

# WORLD RADIO DAY 2024

## 7 WAYS RADIO BUILDS BRANDS

Brussels, 13 February 2024

Radio companies and their sales houses are celebrating World Radio Day once again and inviting the industry to rediscover radio/audio as a highly efficient medium with undeniable strengths.

To celebrate, *The World Radio Alliance* and *egta, the association of TV and radio advertising sales houses*, uncover 7 reasons why radio is an effective medium for brand building. The compelling insights and argumentation, often forgotten by marketers, are backed by data and research from around the globe.

**Kindly note that the below and attached materials are submitted to you under embargo. All must only be spread out on the 13th of February and not prior.**

The [full slide deck](#) with research is available for download on the [World Radio Alliance website](#), showcasing the following 7 points:

1. *Radio stands out as a trusted medium that fosters companionship and connection with listeners*
2. *Radio establishes deep emotional connections with its audience, leaving a lasting impact on brand perception*
3. *Radio drives attention, nurturing brand memory and recall, thereby enhancing overall brand performance*
4. *Radio empowers creative storytelling and ignites listeners' imagination*
5. *Sonic branding carves a distinctive identity in the auditory landscape, making the brand more memorable in the mind of the listener*
6. *Radio's unique capabilities extend beyond traditional 30-second spots, offering opportunities for creative and original brand experiences*
7. *Radio seamlessly amplifies other advertising channels. A cross-media marketing strategy amplifies brand awareness and recognition.*

*"Radio fosters companionship, triggers emotions and captures the listener's attention effectively. It serves as an ideal partner for marketers aiming to connect with a huge potential audience and build their brands in a safe and trustworthy environment."* Thierry Mars, Radio Director, egta

*"Radio is often only thought of as an activation medium, best for getting tactical messages to air quickly and building frequency. However, the high reach of radio combined with its mood enhancing effect on listeners, and the fact it can be easily accessed and listened to accompanying a wide range of listening occasions, means that it is able to play a broader and more ambitious role for brands especially brand building. And this is proven the world over."* Lucy Barret, Client Director, Radiocentre UK

Celebrate World Radio Day with The World Radio Alliance and egta by sharing your passion for radio on social networks using the hashtags: #WorldRadioDay #Radio #BrandBuilder.

#### **ABOUT THE WORLD RADIO ALLIANCE**

The World Radio Alliance is a worldwide grouping of broadcasters' and sales houses' trade bodies in Europe, the USA, Canada, Australia, New Zealand and South Africa whose joint objective is to promote and demonstrate the power and value of radio in the media landscape. <http://www.worldradioalliance.com>

#### **ABOUT EGTA**

egta is the global trade body for marketers of advertising solutions across multiple screens and audio platforms. The association aims to help its members transform, grow and diversify their business, i.e., the monetisation of TV and radio content across their linear and online portfolios. Currently, egta's network totals 168+ members in 40+ markets in Europe and beyond. <http://www.egta.com/>

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