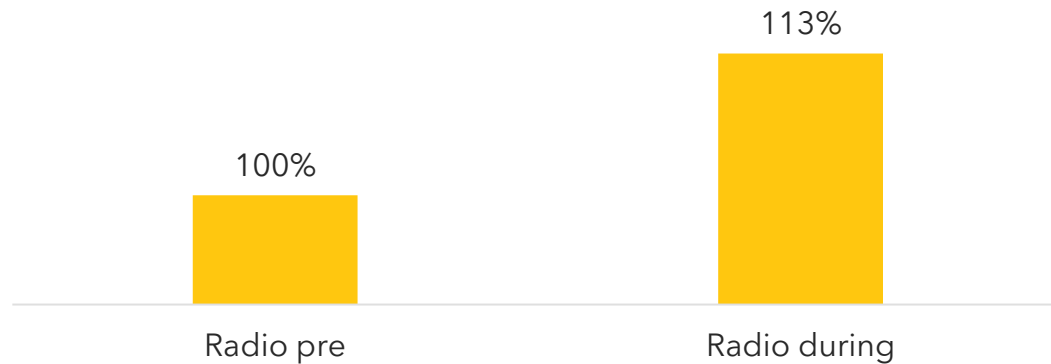


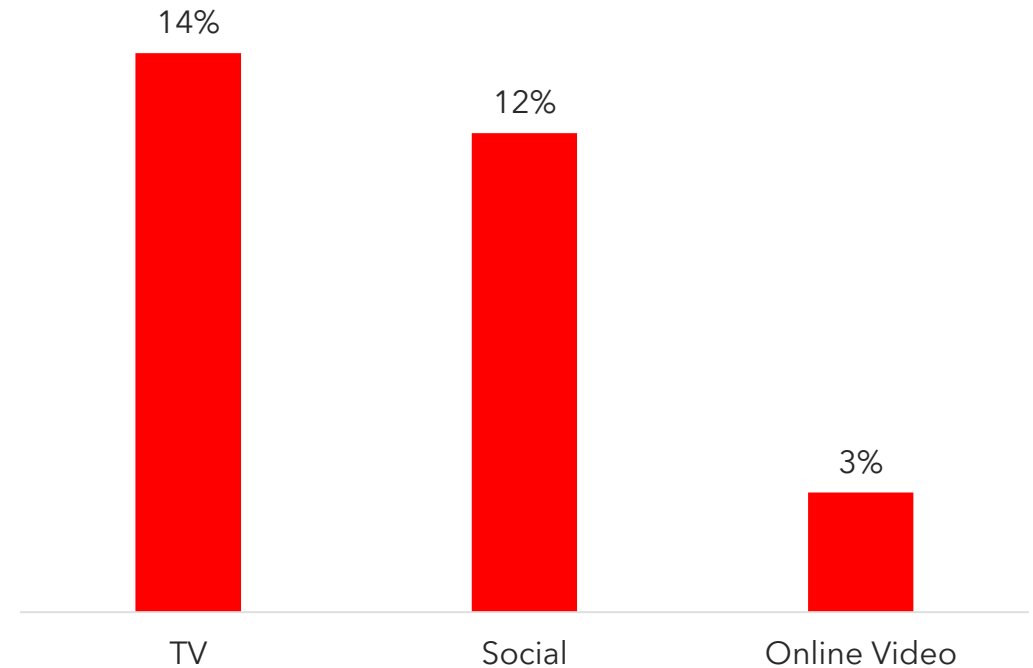
Hypothesis #1: Increasing the amount of brand radio would lift Radio results but also give more Halo to other channels

We increased the weight of brand advertising for **McDonalds** so that the amount of price and product advertising reduced.

Radio performance



Improvement in synergy from Radio

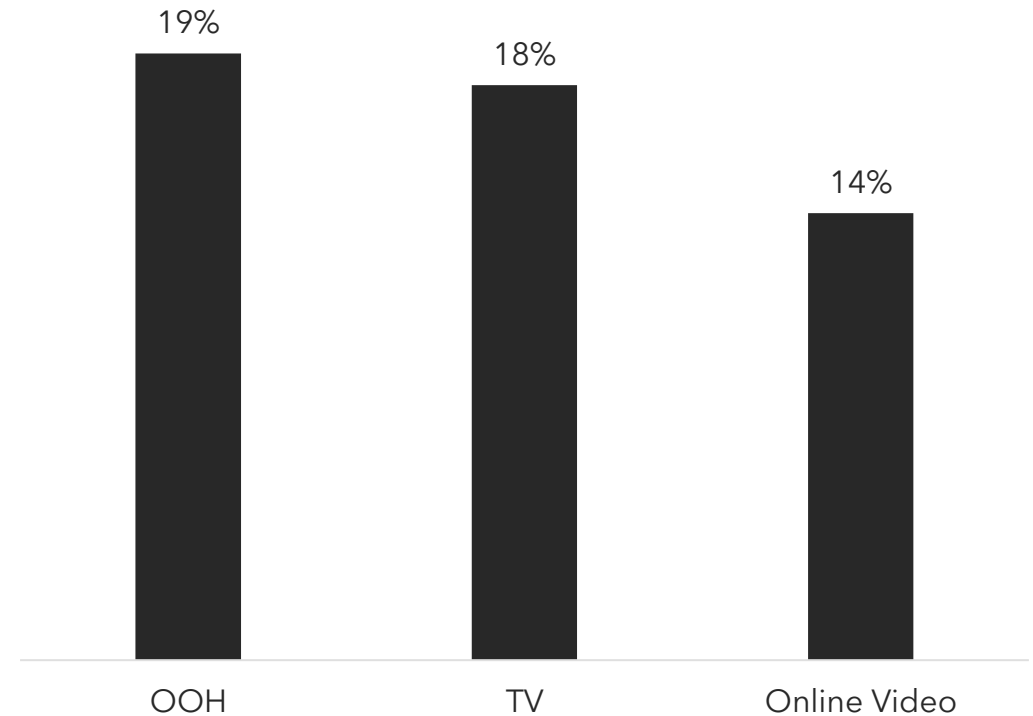


Source: Analytic Partners x McDonalds radio trial Q1 2024.

Hypothesis #2: Brand radio can add synergy across other channels for a new brand campaign launch

Dan Murphy's historically has only used radio for value messages. We introduced brand radio ads into the mix for the first time as part of a new brand campaign launch to understand how it could add to the mix

Improvement in synergy from Radio



Source: Analytic Partners x Dan Murphy's radio trial Q2 2024.