

# BRAND RECALL: THE UNSUNG POWER OF AUDIO

Learnings from podcast network case study on the power of audio to promote positive brand outcomes

Audio streaming is increasingly taking a central role in people's lives and has experienced explosive growth in recent years. The medium's rapid growth and the inherent difference in its consumption vs. visual media means there has been a scarcity of data available to prove its value to advertisers. But what if we could prove that audio drives very positive results, actually surpassing those of linear TV?

## THE CHALLENGE

Our client, one of the world's most recognizable brands, challenged us to:

- Prove the positive aspects of audio in driving emotional engagement and positive outcomes for brands.
- Set the basis for building the ongoing attention/engagement measurement platform the audio industry currently lacks — and desperately needs.

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*Mediaprobe showed us a strong correlation between biometric engagement scores and the effectiveness of audio ads on brand metrics. Being able to prove the power of audio to our advertisers to deliver a superior brand experience is a game-changer.*

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MEDIA EXECUTIVE  
FROM MAJOR PODCAST PROVIDER

## THE SOLUTION

While wearing Mediaprobe's proprietary galvanic skin response (GSR) sensors, a panel of 200 consumers was asked to listen to series of podcasts (client vs. competition) from various genres in their homes.

Panelists listened to the content at their own pace throughout a month, while also responding to short surveys that monitored ad recall.



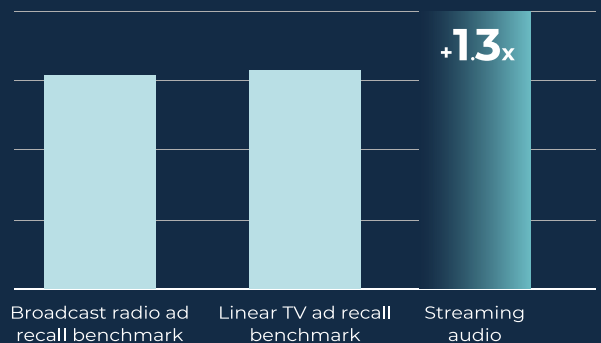
For the first time, audiences' emotional engagement to audio content can be leveraged to accurately measure, assess, and track the potential ROI of audio streaming. Most crucially, it demonstrates the effective power of audio to deliver highly engaged audiences and promote positive brand outcomes.

## THE OUTCOME

Our client was able to access more than **1,500 hours** of accumulated data, consisting of the emotional engagement timeline across more than **25 podcast** episodes and more than **30 music playlists**. The data included the emotional impact of each ad and declarative brand metrics.

Using Mediaprobe's next-gen media measurement, our client proved:

### AD RECALL BY MEDIA CHANNEL



Streaming audio drove **+1.6x** more engagement than broadcast radio and **+1.4x** more engagement than linear TV.

Streaming audio created **+1.3x** brand recall compared to benchmarks for broadcast radio and linear TV.

**30%** of the combined impact on advertising outcomes was linked/attributed to the emotional engagement in the minute leading up to the commercial break (the carry-over effect)