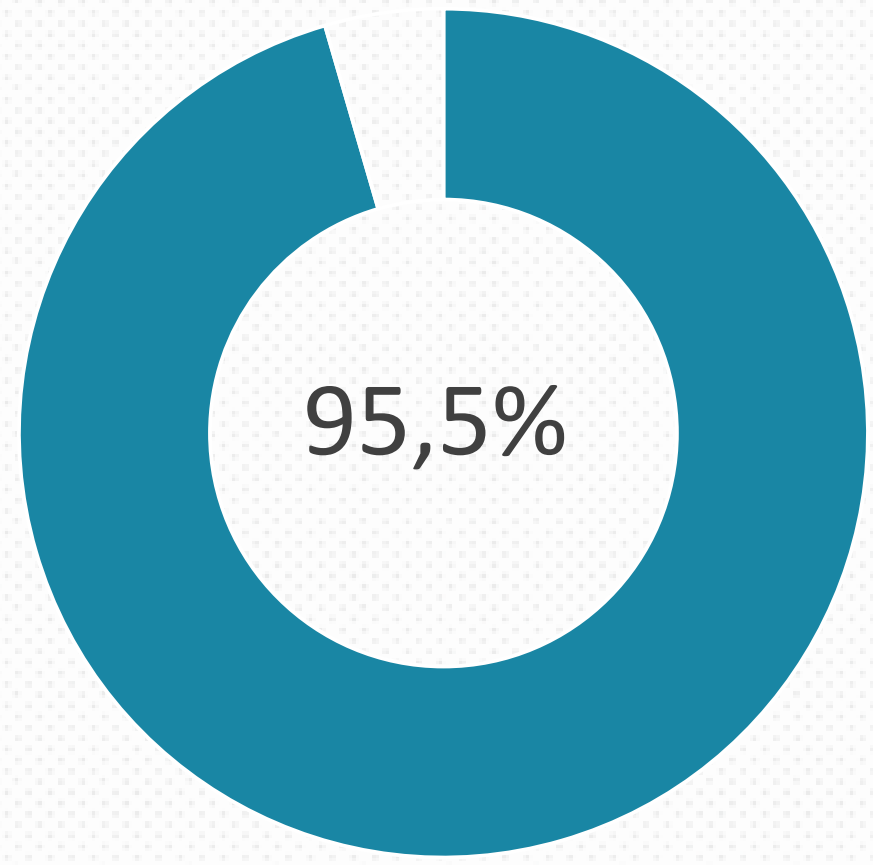
HEAVY RADIO



HEAVY WEB



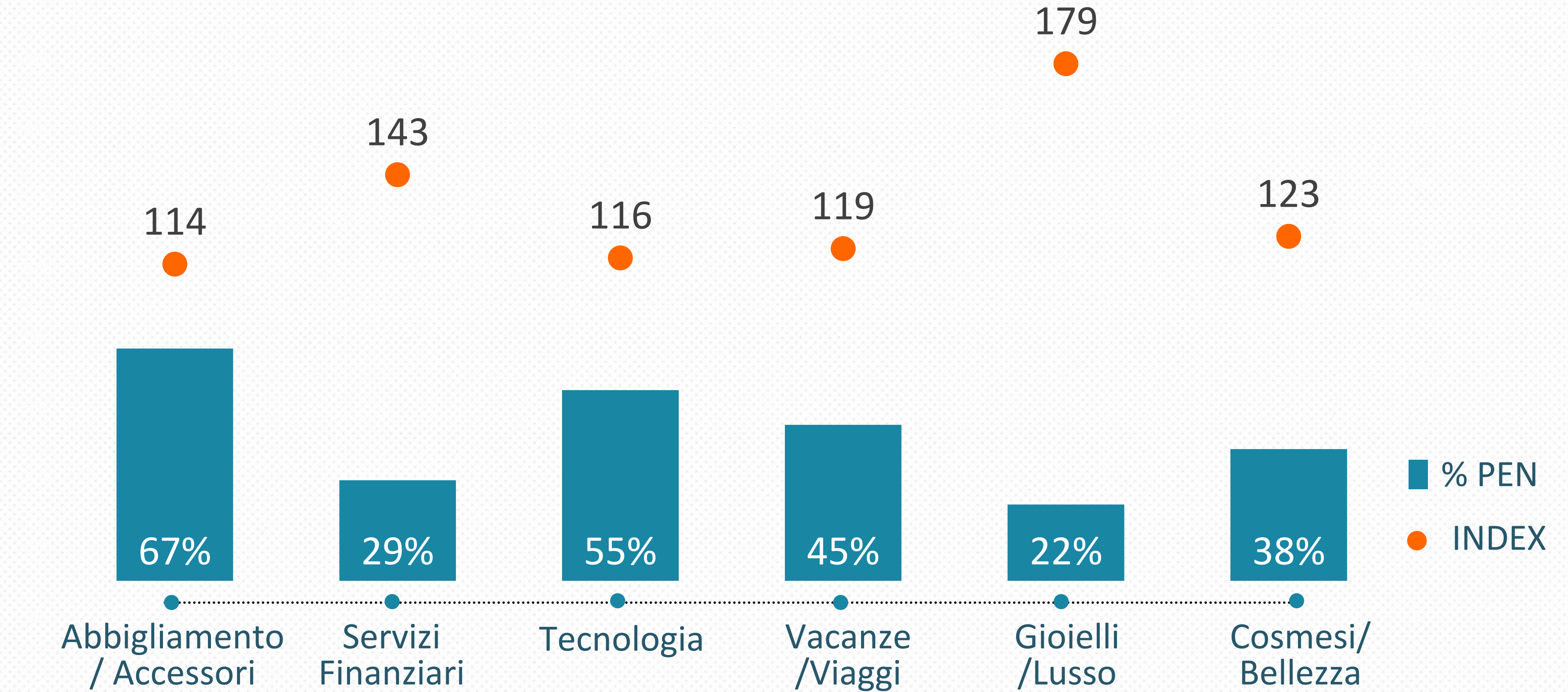
**UN MEZZO
CON UN
TARGET
EVOLUTO**



53%
da Smartphone
o Tablet

ASCOLTATORI HEAVY RADIO E GLI ACQUISTI ONLINE

CATEGORIE ACQUISTATE ONLINE

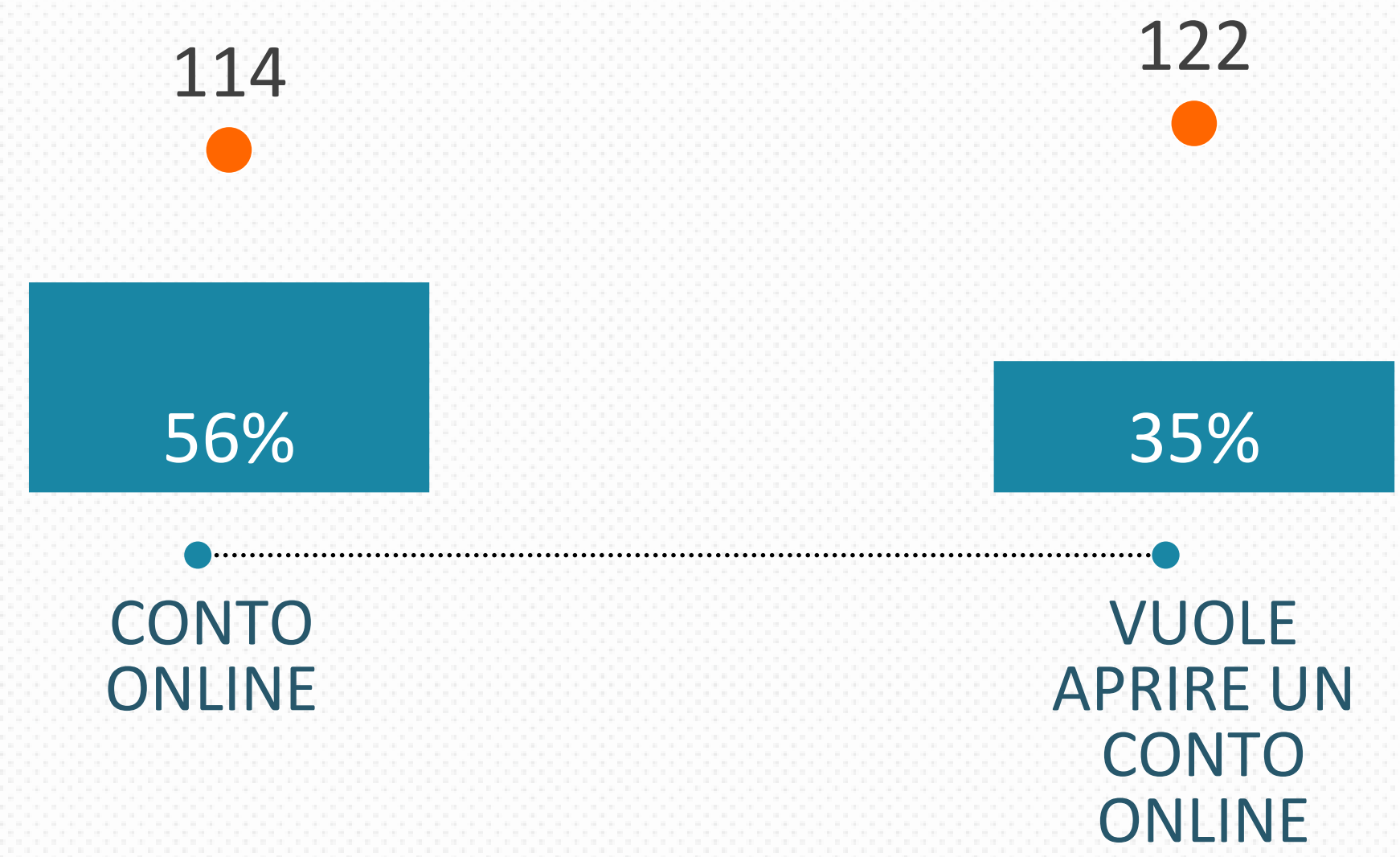


INDEX VS MEDIA ACQUIRENTI ONLINE

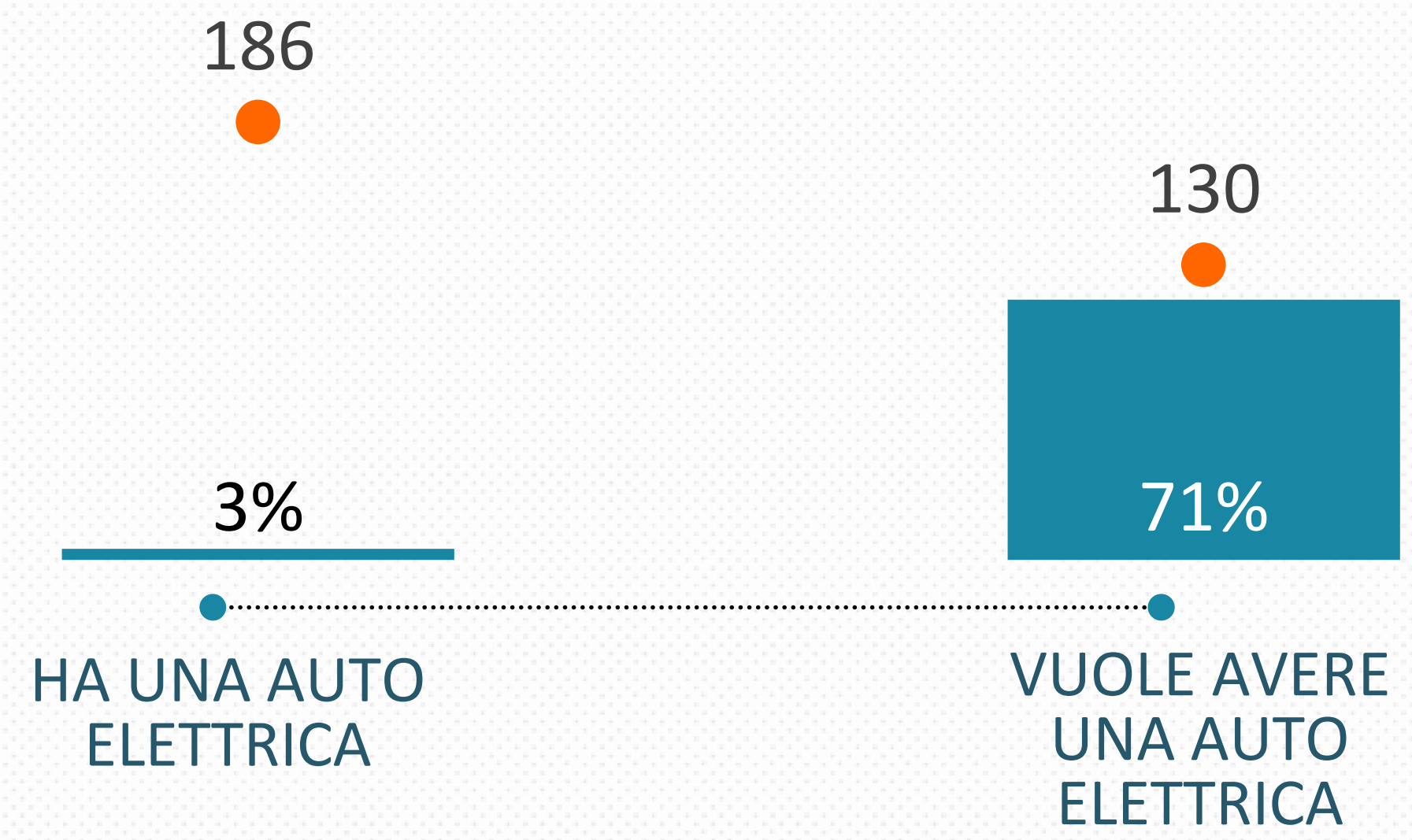
**UN MEZZO
CON UN
TARGET
EVOLUTO**

ASCOLTATORI HEAVY RADIO – CONTO CORRENTE ONLINE E AUTO ELETTRICA

CONTO CORRENTE ONLINE



AUTOMOBILE ELETTRICA



LA FORZA DELLA RADIO


UN MEZZO EFFICACE

UN MEZZO EFFICIENTE

UN MEZZO IN SALUTE

UN MEZZO AMATO

UN MEZZO CON UN TARGET EVOLUTO



LA RADIO È ANCHE
PIÙ DI TUTTO
QUESTO!

PERCIÒ
CI SIAMO SPINTI
OLTRE I CONFINI
DELLA NOSTRA
RICERCA



A hand-drawn maze on a wooden surface with a pencil. The maze is drawn with thick white lines and is located in the upper left and center of the image. A pencil is positioned at the top left and bottom right corners of the maze. The background is a wooden surface with a warm, brown tone.

RADIOcompass

NEUROMARKETING
E DATA ANALYSIS



PER RACCONTARVI
DI QUESTO MEZZO
COME
NON L'AVETE
MAI VISTO

#RADIOcompass 2017