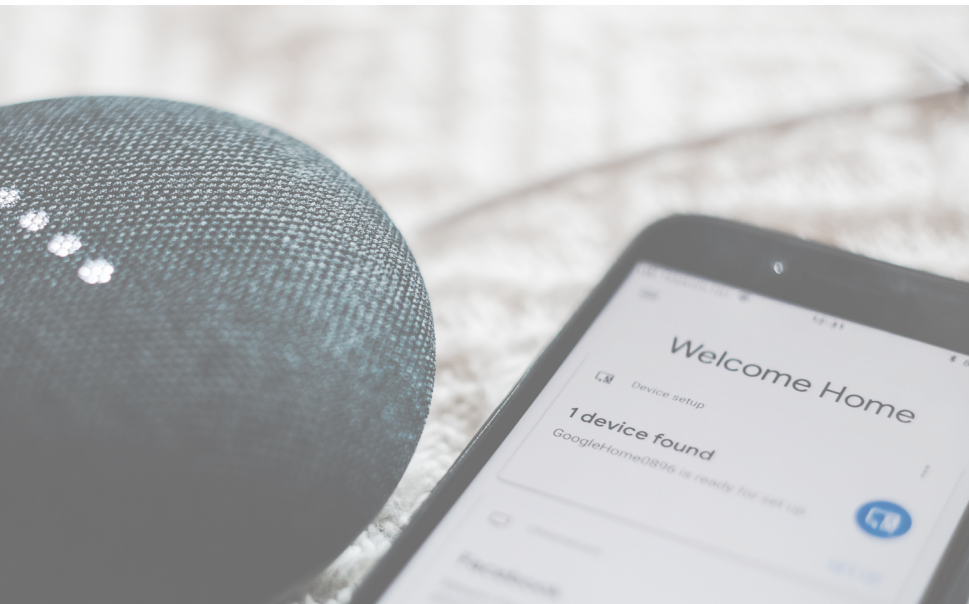


Spanish Radio: A Wise Choice for a Smart Brand

 KATZ RADIO
GROUP**59%**

of respondents
remembered the
brand after being
exposed to the
campaign

68%

of respondents
would consider
the product during
their next purchase
occasion

Objective

A smart home technology company turned to radio to boost engagement among Hispanic consumers across key markets. Katz Radio Group partnered with Veritonic to measure the impact of radio advertising on key brand health metrics like awareness and purchase intent.

Approach

Katz leveraged the Veritonic audio analytics platform to measure the effectiveness of a radio campaign targeted at Spanish-speaking people in the US.

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Results

Research showed the campaign drove brand awareness and consideration:

- The brand was the most “top of mind” in the category, cited by 59% of Hispanics “unaided.”
- The brand led in aided awareness, with **name recognition by 76% of Hispanics.**
- **Hispanic respondents outperformed non-Hispanics** on both awareness metrics as well (+7% and +4%, respectively).
- **68%** of Hispanics saying they would consider it during their next purchase occasion (+6% higher than non-Hispanics.)

By leveraging Veritonic analytics and Katz Radio Group’s reach to Hispanic audiences, the brand was able to reach their target with messaging that drove results.

Interested in learning more about how Veritonic research can help you develop or test your branding or advertising? Contact us at info@veritonic.com

For more information about advertising with America’s largest radio representation company, contact [Katz Radio Group](#).

About Veritonic Veritonic is the industry’s leading competitive, testing, and performance solution for audio. The preeminent platform provides marketers, brands, and agencies with comprehensive data and insights to support and optimize their streaming audio, podcast, and radio advertising strategies. With competitive intelligence, creative measurement, campaign performance and brand lift capabilities, the Veritonic platform is the industry’s most trusted, feature-rich solution for audio advertising optimization.