



2025 CASE STUDY

# Visual radio drives sales

Advertisers using Quu visual displays on vehicle dashboards boost brand awareness, consideration, and conversion.



**VISUAL  
RADIO ADS + LOYAL  
AUDIENCE = EXPLOSIVE  
IMPACT**

A Quantilope study found combining Quu's visual ads with radio's deep listener loyalty leads to an +89% lift in purchase intent.

Visual radio displays increased key brand metrics across the entire marketing funnel.



# The full-funnel power of visual radio advertising

A new case study confirmed that visual radio ads displayed on dashboard screens move consumers from awareness to action.

A Quantilope study conducted in March–April 2025, using a sample of 1,219 respondents, measured the impact of in-dash visual ads (**Visual Quus**) for six national advertisers. Brand messages appeared on vehicle dashboards across 374 radio stations in 75 U.S. markets.

The combination of loyal radio audiences and in-dash visuals drove a **significant lift in awareness, consideration, and action.**





# Key findings

Combining radio's most loyal audiences and the connection they have with stations with the power of a visual ad on screen generates a huge lift in brand equity for national advertisers.

1. Visuals matter: 83% of consumers pay attention to what's on screen while listening to broadcast radio.
2. Visual radio messages significantly boost results across the entire marketing funnel. Visual radio displays resonate most with loyal radio audiences, increasing purchase intent by +89%.
3. Visual radio ads boost slogan familiarity by +57%.

Across six categories, visual radio ad exposure increased:

- Brand familiarity
- Brand favorability
- Purchase consideration
- Purchase intent
- Brand usage

Categories measured:

- Retail (Convenience)
- Consumer Packaged Goods (CPG)
- Insurance
- Financial Services
- Retail (Automotive Aftermarket)
- Quick Service Restaurant (QSR)

## How it worked

The study measured how the brand's Visual Quus performed for two types of listeners:

- Unexposed: Listened for less than 3 hours in the past week. Radio's light/occasional listeners.
- Exposed: Listened to 9+ hours in the past week. This is radio's most loyal audience.

Exposed listeners  
generate

**2/3**

of a station's  
listening



## How it worked

The study utilized Quu Visual Network's Content Partnership sponsorship.

Brand messages appeared thousands of times on dashboards during station programming, without accompanying commercial audio.

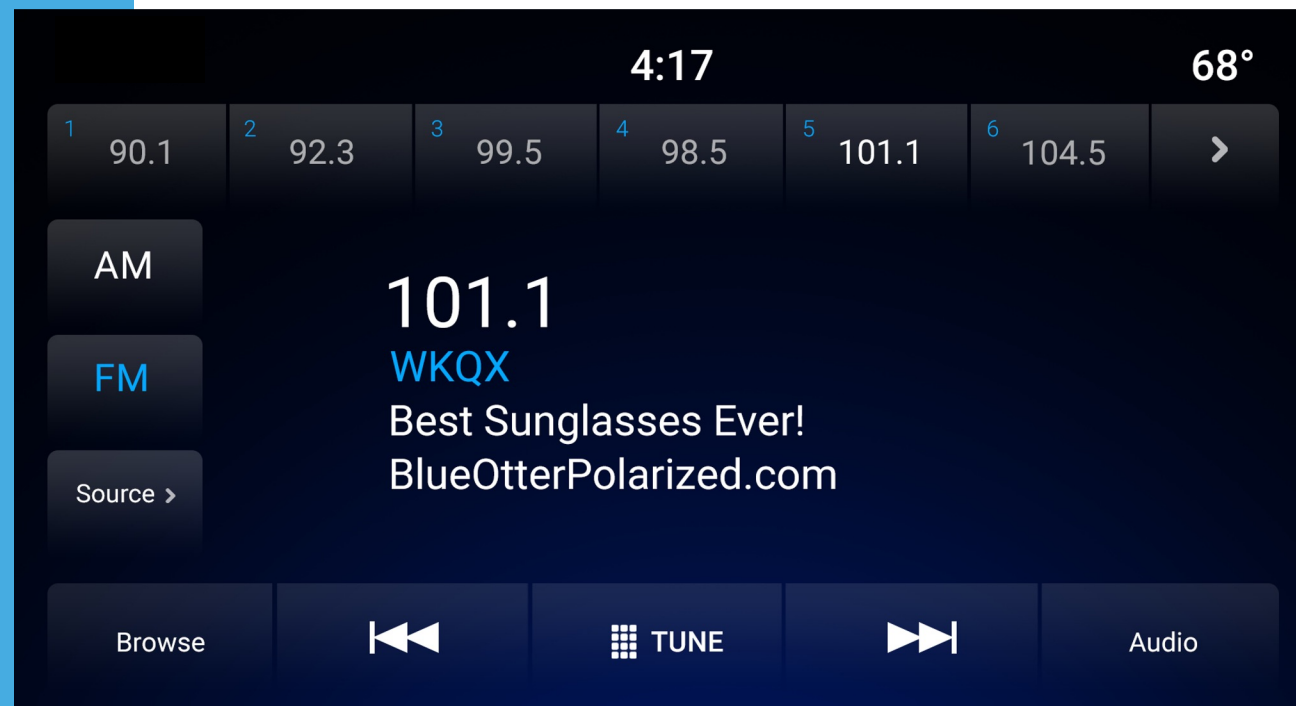
Each brand averaged over 2,000 minutes\* of screen time per station.

Ad appears  
on screen  
**4000 times a  
month per  
station\***

\*on average

## How it worked

Consumers with the capability to receive text in their vehicle saw brand messages on their dashboard.



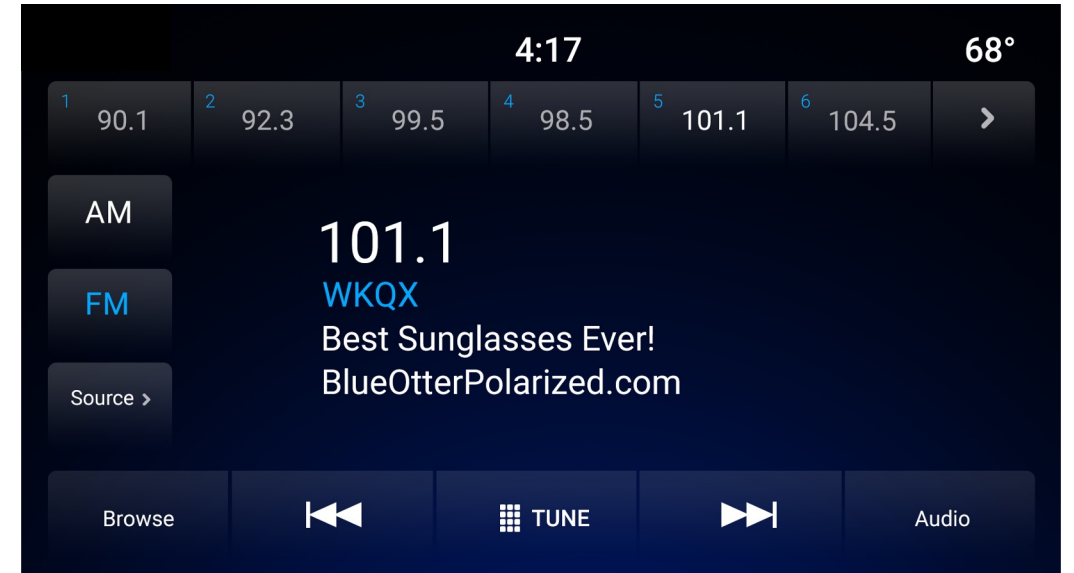
Text-only display. Visual Quu example only; not a study participant.



## How it worked

Consumers with the capability to receive text in their vehicle saw brand messages on their dashboard.

Consumers with the capability for image display also saw the brand's logo on their screen.



Text-only display. Visual Quu example only; not a study participant.



Text and image display.



# Quantilope study results

## FINDING 1

# Visuals matter

Consumers notice what's on screen while listening to broadcast radio.

A large infographic consisting of two concentric circles. The inner circle is blue and contains the text "83%" in large white font, and "Of adults with in-dash screens pay attention to what's shown" in smaller white font below it. The outer circle is a light gray ring.

# 83%

Of adults with in-dash screens pay attention to what's shown

*Q: When you listen to radio in this car or truck, how often would you say you pay attention to the radio display screen while you listen?*

*Source: Quantilope 75 Market Study – April 2025, 1,219 total respondents. Adults who regularly or occasionally pay attention to the display screen: 1012 respondents.*

## FINDING 2

# QuuVN lifts key funnel metrics across all categories

	Retail (Convenience)		Consumer Packaged Goods (CPG)		Insurance		Financial Services		Retail (Automotive Aftermarket)		Quick Service Restaurant (QSR)	
Radio listeners	Unexposed	Exposed	Unexposed	Exposed	Unexposed	Exposed	Unexposed	Exposed	Unexposed	Exposed	Unexposed	Exposed
Brand familiarity	57%	77%	53%	59%	38%	68%	17%	37%	52%	80%	85%	86%
Brand favorability	47%	75%	53%	67%	37%	52%	14%	37%	53%	80%	79%	86%
Purchase consideration	69%	84%	57%	74%	29%	44%	17%	44%	55%	88%	78%	89%
Purchase intent	38%	68%	49%	67%	15%	28%	7%	22%	39%	80%	74%	82%
Brand usage	56%	77%	59%	78%	15%	44%	7%	11%	51%	80%	83%	89%

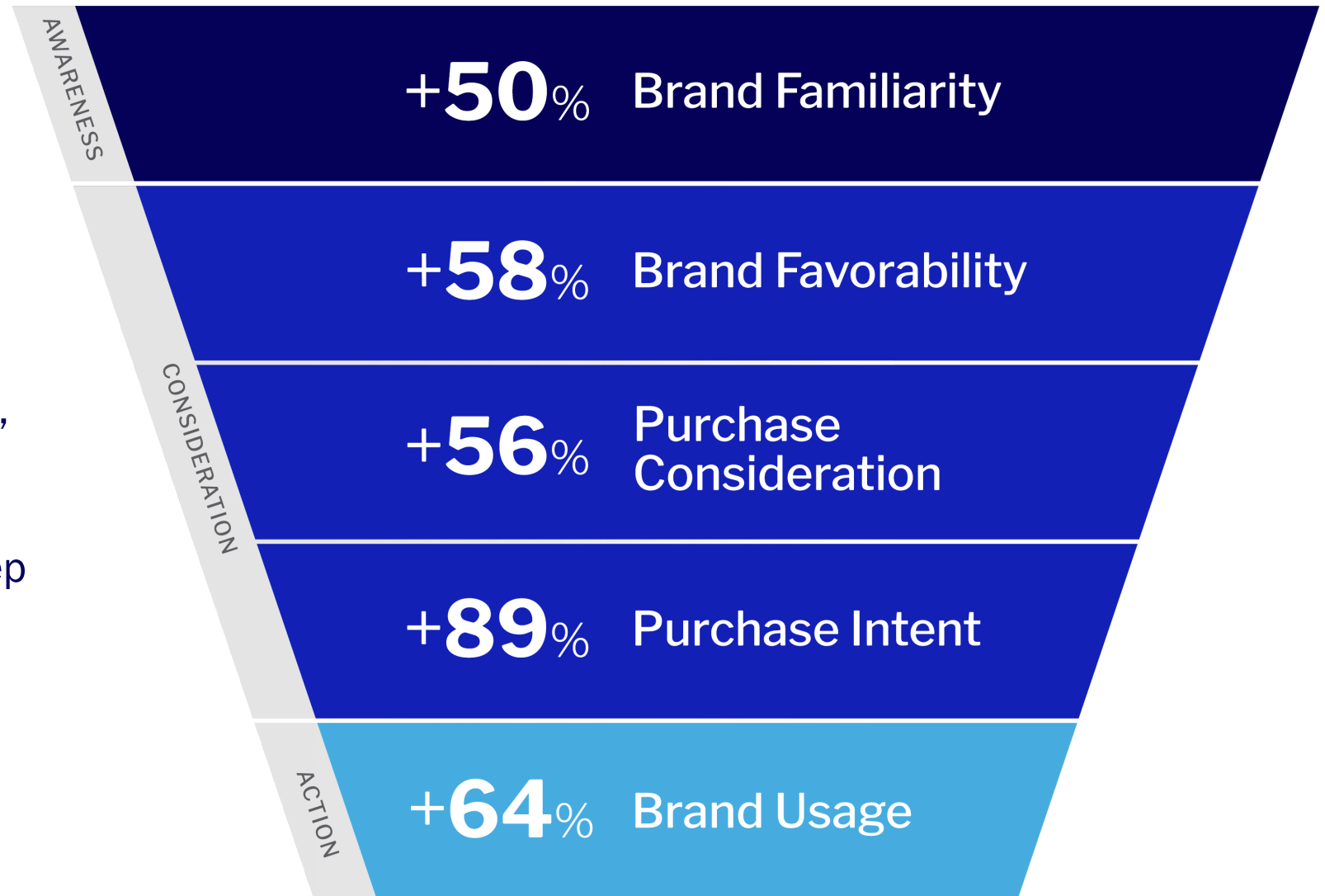
**How to read:** 57% of unexposed listeners in the Retail (Convenience) group are ‘very’ or ‘extremely’ familiar with the brand. 77% of exposed listeners in the Retail (Convenience) group are ‘very familiar’ or ‘extremely familiar’ with the brand.

Source: Quantilope 75 Market Study – April 2025. Exposed = Heavy radio listeners: 9+ hours in past week. Unexposed = Light radio listeners: less than 3 hours in past week.

## FINDING 2

# Visual radio ads resonate

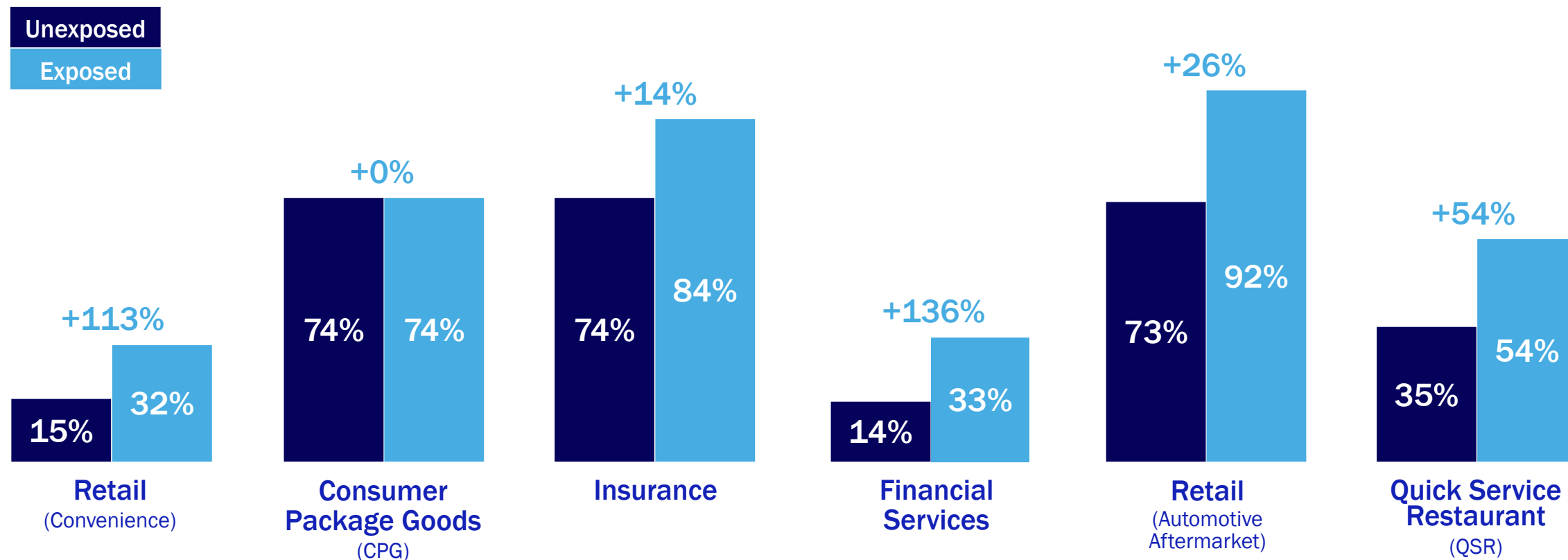
When consumers see visual ads, brand equity soars, proving the cumulative power of repeated exposure combined with the deep connection and loyalty of radio station audiences.



Average % increase across six brand categories, exposed (heavy AM/FM radio listeners) vs. unexposed (light AM/FM radio listeners).  
Source: Quantilope 75 Market Study – April 2025, 1,219 total respondents.

## FINDING 3

# Visual radio ads boost slogan familiarity by +57%



**How to read:** 15% of exposed listeners in the Retail (Convenience) group are 'very familiar' or 'extremely familiar' with the brand's slogan. 32% of exposed listeners in the Retail (Convenience) group are 'very familiar' or 'extremely familiar' with the slogan.

Source: Quantilope 75 Market Study – April 2025. Exposed = Heavy radio listeners: 9+ hours in past week. Unexposed = Light radio listeners: less than 3 hours in past week.



# QuuVN Content Partnership case study overview

<b>Targeted reach</b>	Delivered across 374 radio stations in 75 U.S. markets.
<b>Viewability</b>	In-dash screens = high visibility, repetition, and minimal distraction.
<b>Attention &amp; engagement</b>	Shown while loyal, engaged audiences are listening to radio.
<b>Brand impact</b>	89% lift in purchase intent + improvement across key funnel metrics.
<b>Brand-safe context</b>	Trusted media environment with strong emotional connection.
<b>Creative branding</b>	Brand name, text content, and visuals appeared on the dashboard.
<b>Efficient investment</b>	A new premium touchpoint that can be layered with existing radio buys.

# Conclusions

83% pay attention to the information on screen when listening to broadcast radio.

QuuVN's visual-only Content Partnership generates a significant lift in brand equity.

Reach and repetition amplifies results. Heavy radio listeners with more exposure to the Content Partnership report higher brand familiarity (+50%), favorability (+58%), purchase consideration (+56%), purchase intent (+89%), and brand usage (+64%).

With heavy listeners generating 2/3 of a station's total listening, brands have a powerful opportunity to supercharge campaigns with visual radio ads.



# Tap into power of QuuVN

Quu Visual Network's Content Partnership sponsorship is an effective way to engage and influence consumers.

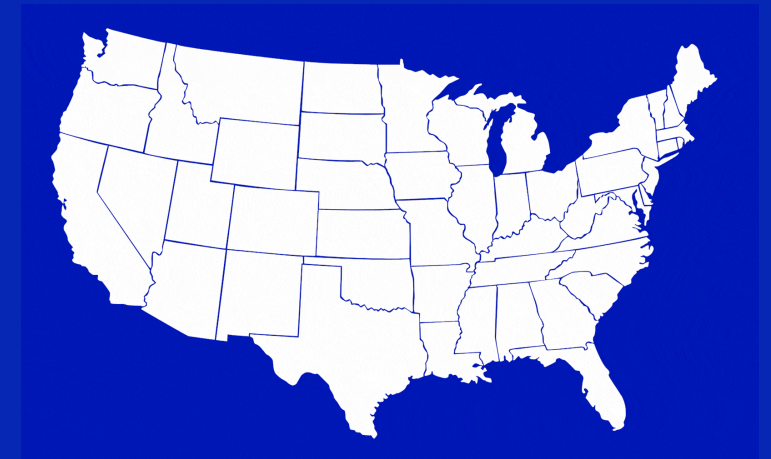
Reaching radio's most loyal audiences with visual messaging delivers a significant brand lift across the full marketing funnel. Visual radio ads are a proven campaign booster, driving stronger awareness, deeper consideration, and consumer action.

Radio has massive reach and 80% of vehicles on the road today can display text. That number continues to grow. All of the top 100 best-selling new car models in the U.S. can display text, and more than half can show images.

Source: 80% - Xperi HD Radio, Top 100 - Quu In-Vehicle Visuals Report 2025.

## EXCLUSIVE SPONSORSHIP: CONTENT PARTNERSHIP

QuuVN's Content Partnership displays brand messages on vehicle dashboards during local radio programming nationwide.



See it in action!

## CONTENT PARTNERSHIP

# Let's get started!

- ✓ **Enhance campaigns** — Add a dynamic visual layer across top markets
  - ✓ **Increase brand recall** — Stay top of mind with standout visuals
  - ✓ **Influence behavior** — Visual Quus drive real-time engagement



Quu Visual Network

# Thank you!



**Sam Rogers**

EVP/Quu Visual Network

[srogers@myquu.com](mailto:srogers@myquu.com)