## The radio challenge.

**ANZ x Analytic Partners** 



# The radio challenge.

#### **ANZ x Analytic Partners**

#### Radio matters as much as it ever did

Radio can be undervalued in media planning - yet the data unveiled by Analytic Partners tells a different story that underscores radio's unique value in the modern media mix:



Brand messaging outperforms performance messaging 80% of the time, yet radio is predominantly used for short-term, performancebased campaigns.



Multi-channel synergy drives campaign effectiveness, however the synergistic impact of radio, until now, had not been proven, due to the short-term planning approach.



Longer term investment yields +65% improvement in ROI when campaigns extend over 30+ weeks. The longer you run radio campaigns the greater the ROI impact.

#### Creative counts

Longer, brand-led radio ads outperformed short product ads, with ROI peaks seen in 40-60s executions.

Use audio intentionally and consistently. When paired with distinctive auditory branding — like sonic logos or a consistent voice — it becomes more effective, scalable, and easier to track across channels.











## The radio results.

### A 19 – 50% improvement in ROI

Radio ROIs increased significantly.

Demonstrating ROI uplifts:

S Home Loans +50%

Business Banking

**Brand** 

Sponsorship

+19%

+48%

+19%

Critically it wasn't just radio improvingit added synergy to the other channels.

Cross-channel synergy channel improvements:



Meta, Display, Video

+11-12%



Paid Search

+6%



BTL

+3% uplift in effectiveness





## The Infinite Dial 2025.



#### NZME key takeaways

### Audio is NZ's most consumed media



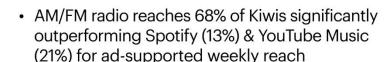
- 94% of Kiwis aged 16+ listen to audio weekly
- More than TV (92%), YouTube (78%), or social media (73%)

### Podcasts continue to surge, not at the expense of radio



- 55% listen/watch monthly up from 46% in 2023
- 71% of 16-34s are regular listeners

# Live radio delivers scaled ad-supported reach and a trusted environment



• #1 for in-car audio usage (72%)

## iHeartRadio leads among local ad-supported platforms

- iHeartRadio use has nearly doubled, rising from 11% in 2023 to 20%.
- Spotify (26%) and YouTube Music (44%) still lead overall but show declines.





Smart speaker and in-car tech users are highly-engaged audio consumers:

Smart speaker owners:

- 97% listen to audio weekly (vs 94% of all 16+)
- 66% listen to podcasts weekly (+18pts vs general population)

CarPlay/Android Auto users show elevated in-car use of:

- Live radio +8%
- Podcasts +18%
- Online audio +21%
- Own playlists +16%



BE HEARD. EVERYONE'S HERE.

## What this means for advertisers.

# Consider an audio-first approach

Audio isn't just another channel—it's now the most consumed.

It's worth thinking about how it can play a more central role in the media mix, rather than being added on at the end.

### Rethink radio's role

Move beyond shortterm tactical bursts.

Use radio for brandbuilding, longer flights, and omnichannel synergy. ROI data supports this.

#### Balance scale + depth

Combine radio's broad reach with podcasting's engaged environments for both awareness and attention.

## Invest in creative that works for audio

Use distinctive audio assets such as sonic branding, longer formats and storytelling to drive memorability and consistency across channels.

## Lean into local platforms

Leverage the strength and safety of NZ-owned platforms like iHeartRadio for scalable reach and contextual advantage.

