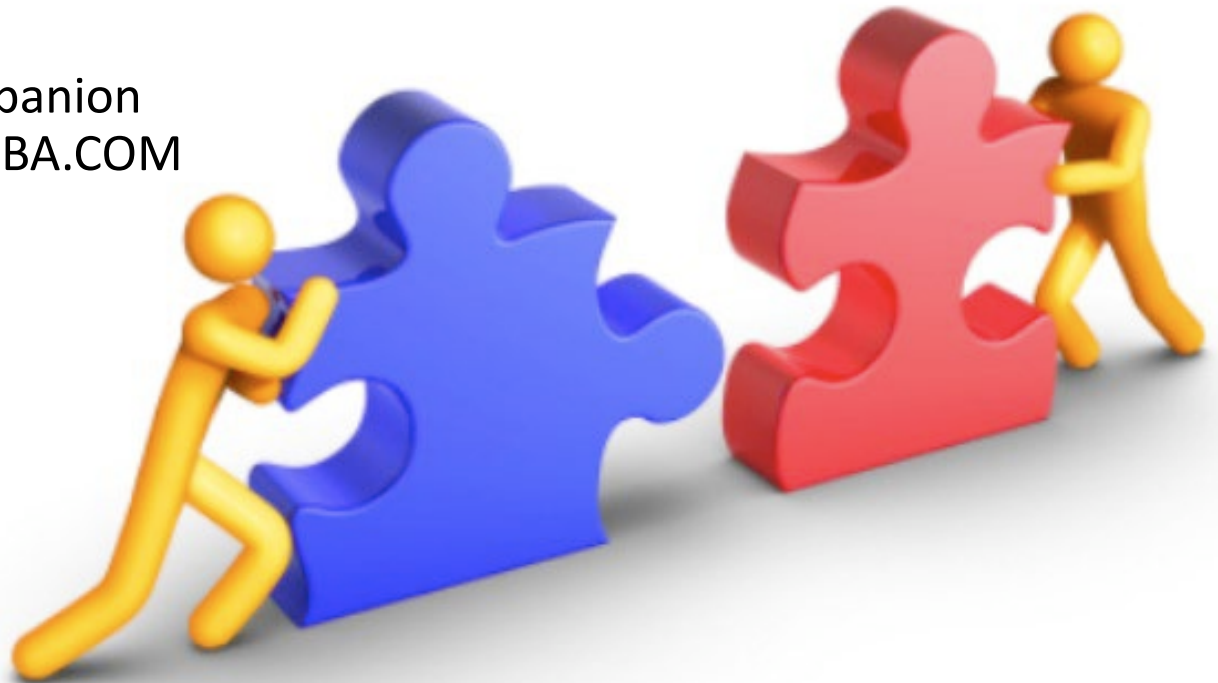


The Modern Advertising Solution

Exploring Radio and Digital Advertising Synergy

The Summarized Companion
Presentation of the SCBA.COM
White Paper Study



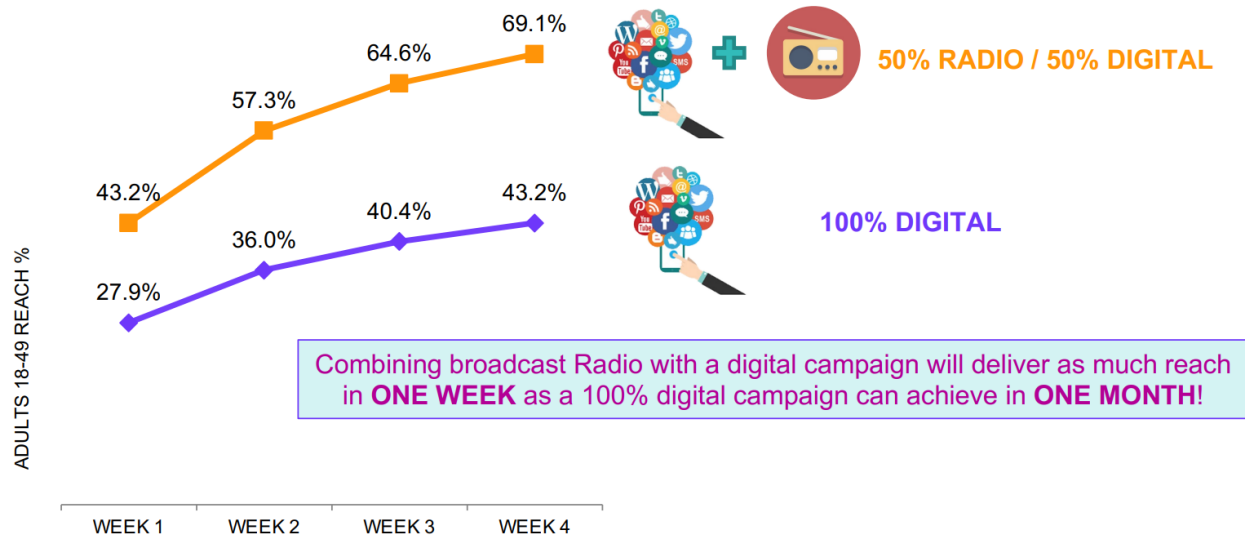
Combining Radio & Digital Assets

- 1) Leverages emotional and scalable connections
- 2) Transforms campaign effectiveness through synergy of both mediums
- 3) Integrates the trust of radio with the digital precision

Equals More Targeted, Trusted Reach

Creating a Mix of Radio & Digital...

IMMEDIATE IMPACT WHEN RADIO + DIGITAL ARE USED TOGETHER



Source: Nielsen Local Media Impact, All Social Media Sites & AM/FM Radio outlets in Los Angeles, Adults 18-49

Nielsen

It's like Strapping a Booster Onto Your Campaign

Key Problem: Adoption of the Innovative Idea of Using Radio and Digital . . .



- **Radio sales favored traditional methods.**
- **Digital platforms added too much complexity to campaigns**

A “No” is a Varying of Stage “Yes”



What stage of adopting the idea of radio & digital are you?

The Social System

- **YOU GOT THIS:** Collaboration of assets is essential for campaign success.
- **TEACH THEM:** External stakeholders: Advertisers and agencies.
- **TRUST YOUR FAM:** Internal stakeholders: Radio staff and management.



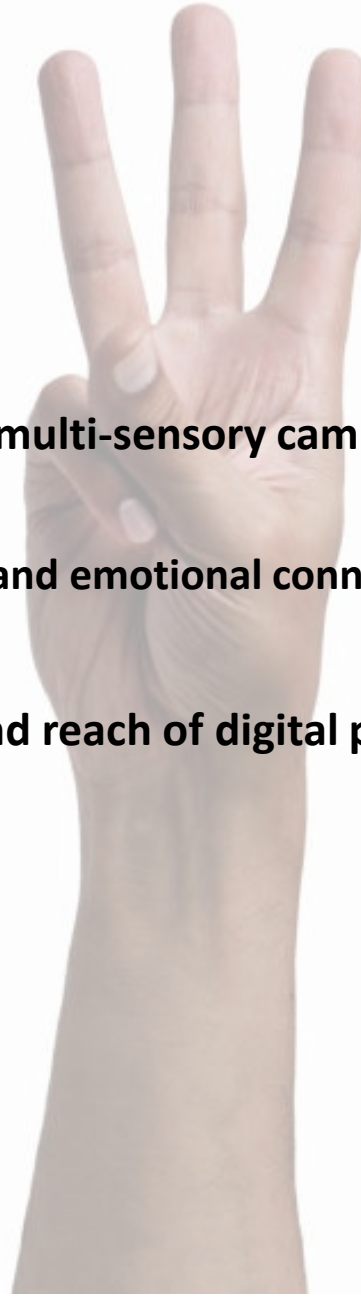


If You Get the Radio Digital Synergy

They Will Want it.

Radio +
Digital
=
3 Better
Outcomes

- **Creates impactful, multi-sensory campaigns.**
- **Combines the trust and emotional connection of radio.**
- **Boosts precision and reach of digital platforms.**

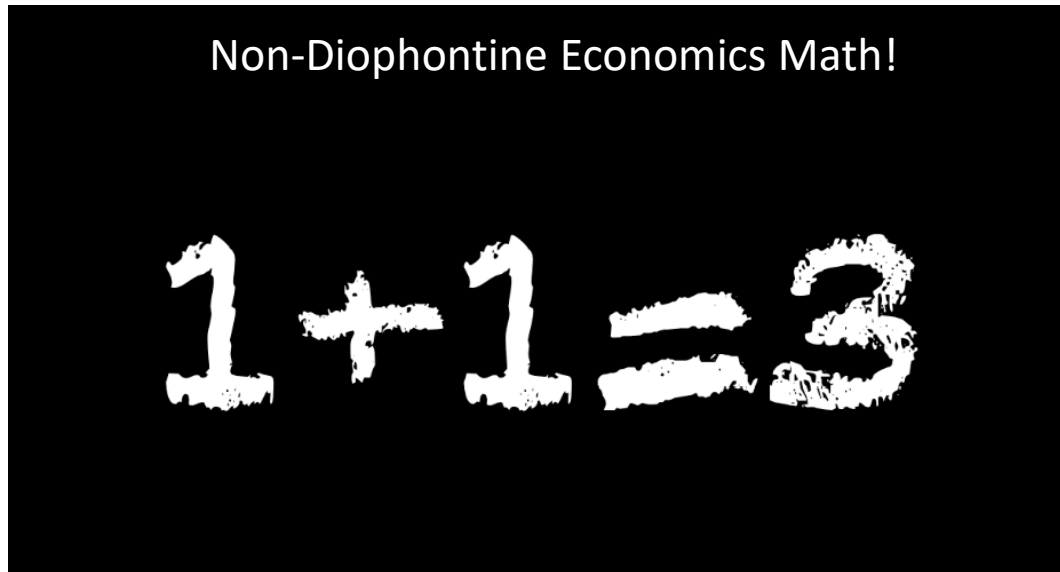




Innovation-Decision Process. You Know This One . . .

- Teach, Persuade, Decide.
- Custom solutions increase sustainability – Make it real.
- Implementation supported by trial and observation – Start, tweak, perfect

The Sum is Greater Than The Parts



Radio + Digital = Consumer Behavior Synergy

THIS

-
- *Multi-channel campaigns boost engagement.*
 - *Radio + Digital enhances purchase intention.*
 - *Proven: 60% more reach with combined efforts.*

Synergy in *Action*

Key Takeaways of the Innovative Radio/Digital Synergy Culture:



Final Thought:

1 + 1 = 3



- Radio helps digital get more **'check this out!'**
- Digital helps radio get more **'turn that up!'**