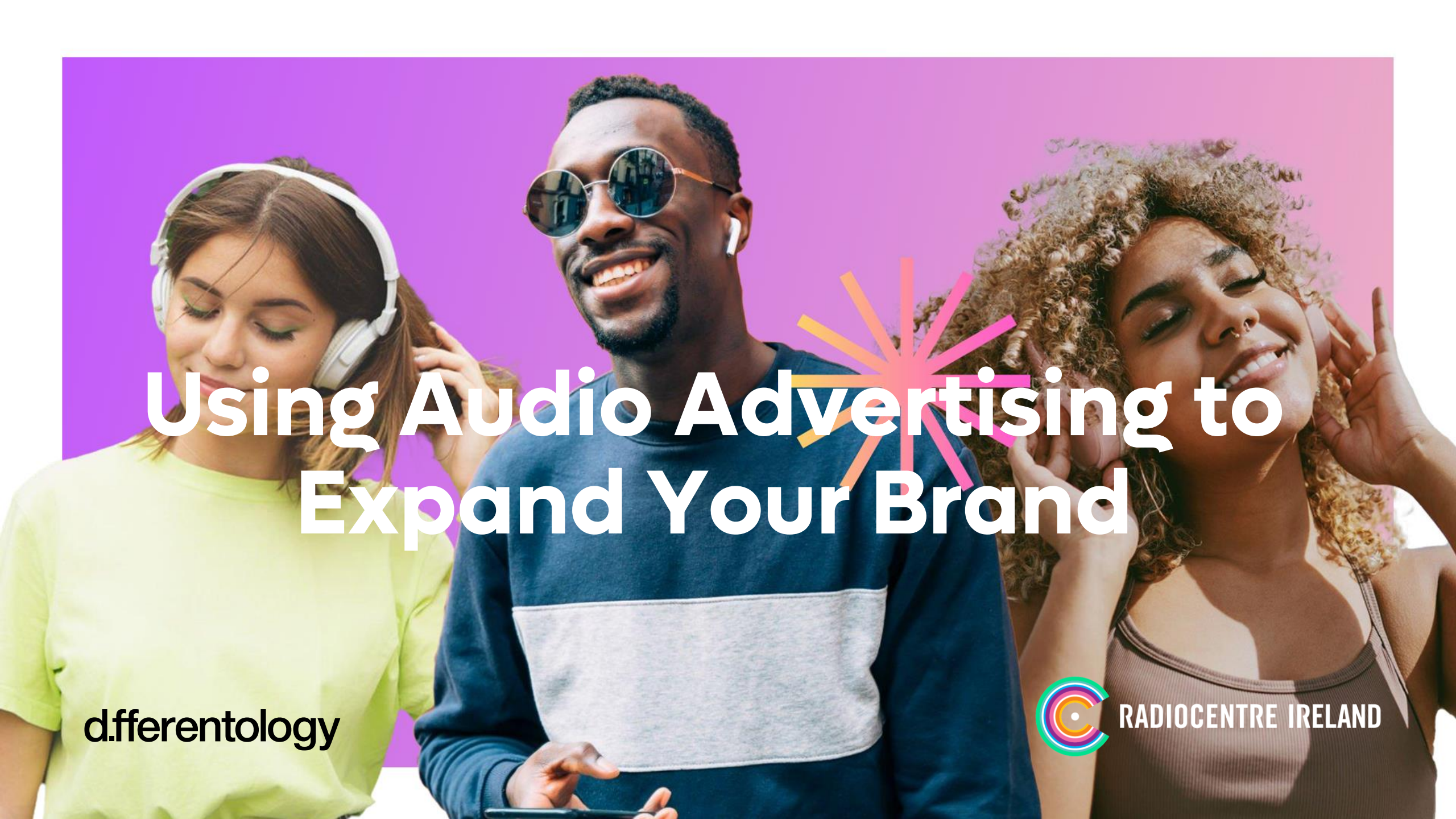




Using Audio Advertising to Expand Your Brand

d.fferentology



RADIOCENTRE IRELAND

Objectives

- 1 Investigate audio advertising as a driver of strategic brand growth
- 2 Can audio advertising be used to increase the mental availability of brands?



**Our Study built on the
framework outlined
in How Brands Grow**



Byron Sharp Theory

- 1 Brands that easily spring to mind largely determine what we buy
- 2 A larger network of memory associations leads to greater chance of purchase



Defining Category Entry Points

Category Entry Points (CEPs) are the cues that category buyers use to access their memories when faced with a buying situation and can include any internal cues (e.g., motives, emotions) and external cues (e.g., location, time of day) that affect any buying situation.

Source: Ehrenberg-Bass Institute for Marketing Science





Category Entry Points: Soft drinks

Refreshing

For having fun with friends

Give energy

Cool

Tastes great

Worth the cost

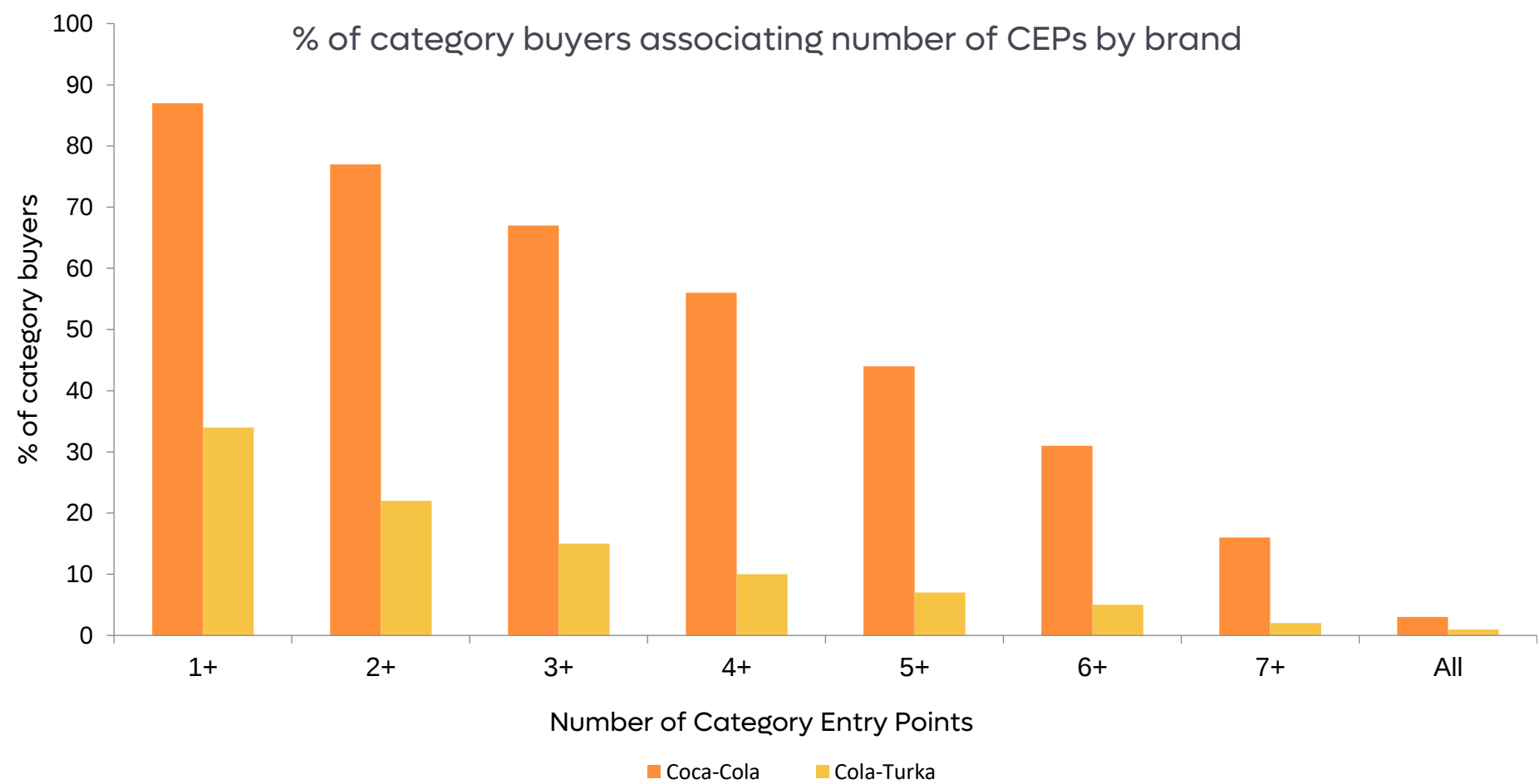
To have with food

Authentic

For times with family

To drink at work

Large brands are linked to a broader range of CEPs than smaller brands



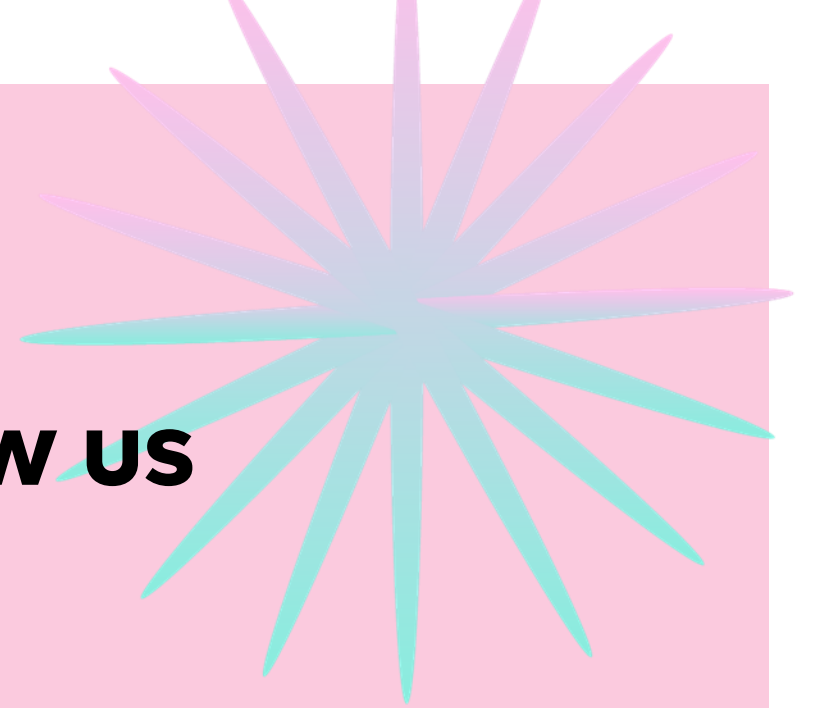
Source: How Brands Grow Part 2



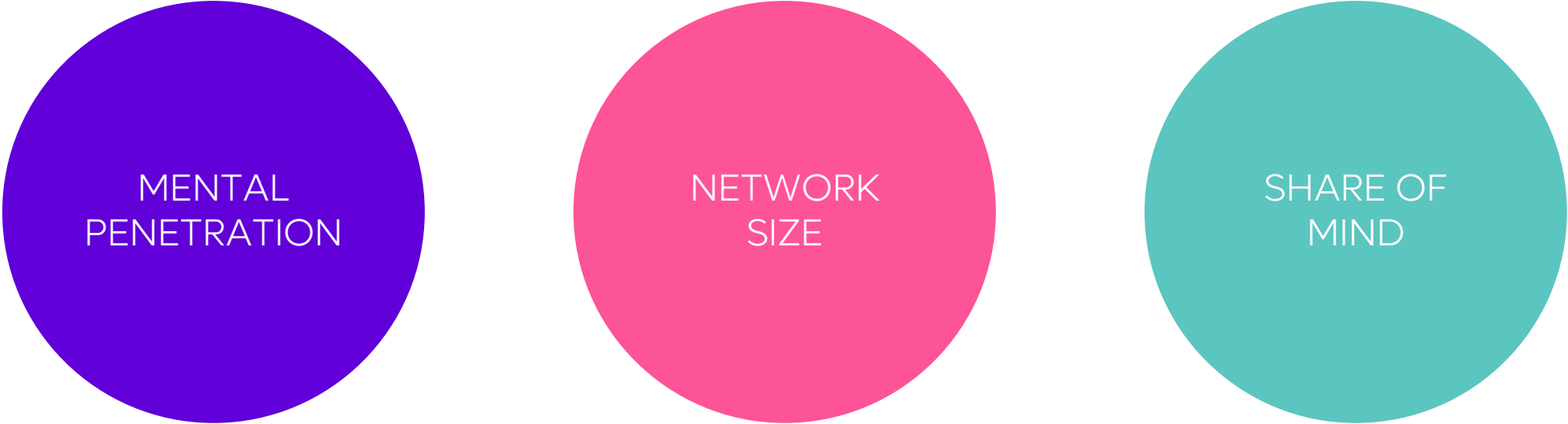


**Category Entry Points allow us
to assess the strength of a
brand through a range of
measures...**

**...and allow us to look at it
relative to its competitors**



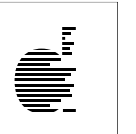
3 key metrics, all based on CEPs



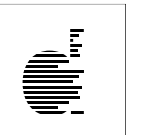
MENTAL
PENETRATION

NETWORK
SIZE

SHARE OF
MIND



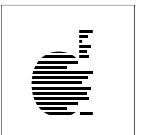
To begin, we conducted interviews with Expert Planners to define relevant Category Entry Points

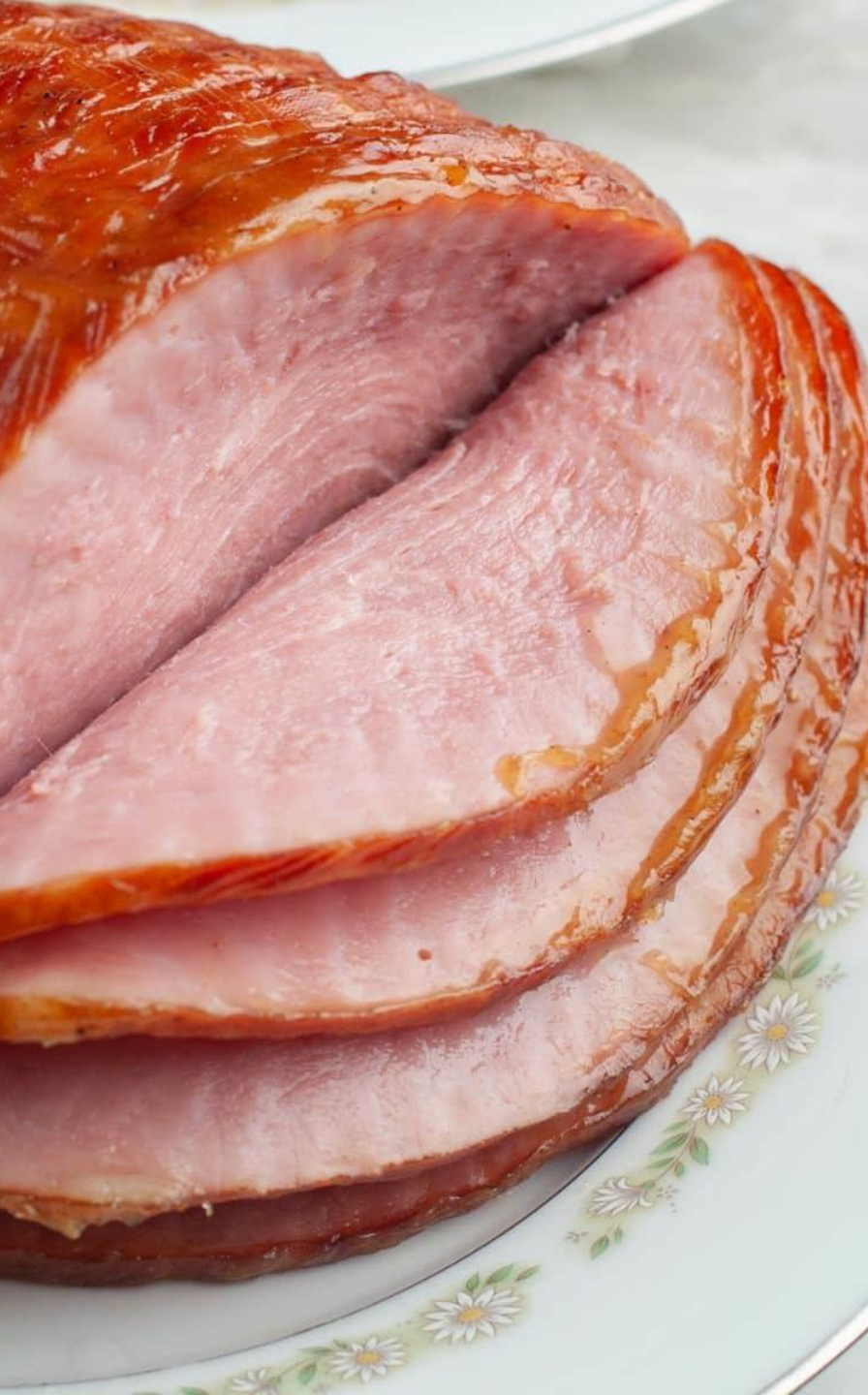




Laundry Detergent

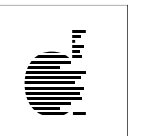
1. Softness & protection
2. Part of routine
3. Great cleaning results
4. Preparation for guests visiting
5. Caring for the household
6. Long-lasting freshness
7. Luxurious feeling
8. Environmentally friendly
9. Single / multi-purpose





Ham/Processed Meat

1. Convenience
2. Great taste
3. Make meals interesting
4. Kids's lunchboxes
5. Healthy snack
6. Provenance
7. For entertaining and shari
8. Premium quality
9. Natural ingredients





Fast Food Restaurants

1. New tastes and recipes
2. Great value
3. For fun times
4. Start of the day
5. Treat or reward
6. Having something for everyone
7. Iconic menu items
8. Reliability
9. Quick fix meal



How we approached the project

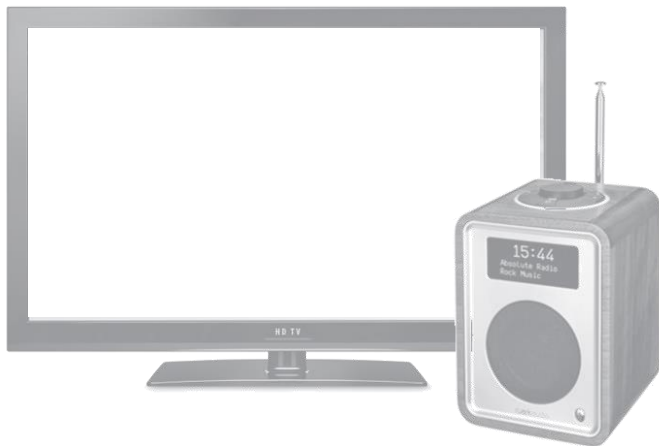
- Large scale quant project (N=2700 completes)
- Cloaked exposure to advertising within other content
- Used existing AV ads and developed new Audio ads
- Each group exposed to different combinations of advertising
- Follow up survey linking brands to CEPs



Two scenarios vs. Control

Control cell

Unrelated ads



AV Only test cell

Test brand ads

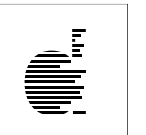


AV with Audio test cell

Test brand ads

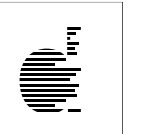


Base: category purchasers; light/non-purchasers (but non-rejectors) of test brands
Sample: 300 per cell; 900 per brand; 2,700 total

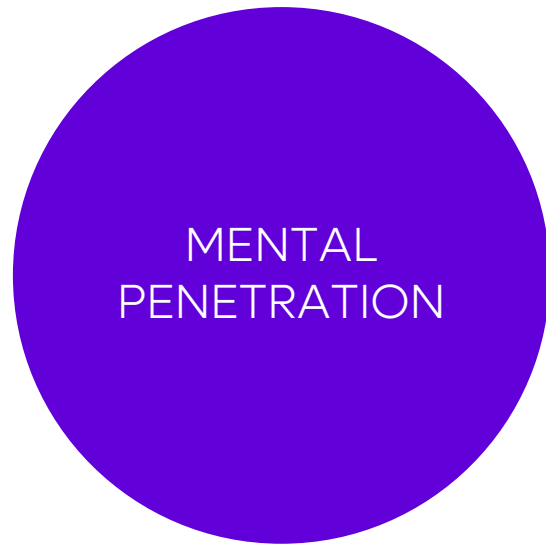




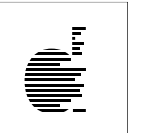
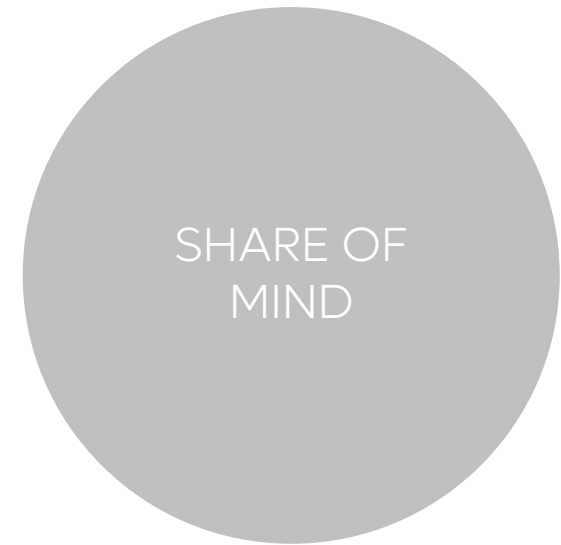
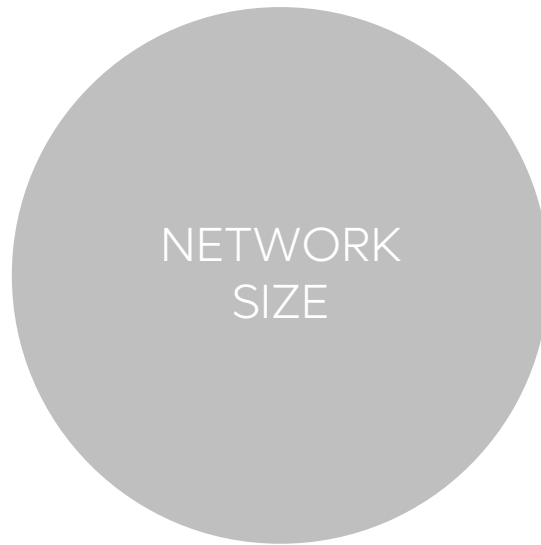
Key Findings



4 key metrics, all based on CEPs



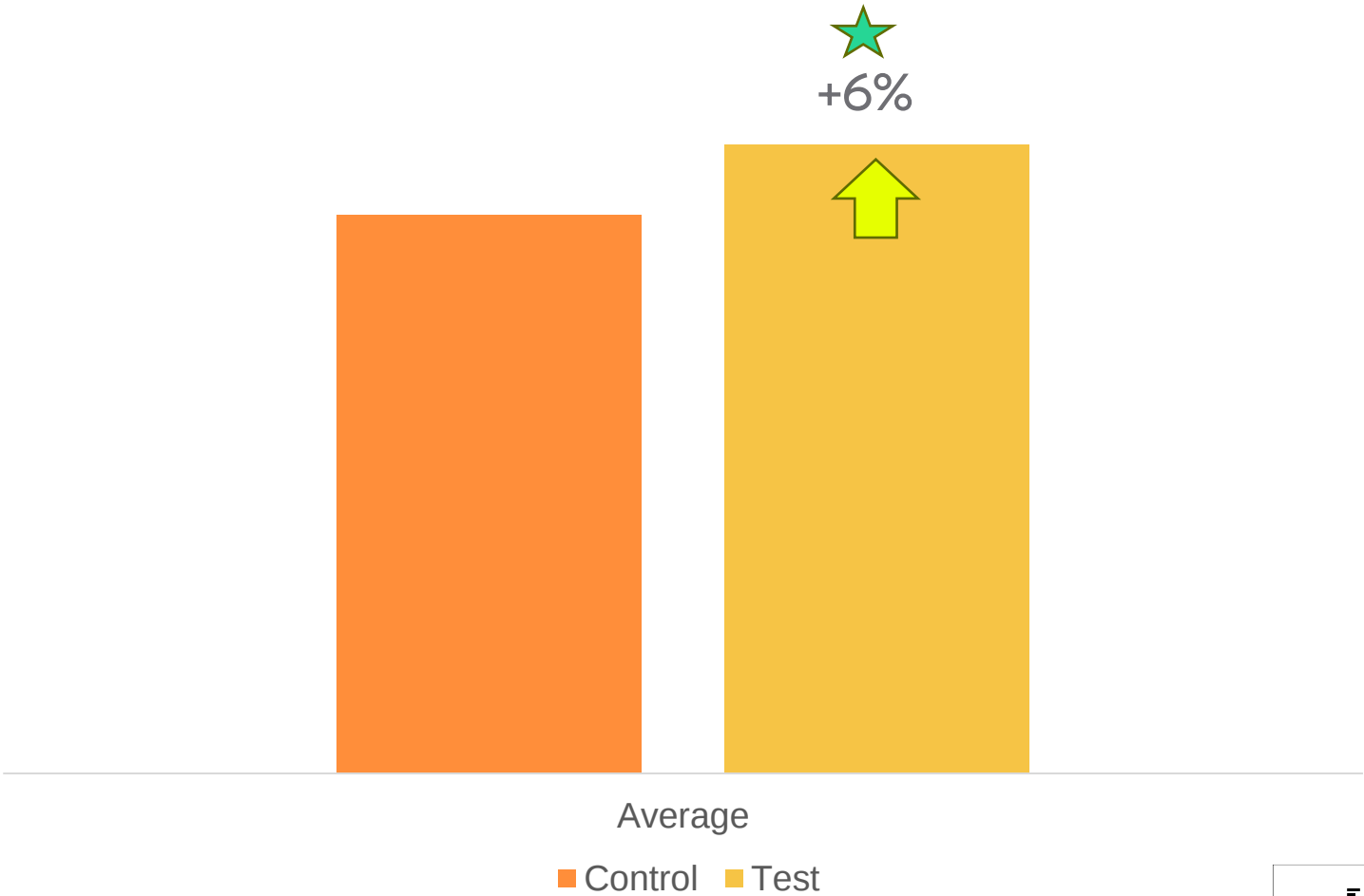
Percentage of people associating the brand with at least one CEP



AV and Audio Advertising can have a significant impact on a brand's Mental Penetration



Mental Penetration



Source: Radiocentre Ireland/Differentology 2024.
Q. Which of the following brands of xx do you associate with yy? (at least one chosen)

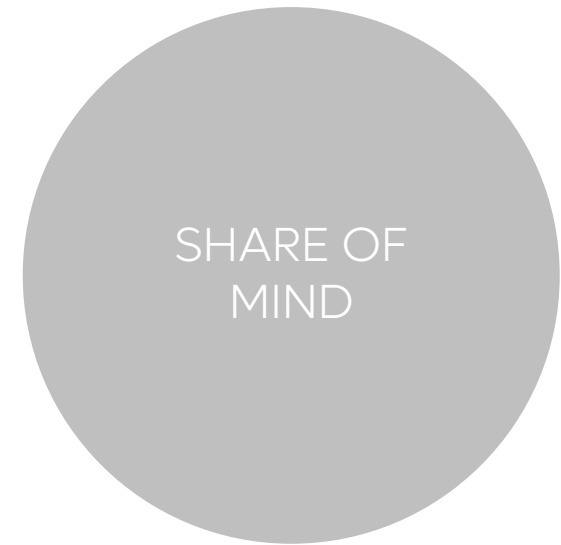
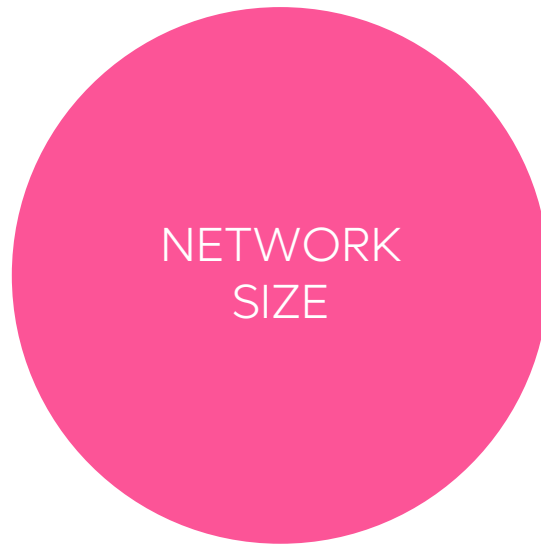
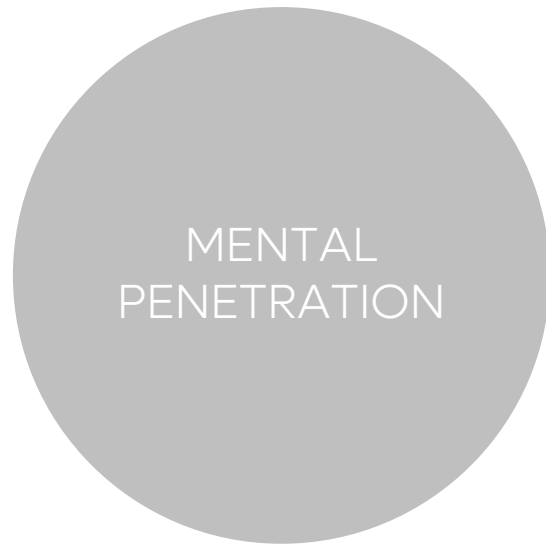
Base: All category buyers, Control (n=900), Both test cells (n=1800)
To protect advertiser confidentiality, data is shown combined/unbranded



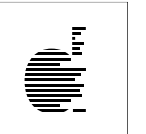
Indicates statistical significance at 5% confidence level (one-tailed test)



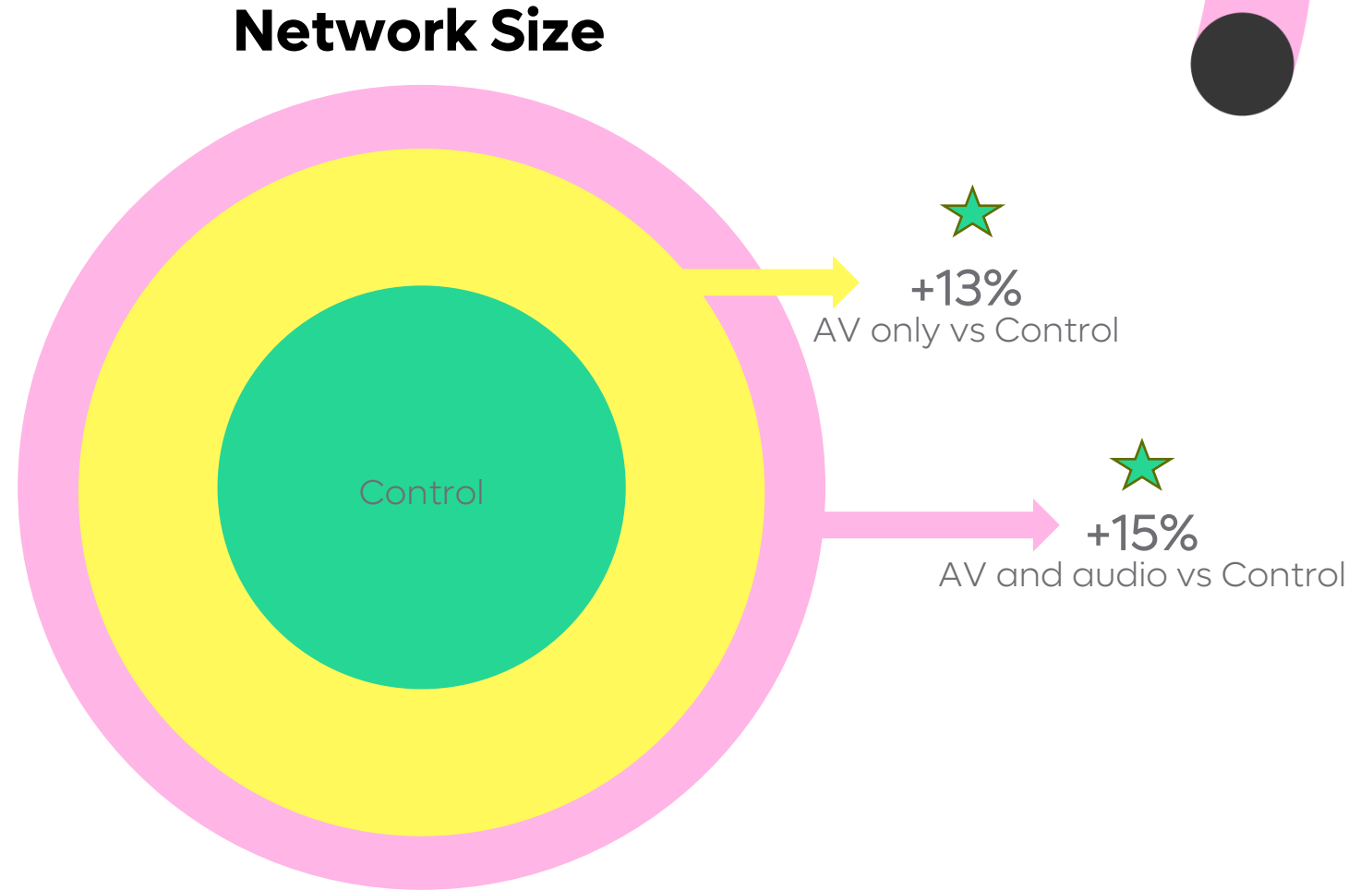
3 key metrics, all based on CEPs



Average number of CEPs associated with a brand



Combining Audio ads with Audio-visual ads boosts CEP associations



Source: Radiocentre Ireland/Differentology 2024.

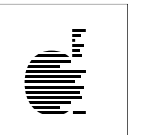
Q. Which of the following brands of xx do you associate with yy? (at least one chosen)

Base: All category buyers, Control (n=900), All test 1 cells (n=900), All test 2 cells (n=900)

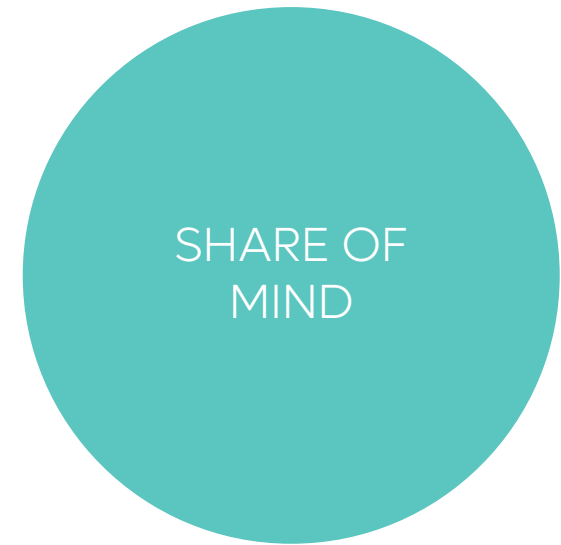
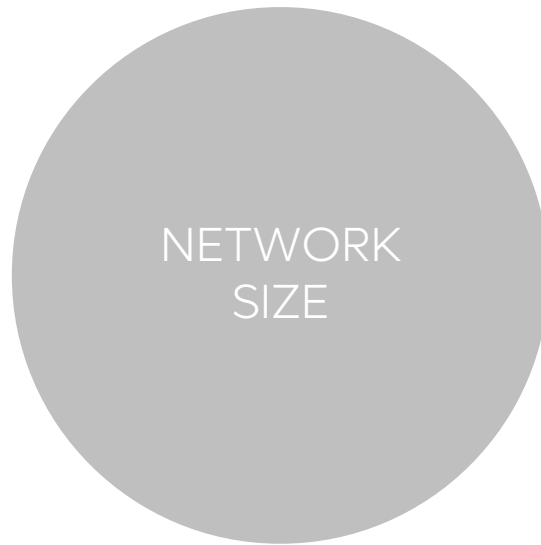
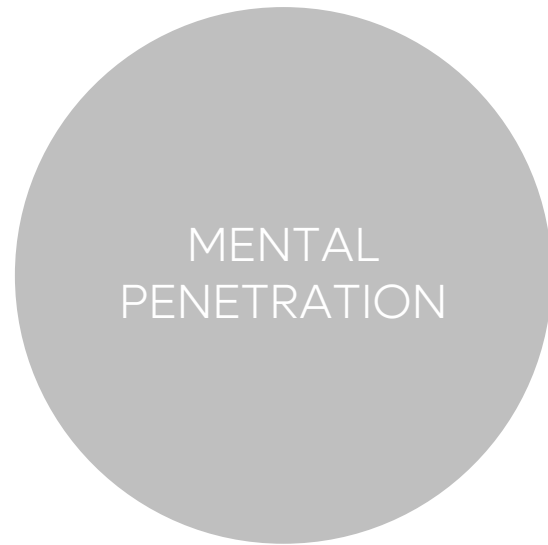
To protect advertiser confidentiality, data is shown combined/unbranded



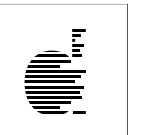
Indicates statistical significance vs control at 5% confidence level (one-tailed test)



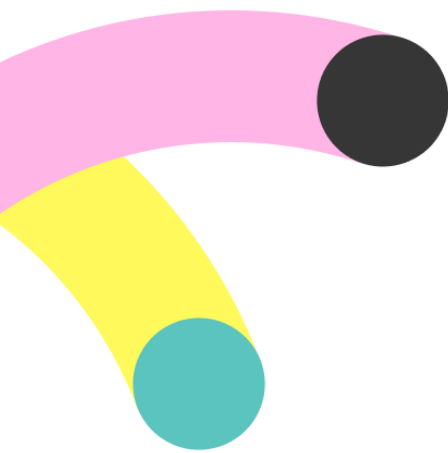
3 key metrics, all based on CEPs



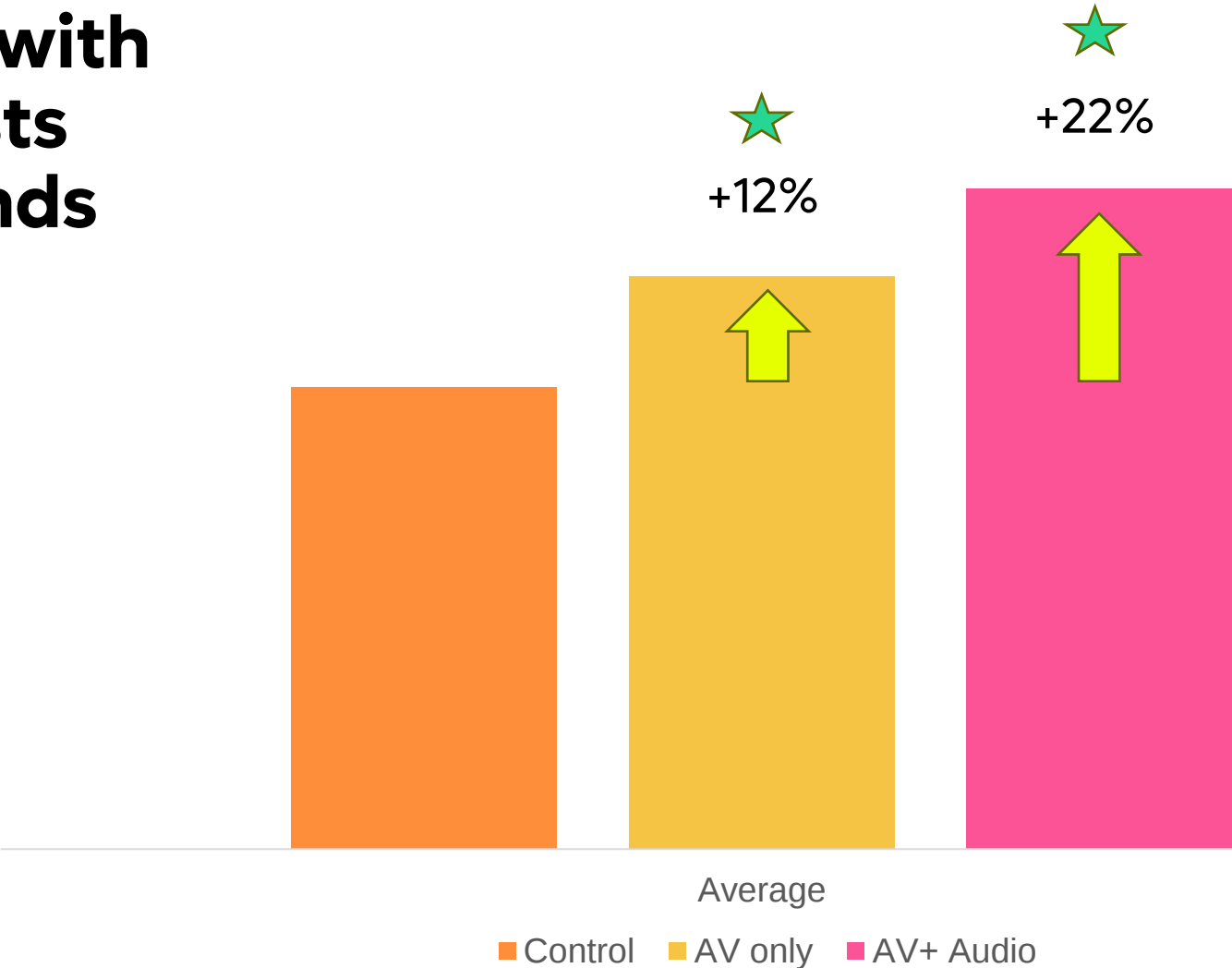
Share of all CEP associations across the category



Combining Audio ads with Audio-visual ads boosts Share of Mind for brands



Share of Mind



Source: Radiocentre Ireland/Differentology 2024.
Q. Which of the following brands of xx do you associate with yy

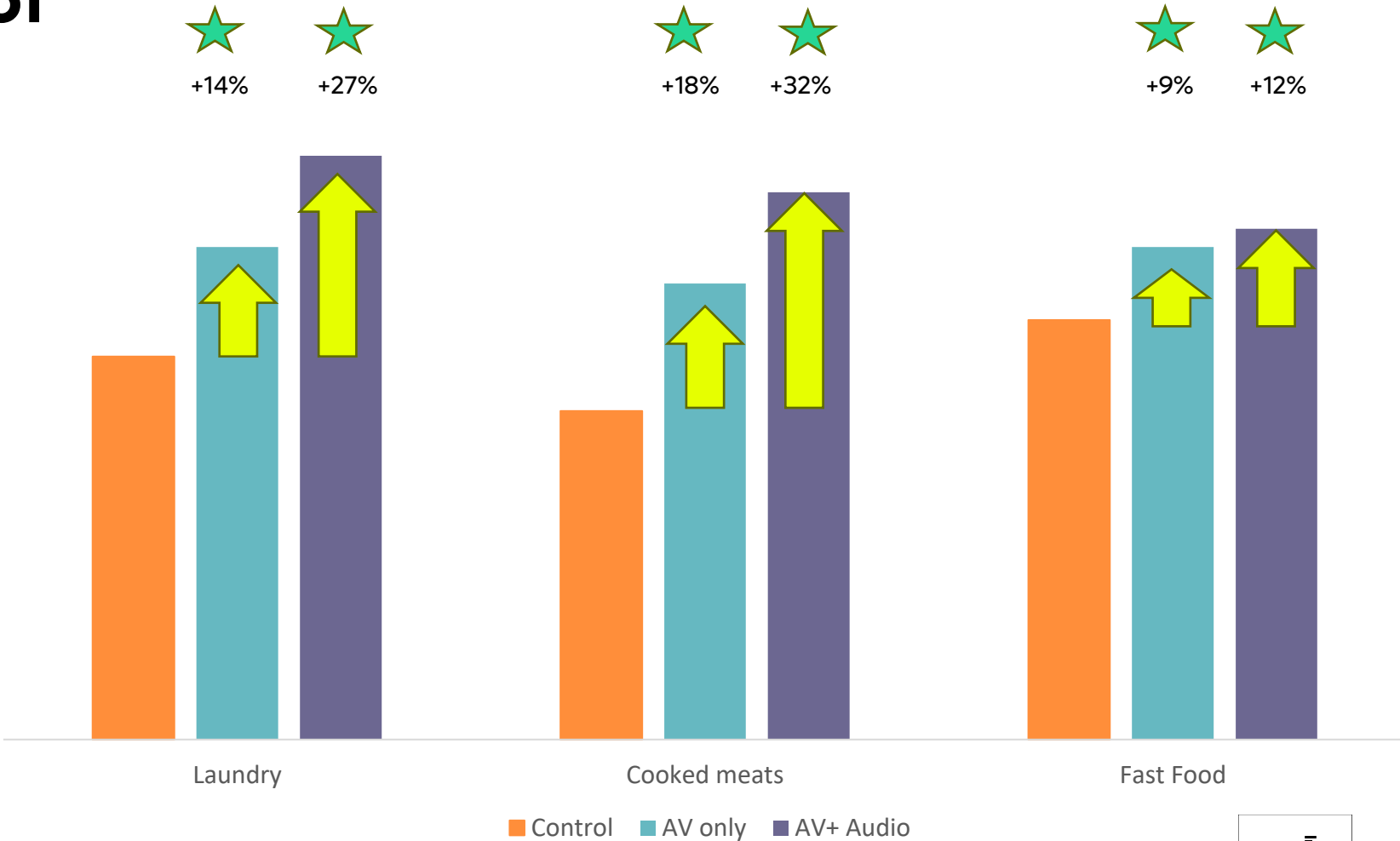
Base: All category buyers, Control (n=900), All test 1 cells (n=900), All test 2 cells (n=900)
To protect advertiser confidentiality, data is shown combined/unbranded

★ Indicates statistical significance at 5% confidence level (one-tailed test)



Share of Mind

Increases in Share of Mind were evident across all three FMCG categories



Source: Radiocentre Ireland/Differentology 2024.
Q. Which of the following brands of xx do you associate with yy

Base: All category buyers, making at least one brand association, Control (n=300), AV only (n=300), AV and audio (300) – per category

To protect advertiser confidentiality, data is shown combined/unbranded



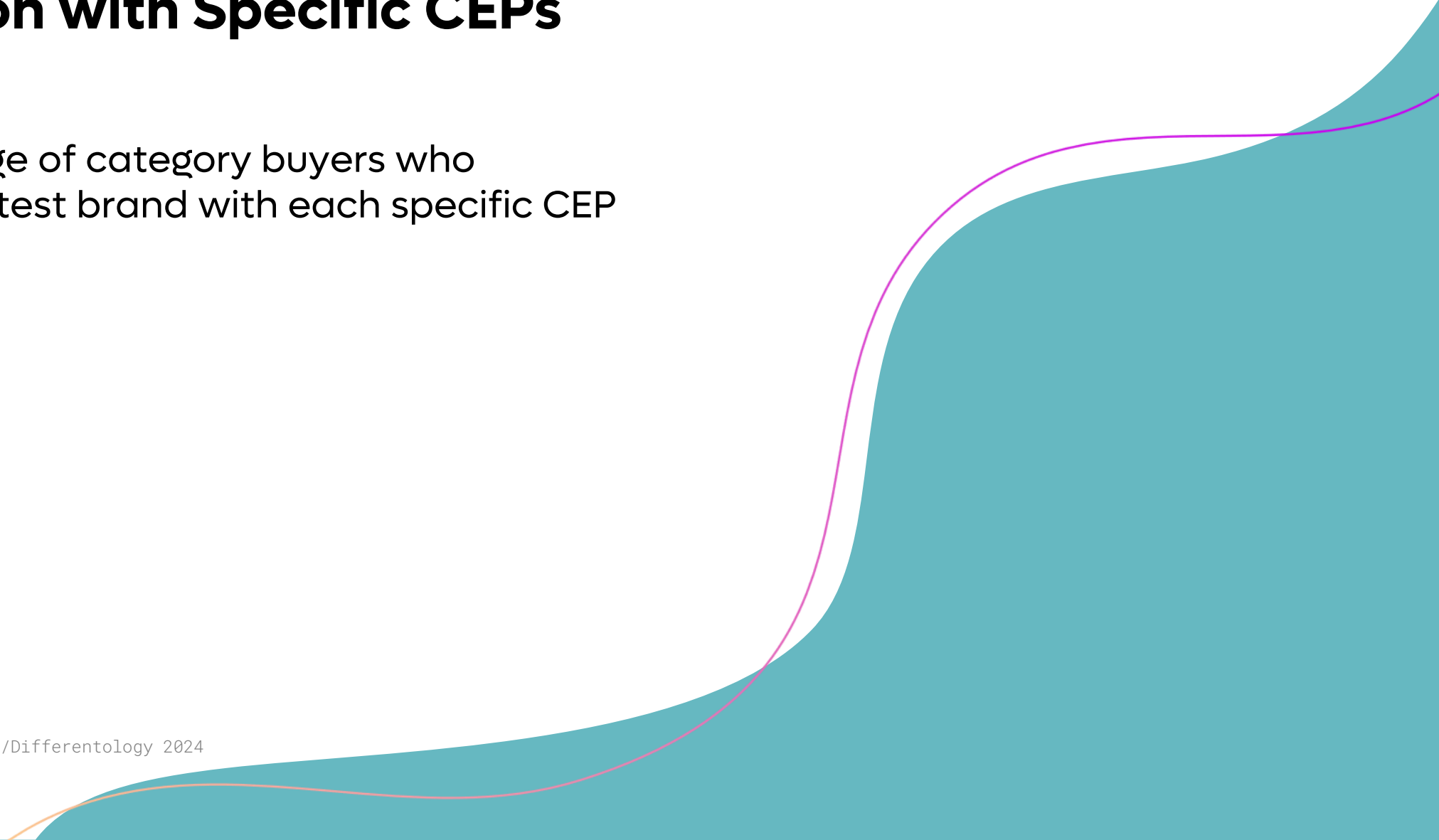
Indicates statistical significance at 5% confidence level (one-tailed test)



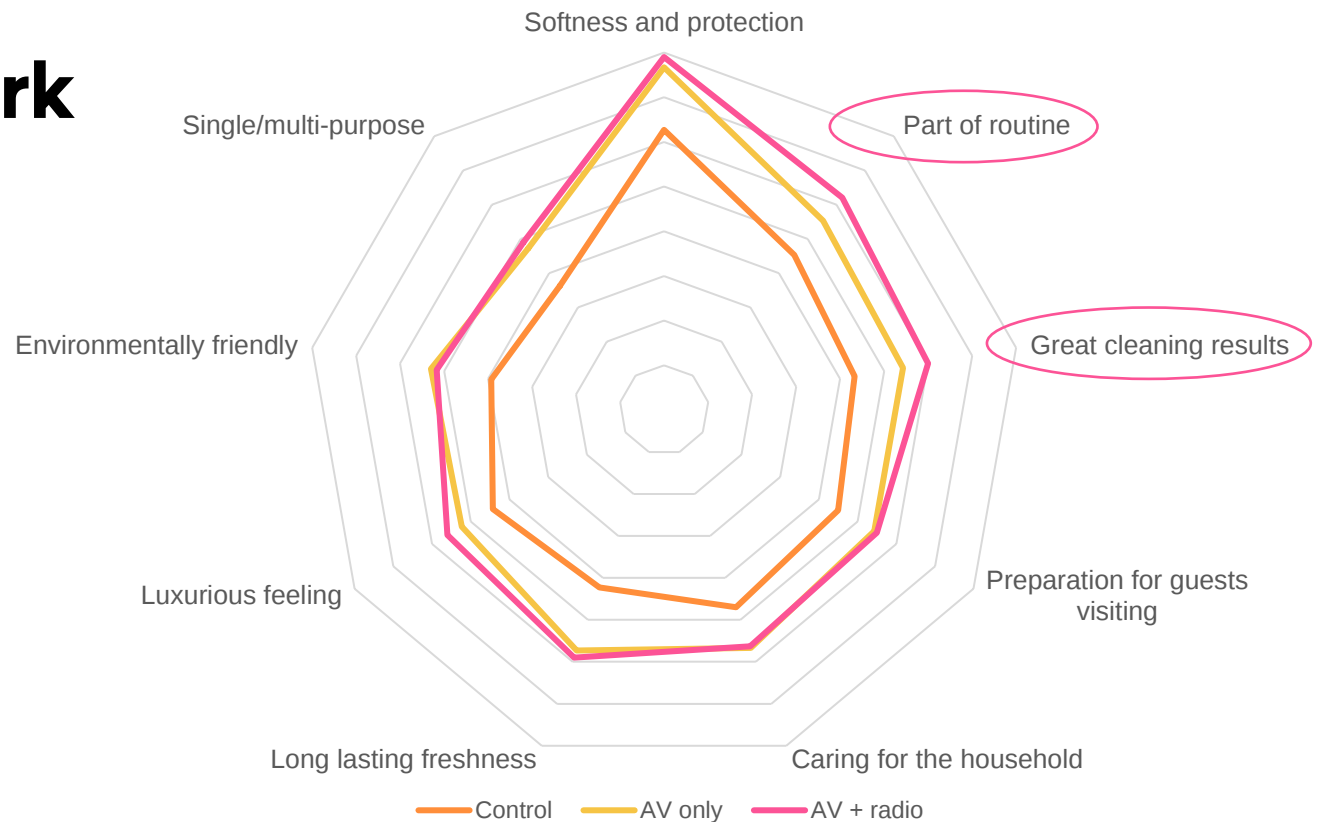
Association with Specific CEPs

The percentage of category buyers who associate the test brand with each specific CEP

Source: Radiocentre Ireland/Differentology 2024

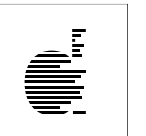


Focusing audio executions on different CEPs can expand a brand's network of mental associations



Source: Radiocentre Ireland/Differentology 2024.
Q.Which of the following brands of laundry products do you associate with yy?

Base: All laundry buyers, Control (n=300), AV only (n=300), AV and audio (300)
To protect advertiser confidentiality, data is shown combined/unbranded



Summary and Implications



Summary

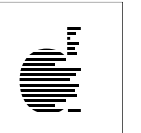
Audio advertising has a significant impact on helping brands spring to mind more readily in purchasing situations

Audio ads increase effects when added to audio-visual ads

Increasing associations with specific CEPs

Expanding a brand's network of mental associations

Increasing the Mental Market Share & Share of Mind for a brand

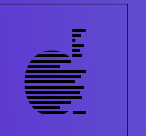


Implications for Planners

Consider using audio to extend the reach of brand campaigns

Create multiple audio executions to associate with more CEPs
(audio's accessibility in a range of places, across different times of day, adds to this benefit)

Allocate budget to audio to enhance cost-effectiveness



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