
PRESENTATION

HARNESSING THE POWER OF AUDIO



RALPH VAN DIJK

HOW DIAGEO TAPS IN



TWO ADS. ONE SOUND.

MAKE ONE AD FOR THE PEOPLE BUYING
TODAY.

MAKE ANOTHER FOR THE PEOPLE WHO'LL BUY
NEXT YEAR.

AND MAKE THEM BOTH SOUND LIKE THE SAME BRAND.



60/40

60% BUILDING THE BRAND

40% ACTIVATING SALES



THE DATA

FOUR STUDIES. THREE DECADES. SAME ANSWER.

1992

PETER KIM

>50% BRAND

2013

BINET & FIELD

60 / 40

2025

GOOGLE / IPSOS

53 / 47

2025

WARC

50 / 50

ROUGHLY HALF AND HALF.

THE FOUR C's.

01

CODES

Bridge the jobs

02

CONSISTENCY

Let both compound

03

CONSOLIDATION

Win share of voice

04

CREATIVE

Multiply everything



TODAY'S BUYERS / TOMORROW'S BUYERS

5–25%

IN MARKET NOW

Be rational. Be useful. Tell them where, when and how much.

75–95%

FUTURE DEMAND

Be emotional. Be creative. Reach everyone — so they think of you first later.



**ONE AD TRYING TO DO BOTH
LOSES.**





THE COST OF DULL.

DULL DOESN'T SAVE MONEY. IT COSTS MEDIA.



**IT'S ALMOST
NEVER
BUDGET.
IT'S PROCESS.**

HOW IT'S SOLD. HOW IT'S BRIEFED. HOW IT'S JUDGED.



BOTH HALVES.

TOMORROW'S BUYERS

Broad reach. Memory. Emotion. Public-media signalling.

TODAY'S BUYERS

Close to decision. In the car. On the commute. On the way to buy.

VERY FEW MEDIA CAN DO BOTH JOBS WELL. AUDIO CAN.



TWO ADS FOR THE PRICE OF ONE TV SHOOT.

01

NO CREW

02

NO LOCATION

03

NO SHOOT DAY

04

NO PICTURE EDIT

THE 50/50 SPLIT ISN'T A LUXURY IN AUDIO.



The Four C's.

Rewired.



CODES

VOICE Same character

MUSIC Same world

VERBAL LINE Same language

SONIC LOGO Same signature





2.5 SEC



1.5 SEC

TO REMEMBER AN AD

WITH STRONG DISTINCTIVE ASSETS

That second is everything in a medium where attention comes and goes.





A SOUND BECOMES AN ASSET WHEN...

01

DISTINCTIVE

Could it only be you?

02

RAPPORT

Does it feel like you?

03

CONSISTENCY

Do you keep using it?

04

TIME

Do you let it build?



INTEL
FIVE NOTES



NETFLIX
TWO NOTES



FIVE WHISTLES.



**Five major Australian advertisers. Three in financial services.
None owns the whistle.**

DISTINCTIVE IS THE FIRST BUILDING BLOCK FOR A REASON.



PROBABLY.

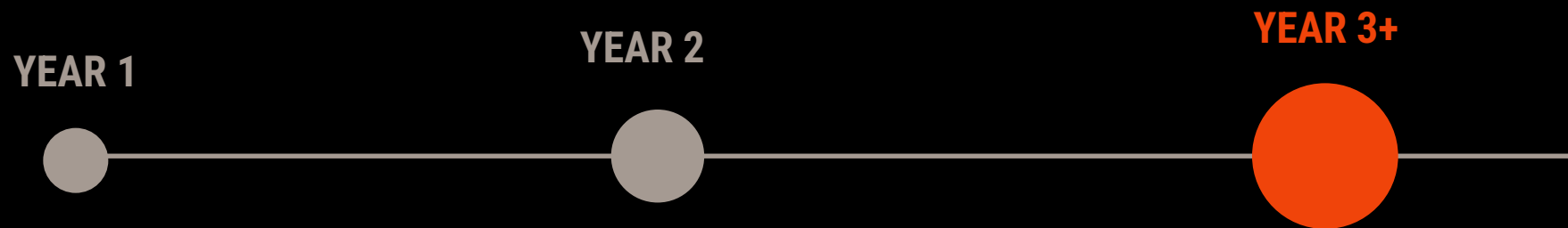
One word. Protected for decades.





CONSISTENCY

ADS WEAR IN, NOT OUT.



CONSOLIDATION

SHARE OF VOICE



SHARE OF MARKET

Same station. Same listener. Two jobs.



0
4

CREATIVE

UP TO 7x

MORE EFFECTIVE AT GROWING MARKET SHARE



ONE BRAND.
TWO JOBS.
ONE SOUND.





ONE BRAND.
TWO JOBS.
ONE SOUND.



OFFER WITHOUT CODES





ONE BRAND.
TWO JOBS.
ONE SOUND.



OFFER WITH CODES





TWO ADS. DIFFERENT JOBS. SHARED CODES.

BRAND

TOMORROW'S BUYERS

SALES

TODAY'S BUYERS

SHARED: VOICE / "CAUTION" / ENGINE / LINE



The Four C's. 50/50 Job.

CODES

BRIDGE

Sales cashes in on brand memory.

CONSISTENCY

COMPOUND

Both jobs get stronger over time.

CONSOLIDATION

CONCENTRATE

Win share of voice where it's cheapest.

CREATIVE

MULTIPLY

Make every euro work harder.



MONDAY MORNING



SELL RADIO

Sell the brand half — not just the promo.



PLAN/ BUY MEDIA

Plan for share of voice, not just presence.



MANGAGE CLIENTS

Write two briefs. One message each.



MARKETER

Ask for both ads.
Judge them
differently.



CREATIVE

Make them both worth
hearing.



TWO JOBS. ONE SOUND.

EARDRUM



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