



RADIOCENTRE IRELAND

THE SECRET TO PROFIT AND TRUST:

AUDIO



radiocentre

RAB

RADIOCENTRE IRELAND



Little
Black
Book



MiniMBA

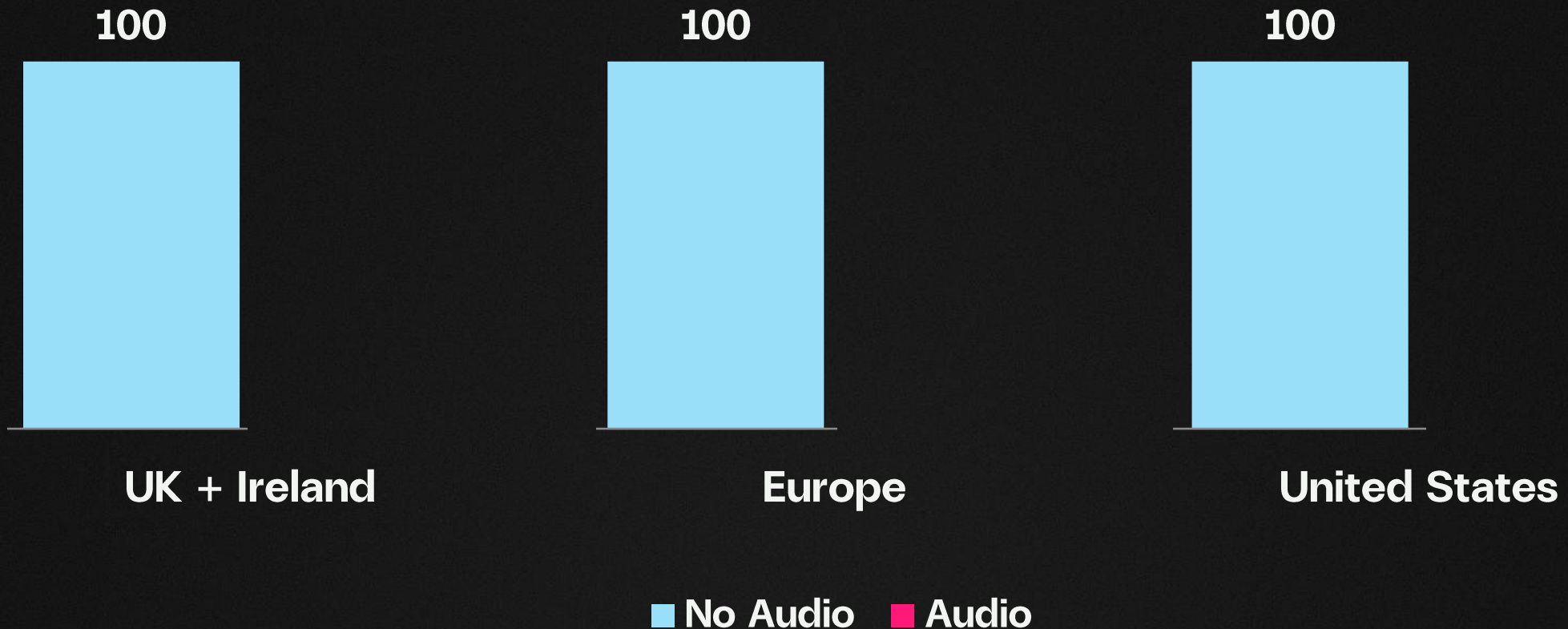
System1



Growth.

Catalytic Effect of Audio

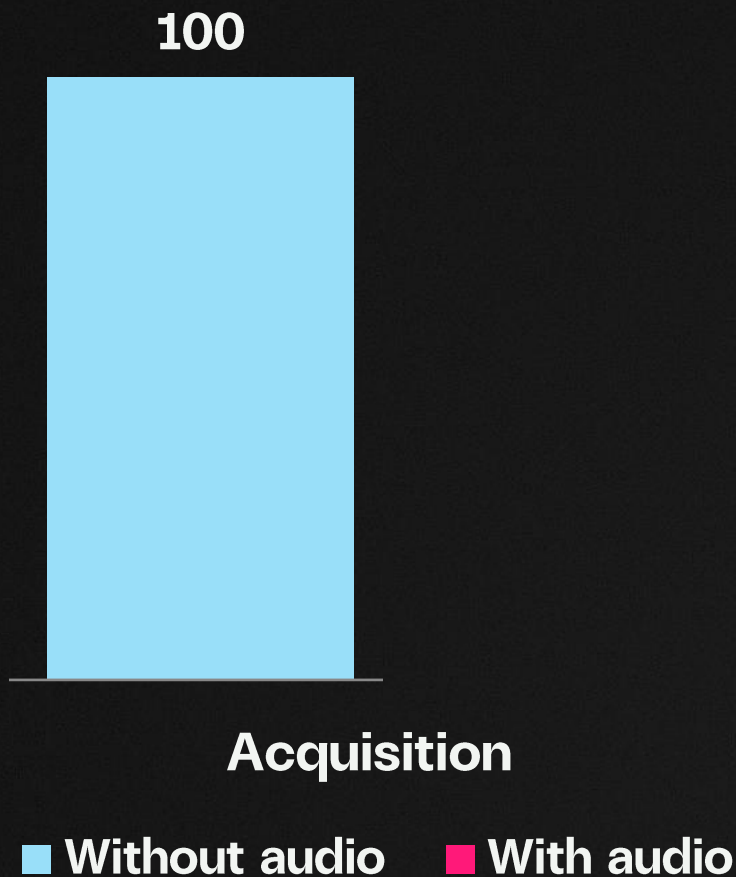
Audio lifts campaign outcomes in every market



Catalytic Effect of Audio

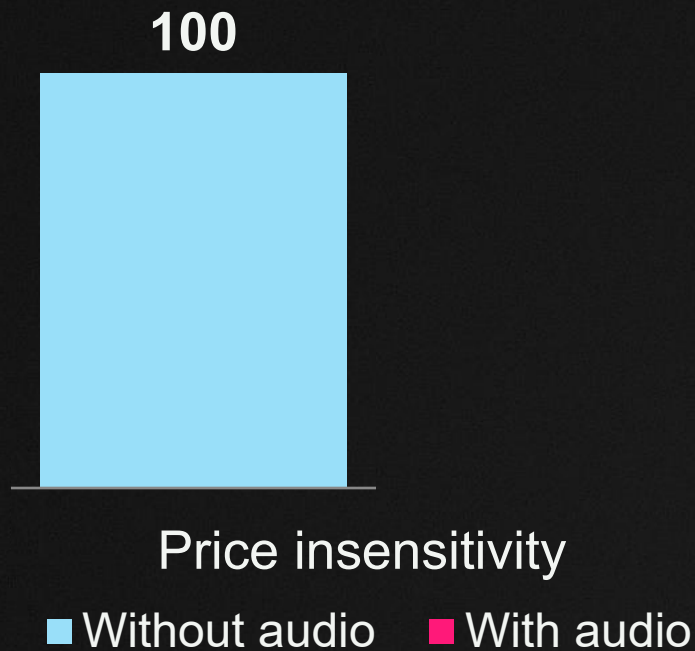


Acquisition



- Beloved lever of Ehrenberg Bass
- “Dark Lord of Penetration”
- Proven driver of growth
- Mass Marketing isn’t weakness
- With audio’s broad reach & appeal

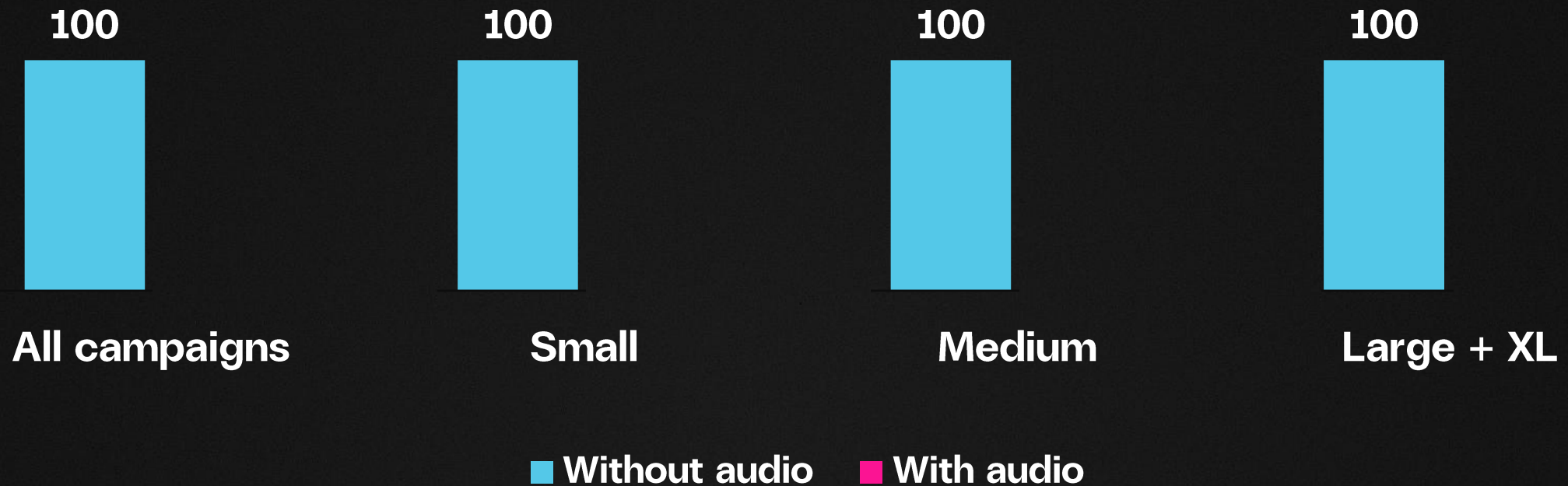
Price Insensitivity



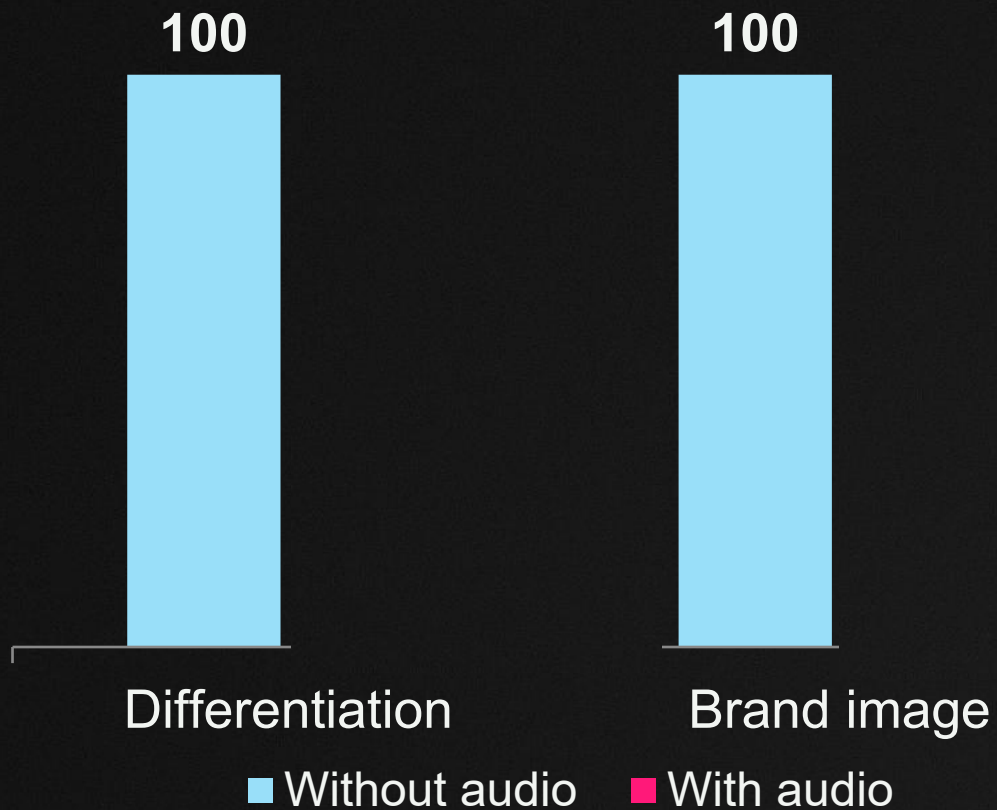
My consulting journey:

- It's not about revenue
- It's all about profit
- Price drives Profit more than anything
- Marketing impacts on Price Sensitivity
- Audio is especially impactful

Audio's Profit Lift Scales With Spend

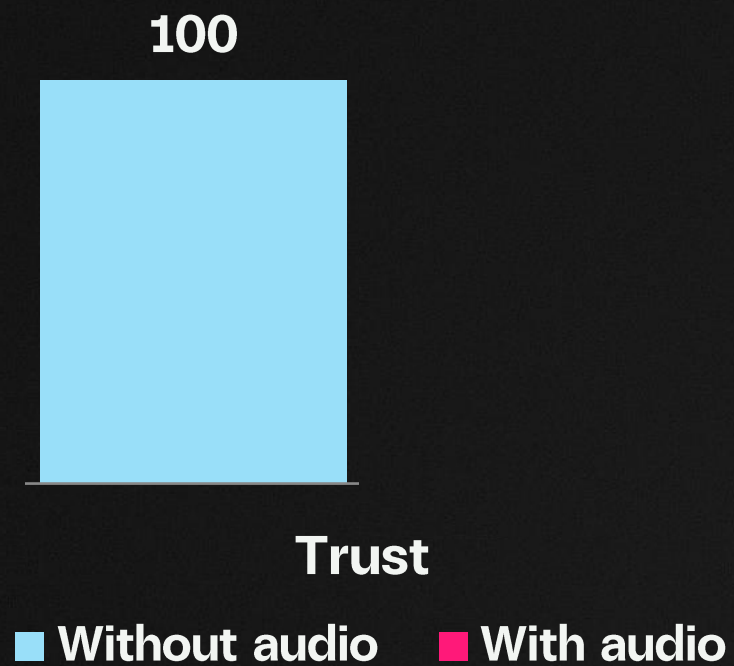


Differentiation



- Relative differentiation
- Brand association
- Brand image
- Audio conjures imagery from the air

Trust



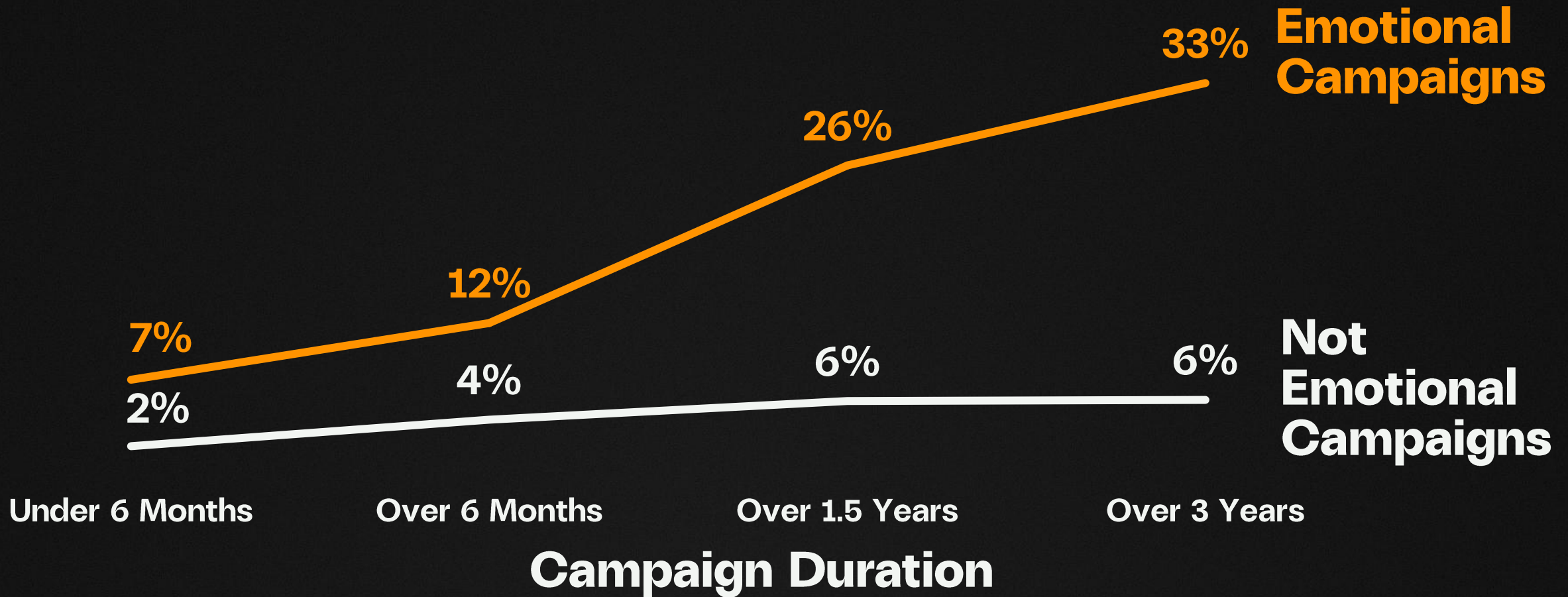
Emotional Delivery



Top 10 Drivers of Advertising Profitability 2023		
Rank	Factor	Profitability Multiplier
1	Brand Size	20
2	Creative quality	12
3	Budget setting across geographies	5
4	Budget setting across portfolios	3
5	Multimedia	2.5
6	Brand vs Performance	2
7	Budget setting across variants	1.7
8	Cost/product seasonality	1.6
9	Laydown/Phasing	1.15
10	Target Audience	1.1

Emotional Delivery

% campaigns achieving incremental profit



Emotional Delivery

Audio doubles profit for emotional advertising



- “Consumers don’t give a shit”
- How ads are made vs. consumed
- Making consumers feel to involve them
- Audio as emotion
- The Full emotional wheel

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Emotion x Fluency

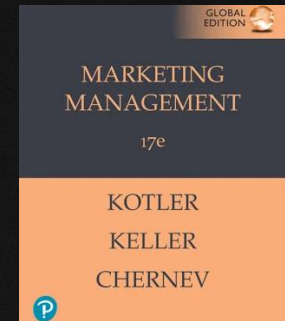
Distinctiveness



Codification

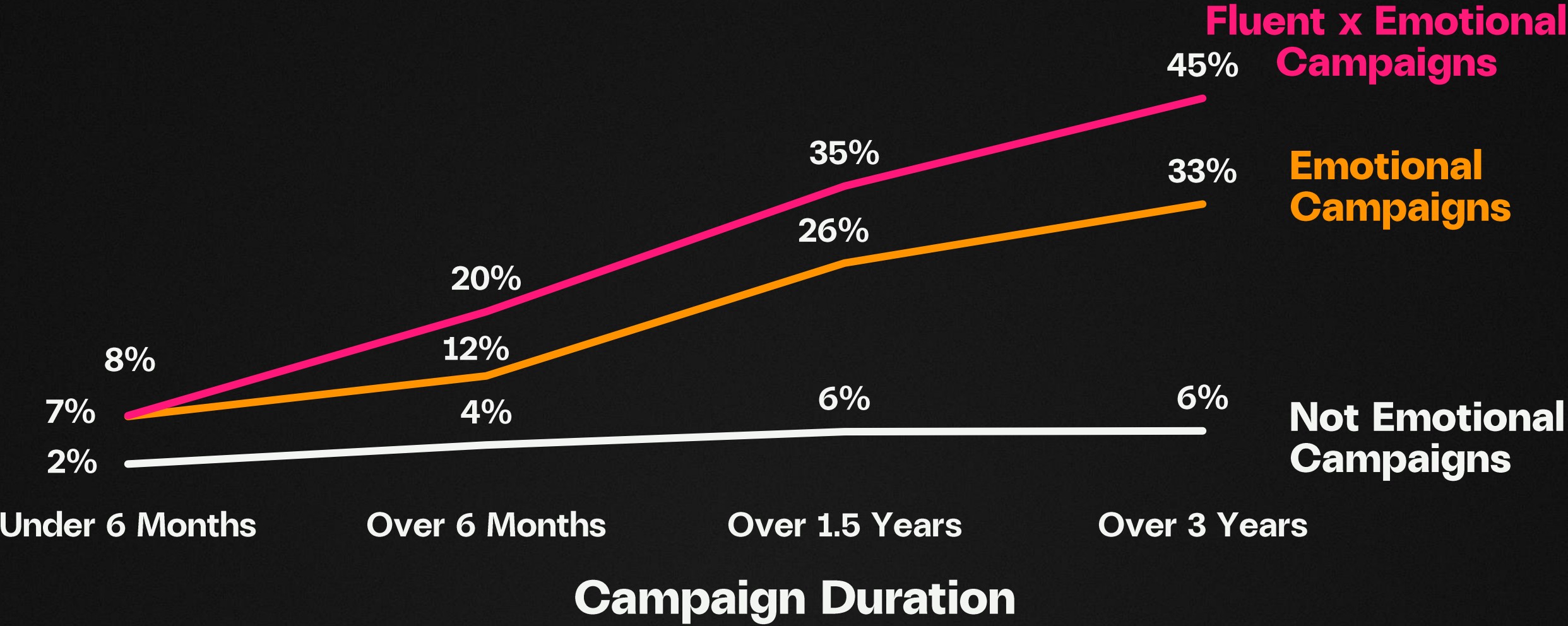


Well Branded



Emotion x Fluency

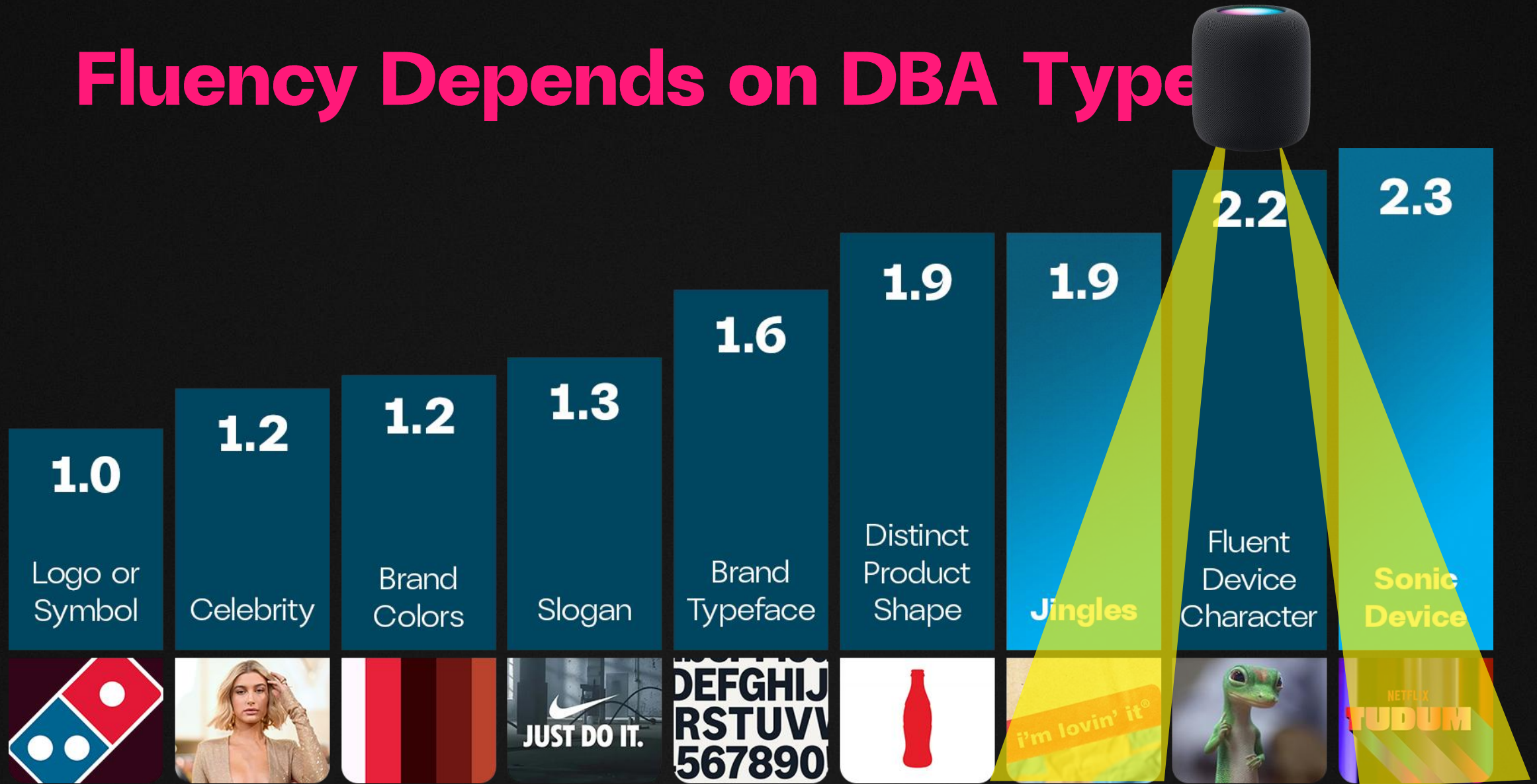
% campaigns achieving incremental profit



Source: Effie Case Library | % of campaigns achieving incremental Profit, by campaign duration (fluent and emotional) | n=1,265, ads tested with System1 Test Your Ad (200,000+ global respondents) | 2007–2023



Fluency Depends on DBA Type



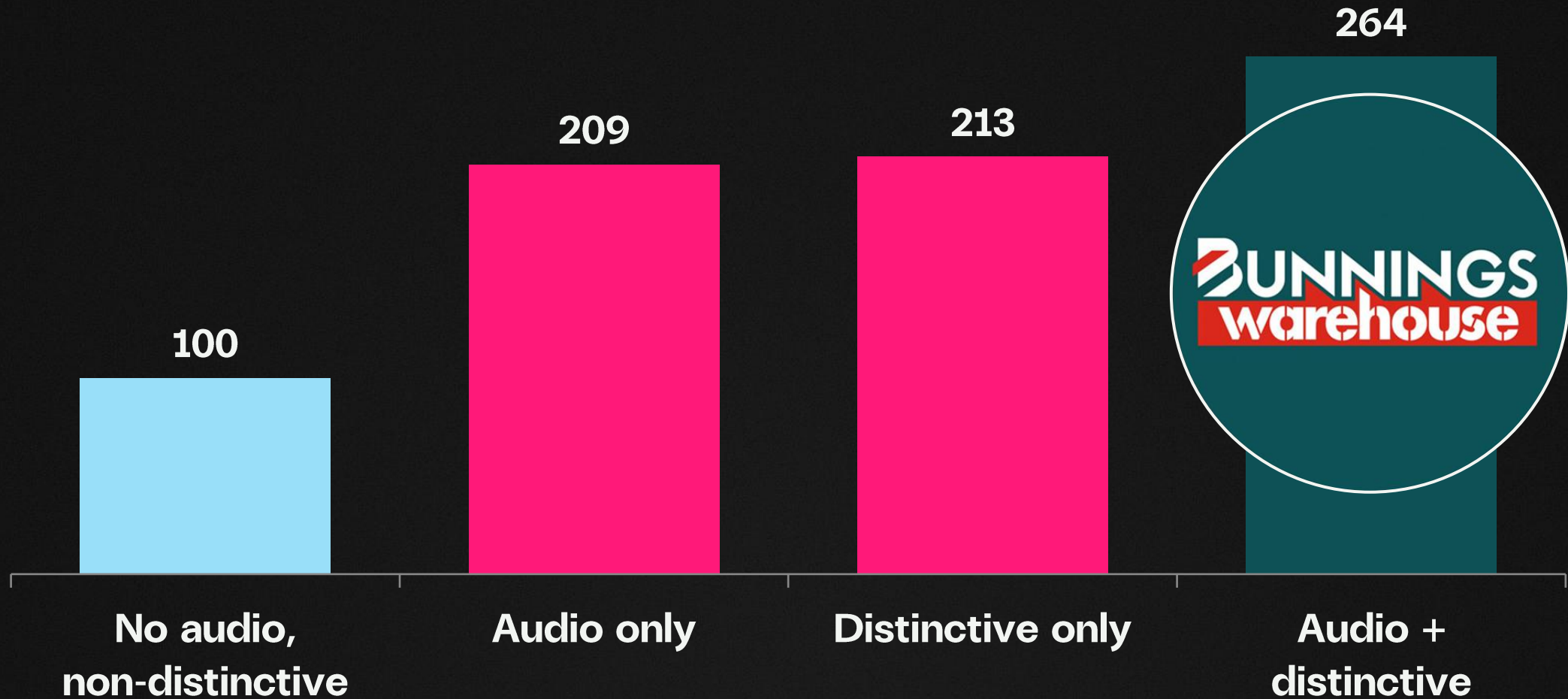
Audio x Codification

Audio and distinctive assets each roughly double profit, together they go furthest

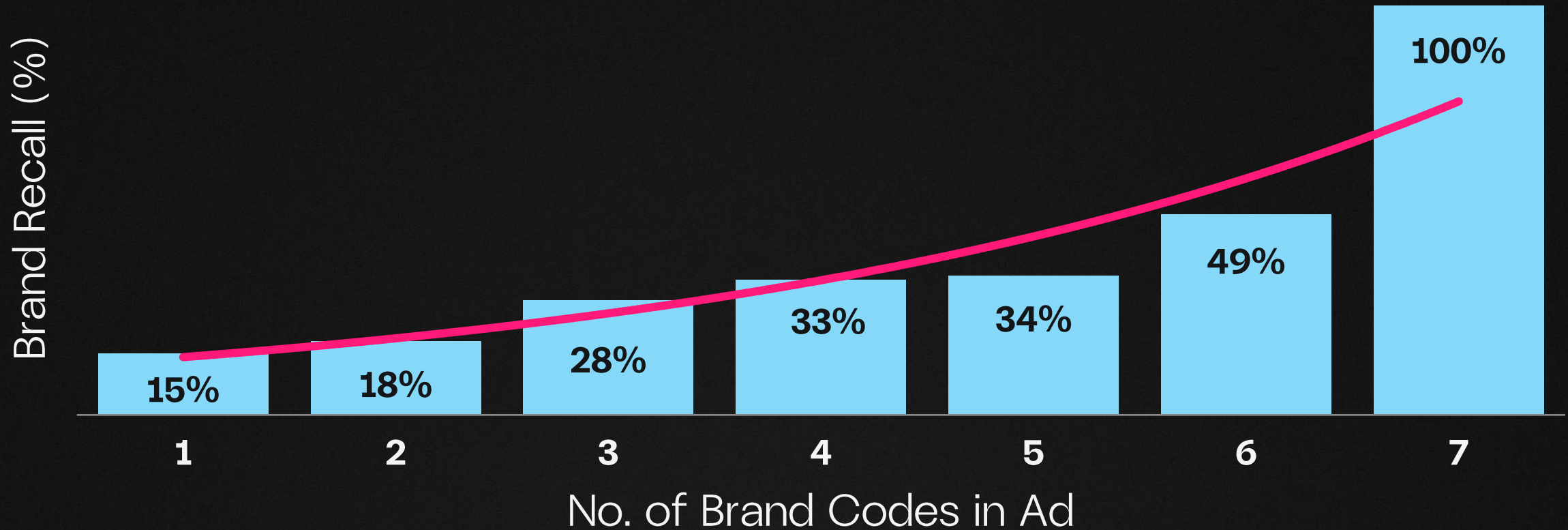


Audio x Codification

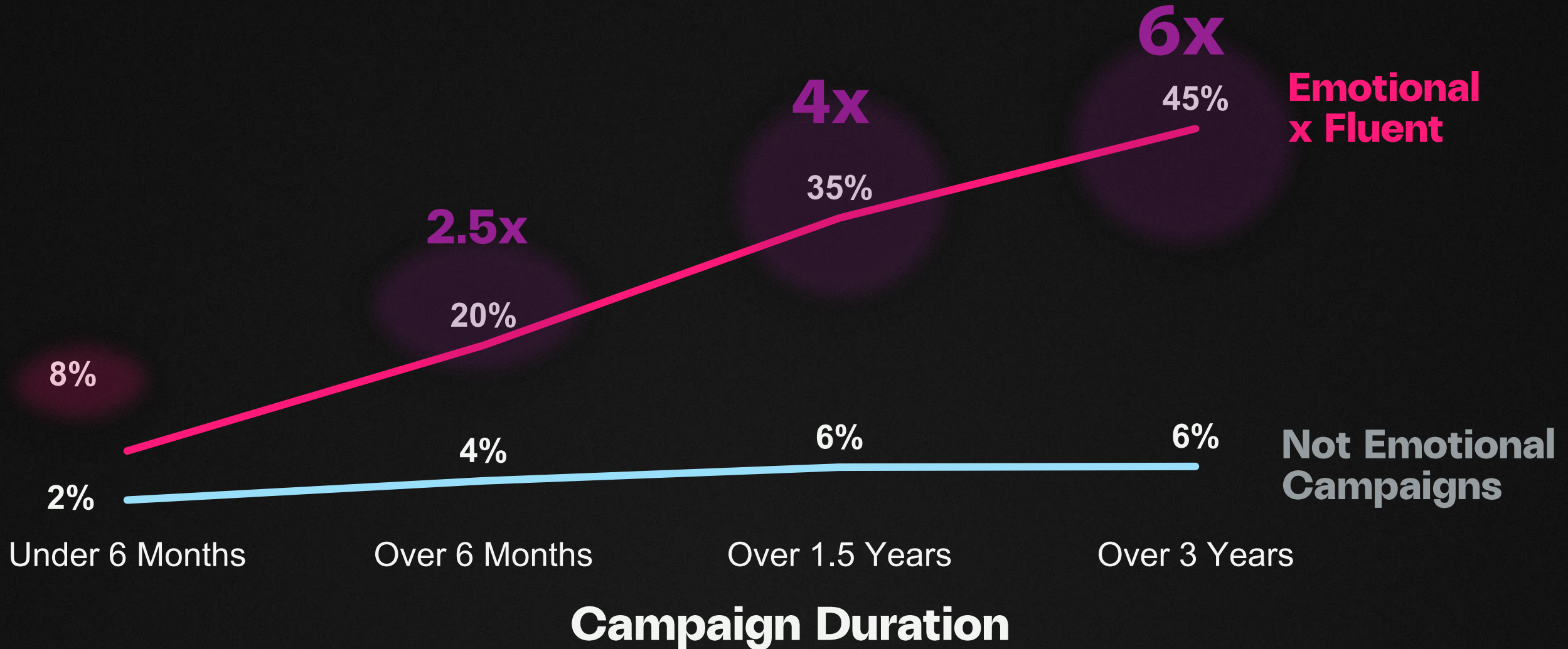
Audio and distinctive assets each roughly double profit, together they go furthest



Fluency Depends on DBA Frequency

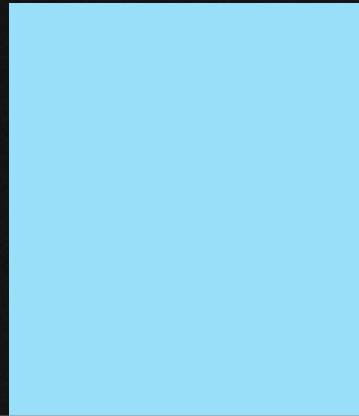


Emotion x Fluency x Time



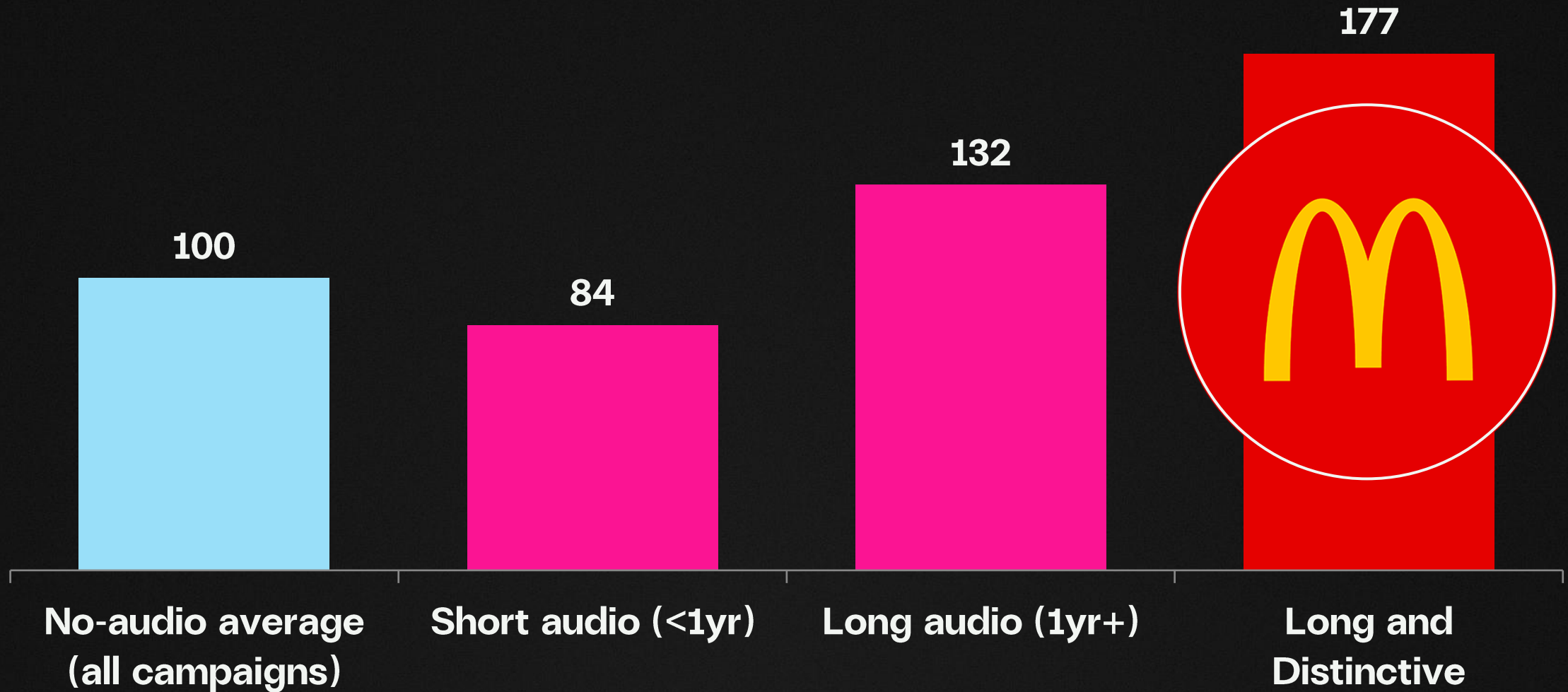
Emotion x Fluency x Time

100

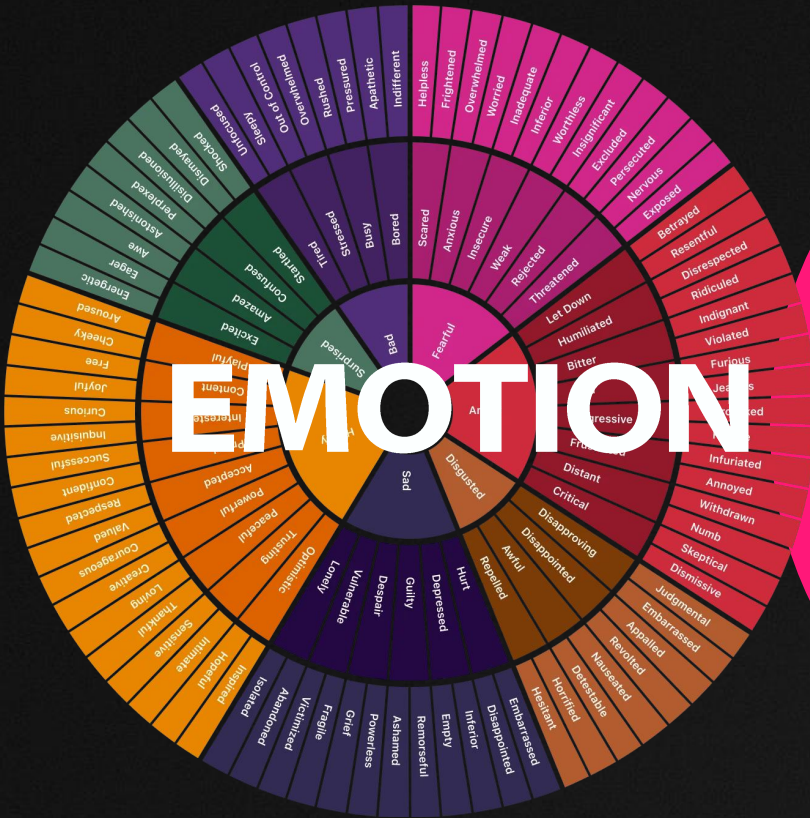


No-audio average
(all campaigns)

Emotion x Fluency x Time



Making Audio Work for Your Brand



DISTINCTIVE BRAND ASSETS

DURATION

The Secret To Profit & Trust: Audio

- Better customer acquisition
 - Stronger Brand Image
- Greater emotional response
 - Pricing effects
 - Trust
 - Profit

Growth.

Limitations

Sample

Reverse Causality

It Still Depends on Other Stuff...

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