



## [Sponsorship - Why Radio Fremantle?](#)

### **7 GREAT REASONS FOR YOU TO MAKE RADIO FREMANTLE YOUR MEDIUM OF CHOICE**

#### **1. RADIO OFFERS EFFICIENT TARGETING**

Radio targets audiences efficiently because different stations attract different listeners. This allows sponsors to talk selectively to the groups they are most interested in. Added to this is radio's local structure, which means that brands can focus their activity very effectively onto key market areas.

#### **2. RADIO REACHES PEOPLE AT RELEVANT TIMES AND PLACES**

Most radio listeners are engaged in another activity, and this means that sponsors can reach listeners at key 'touchpoints' - when they are on the school run, surfing the internet, before going out on Friday nights, and so on. And now that radio can be heard on mobiles, on the internet etc, these touchpoints are becoming even more widespread. Research shows that sponsorship which is relevant to a listener's other activity is over 60% more likely to be recalled.

#### **3. RADIO REACHES OUT IN AN AD AVOIDANCE WORLD**

Research shows that radio, together with cinema, has the lowest level of sponsorship avoidance - people rarely switch stations, and are available to listen to any message that is relevant, creative, intriguing etc. This is a great opportunity for sponsors who want to reach out to new customers, or to tell existing customers something they didn't know.

#### **4. RADIO HAS A "MULTIPLIER EFFECT" ON OTHER MEDIA**

Radio's way of multiplying the effect of other media is a feature of multi-media research studies. Radio's multiplier effect seems to originate in the fact that it is an audio-only medium, and therefore stimulates a different part of the brain.



#### **5. RADIO HAS A LARGE "SHARE OF MIND" AWARENESS FOR A BRAND**

In the same that radio stations create chart music success, they create a sense of ubiquity for a brand. This is for two main reasons - firstly, because sponsorships are spread out throughout the day and secondly because listeners tend to spend so long listening (on average 14 hours per week). A sponsor which is big in radio can create a disproportionately large share of mind for itself for low entry level.

#### **6. RADIO DRIVES RESPONSE, ESPECIALLY ONLINE**

Radio has always been a strong 'call-to-action' medium, and this is even more true in a world where consumers access brands via the internet. Recent radio and internet joint research revealed that at any given time a fifth of internet surfers are listening to radio - so they are a click away from interacting with a brand.

#### **7. RADIO IS "A FRIEND"**

Listeners use radio for emotional reasons - to keep their spirits up, to stop themselves from feeling bored in a car or isolated while doing daily chores. This leads to them seeing radio as a kind of friend, and this is a valuable context for a sponsor to appear in. It is even more powerful when sponsorship extends through into branded content - sponsorships & promotions. When a radio station presenter talks about 'our friends at Company X', the listener is hearing about a friend of a friend - this has a strong effect on bringing a brand closer.

#### **8. SUMMARY**

Radio Fremantle covers an area of twenty-one suburbs. The station offers highly competitive sponsorship rates starting at \$2.29 for a 12-month package. Other rates are as low as \$11.00 for a 10-spot package. All sponsorships are spread out evenly throughout the day and are not 'clustered' into a group. This means that your sponsorship ad will stand-out far greater than commercial networks.

Contact Dr. Ted Walker, PhD or Margaret today on (08) 9494 2100 or alternatively, email the station at: [admin@radiofremantle.com](mailto:admin@radiofremantle.com).