

Local partner for RadioGauge research

The Radio Advertising Bureau (RAB) South Africa has announced that RadioGauge, a UK-based radio advertising effectiveness research programme, is to be run locally by Ask Afrika. Dollywagon Media Sciences and Dipsticks Research of the UK, who designed the project in 2007, will work alongside the Ask Afrika research team.



“The RAB acknowledges that providing irrefutable proof of the effectiveness of radio advertising remains a critical component in answering radio's accountability call,” says RAB GM Norman Gibson. “Given that RadioGauge will measure the effectiveness of some of the biggest radio advertising campaigns in South Africa, the local research partner will play an integral role in the success of this project. The research house's reputation for rigorous data quality practices, a robust national fieldwork infrastructure and competitive pricing, makes it a prime candidate as the bureau's local research partner.”

'A respected international brand'

The UK researchers, who still run the programme for RAB UK, claim to have successfully evaluated more than 200 radio campaigns, making them amongst the experts in this field as no other radio advertising effectiveness study is said to have achieved quite the same impact.

Dollywagon Media Sciences MD Jason Brownlee comments, “The research programme is a respected international brand with a hard earned reputation for delivering some of the world's finest results. We therefore wanted to work with a South African partner that we could trust to deliver flawless data both on time and on budget. Ask Afrika convinced us they have what it takes and we are pleased to have them on board.”

“The company is delighted at having been chosen to partner with the RAB on this strategic research project. Our undertaking of all fieldwork data collection guarantees the bureau accurate and high-quality data and will go a long way in establishing an ongoing working relationship,” concludes Ask Afrika founder and CEO Andrea Rademeyer.

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