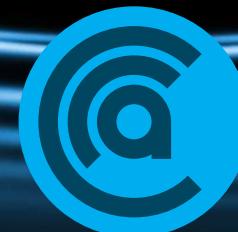


AUDI : THE CAMPAIGN CATALYST





“ ”

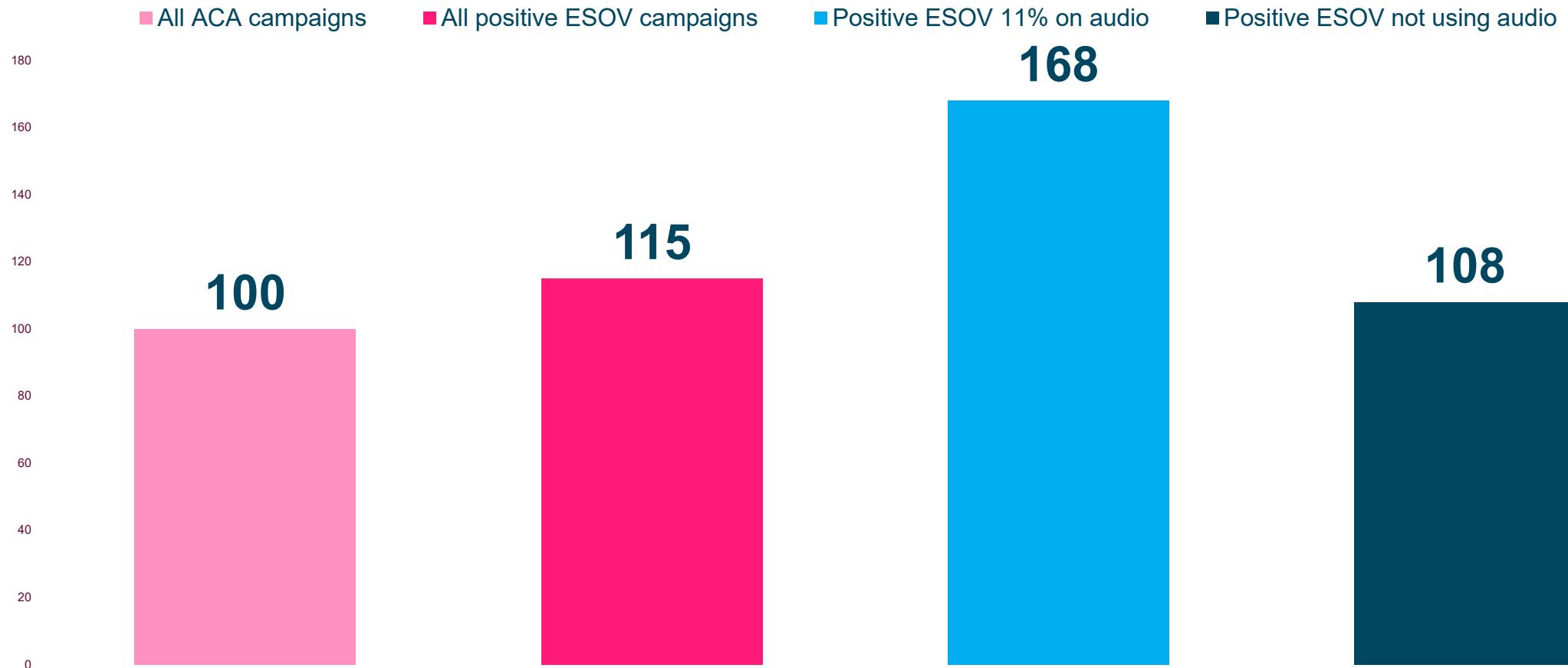
Audio is the catalyst in the media mix. Eight years of beautiful data confirms it: **allocate 11% to audio** and you trigger a disproportionate effect across every key brand and business measure. This isn't theory. You're not spending more - you're making everything you already spend work significantly harder.

— Mark Ritson

Source: Advertising Council of Australia's (ACA) Effectiveness Database 2018-2025. n=595

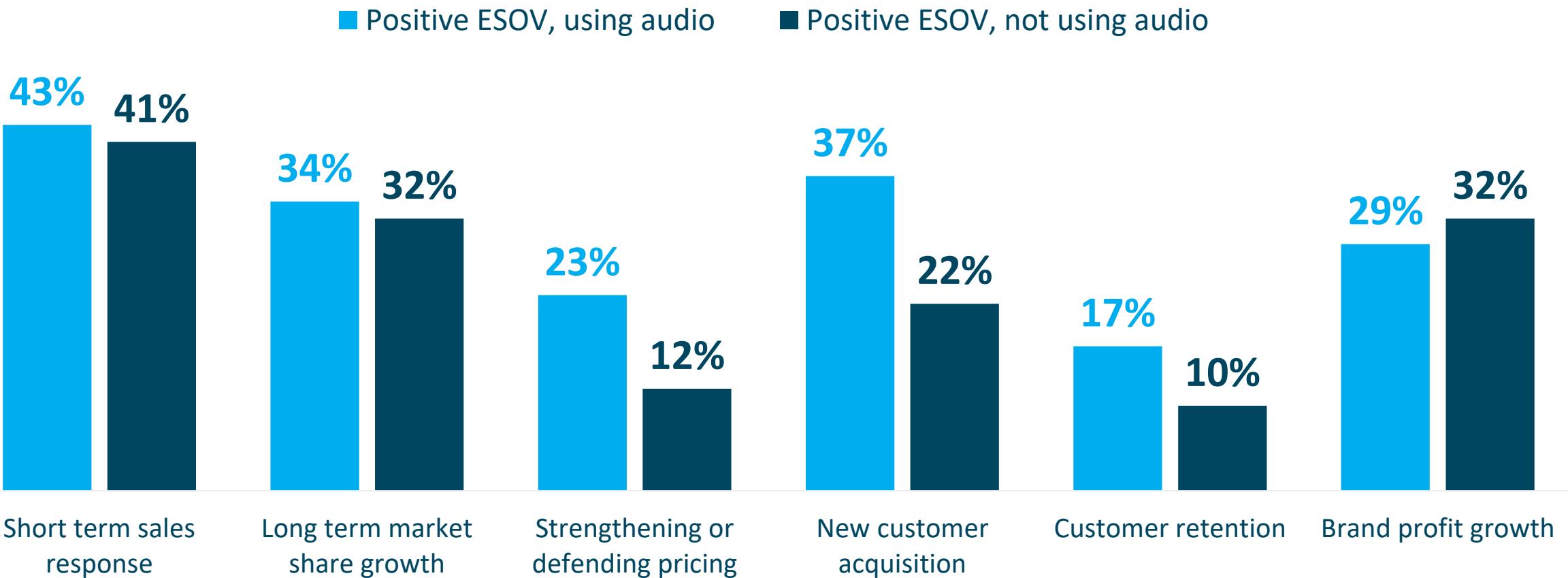


Audio: The Campaign Catalyst



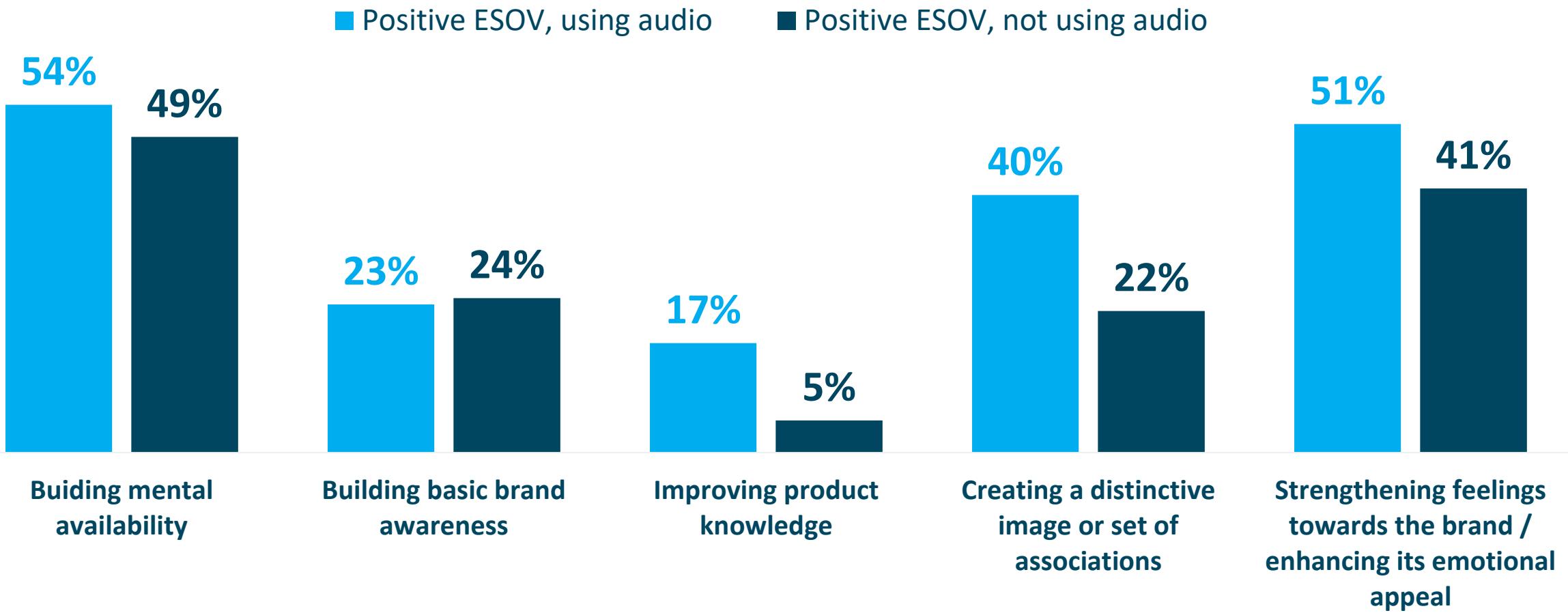
Source: Advertising Council of Australia's (ACA) Effectiveness Database 2018-2025. n=595 . Avg # of very large business effects

Audio Triggers a Chain Reaction of Effectiveness Across Business Metrics



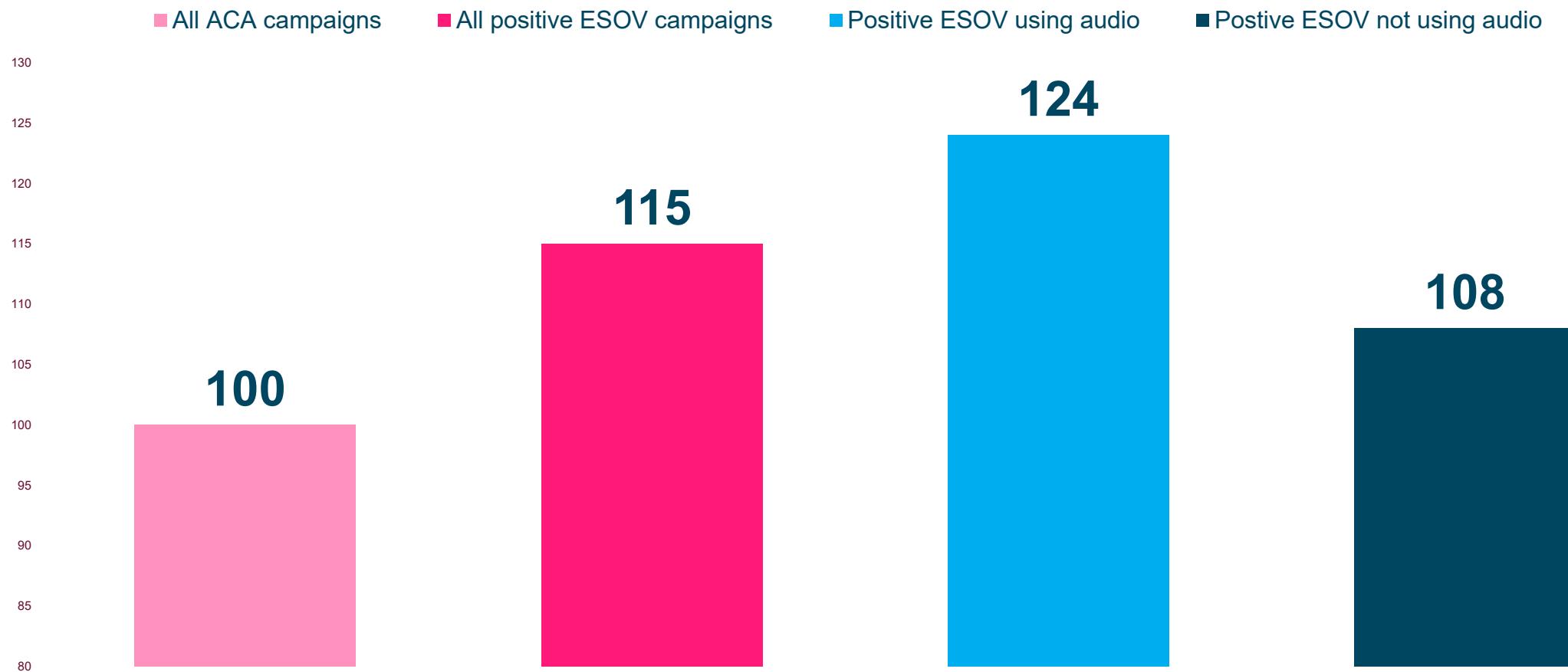
Source: Advertising Council of Australia's (ACA) Effectiveness Database 2018-2025. n=595 . % of campaigns stating a very large effect on the metric

Audio Triggers a Chain Reaction of Effectiveness Across Brand Metrics



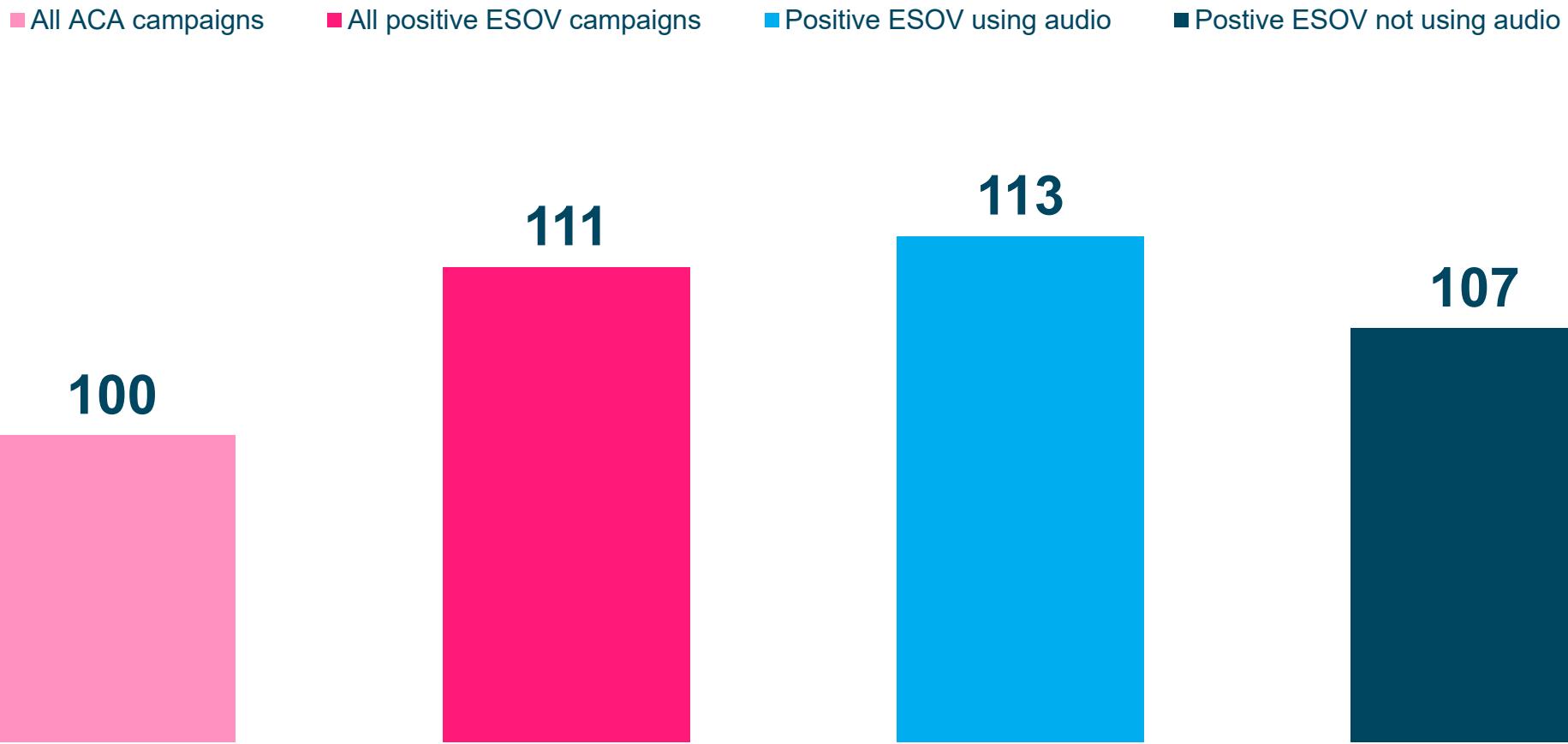
Source: Advertising Council of Australia's (ACA) Effectiveness Database 2018-2025. n=595 . % of campaigns stating a very large effect on the metric

Campaigns Drive Stronger Business Effects When Audio Is In The Mix



Source: Advertising Council of Australia's (ACA) Effectiveness Database 2018-2025. n=595 . Avg # of very large business effects

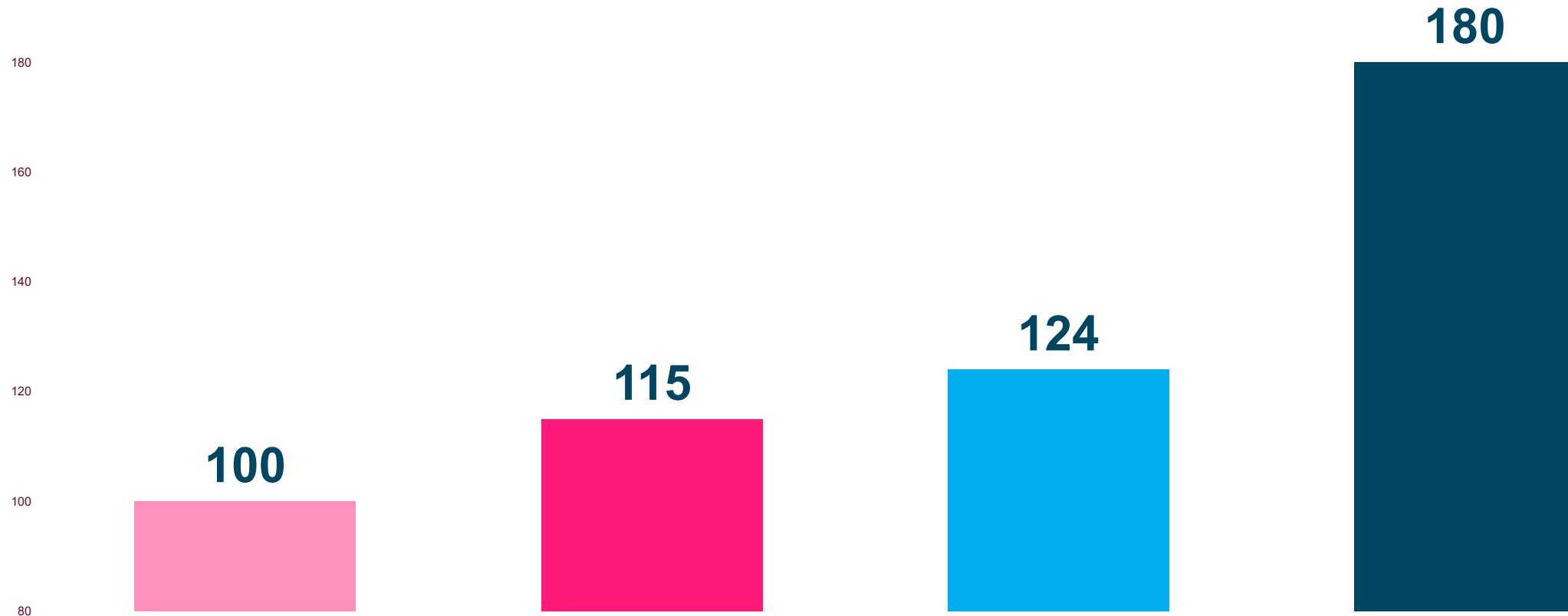
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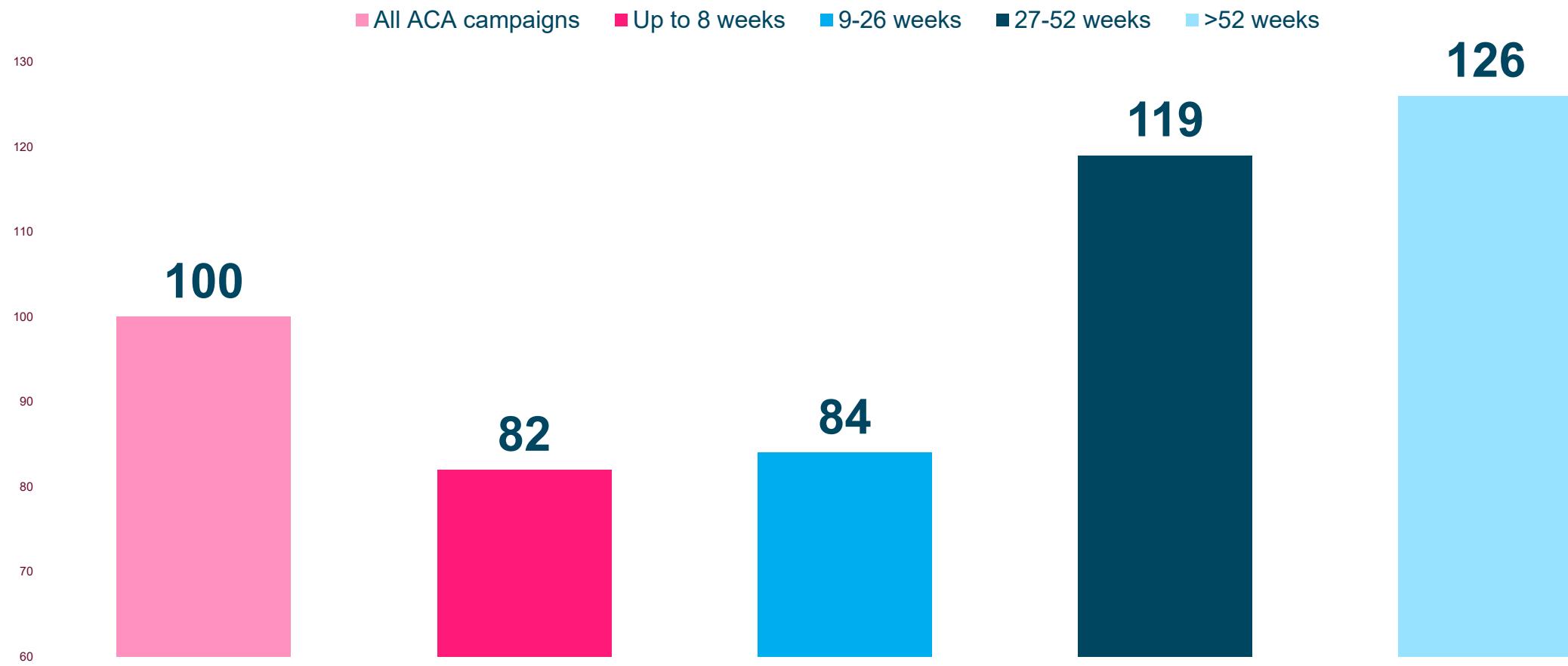
Strong Codification Has A Significant Impact On Business Effects

■ All ACA campaigns ■ All positive ESOV campaigns ■ Positive ESOV using audio ■ Positive ESOV + audio + strong codification



Source: Advertising Council of Australia's (ACA) Effectiveness Database 2018-2025. n=595 . Avg # of very large business effects

Longer Duration Of Campaigns Using Audio = Bigger Effects

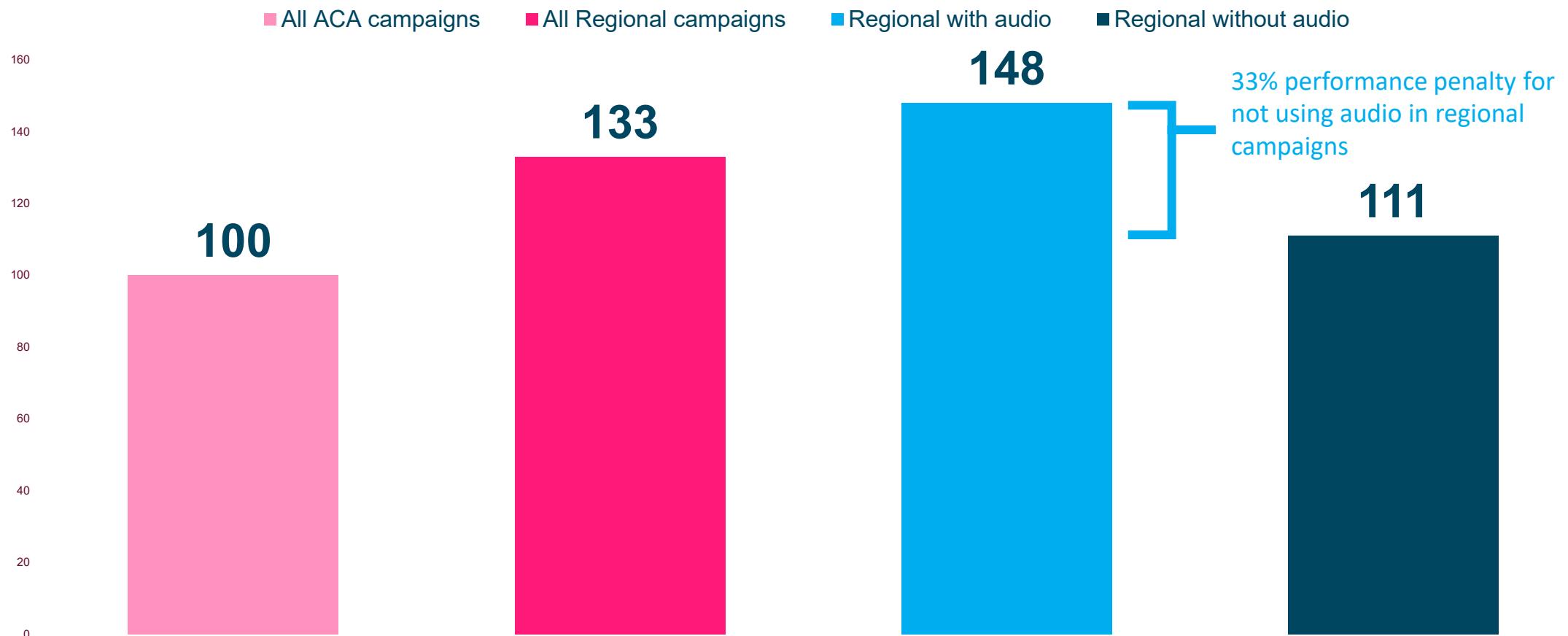


Source: Advertising Council of Australia's (ACA) Effectiveness Database 2018-2025. n=595 . Avg # of very large business effects



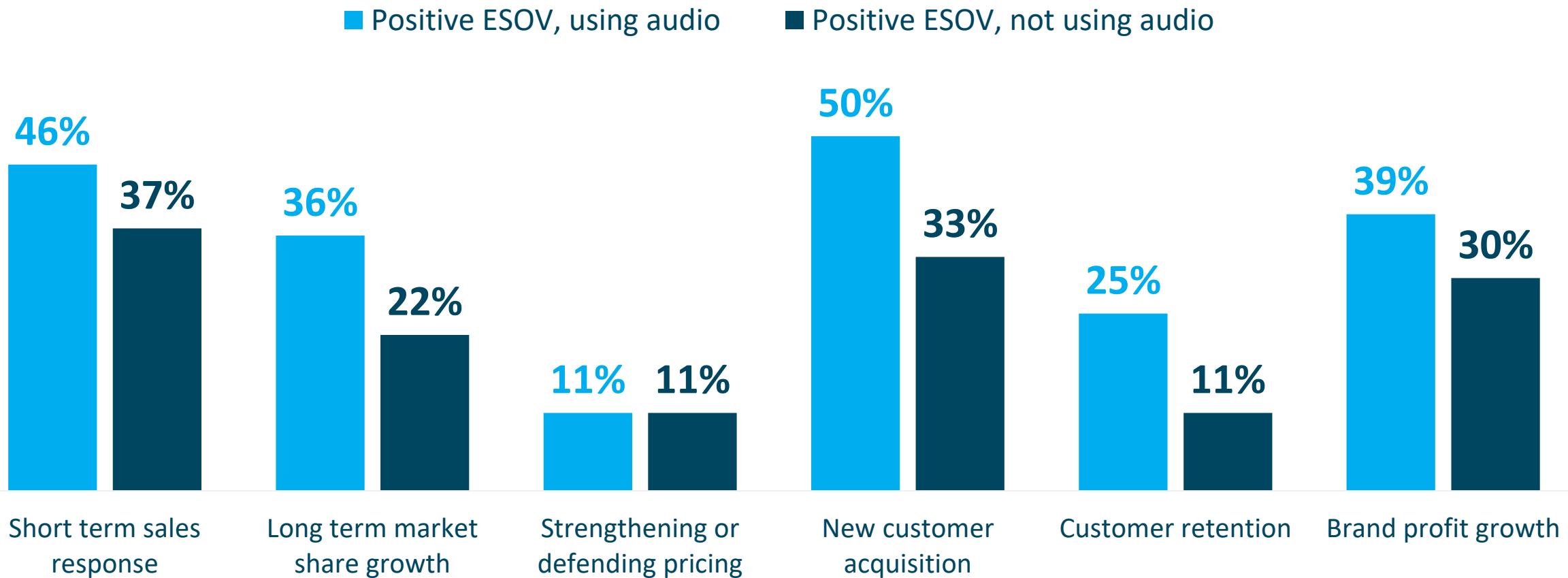
Regional

Regional Campaigns Deliver Strong Results And Work Even Harder When Audio Is In The Mix



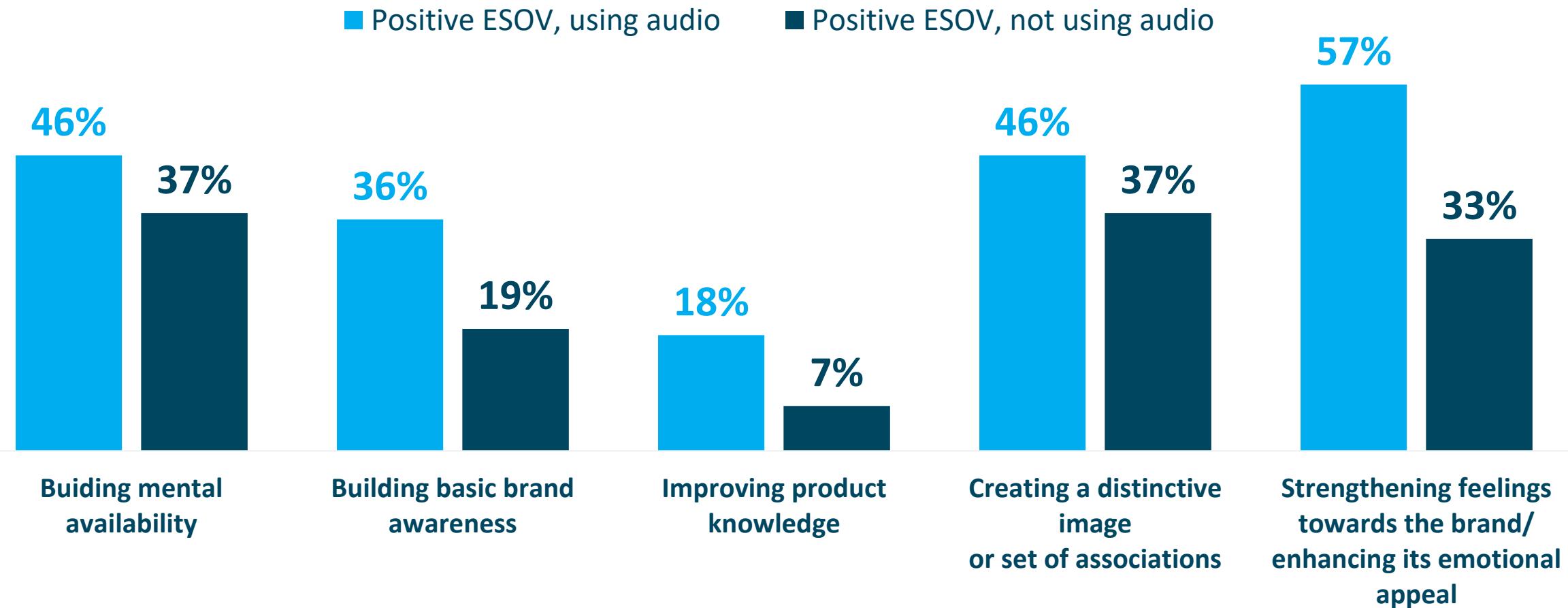
Source: Advertising Council of Australia's (ACA) Effectiveness Database 2018-2025. n=595 . Avg # of very large business effects

Regional Audio Triggers a Chain Reaction of Effectiveness Across Business Metrics



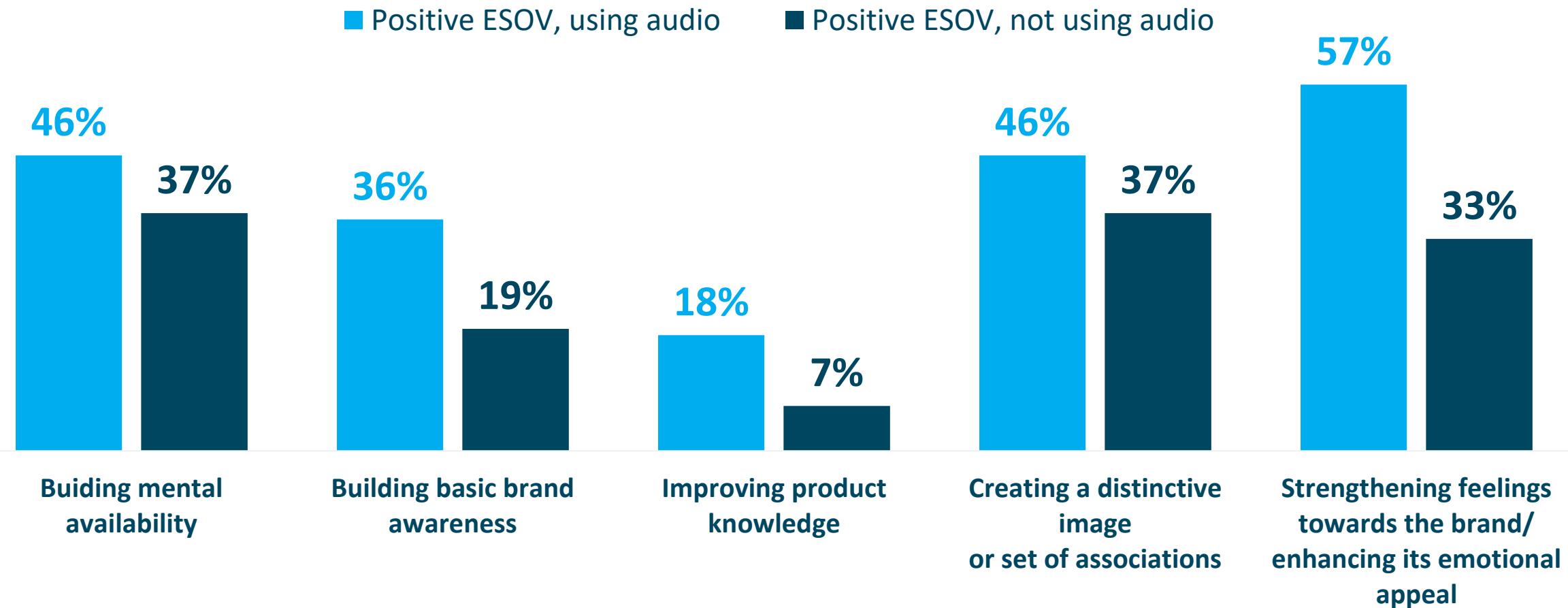
Source: Advertising Council of Australia's (ACA) Effectiveness Database 2018-2025. n=595 . % of campaigns stating a very large effect on the metric

Regional Audio Triggers a Chain Reaction of Effectiveness Across Brand Metrics



Source: Advertising Council of Australia's (ACA) Effectiveness Database 2018-2025. n=595 . % of campaigns stating a very large effect on the metric

Regional Audio Triggers a Chain Reaction of Effectiveness Across Brand Metrics



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AUDI : THE CAMPAIGN CATALYST

