



The Efficacy of Audio



-  Audio is becoming more important to people
-  The innate power of audio
-  Insights on how audio drives website traffic
-  Digital audio – the benefits without the clutter



1. Audio is becoming more important to people

3D Audio

Immersive
listening ushers
in the next
generation of
audio experiences



Sonic Luxification

Luxury brands are investing in audio hardware, luxifying the listening experience



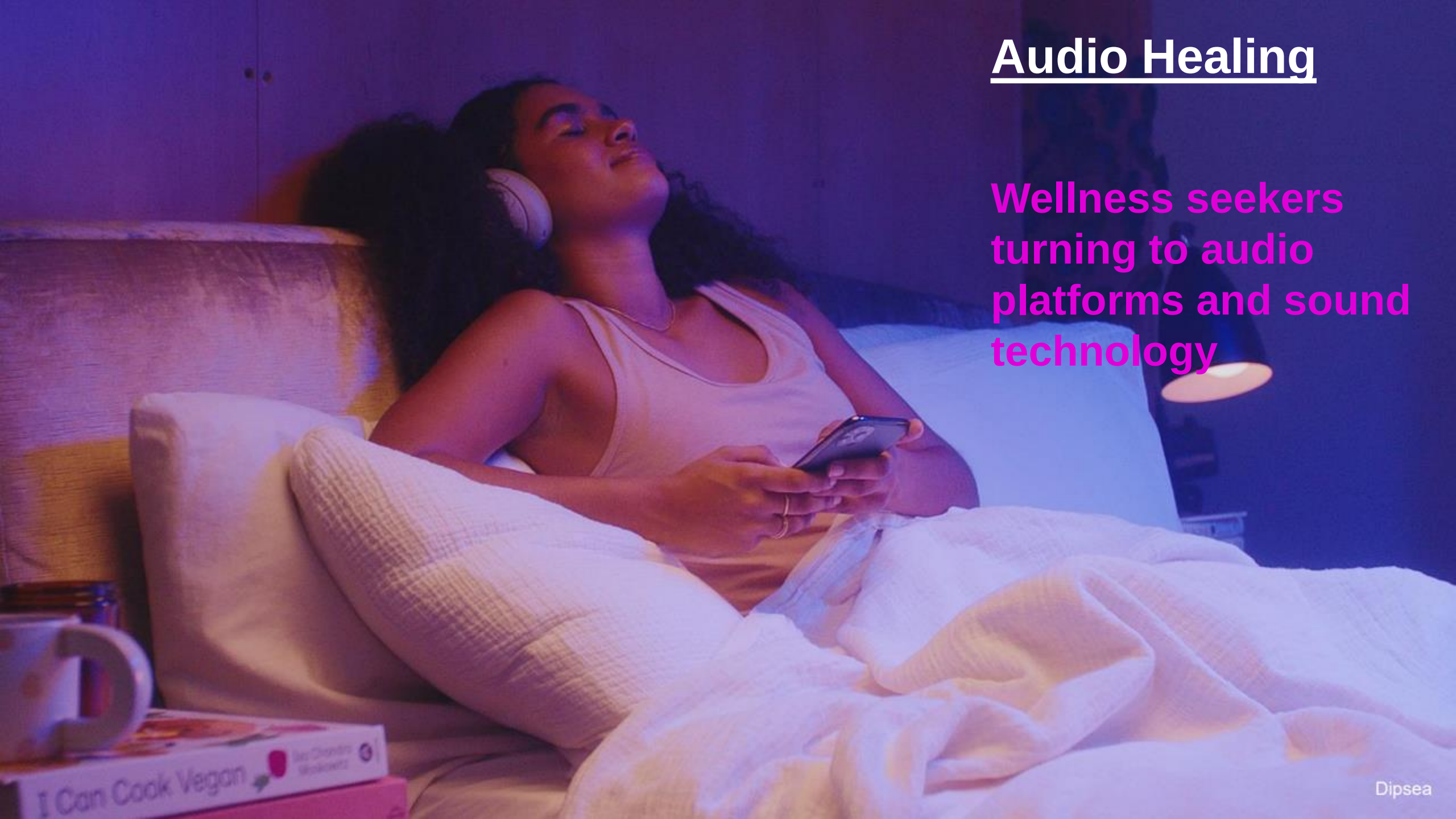
Audio is a Channel for Wellbeing

**A movement towards
immersive audio
experiences
enhancing wellbeing
and performance of
people in work
environments.**



Audio Healing

Wellness seekers
turning to audio
platforms and sound
technology



**“We’re on a mission to validate
music as medicine”**

Neal Sarin, Founder, Sona



2. Audio audiences are growing

Why audio listening continues to grow

A man with a beard is shown in profile, looking upwards and to the right. He is wearing large, over-ear headphones with a wooden finish. The background is a blurred, colorful mural. Two teal circles are overlaid on the image, one on the left and one on the right, each containing text. The overall mood is serene and focused on audio listening.

Physical
Availability of
Audio

Mental
Availability of
Audio

Why audio listening continues to grow

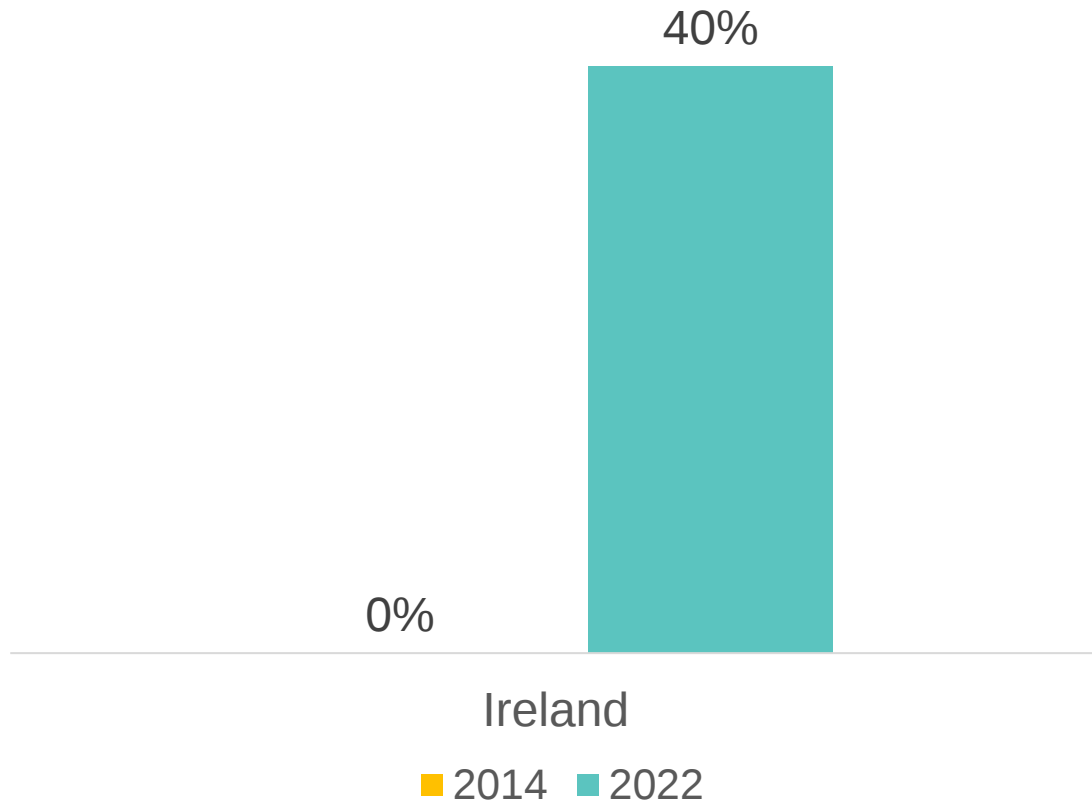
A man with a beard is shown in profile, wearing large, round, wooden headphones. He has his eyes closed and a serene expression, looking upwards. The background is a blurred wall covered in colorful graffiti. Two teal-colored circles are overlaid on the image, each containing text. The overall mood is peaceful and immersive.

Physical
Availability of
Audio

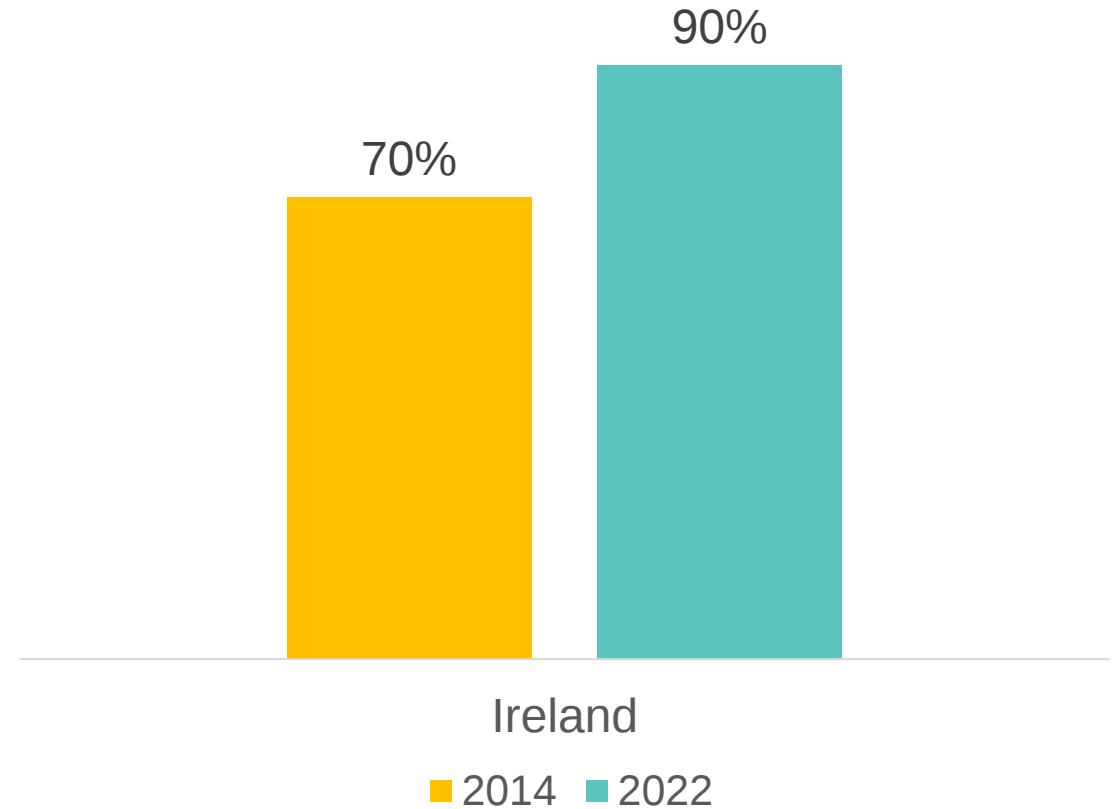
Mental
Availability of
Audio

Increased penetration of connected devices makes audio easier to access than ever before

Smart Speaker Penetration

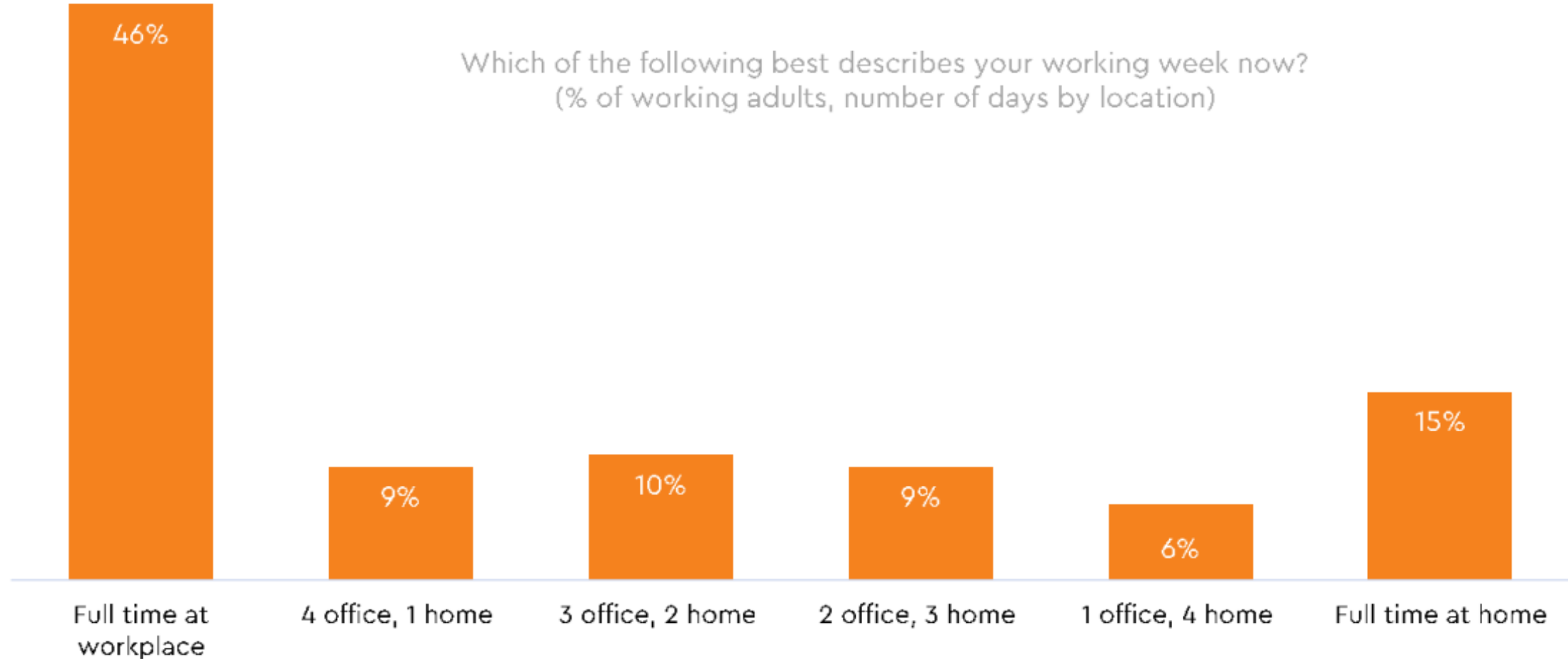


Smartphone Penetration

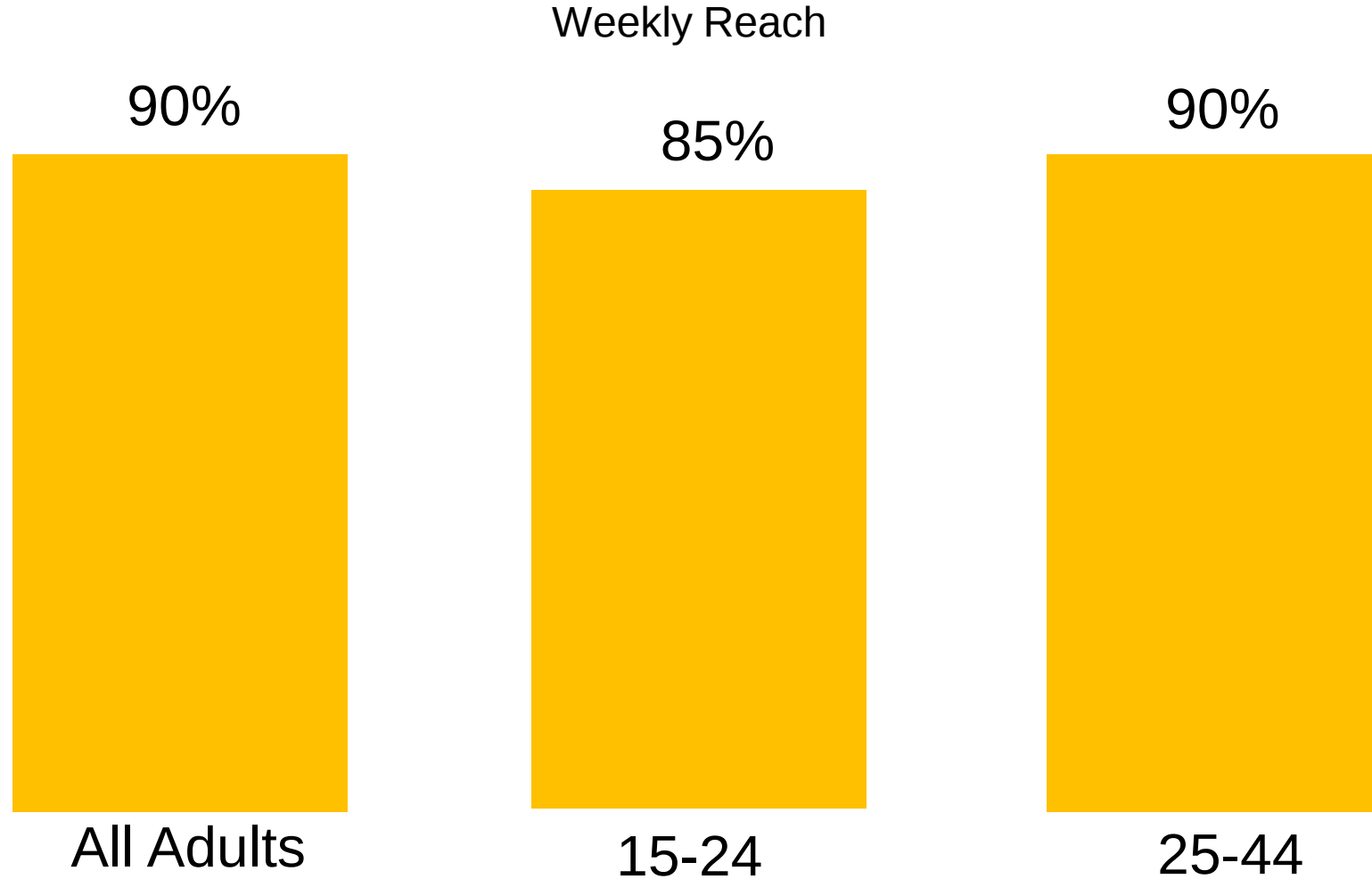


There is an increased availability of audiences to listen

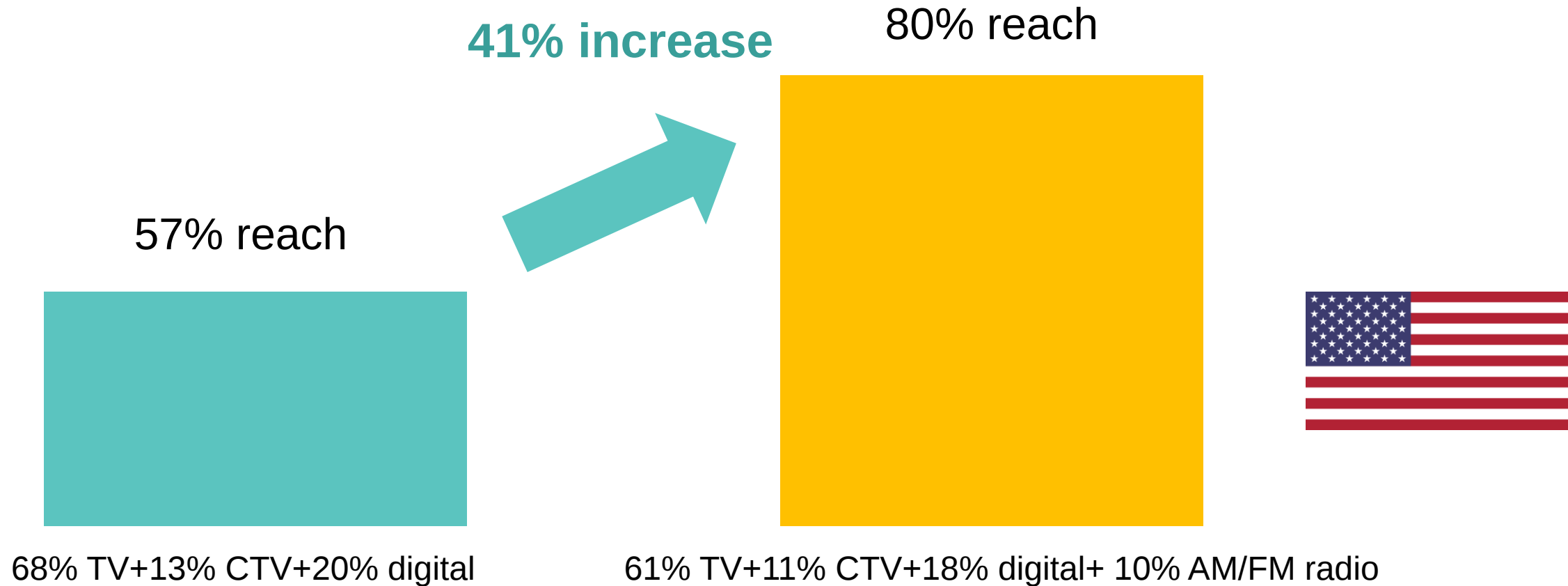
Half of working adults work from home at least one day a week or more



People continue to listen in great numbers to broadcast radio either on FM, mobile, PC, or other connected devices



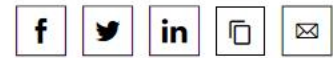
Adding broadcast radio to a media plan in the U.S generate a 41% increase in reach with the same spend



HOW PROCTER & GAMBLE IS RE-INVESTING IN RADIO TO FIND TV AUDIENCES

Radio is helping the CPG giant find audiences linear TV no longer reaches at fraction of CTV cost

By [Jack Neff](#). Published on March 15, 2023.



AdAge

Free white paper

How to produce video creative cost-effectively

Download now

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Most Popular



Threads' first ad deal comes from Hulu and creator Adam Rose

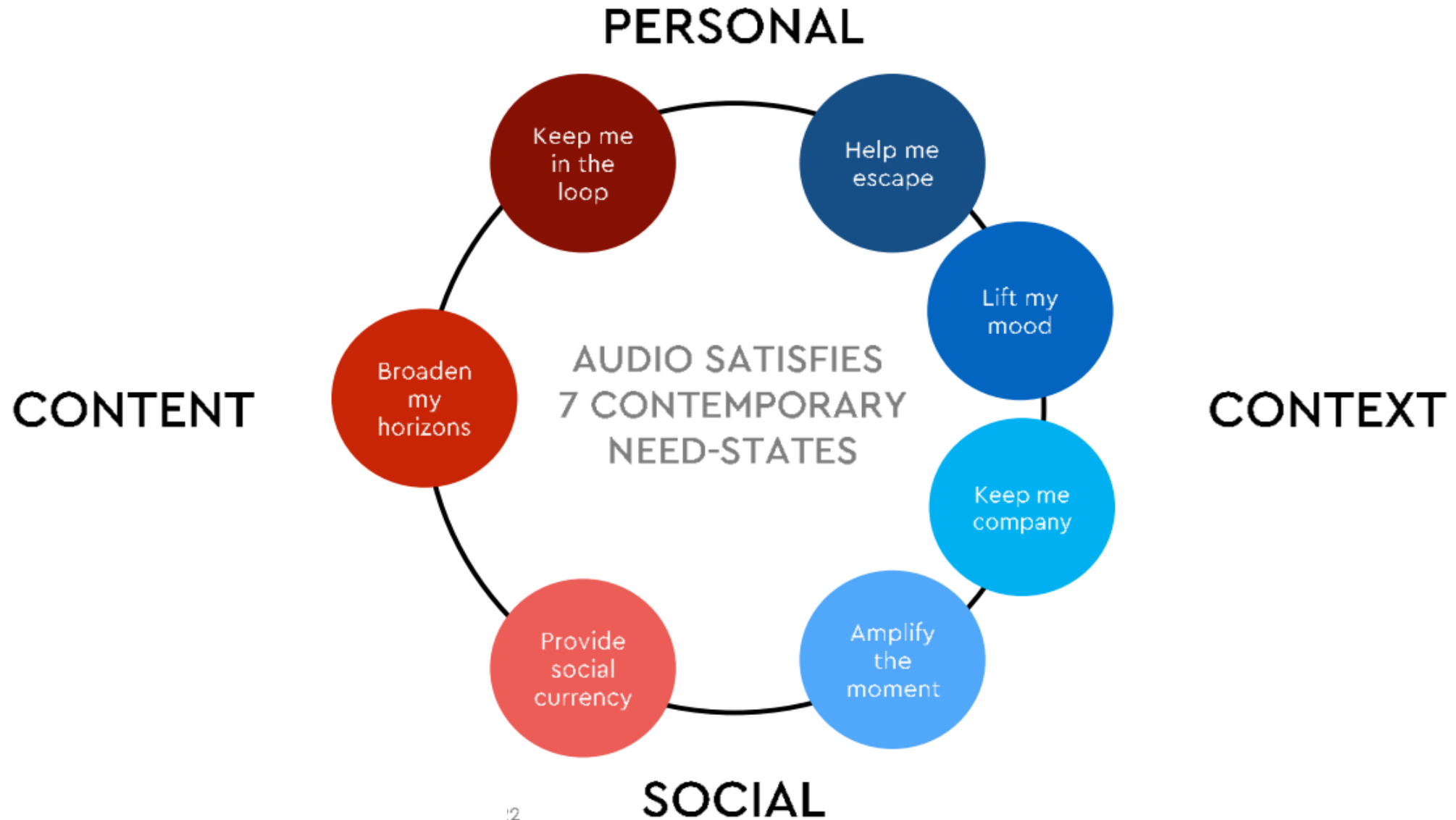
Why audio listening continues to grow

A man with a beard is shown in profile, wearing large, over-ear headphones. He has his eyes closed and is looking upwards, suggesting a state of relaxation or immersion in audio. The background is a blurred, colorful mural. Two teal-colored circles are overlaid on the image, each containing text. The circle on the left is white, and the one on the right is yellow.

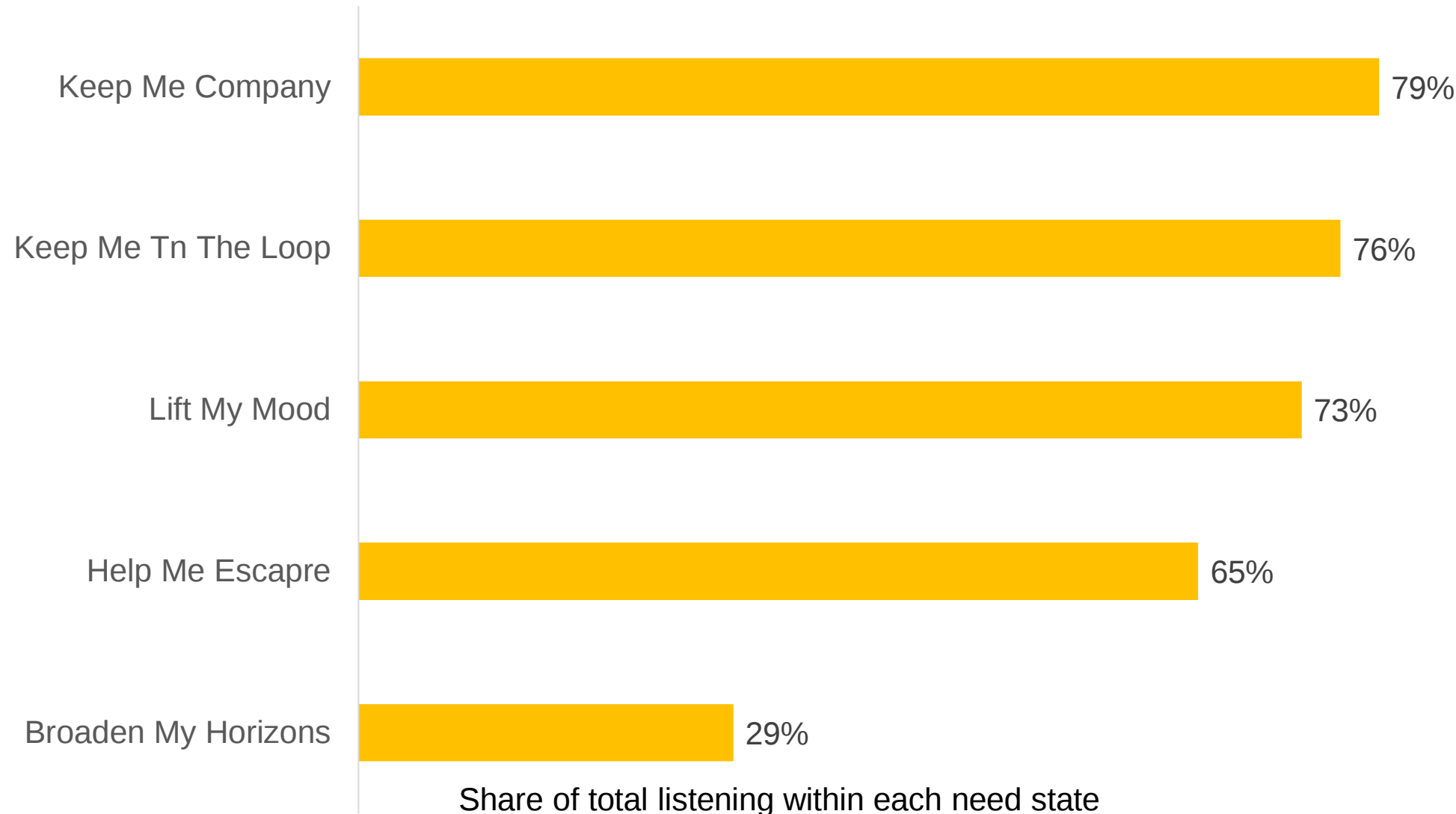
Physical
Availability of
Audio

Mental
Availability of
Audio

UK research uncovered 7 need states that audio satisfies



Live radio dominates share of most need states



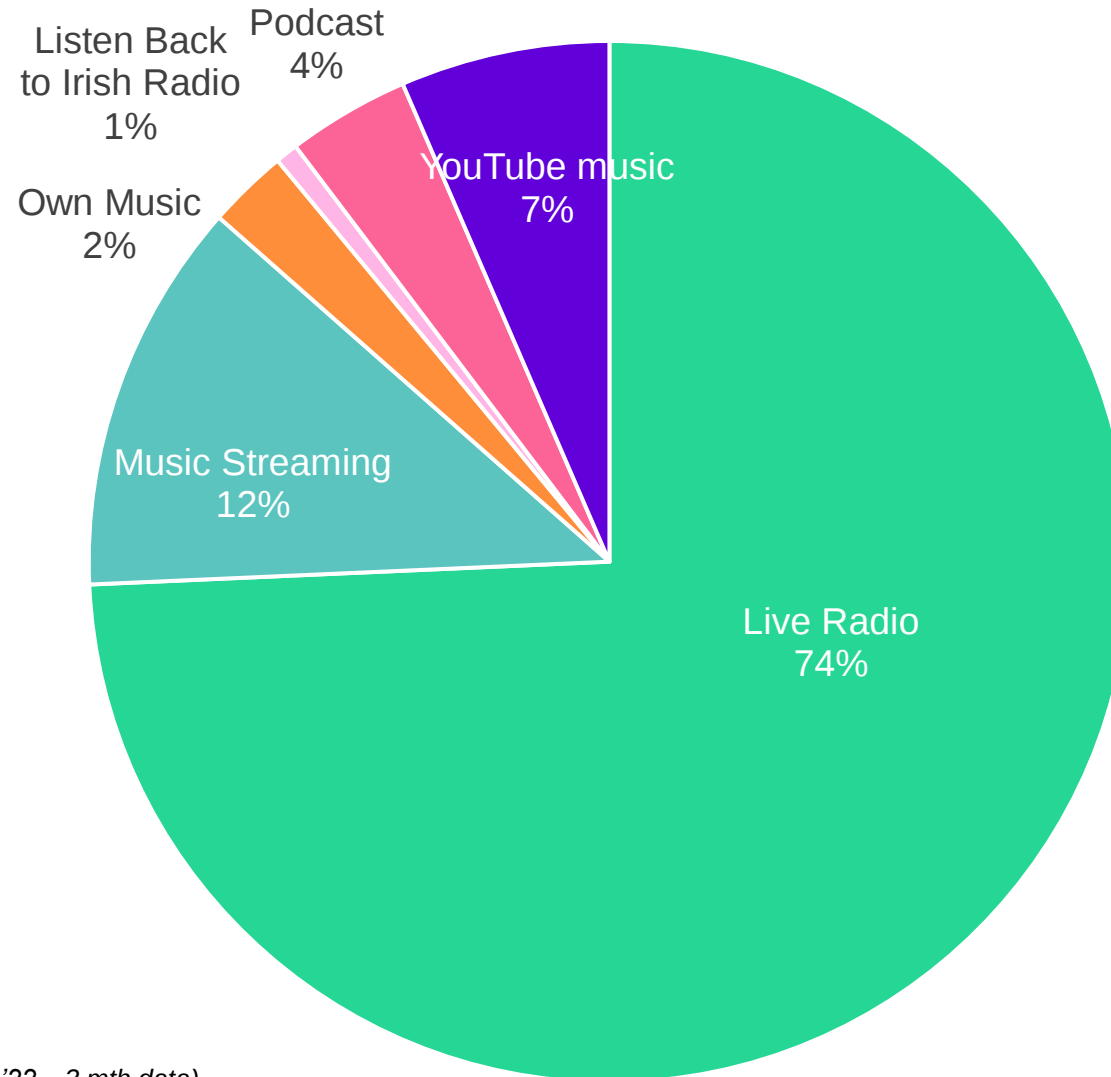
Source: Generation audio Radiocentre UK/Differentology 2022



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Irish Needs State Research

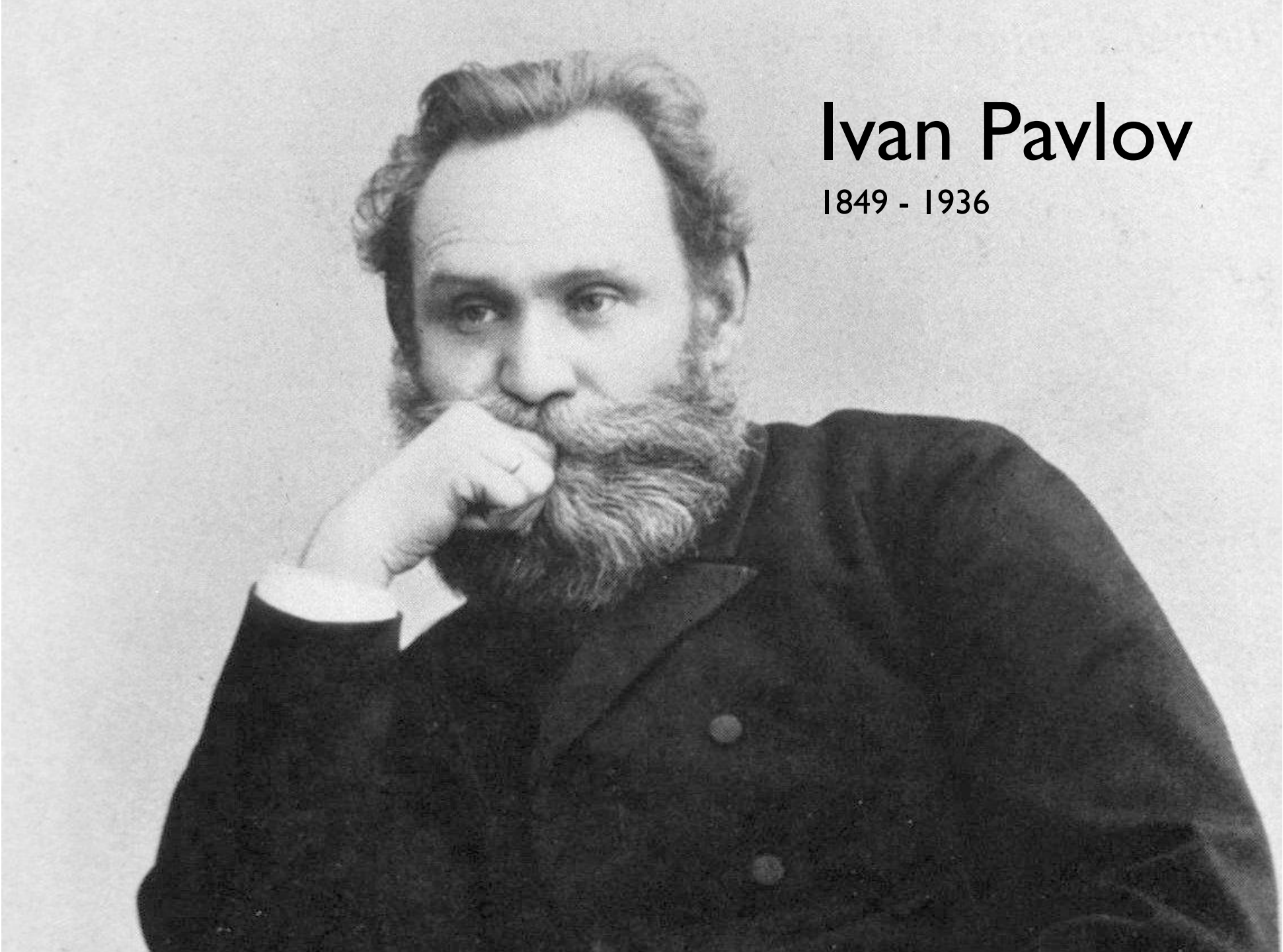
While other formats are growing, live radio still dominates audio listening



Source: JNLR 2022-2 Audio Module (Apr'22 to Jun'22 – 3 mth data)
Base: All 15+ x

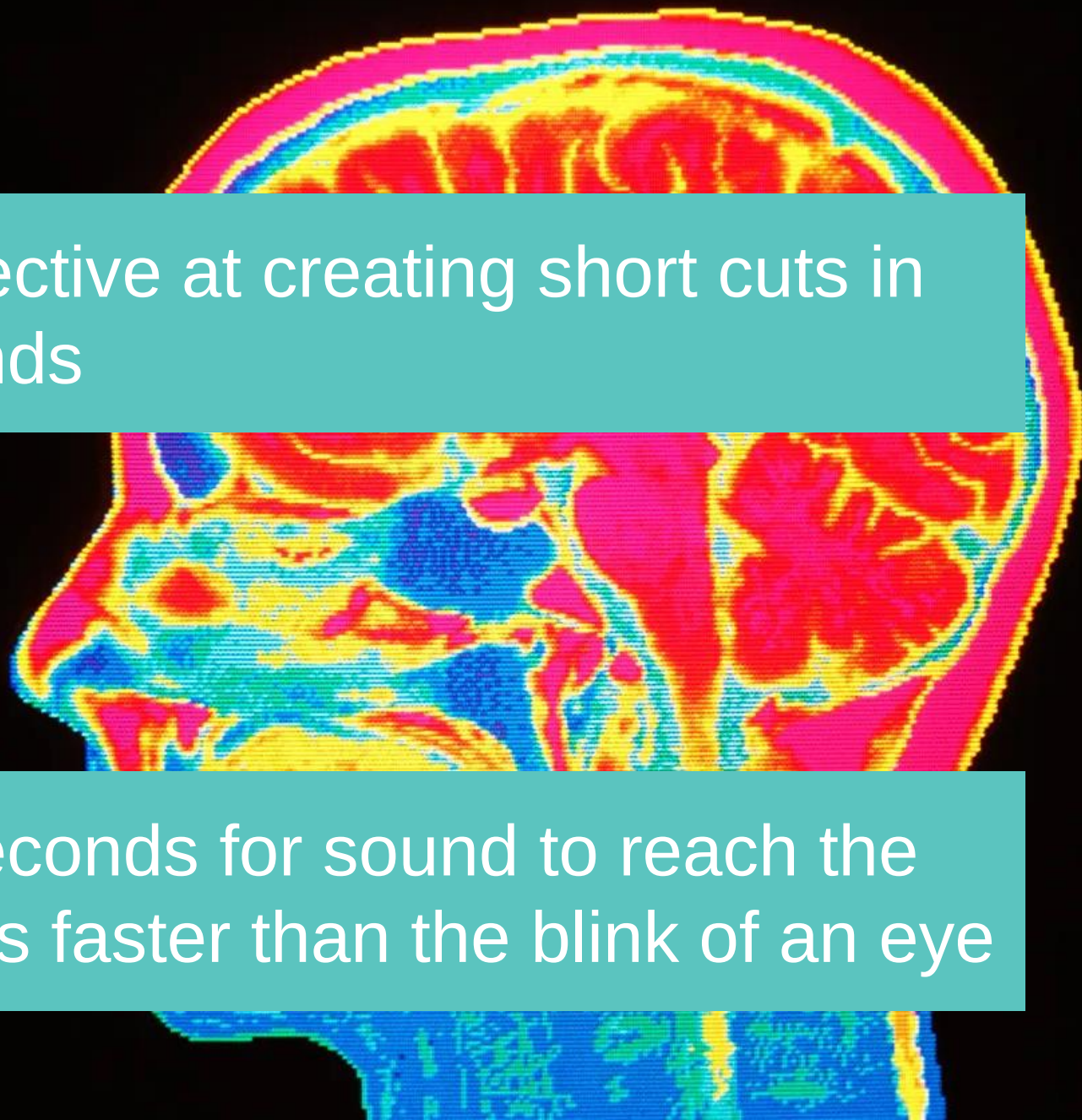
3. The innate power of audio





Ivan Pavlov

1849 - 1936



Radio is so effective at creating short cuts in consumers minds

It takes 0.05 seconds for sound to reach the brain – 10 times faster than the blink of an eye

Composed by Bernard Herrmann

Psycho

1960



Composed by John Williams

Jaws

1975

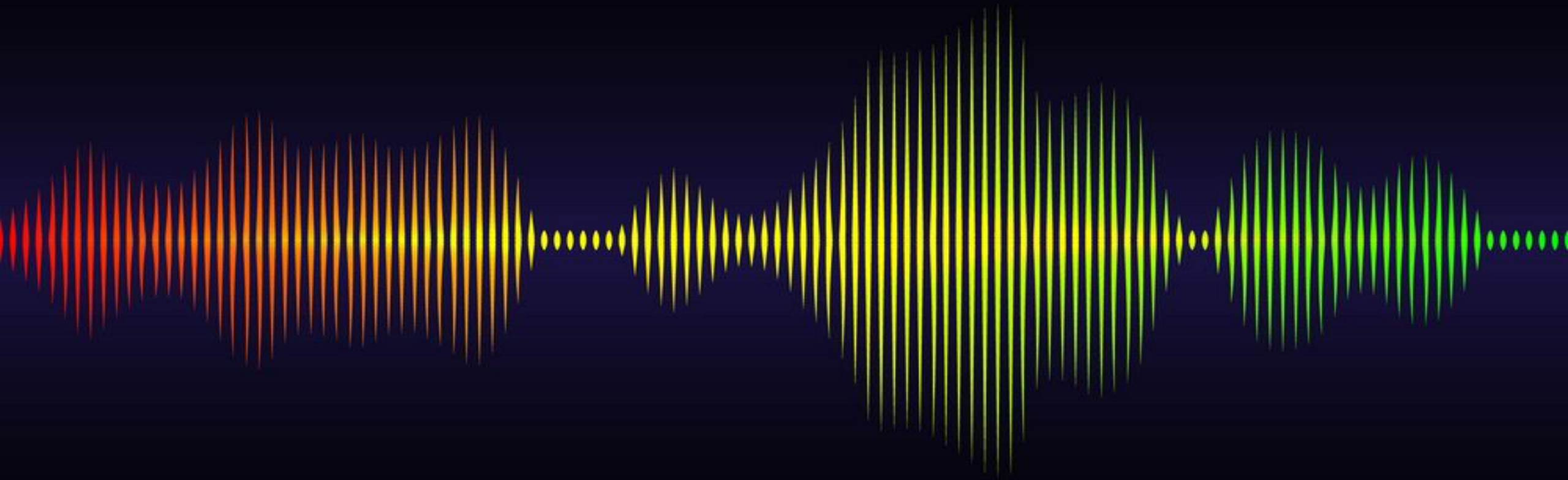




NETFLIX



Brands should harness 'The Power of Audio'





Radio has always been a medium particularly designed for brands



71% of adults say radio is a good way for brands and advertisers to tell me about products and services I might be interested in

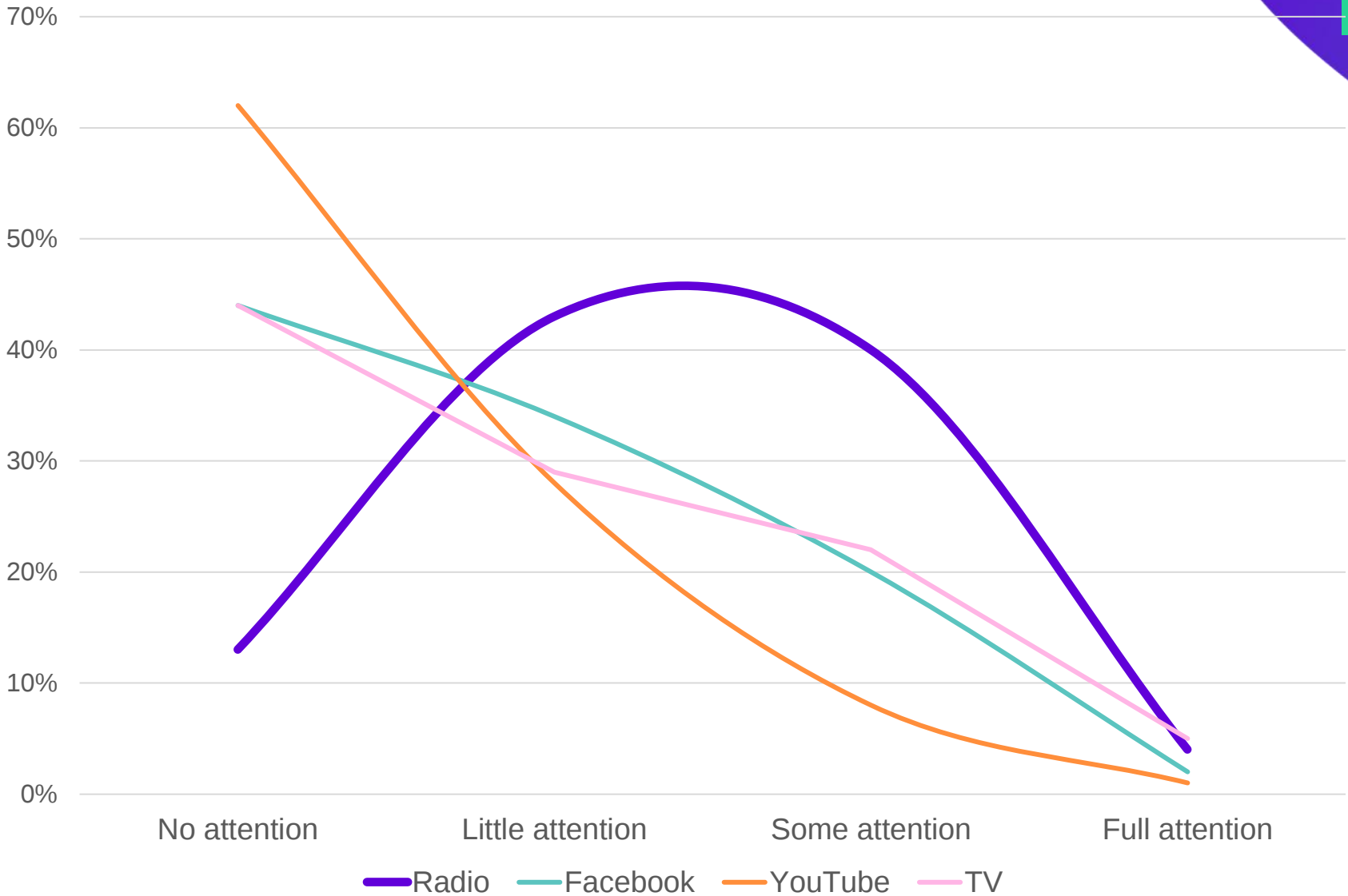
Source: Radiocentre Ireland/Amarach Research April 2022



When asked, people say they pay attention more to radio advertising

When you [consume each medium], what proportion of the ads do you pay attention to? Base: all consumers of each medium

Source: Amárach Survey for Radiocentre Ireland April 22



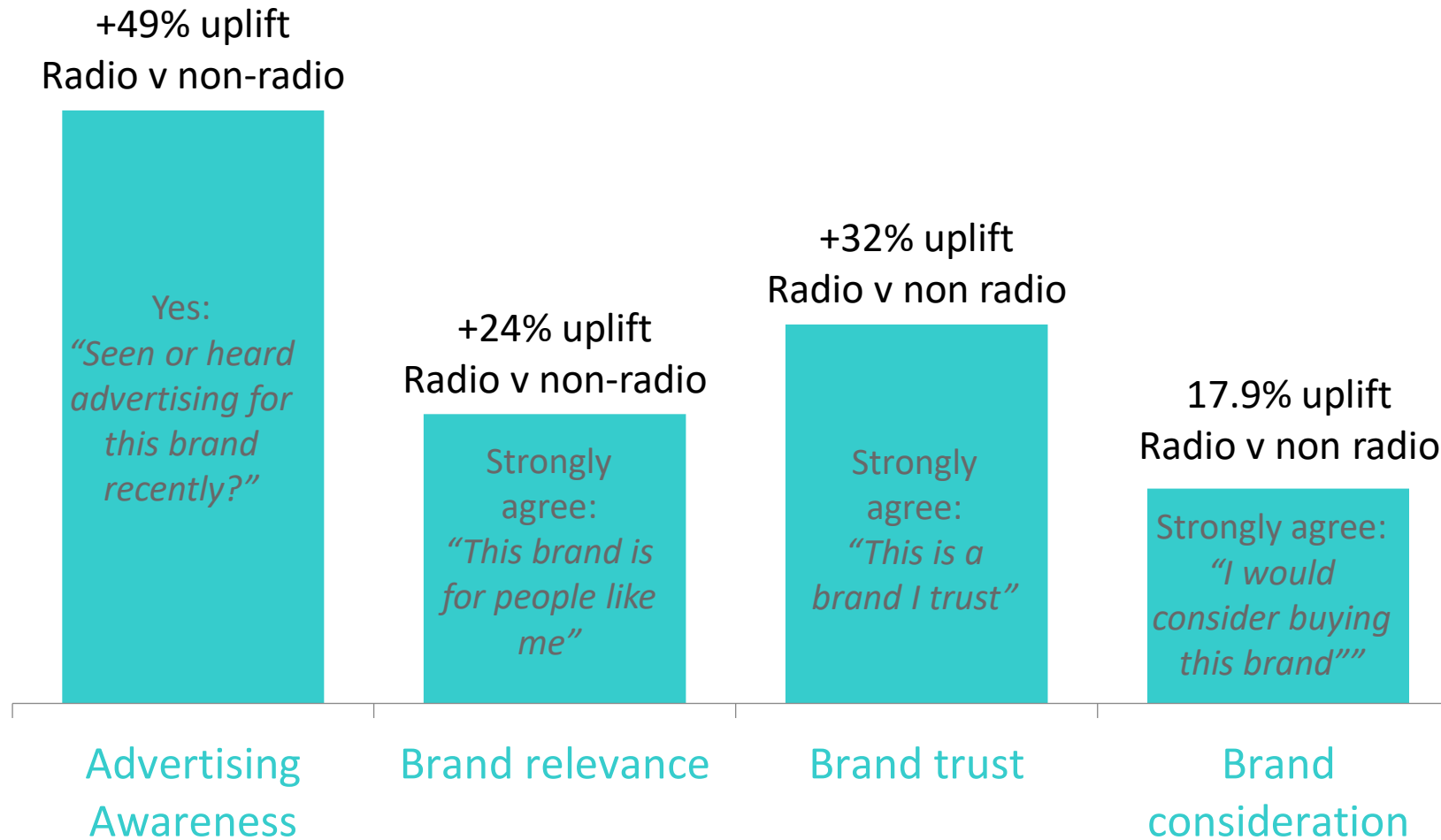


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Amplified
Intelligence

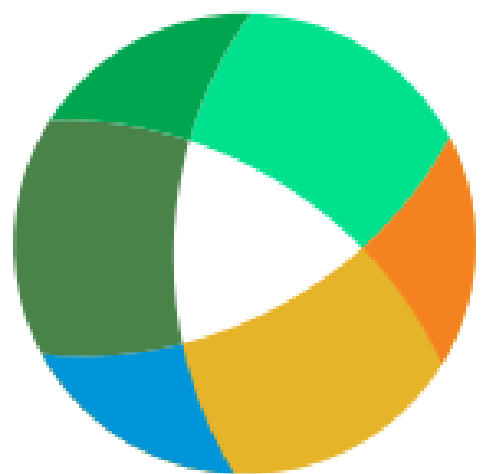
When comparing radio v non radio campaigns, the campaigns on radio enjoyed much higher awareness, relevance and brand trust levels





RADIOCENTRE IRELAND

CampaignFX



ad.value



4. How audio drives website traffic



Research objectives

- The objective of the Radiocentre Ireland research was to provide empirical evidence on the effectiveness of radio in driving business results.
- The ability to measure advertising responses is usually linked to attributable media channels such as Pay Per Click (PPC) platforms like Facebook,
- The primary aim of the research is to establish a concrete, direct link between the transmission of radio ads and responses, both classic very short-term response (within a 0-15 mins post transmission) and longer-term delayed response (15min to 24hrs post-trasmission).

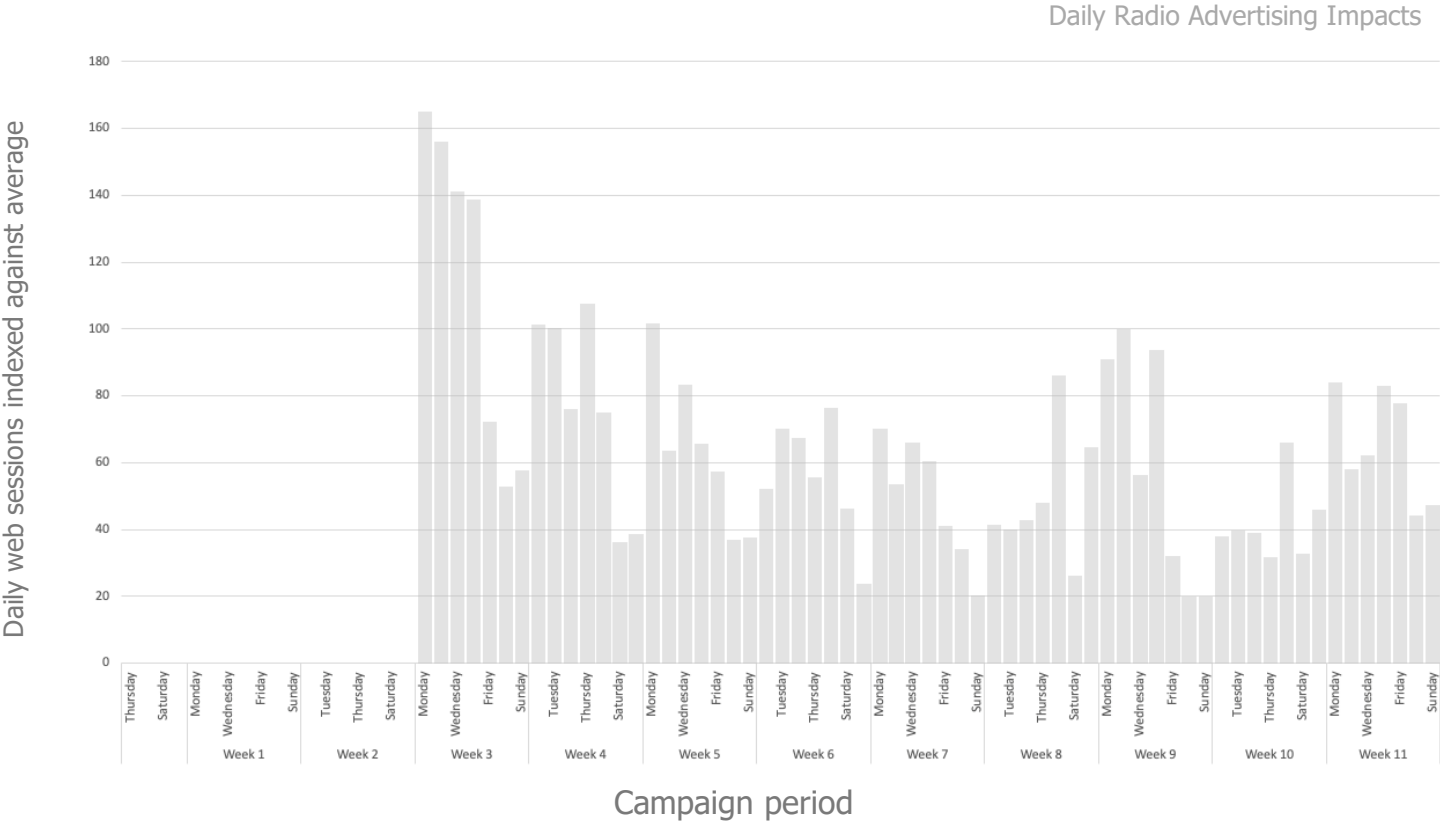
The research measured responses to a Sky TV and Broadband campaign

The screenshot displays the 'Sky Deals' website interface. At the top, there's a navigation bar with 'Filter deals by:' and three buttons: 'Glass', 'TV', and 'TV & Broadband' (which is selected). Below this, the heading 'TV & Broadband Deals' is prominent, followed by the tagline 'Save big on Sky TV and Ultrafast Broadband. All the best entertainment with Sky's best ever WiFi.' Three promotional cards are featured, each with a countdown timer (05 14 27 08 days hrs mins secs) and a 'Get started' button at the bottom.

- Card 1: Sky TV, Ultrafast Broadband & Netflix at no extra cost**
Award winning entertainment and stay connected with super reliable broadband.
INCLUDES €50 GIFT CARD & FREE SET-UP
€50
a month for 12 months
Availability subject to location. Standard pricing applies after 12 months. 12 month minimum term and further terms apply.
- Card 2: Sky TV, Sky Sports & Ultrafast Broadband with Netflix at no extra cost**
Epic Sky TV with all 8 Sky Sports channels & Ultrafast broadband.
INCLUDES €50 GIFT CARD & FREE SET-UP
€65
a month for 6 months
No set-up fees. 12 month minimum term. Availability subject to location. Further terms apply.
- Card 3: Sky Q & Sky Broadband**
100+ free-to-air channels on Sky Q box and download speeds of 500Mbps.
INCLUDES €50 GIFT CARD
€45
a month for 12 months
Availability subject to location. Offer does not include Sky TV subscription. Set-up fees, minimum terms, and further terms apply. For more info see sky.ie/speeds.

- A tactical, offer-led campaign - 'Sky Sale - €38 a month'
- Used a 'Search Sky Sale' call-to-action to drive traffic towards a campaign-specific landing page (see image)

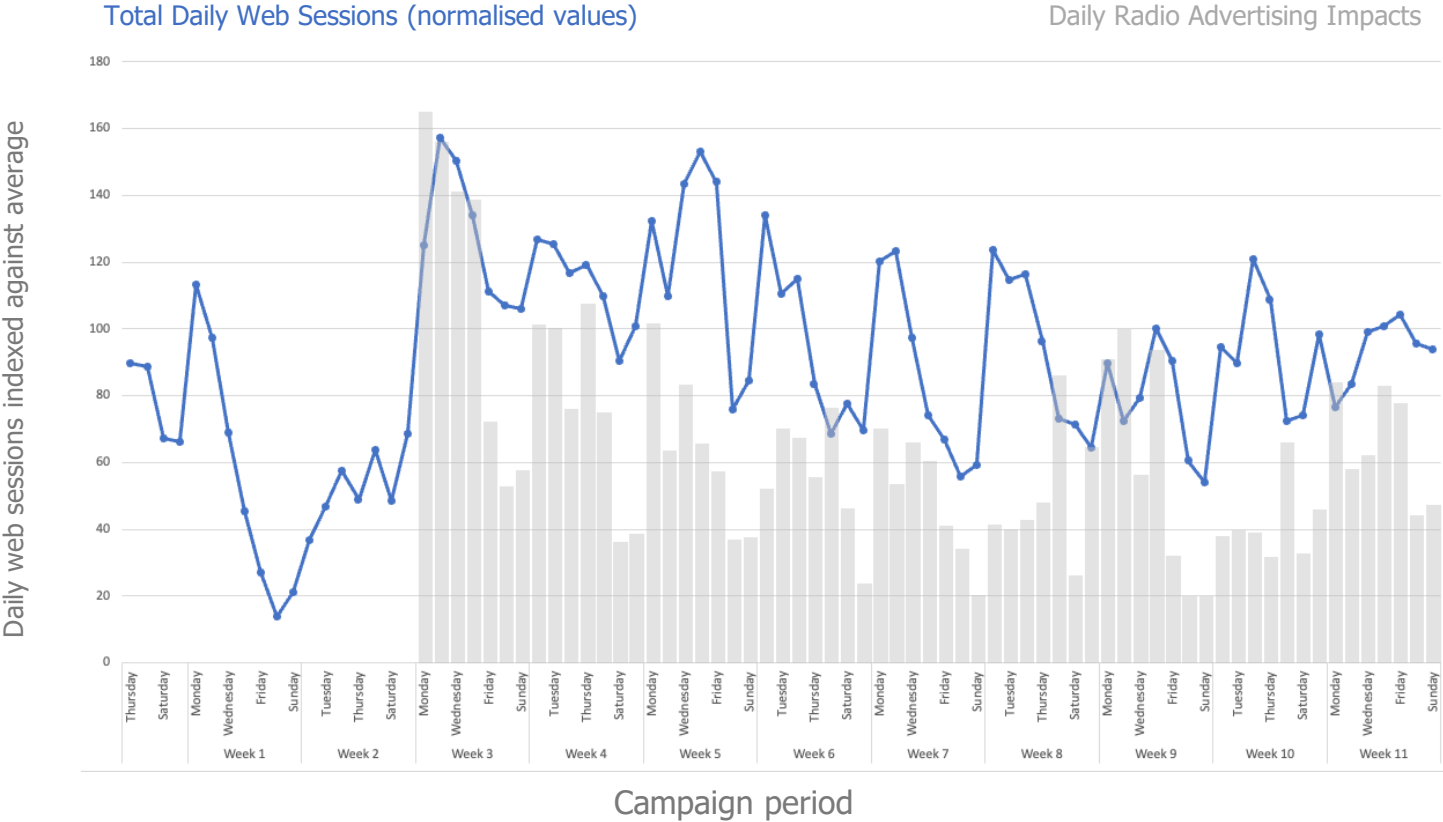
Sky TV & Broadband radio campaign: Total daily website visits



- The campaign ran nationally from 2nd January - 31st March 2023
- Radio spot schedule 1,760 GRPs / 72.1M impacts / 48% share of impacts

Source: Sky Google Analytics / Colourtext 2023

Sky TV & Broadband radio campaign: Total daily website visits

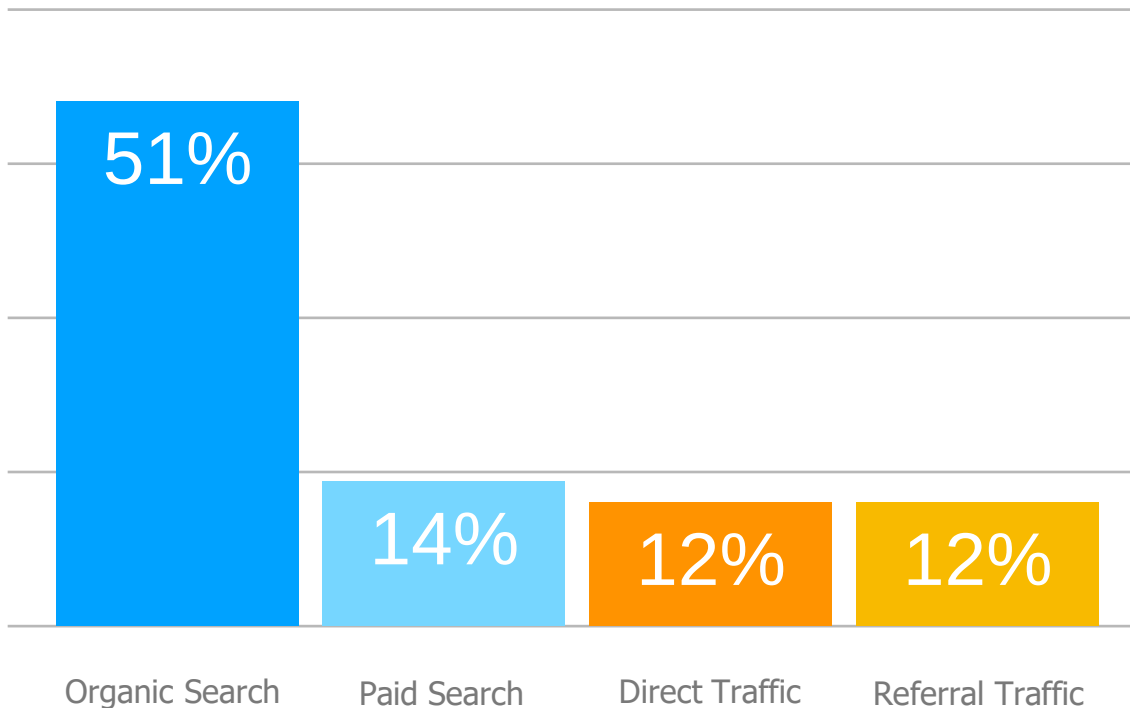


- Web traffic data for the campaign landing page was very kindly provided by Sky’s marketing team via their Google Analytics account

Source: Sky Google Analytics / Colourtext 2023

Radio web response & attribution: Sky TV & Broadband radio campaign

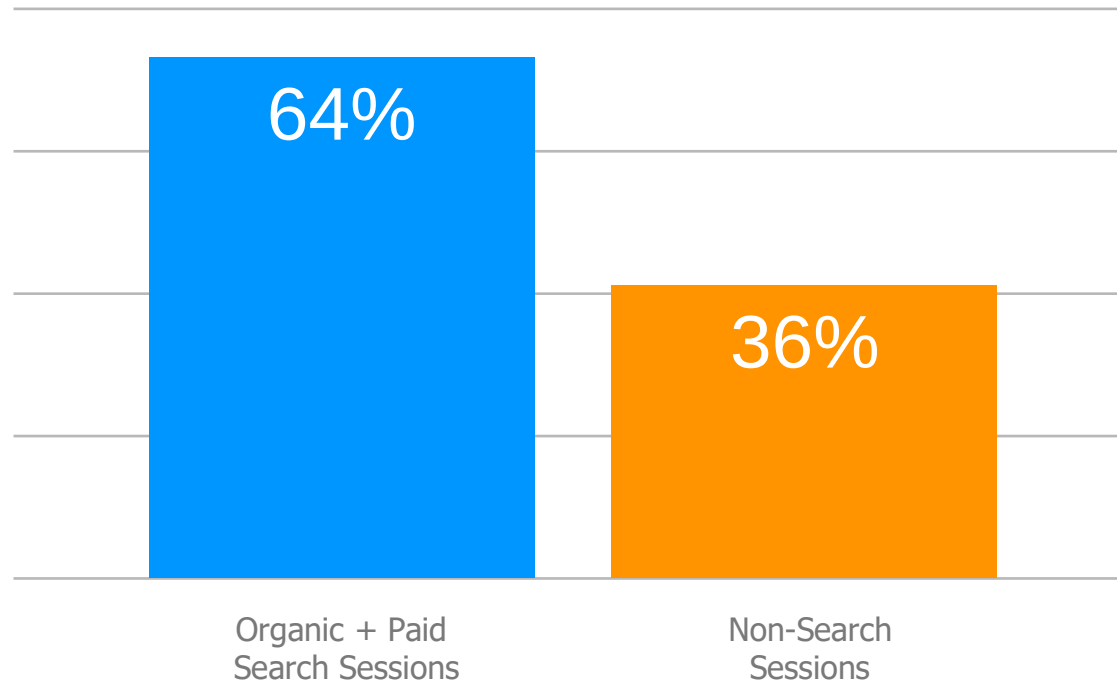
Share (%) of Total Web Sessions by Traffic Source



- We analysed various sources of web traffic to the campaign landing page
- The four main sources were organic search, paid search, direct and referral traffic

Radio web response & attribution: Sky TV & Broadband radio campaign

Share (%) of Total Web Sessions by Traffic Source

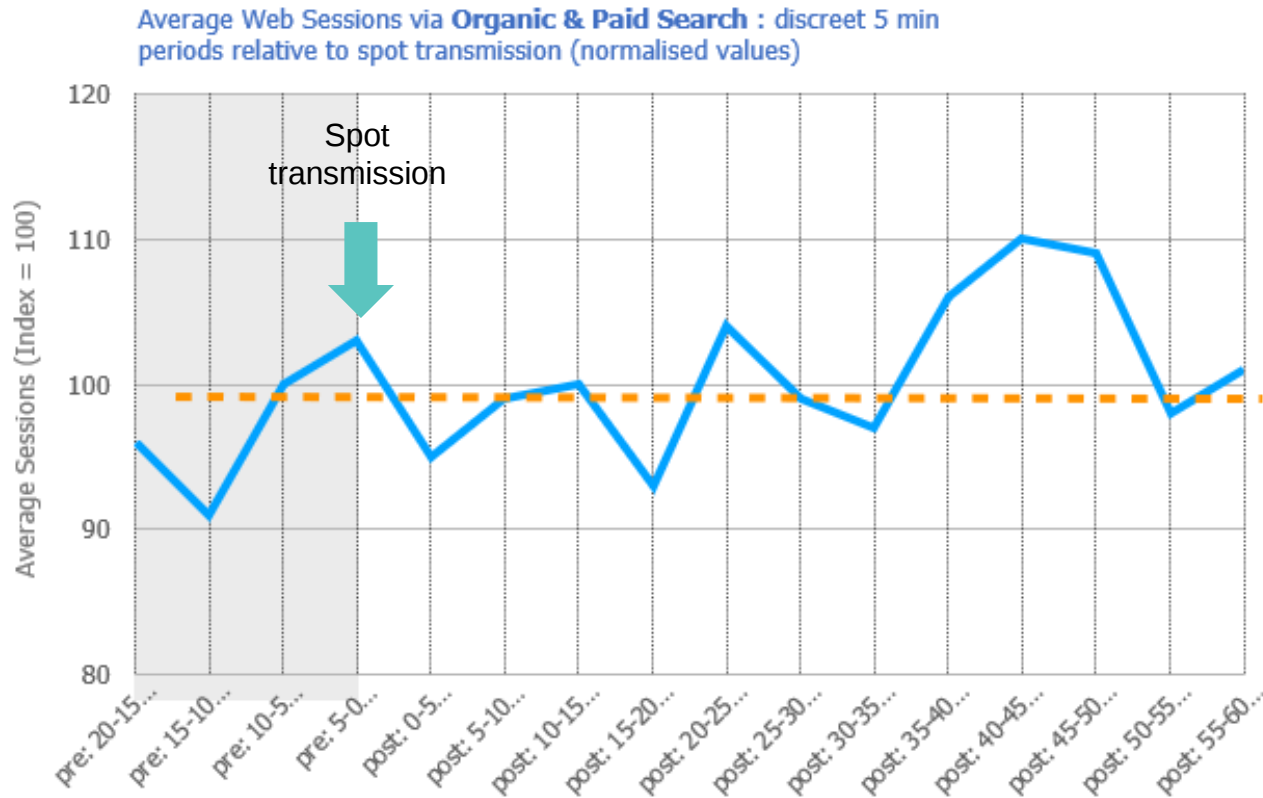


- Organic and Paid Search referrals accounted for almost two-thirds of all traffic to the campaign landing page

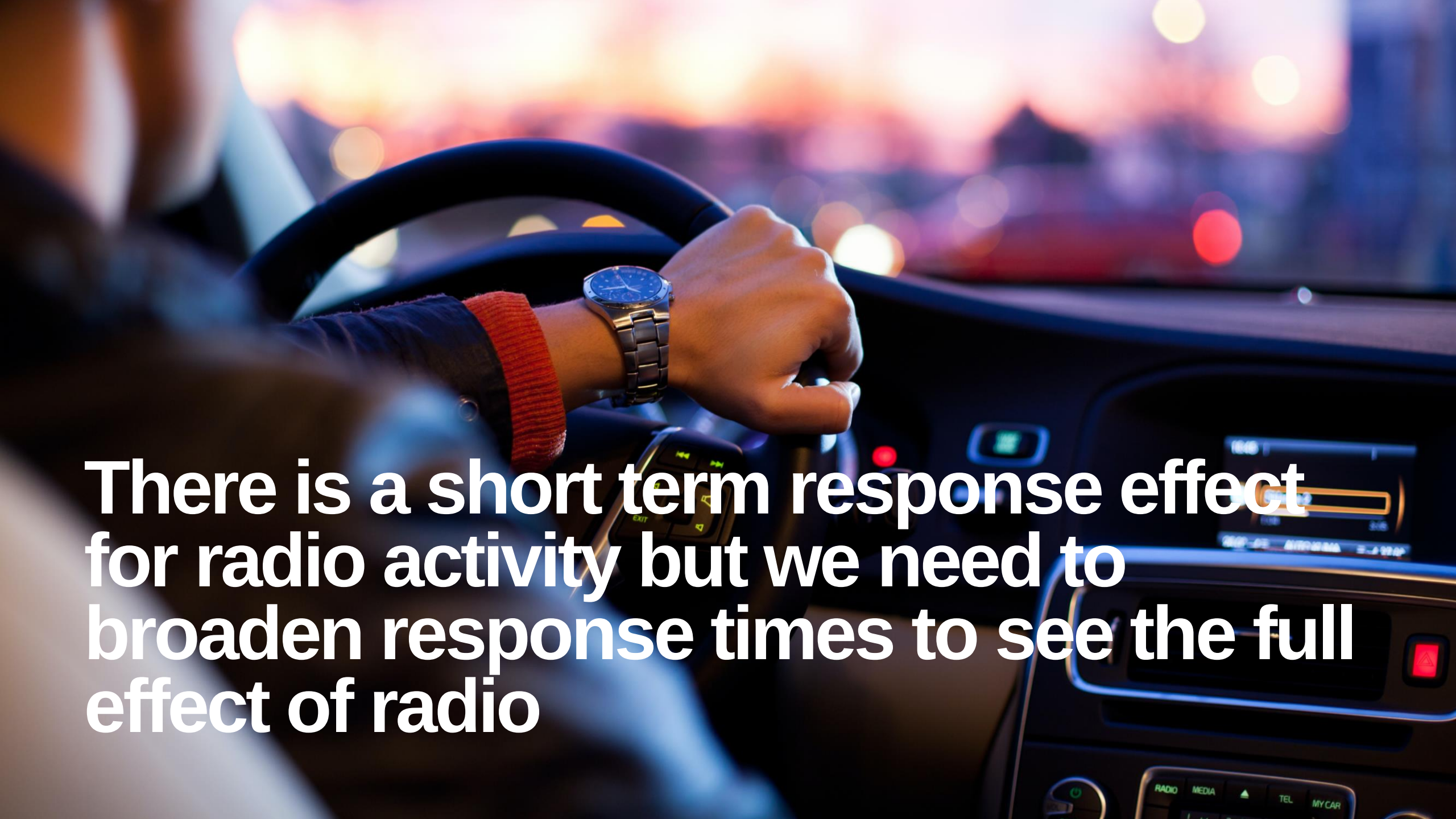


Let's first look at very short term responses (within the first 15 minutes after a spot is transmitted)

The chart below shows the average responses times to a radio spot for every 5 minute interval before and after the Sky TV and Broadband spot is transmitted

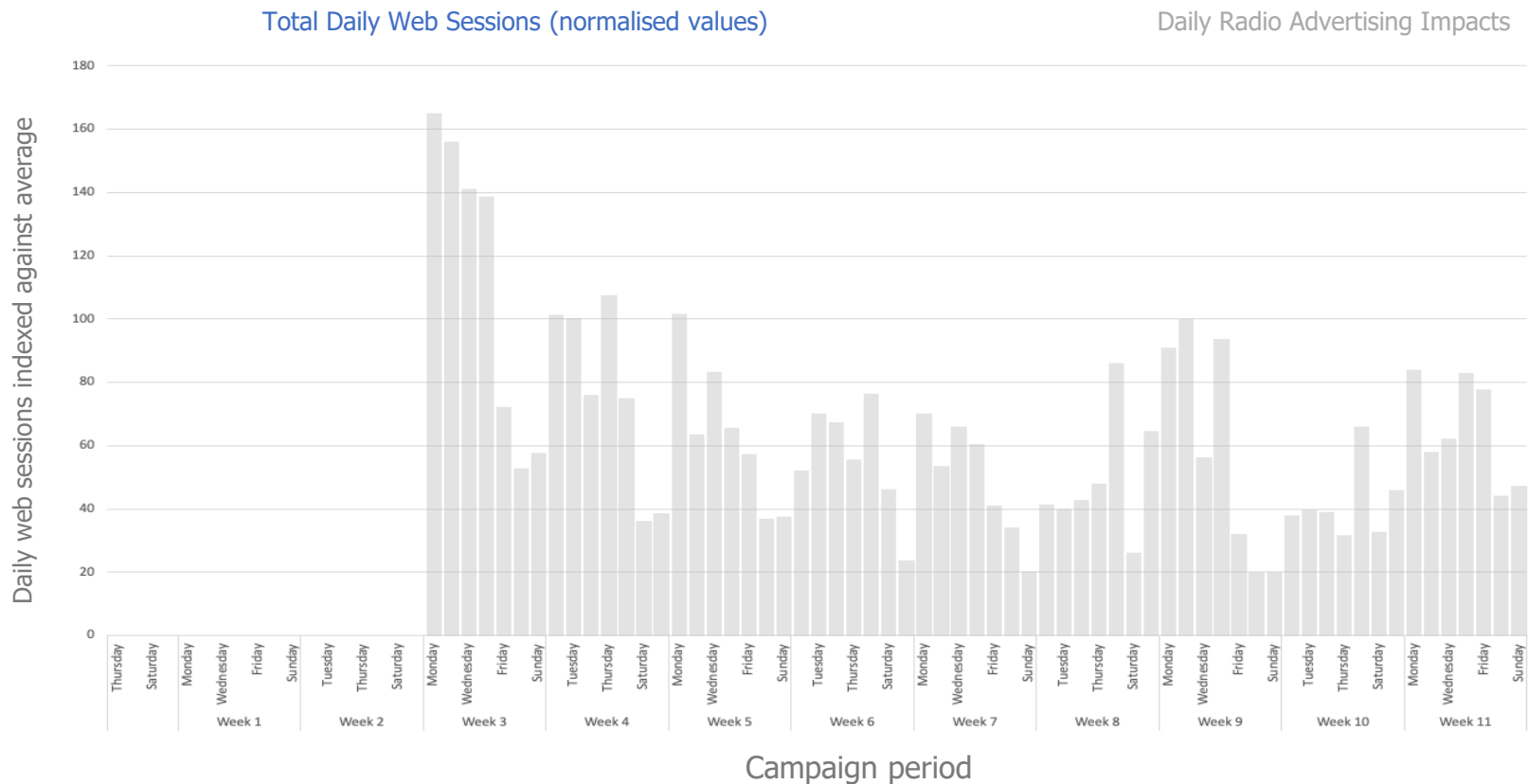


- The results show a positive response 30 minutes after transmission

A close-up, low-angle shot of a person's hands on a car's steering wheel at night. The driver is wearing a dark jacket with a red ribbed cuff and a silver-toned metal watch with a blue dial. The car's interior is dimly lit, with the dashboard and center console visible. The background is a blurred cityscape at night, with warm yellow and orange lights from buildings and streetlights creating a bokeh effect. The text "There is a short term response effect for radio activity but we need to broaden response times to see the full effect of radio" is overlaid in white, bold, sans-serif font across the lower half of the image.

**There is a short term response effect
for radio activity but we need to
broaden response times to see the full
effect of radio**

Sky TV & Broadband radio campaign: Total daily website visits



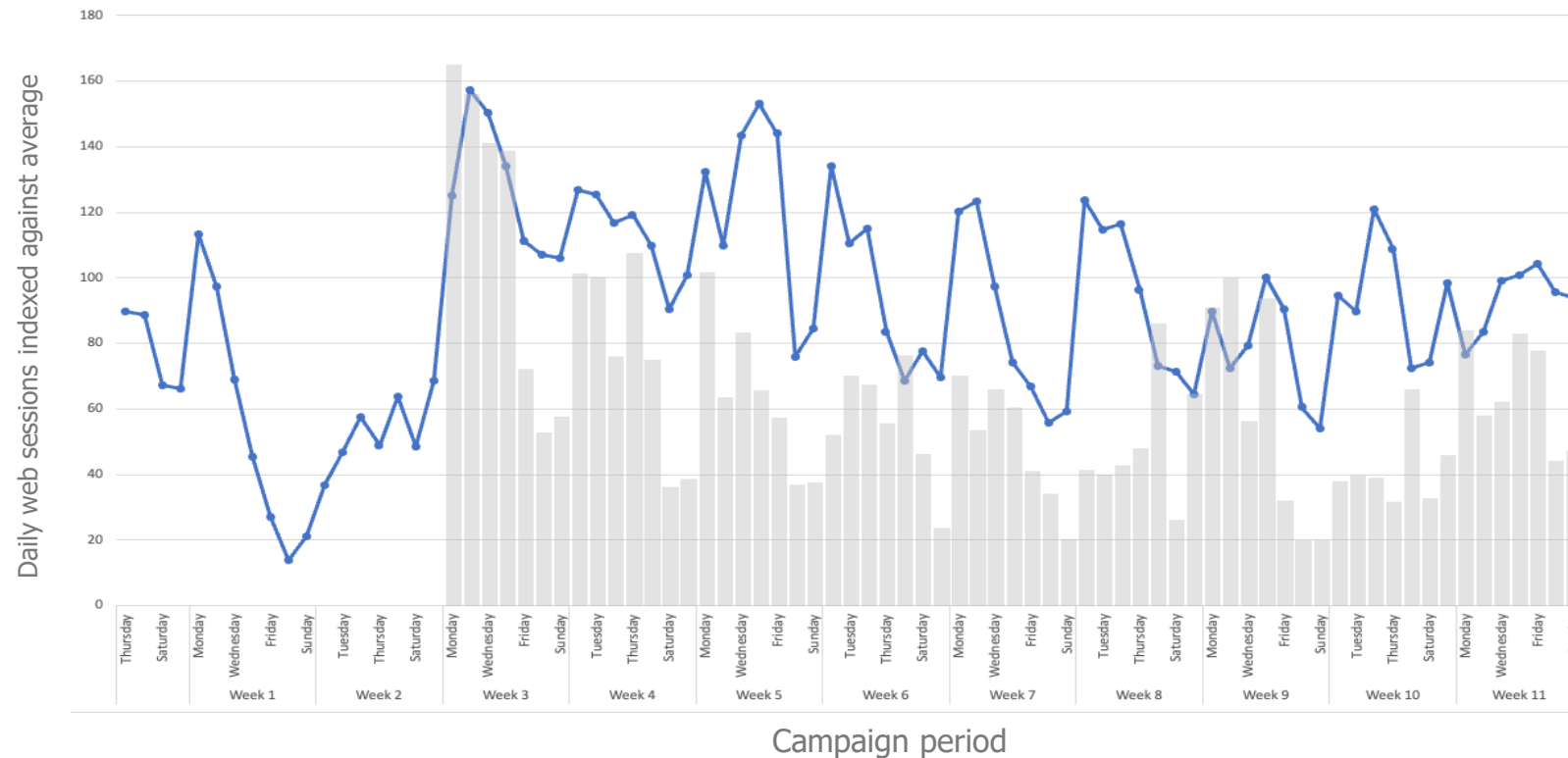
- The picture of radio ad response emerging from the Regression Analysis was entirely different
- We began by comparing the weight of *daily* schedule impacts with the *daily* volume of web traffic

Source: Sky Google Analytics / Colourtext 2023

Sky TV & Broadband radio campaign: Total daily website visits

Total Daily Web Sessions (normalised values)

Daily Radio Advertising Impacts



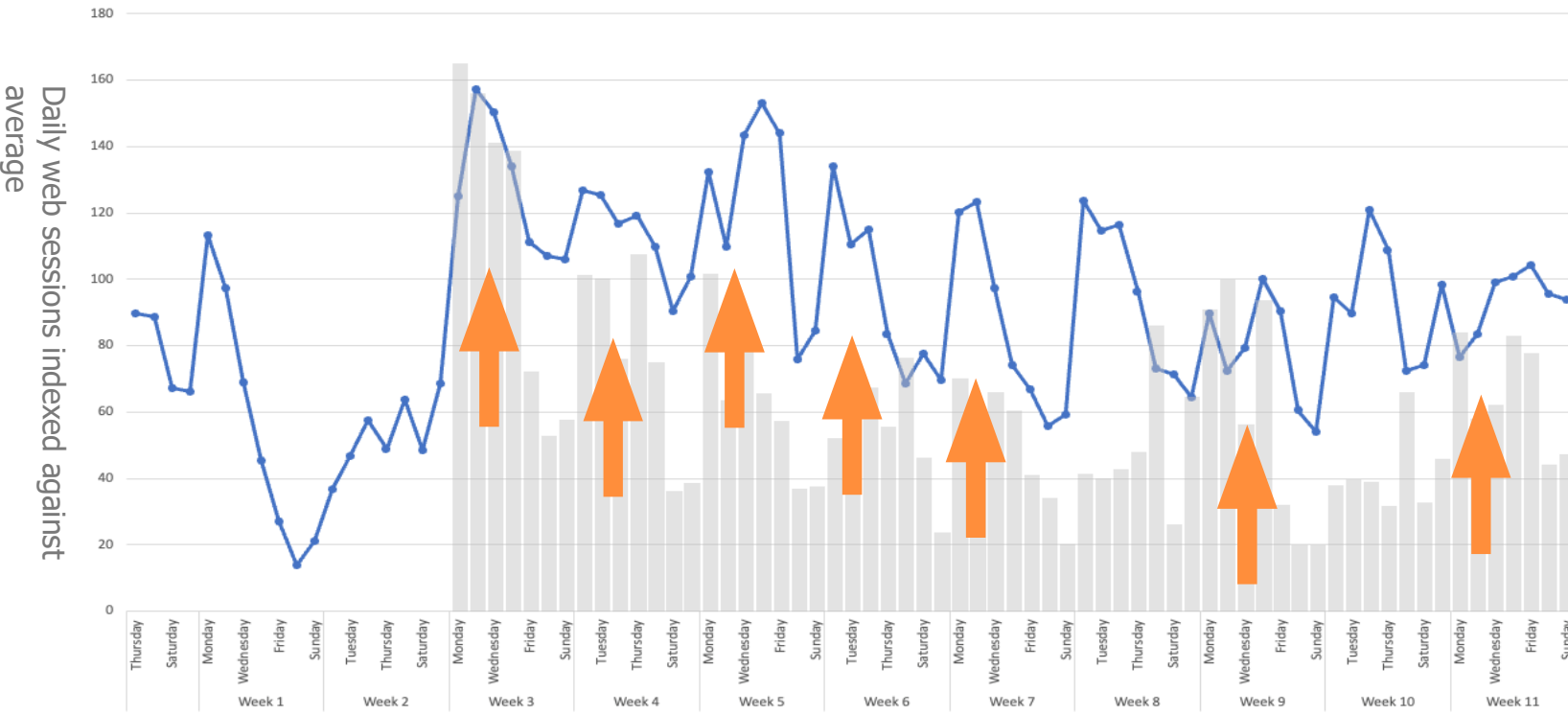
- First results were very encouraging
- We saw an immediate visual fit between all visits to the campaign landing page and the radio schedule lay down

Source: Sky Google Analytics / Colourtext 2023

When you plot daily website visits to the Sky TV and Broadband campaign landing page and daily radio ratings for the campaign, we can see an immediate visual fit

Total Daily Web Sessions (normalised values)

Daily Radio Advertising Impacts



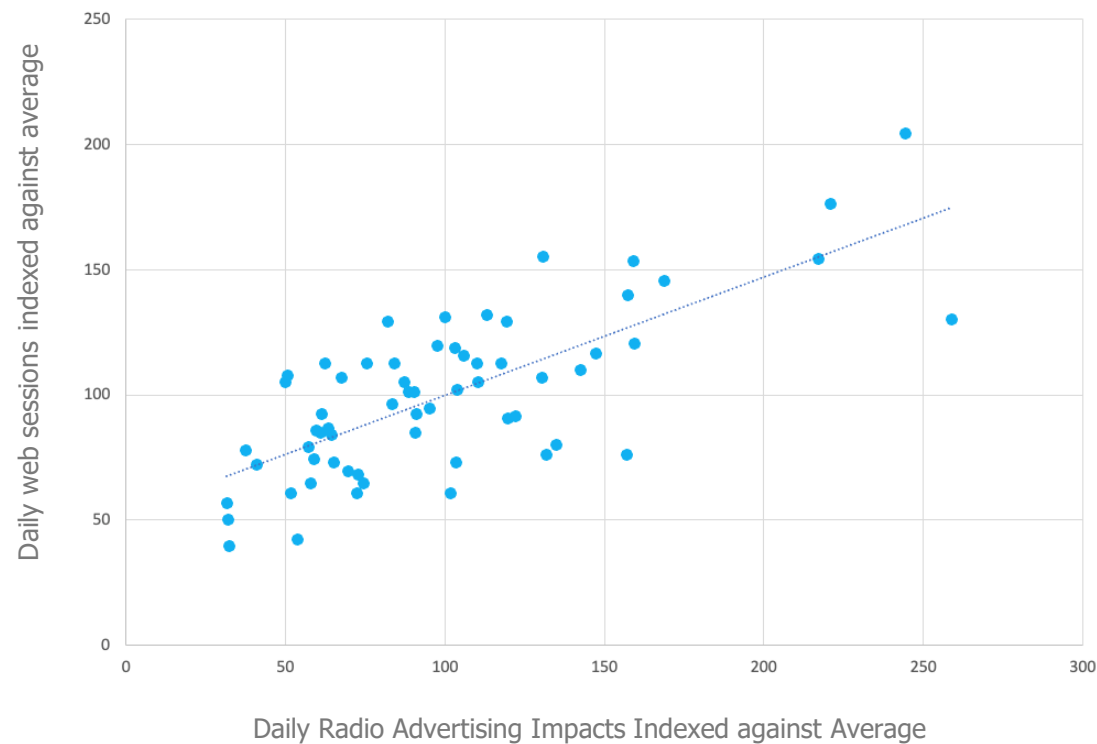
- › The graph shows clearly that as daily ratings go up, so do visits to the Sky TV and Broadband campaign landing page
- › As daily ratings decrease, so also do visits to the Sky TV and Broadband campaign landing page

Source: Sky Google Analytics / Radiocentre Ireland / Colourtext 2023

Sky TV & Broadband radio campaign:

Radio ads stimulate search traffic

Radio Impacts & ALL-Search Daily Web Sessions
 $R^2 = 0.54$ (normalised values)



Source: Sky Google Analytics / Colourtext 2023

54%

54% of the variance in online search visits can be predicted by the volume of daily radio ad impacts

+100k

For each additional 100,000 radio ad impacts scheduled each day...

+6.6%

...the daily search visits to this campaign landing page increased by an average of 6.6%

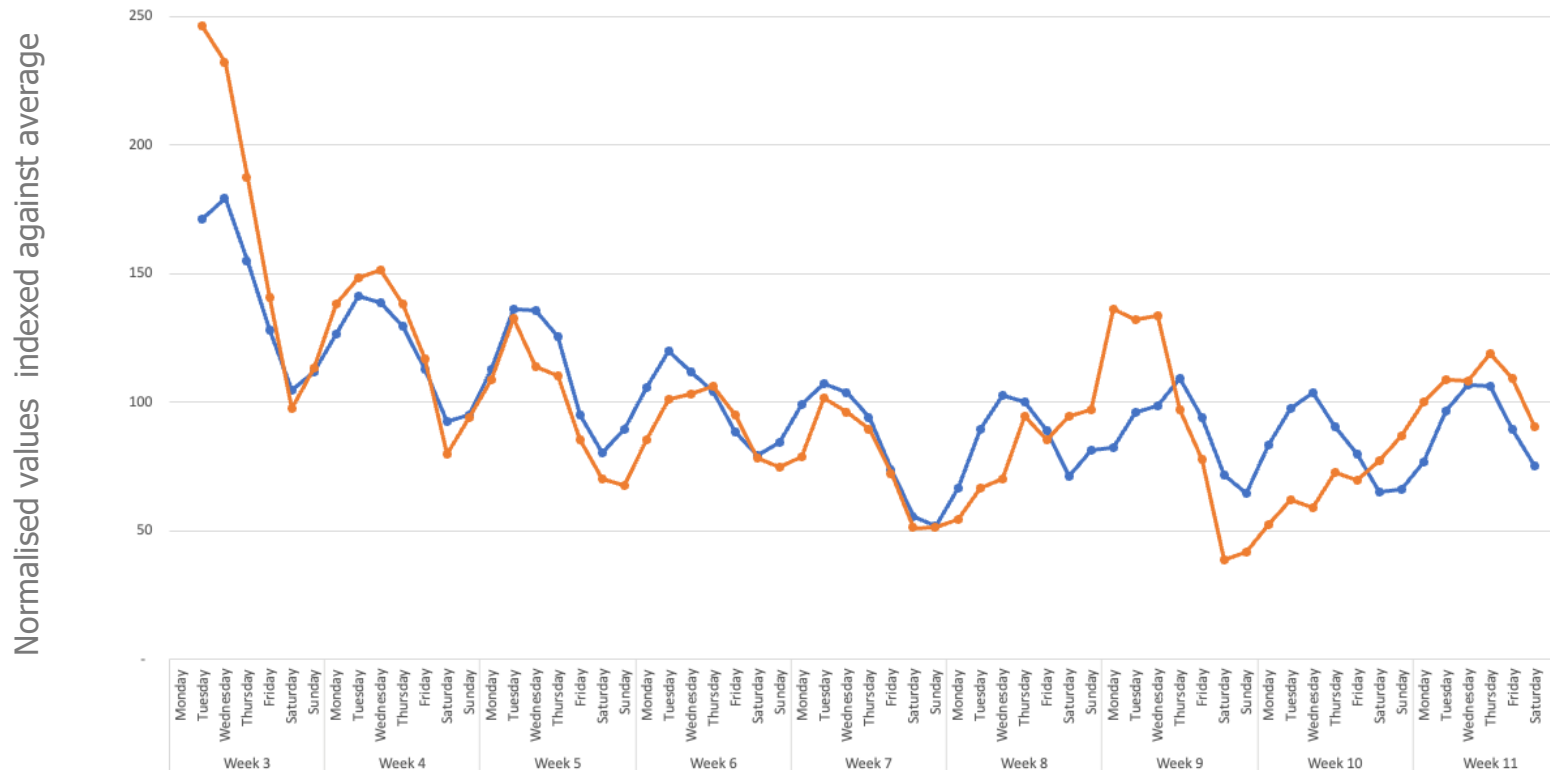
A close-up, low-angle shot of a driver's hands on a steering wheel at night. The driver is wearing a dark jacket with a red ribbed cuff and a silver-toned watch with a blue dial. The steering wheel has green-lit buttons. The dashboard and center console are visible, featuring a digital display showing '10:48' and 'Radio 2'. The background is a blurred cityscape with warm, bokeh-style light spots from streetlights and buildings.

What happens if we widen the response window a little further?

When you compare a 3 day moving average of daily radio ratings and website visits for the Sky campaign, the lines are almost identical

Organic & Paid Search Referrals (3-day moving average / normalised values)

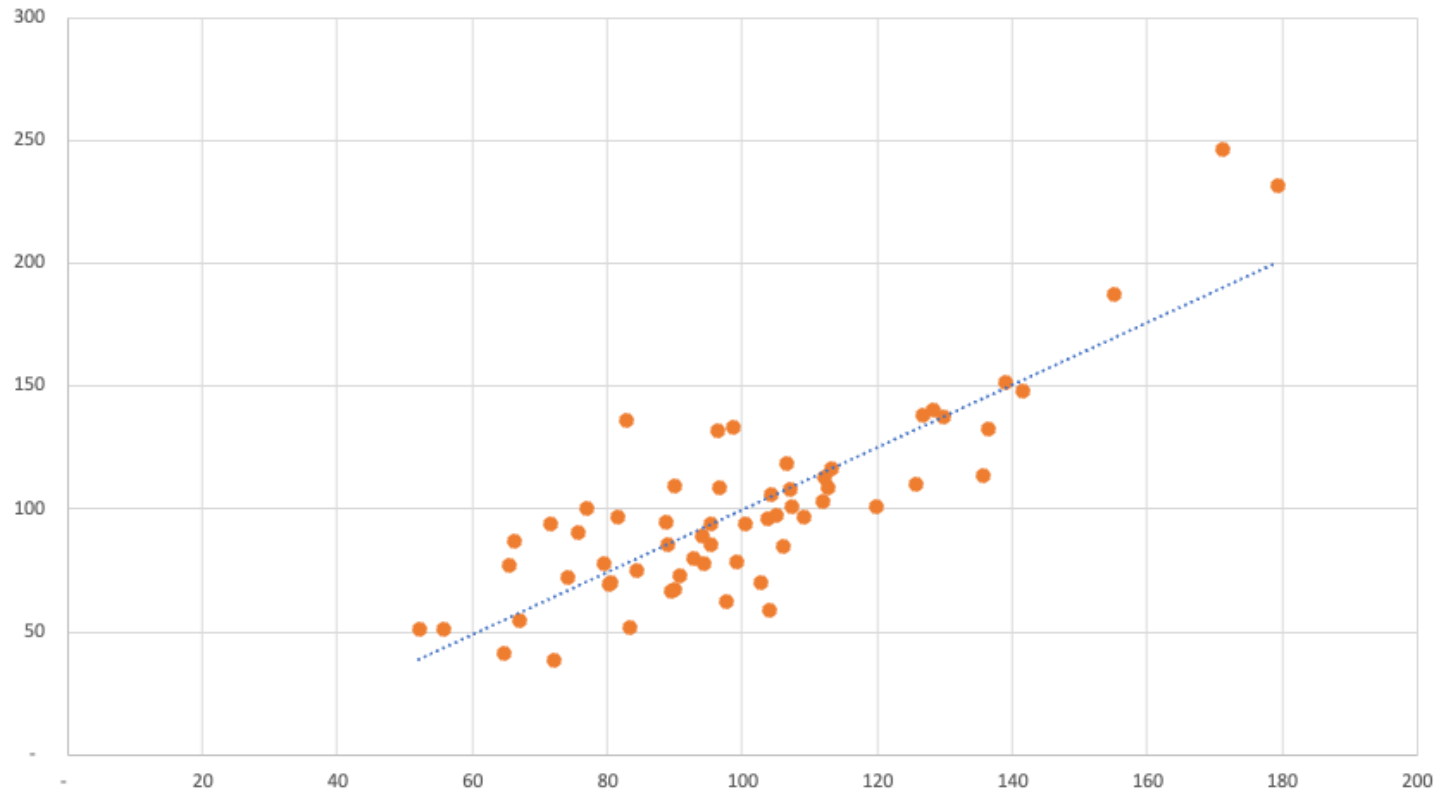
Daily Radio Impacts (3-day moving average / normalised values)



- You can predict how many visits the campaign landing page will receive by the amount of daily radio ratings bought for the Sky TV and Broadband campaign

The relationship between radio impacts and online search referrals becomes even stronger when we use a 3-day moving average baseline attribution periods

x = Radio impacts / y = Search Referrals (3-day moving average)
 $R^2 = 0.72$



Using regression analysis to measure the relationship between daily radio ratings and website visits for the Sky campaign, we can make very clear predictions

72%

- 72% the increase in website visits to the Sky TV and Broadband campaign were predicted by the daily radio ratings that were bought for the Sky campaign.

24/72

- This shows that radio ad response tends to be delayed, and an advertiser will see the real impact of their radio campaign over a 24-72hr period.

Halo

- This is called the radio advertising 'Attribution Halo'.

Key findings

- Very short term response (within 15 minutes) measurement do not pick up on the strength of the relationship between radio ratings and responses such as website visits.
- Due to the often passive and secondary nature of radio listening, radio effects manifest as ad responses over a longer period after exposure
- There is huge opportunity cost suffered by advertisers who might have mis-evaluated the performance of their radio activity by purely focussing on very short term responses to their activity. It is only the tip of the iceberg as many responses to a radio commercial occur between 24 to 72 hours after transmission.

5. Digital audio allows brands to be contextually relevant



Audio advertising is unique in that it can be heard as intended when people are doing other things.

A decorative orange wavy shape is located in the bottom right corner of the slide.

Digital audio is about the ability to communicate in an intimate one-to-one environment but with all the tracking, targeting, behavioural and contextual opportunities that you get from visual digital activity



Location



Age



Device



Gender



Contextual



Behavioural

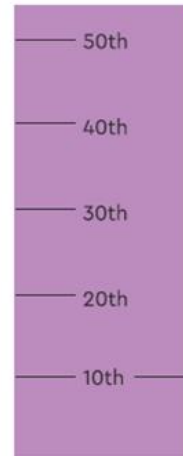
28% uplift in long term memory for brands heard in a relevant context to the task the listener was doing

28%

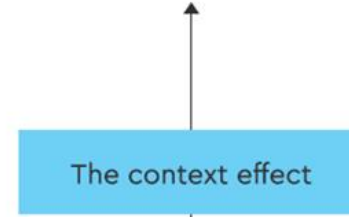
Stronger branding in long term memory



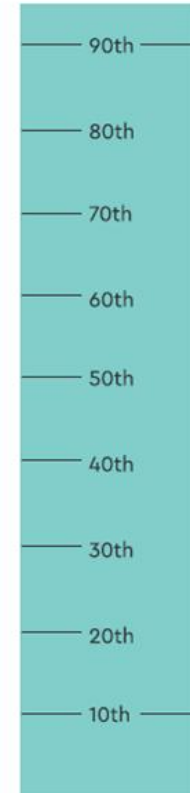
53rd



*Test brand average heard in
NON-RELEVANT context*



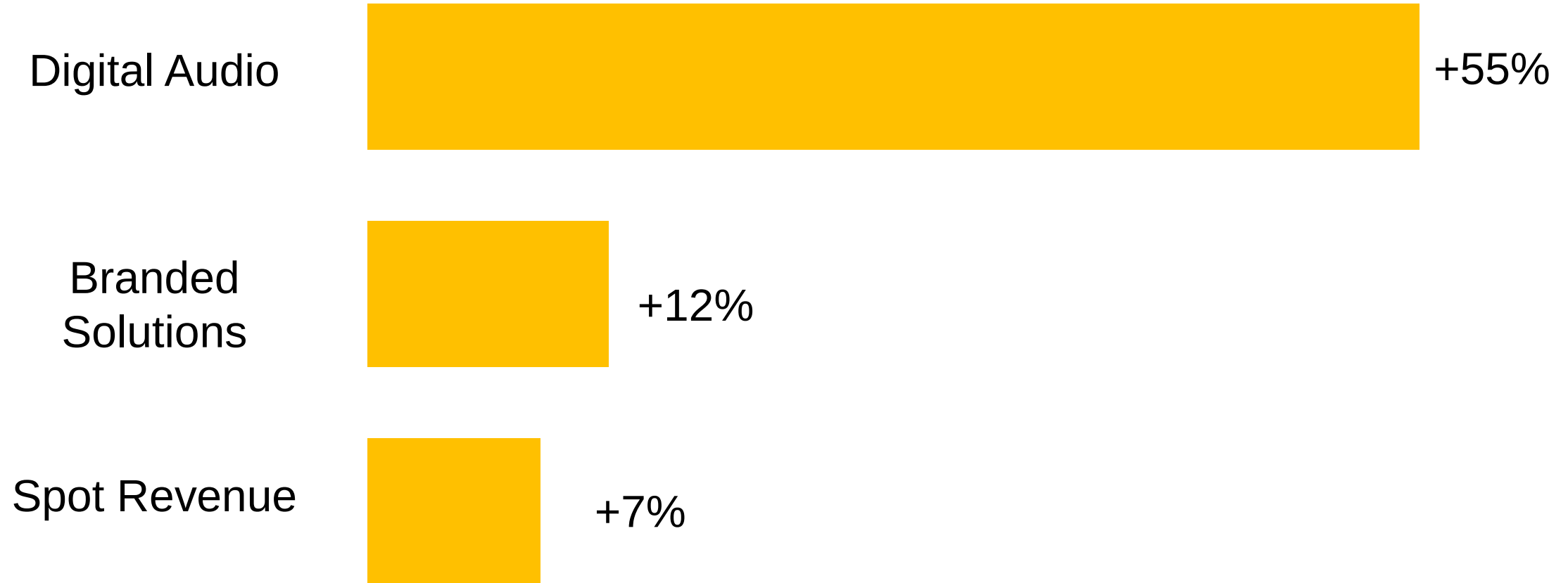
94th



*Test brand average heard in
RELEVANT context*

Advertisers are investing in digital audio

Revenue Growth 2002 v 2021



But there are challenges around audience measurement



The collage features several items:

- Newspaper Clippings:**
 - THE AUSTRALIAN BUSINESS REVIEW** (Monday, June 5, 2023): "Radio ratings firm GfK's new Radio 360 data set to launch".
 - REDTECH**: "CRA's Radio 360° goes live".
 - CRA's Ford Ennals on analysing streaming listening for the first time** (By Jason Pollock | 9 June 2023).
 - AdNews**: "The evolution of radio measurement".
 - AdNews**: "The biggest advance in audio measurement in 70 years lands tomorrow".
- Website Screenshots:**
 - Radio 360 Survey 3**: "Radio 360 Survey 3 shows radio listening and streaming still growing".
 - Radio 360**: "TAKE A 360 VIEW" and "NEW HYBRID MEASUREMENT SYSTEM".
 - AdNews**: "THE EVOLUTION OF RADIO MEASUREMENT".
 - Radio 360**: "Connecting Australians as they move" and "carsales mediachouse".
 - Radio 360**: "How the new Radio 360 ratings model works and why it matters".
 - Radio 360**: "The biggest advance in audio measurement in 70 years lands tomorrow".
- Graphics and Photos:**
 - A portrait of a woman with blonde hair and glasses.
 - A photo of two people at a radio awards ceremony.
 - A graphic showing "TAKE A 360 VIEW" with a circular arrow.
 - A graphic showing "THE BIGGEST ADVANCE IN AUDIO MEASUREMENT IN 70 YEARS LANDS TOMORROW" with a globe and a smartphone.
 - A graphic showing "CRA | RADIO 360" with a circular arrow.
 - A graphic showing "AdNews" with a circular arrow.
 - A graphic showing "Radio 360" with a circular arrow.
 - A graphic showing "Radio 360" with a circular arrow.

Summary

-  We are in the middle of a “sonic boom”.
-  But there are many challenges ahead.
-  Radiocentre Ireland is here to help in any way.



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