

The radio challenge.

ANZ x Analytic Partners



Growth does not always come from new innovations but through challenge and collaboration with partners, where there is untapped potential.”

— Susan Benseman
Head of Media & Marketing Performance, ANZ

Challenge

ANZ issued a challenge to their media, creative and measurement partners.

Make radio work harder for us and uncover the true ROI opportunity.

And the results are phenomenal.
Here's what we uncovered.



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The radio challenge.

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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, performance-based 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.



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The radio results.

A 19 – 50% improvement in ROI

Radio ROIs increased significantly.
Demonstrating ROI uplifts:

	Home Loans	+50%
	Business Banking	+48%
	Brand	+19%
	Sponsorship	+19%

Critically it wasn't just radio improving-
it 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%)

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



- AM/FM radio reaches 68% of Kiwis significantly outperforming Spotify (13%) & YouTube Music (21%) for ad-supported weekly reach
- #1 for in-car audio usage (72%)

Technology is enhancing audio engagement



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%

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

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.

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 short-term tactical bursts.

Use radio for brand-building, 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.