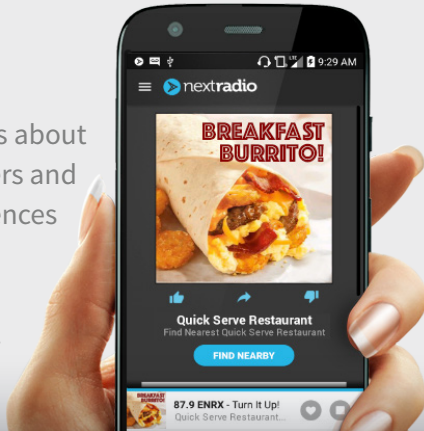


## Quick Service Restaurants Rely on Radio to Deliver Breakfast Audience



### GOAL

Gain insights about radio listeners and their preferences for various breakfast menu items.



### OPPORTUNITY

Identify the most successful radio buys for the restaurant chain by examining listener interest demographics, formats and times-of-day.

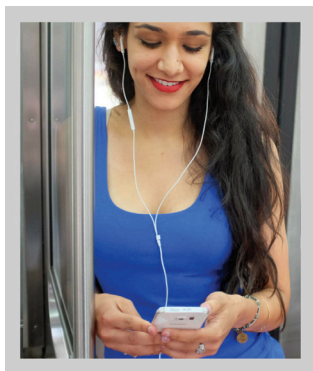
### APPROACH

A 7-week campaign in 77 markets across 36 states and Washington, D.C. exposed audiences of 299 radio stations to a broadcast spot and in-app advertisement with a "Find Nearby" call-to-action.

## THE RESULTS

### Making sense of a crowded category

The breakfast campaign turned up a number of new insights. Being able to view who was actively listening to the campaign and how they responded to various messaging allowed our advertiser to tweak ongoing campaigns accordingly.



**For instance, this campaign showed surprising lift among women, skewing slightly female (53%). Those aged 35-60 were well-represented, with a mean age of 46.**

### Uncovering new or underserved demographics

#### Spanish format listeners responded

**extremely well**, which may present key opportunity. A particular breakfast menu item garnered only 1% of total campaigns plays on Spanish music formats (*running in only 4 markets*), but was seen approximately 4.7 times.

#### PLACEMENT

**The top-performing Spanish markets were Houston & Chicago**



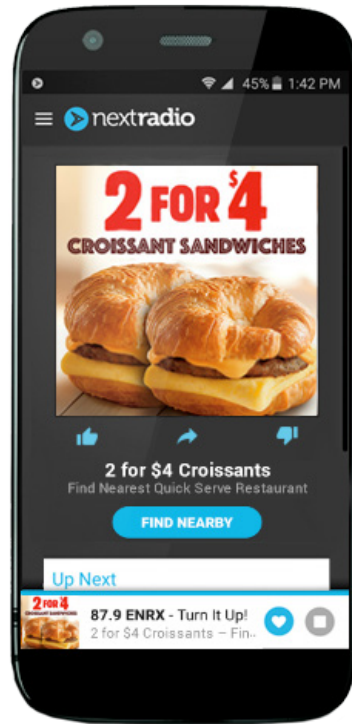
#### KLTN-FM in Houston

had the most unique listeners of any campaign across 299 stations

## Identifying preferences

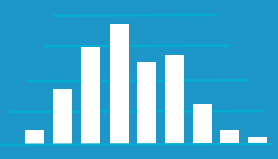
The QSR used the NextRadio in-app campaign to test out various menu items, creative executions and couponing incentives.

- ✓ A general menu item received the highest listening to viewing conversion and the most clicks to find a nearby location.
- ✓ A 2-for deal promotion came in second.

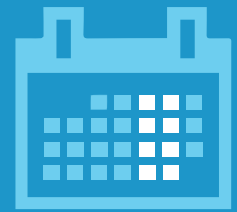


## Mornings and midweek proved most effective

Majority of activity occurred during **morning drive and midday**



Most listening and viewing occurred **Thursdays and Fridays**

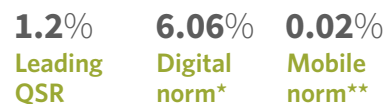


Campaign's **1.2%** click conversion rate was **19x** higher than digital averages



*Click conversion is the percentage of unique viewers who also performed an interaction with the campaign*

**19x higher** click conversion



**SOURCES:**

\*DoubleClick and \*\*The Direct Marketing Association point to average CTRs of 0.06% for digital and 0.02% for mobile.

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