

## READY FOR IMPACT

As Nielsen Audio's measurement modernization rolls out, planning for its impact is as important as launching a brand and setting its strategy for success. During the January 2025 survey period, now is the time to:

### 1 UNDERSTAND WHY.

Tap into provided resources and ask questions. Discuss and share this information at all levels of your organization. Reach out to Nielsen for specifics to help understand how this impacts radio station(s), brand plan(s) and more.

### 2 COMMUNICATE, EDUCATE AND DRIVE AWARENESS FOR THIS IMPORTANT CHANGE.

Now brands can reach their marketing goals more effectively using the #1 reach medium in America.

More impressions among radio's highly attentive and connected target audiences will drive (and have been proven to drive) even better outcomes and insights from the top to the bottom of the marketing funnel for brands.

It is time for brands to rethink their media mix to move more investment to this high-return ad medium.

### 3 PLAN FOR NEW OPPORTUNITIES.

Marketers should maximize every minute of a consumer's daily journey with all media (not just digital). All the AQH minutes spent with broadcast radio translates to massive moments of audience engagement for brands.

### 4 GET YOUR CREATIVE GROOVE ON.

Innovate, test and learn to engage with the expanded set of listeners while tapping into enhanced measurement opportunities that will undoubtedly escalate radio's already high-return performance.