

RADIO IS KEY TO REACH HOLIDAY SHOPPERS AND TRAVELERS



By Lisa Cirigliano
Director | Radio Station Solutions

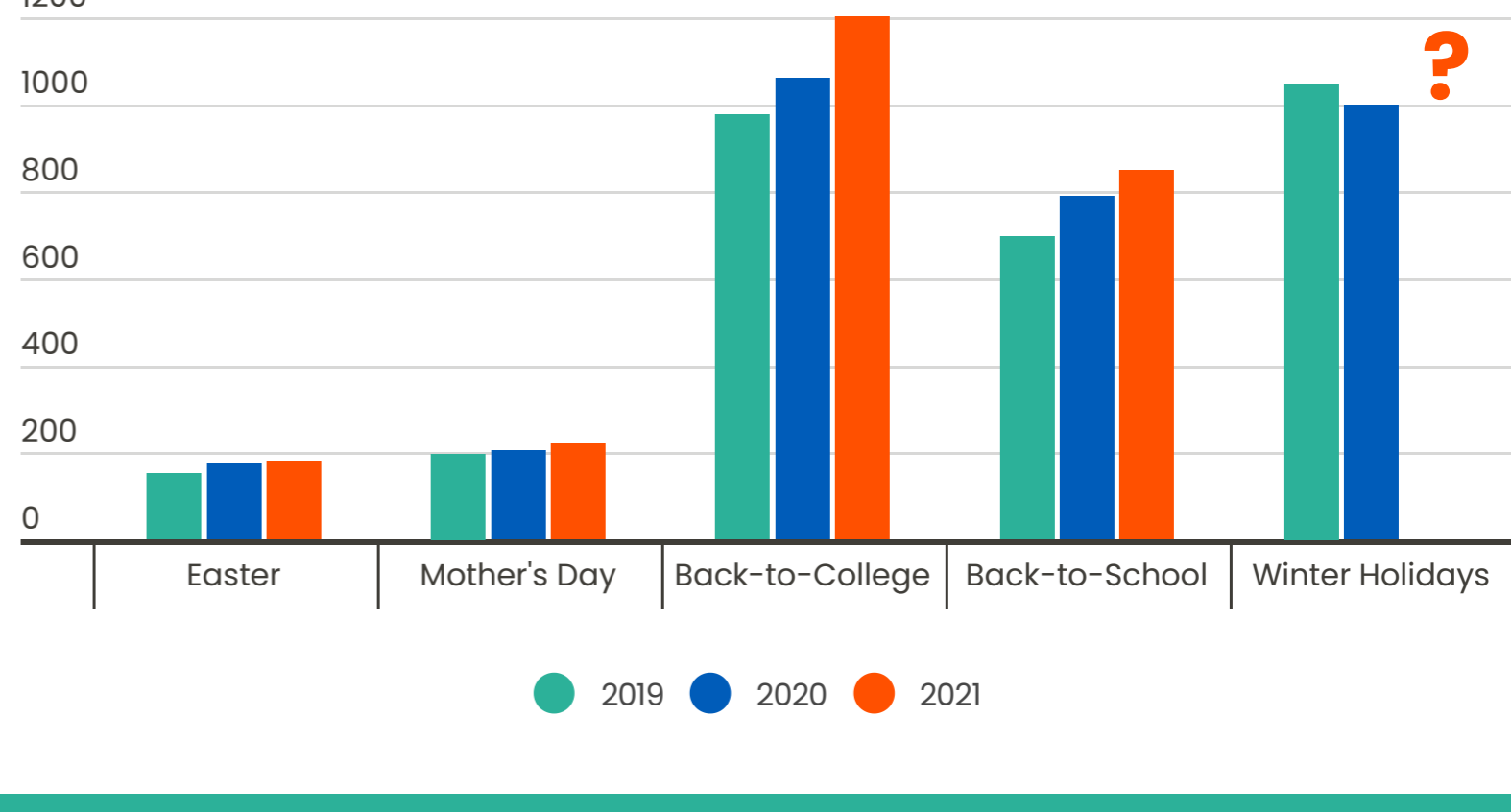
With so many uncertainties in our lives, one thing is for sure, the Holiday season is quickly approaching, and consumers will be out-and-about trying to retain some semblance of normalcy and/or enjoying the comforts of home. Either way, it's imperative for brands and retailers to engage and build top of mind awareness sooner rather than later. See why 2021 will be as active a Holiday season as ever, and why Radio is the best medium to reach these consumers.

” Retail Sales to now exceed \$4.44 Trillion in 2021, with growth between 10.5% and 13.4%

National Retail Federation, Revised Annual Forecast for 2021 vs 2020, June 2021

As seen among other consumer spending events, the Winter Holiday expenditures are expected to surpass both 2019 and 2020, despite supply chain issues and rising freight costs.

Source: National Retail Federation/Prosper Insights & Analytics, Top Five Consumer Spending Events (Average Per Person Expected Spend \$), The Easter 2020 survey was conducted just prior to the COVID-19 shutdowns in the U.S.



Holiday retail sales are likely to increase between 7% and 9% in 2021, according to Deloitte's annual Holiday retail forecast, with sales totaling \$1.28 to \$1.3 trillion during the November to January timeframe. E-commerce sales will likely grow by 11-15% resulting in sales reaching between \$210 and \$218 billion this season.

Source: Deloitte: Holiday Retail Sales Expected to Increase 7-9%, 9/14/2021

Consumers' holiday shopping progress

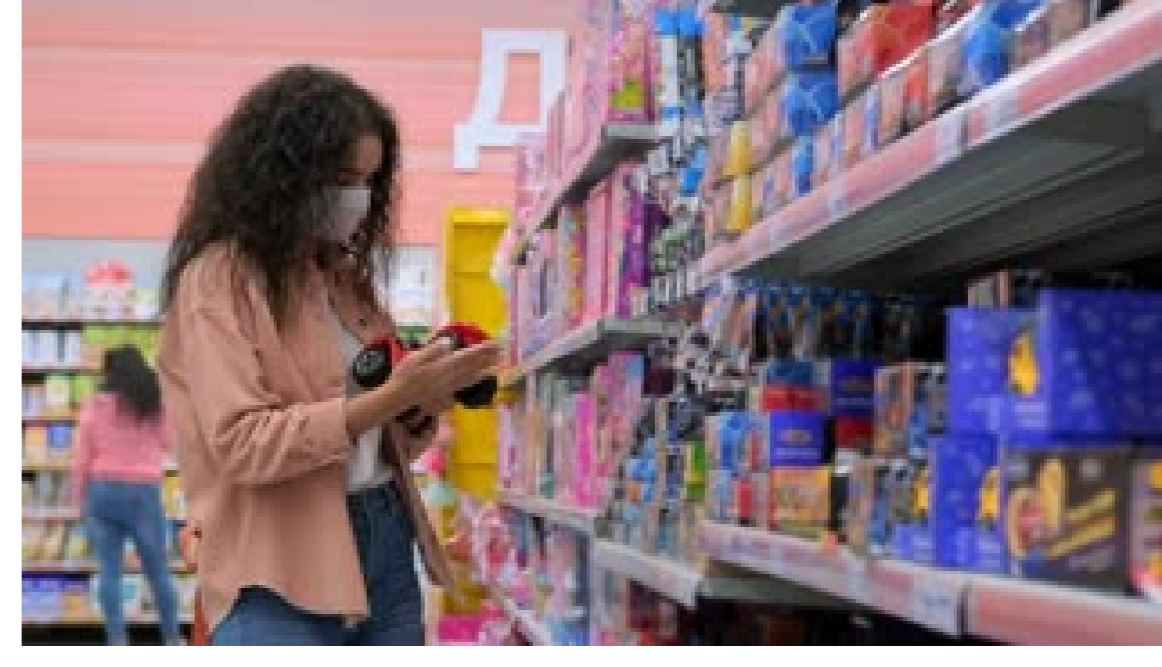


Retail sales during the 2020 Holiday season, including online and other non-store sales, grew unexpectedly high at 8.3% compared to the same period in 2019, despite challenges of the pandemic. That's more than double the 3.5% average Holiday increase over the previous five years. With concerns of product availability and shipping delays, consumers began shopping earlier in 2020, and the same is expected for 2021.

Source: National Retail Federation, Holiday 2020 by the Numbers, December 2020

” There is going to be a major shortage of toy products this year. The demand is going to be there. What is not going to be there is the product to fill the demand.

Source: MGA Entertainment CEO Isaac Larian, CNN Business 'Top toymakers say their products will be harder to find and more expensive this holiday season', by Chauncey Alcorn, 8/30/2021

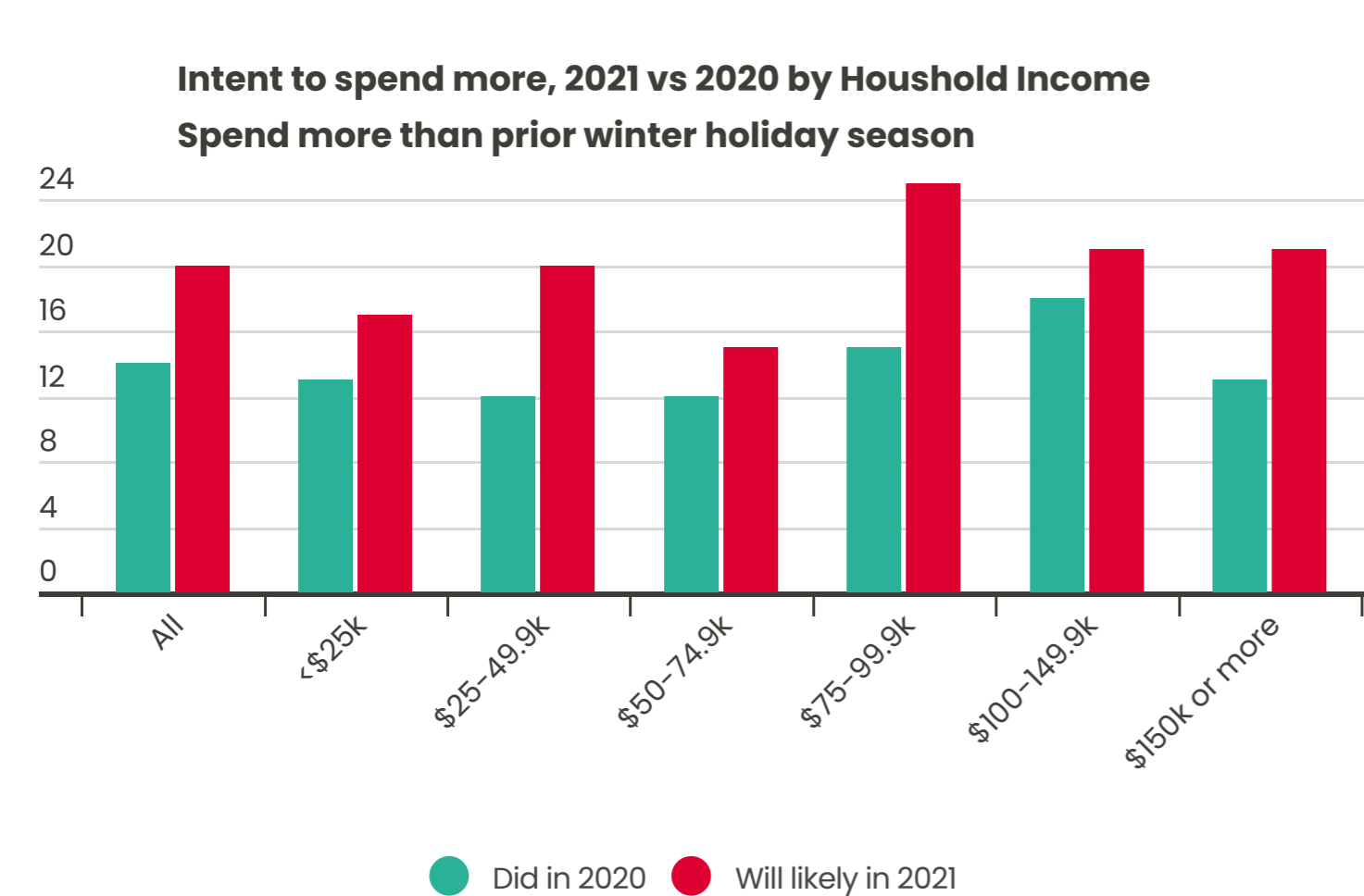


” There is a pent-up demand, the savings rate is high, the stock market is performing extremely well, and the consumer wants to get out and shop.

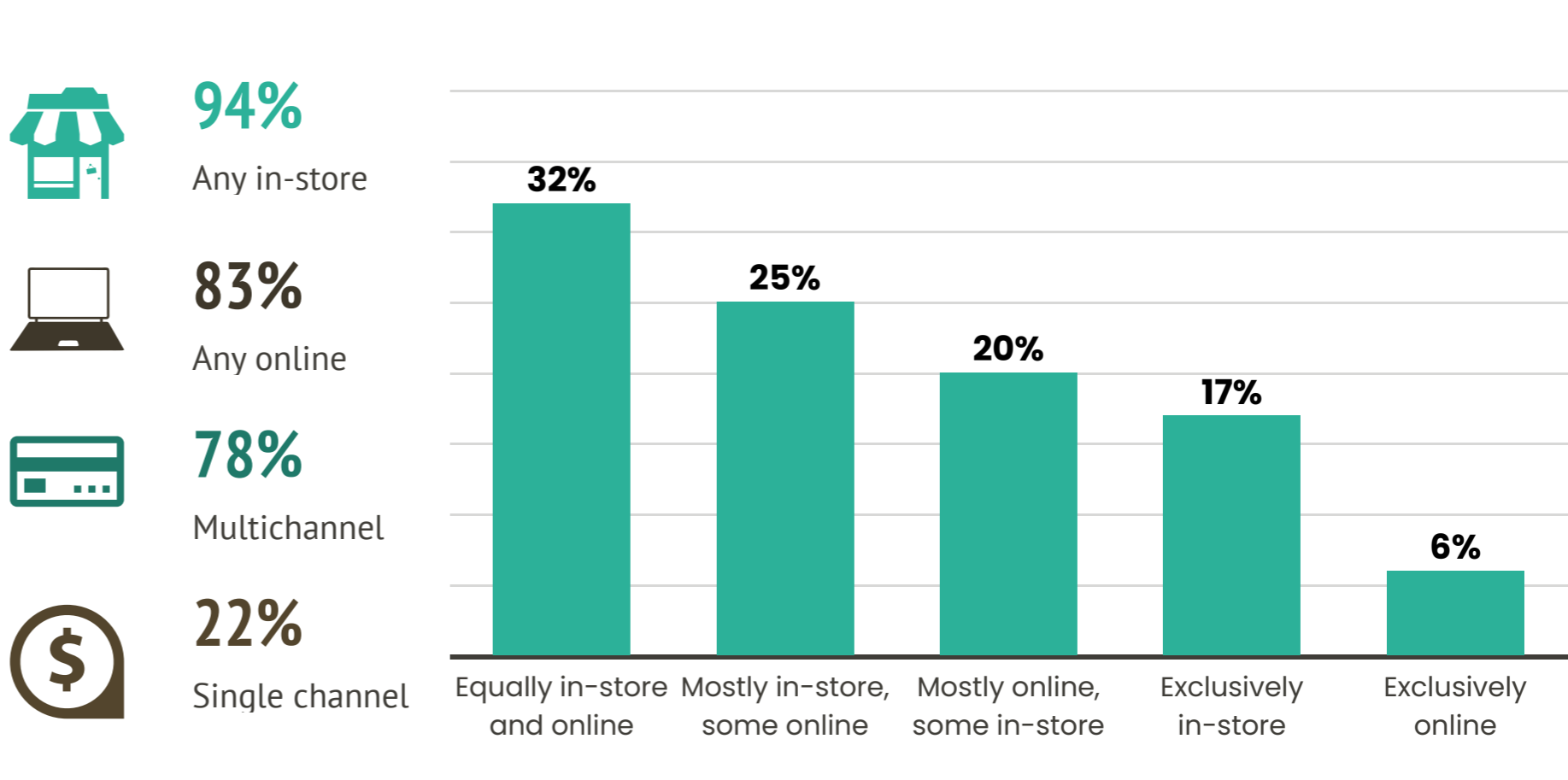
Source: Mastercard Senior Advisor Steve Sadove, CNBC Interview with Courtney Reagan, 9/13/2021

CONSUMER INSIGHTS:

Shopping Behaviors, 2020: 'Did you do any of the following for the winter holidays in 2020? And are you likely to do it for the 2021 winter holidays? Please select all that apply per row.'



Likely shopping method, 2021: 'Where are you most likely to shop for your 2021 winter holiday needs?'



Shop local or small business:
30% - 2020
34% - 2021

Do more shopping prior to November:
26% - 2020
31% - 2021



01:10:08:02:55
months days hours minutes seconds

Until Thanksgiving 2021

Source: Mintel, Winter Holiday Shopping Guide - US, May 2021

Findings from Katz's *Our Media* Pre-Holiday Survey conducted in October of this year show a more excited and positive outlook among panelists for the coming holidays, with many not bothered by early holiday-themed advertising. Click on icons to read Insights.

- 32% Believe this Holiday season will be more joyful
- 96% will be traveling by car/vehicle during the Thanksgiving Holiday
- 27% feel more comfortable about shopping in-store this Holiday vs last year
- 78% will be seeing family and friends during the Thanksgiving Holiday
- Compared to last year, will this Thanksgiving be different for you?
'Less concern with covid issues'
'More family gathering together'
'We plan to travel to see family'
'We'll have dinner in a local restaurant instead of at home'
'We will be more relaxed to visit'
- 31% are OK with advertisers running Holiday-themed ads in October

” We're already seeing significant momentum around international and domestic flight searches when compared to 2020, up 155% and 212%, respectively.

As of September 9, 2021, this year is looking different. Priceline reports that the busiest travel day for the Thanksgiving holiday is Monday, November 15, while the Wednesday before Thanksgiving is the second busiest. It's likely that after 18 months of remote work, Americans are finally getting accustomed to the idea of working from anywhere, allowing them to travel more freely.

Source: Travel+Leisure, These Will Be the Busiest Travel Days of the 2021 Holiday Season, 9/13/2021, Quote: Matt Clarke, VP of Marketing, Kayak

” Broadcast radio in particular is used to build efficient reach. It's also a media channel that keeps the brand top-of-mind to build the mental availability for our customers.

Source: Kendra Clune, Associate Media Director at Krogers, Published Radio Advertising Bureau - Matter of Fact, Marketers Ride New Wave of Radio Advertising, 9/21/2021

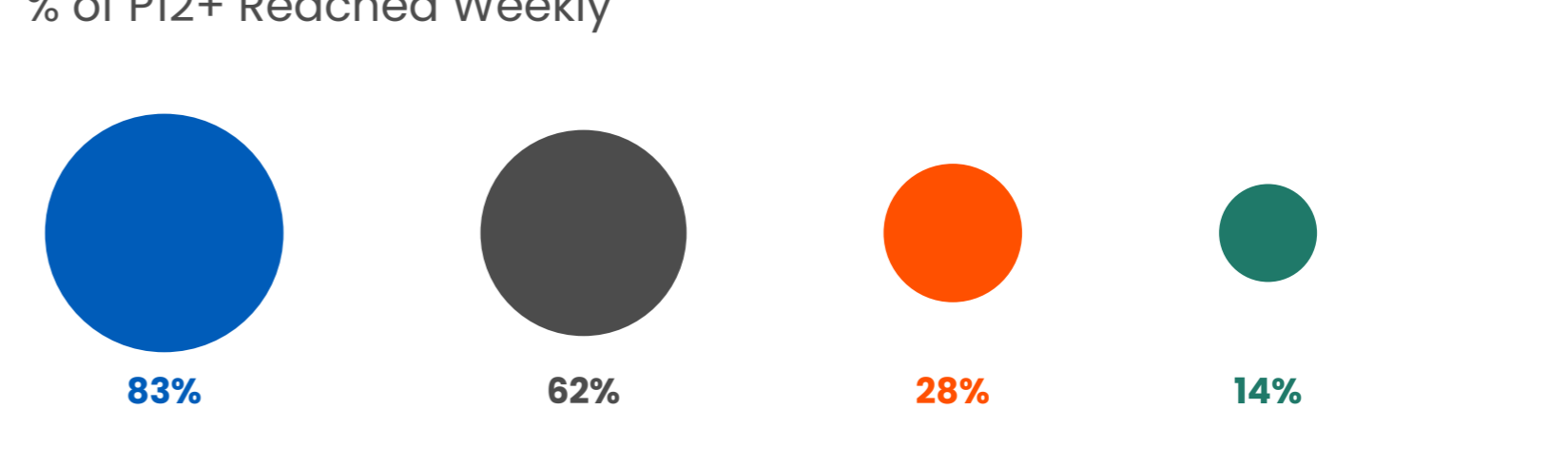
RADIO INSIGHTS:

Radio delivers more Adults 18+ at 88% (220.6 Mil) than any other medium

Source: Nielsen Total Audience Report, June 2021, Q4 2020 Weekly Reach of Users by Medium

Radio is the Top Choice for Audio

% of P12+ Reached Weekly

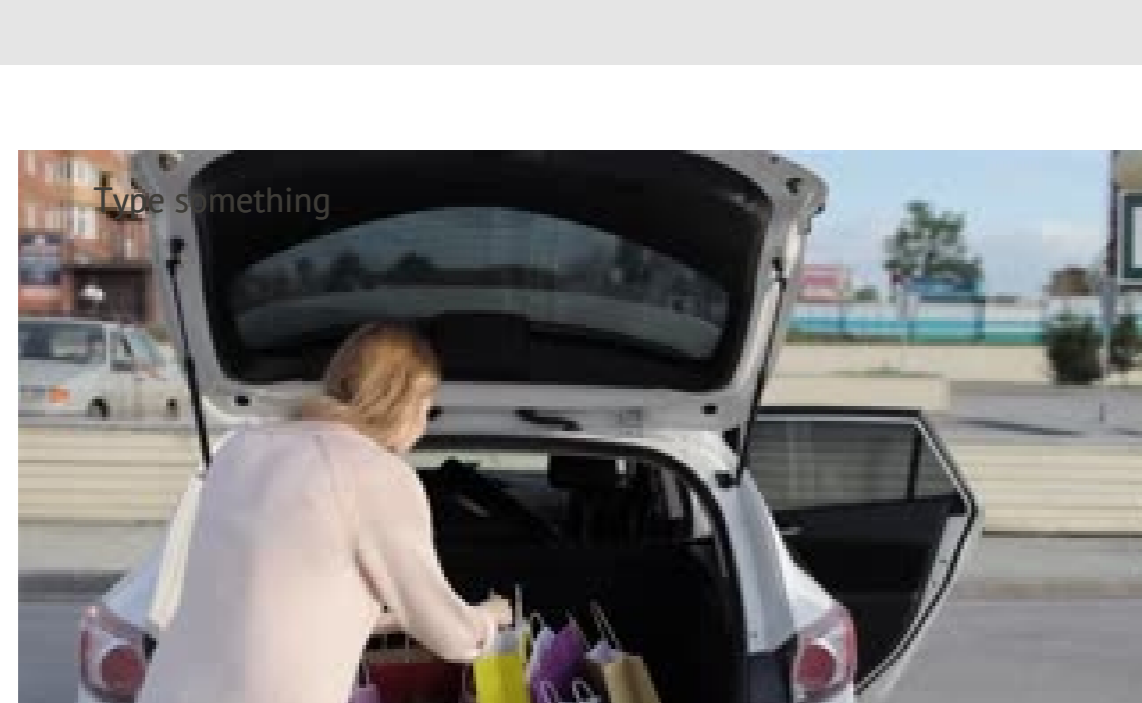
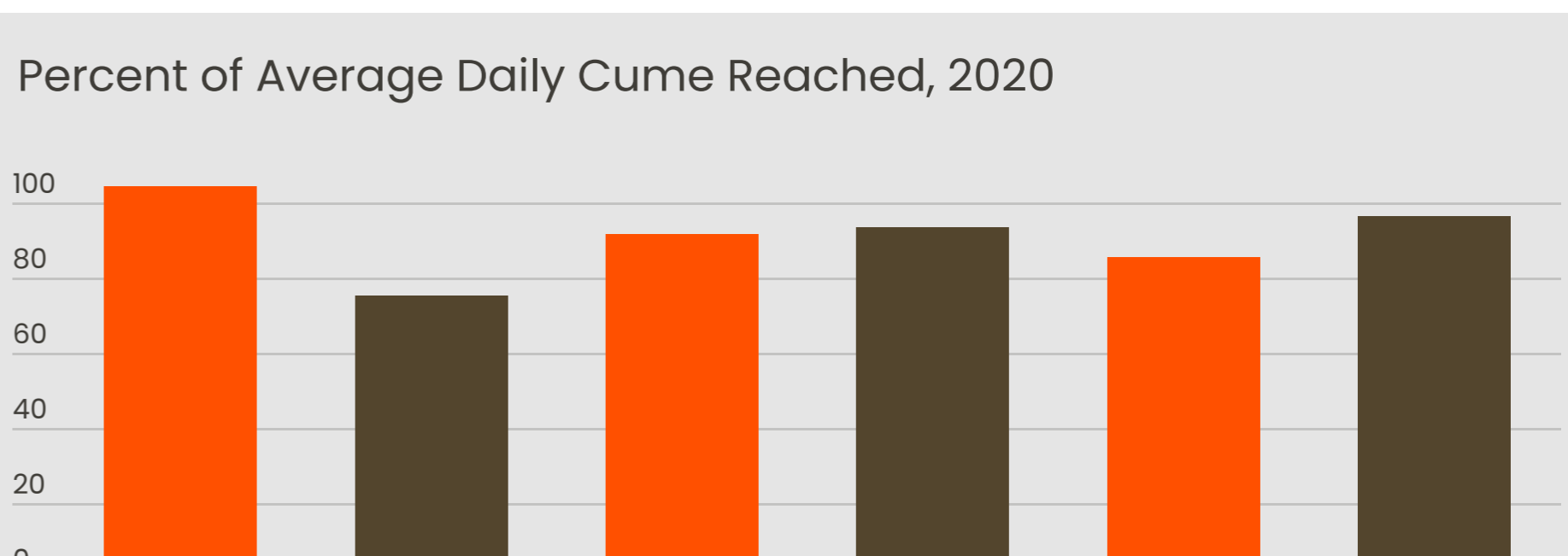


Note: Streaming Audio total is inclusive of AM/FM Radio Stations streaming
Source: Nielsen RADAR R149 2021; Edison Research and Triton Digital's Infinite Dial 2021; Gfk Twelveplus 2020

Radio reaches 9 out of 10 of the typical listening audience on these atypical Holiday days - and more than 9 out of 10 during the retail shopping push of Black Friday, Small Business Saturday, and Cyber Monday.

Source: Nielsen Daily PPM Cume Trend 2020, P8+

Percent of Average Daily Cume Reached, 2020



At 75%, AM/FM has the highest reach and engagement among in-car options. Radio delivers consumers close to the point of purchase.

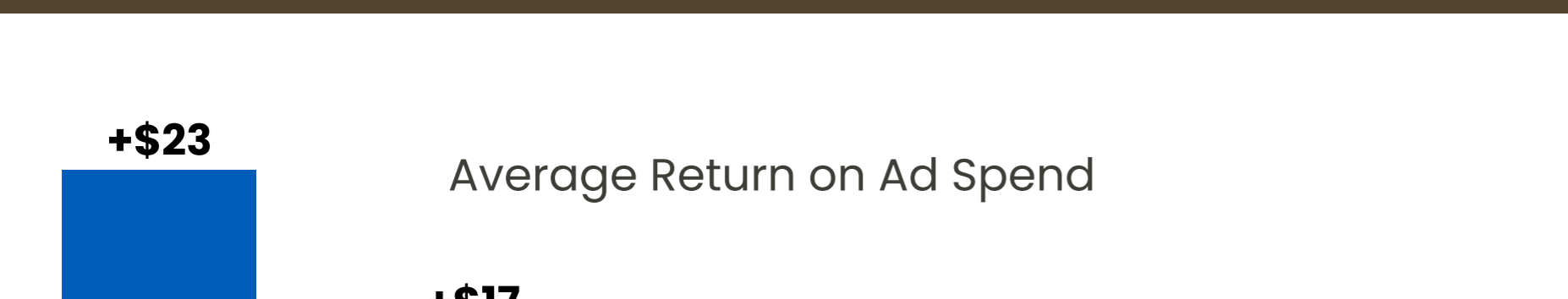
Base: US Adults 18+ who have driven/ridden in car in last month (88%)
Source: Infinite Dial 2021

Radio Influencers connect and engage with their listeners:



- 59% Listeners followed a DJ on Social Media
- 77% Listeners would try a brand recommended by their favorite personality
- 83% Listeners value and trust their favorite personality's opinions
- 97% Gone to station-sponsored event

Source: the Katz Media Group's Our Media Panel, 2019



Average Return on Ad Spend

Radio advertising delivers positive returns for dollars spent by brands across all categories including grocery stores, mass merchants, and home improvement.

Source: Nielsen ROAS Studies for select categories through 2019. \$16 average courtesy of Cumulus/Westwood One analysis 2020

- Adult 25-54 Radio listeners have a more positive financial outlook:
 - +14% Are more Confident Spenders
 - +29% Are financially in better shape now than a year ago
 - +33% Spent More on auto accessories
 - +52% Spent More on outerwear

Source: MRI 2021 September COVID-19 Study (SP21 USA), A2554 AM/FM Radio Users Psychographic and Buying Habit Index vs P18+ Universe

- Campaign Awareness Lift Among Radio Exposed Adults:
 - +261% Mobile-Internet
 - +54% Television
 - +78% Direct Mail
 - +42% Magazines
 - +81% PC Internet
 - +92% Outdoor
 - +100% Newspaper

Source: Nielsen studies conducted for Westwood One. Include 4 advertisers in B2B, Auto Aftermarket and Motor Vehicles

ADVERTISERS and MARKETERS!

Don't delay in building your media plans and placing your ad dollars on AM/FM Radio. Take advantage of its unmatched ability to reach and engage with your valued consumers during this Holiday season, that's **STARTING NOW!**