

# **AUDI • : THE CAMPAIGN CATALYST**

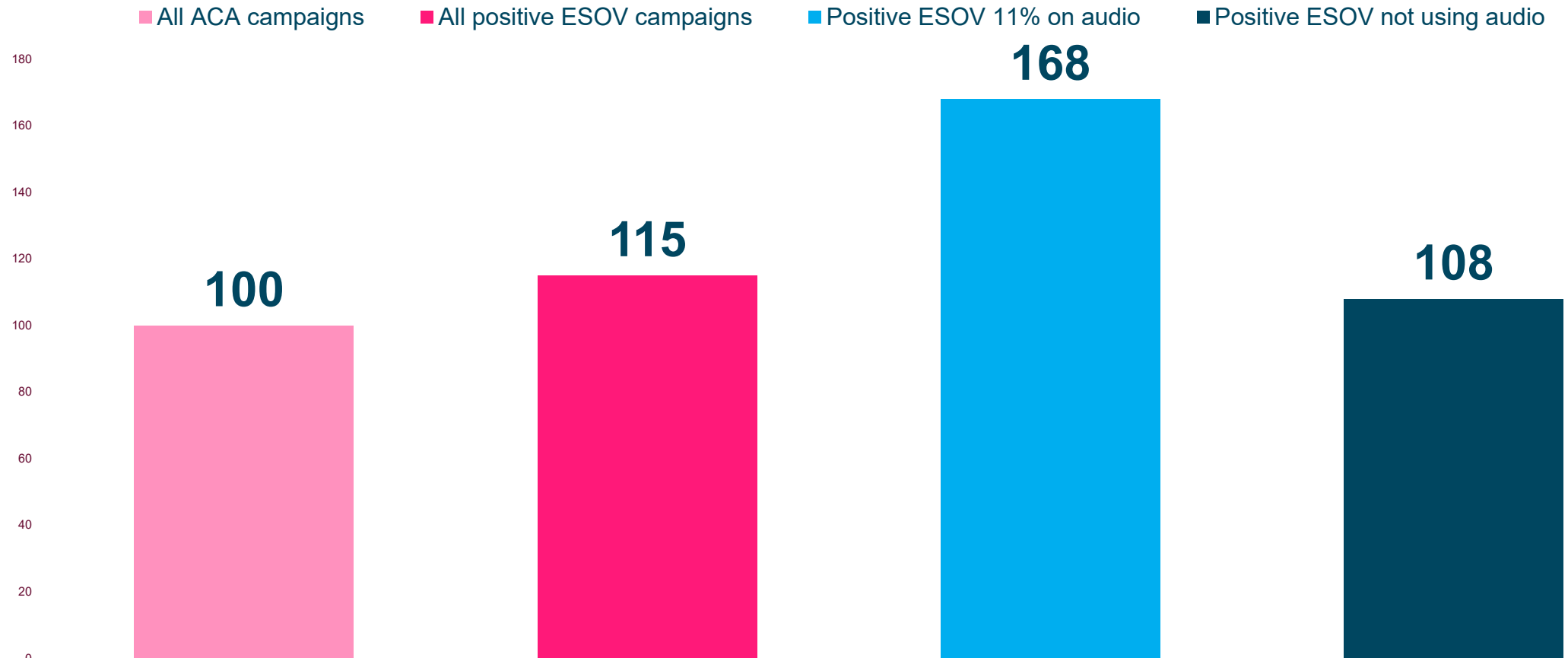




Audio is the catalyst in the media mix. Eight years of beautiful data confirms it: **allocate 11% to audio** and you trigger a disproportionate effect across every key brand and business measure. This isn't theory. You're not spending more - you're making everything you already spend work significantly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

— Mark Ritson

# Audio: The Campaign Catalyst

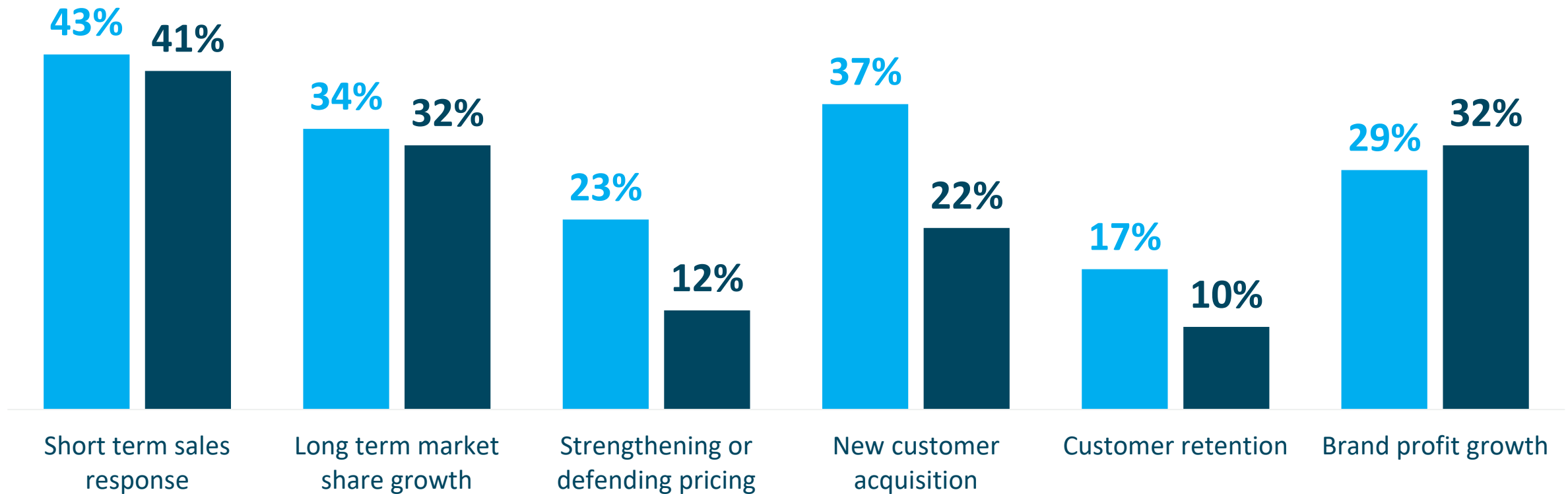


Source: Advertising Council of Australia's (ACA) Effectiveness Database 2018-2025. n=595 . Avg # of very large business effects



# Audio Triggers a Chain Reaction of Effectiveness Across Business Metrics

■ Positive ESOV, using audio   ■ Positive ESOV, not using audio

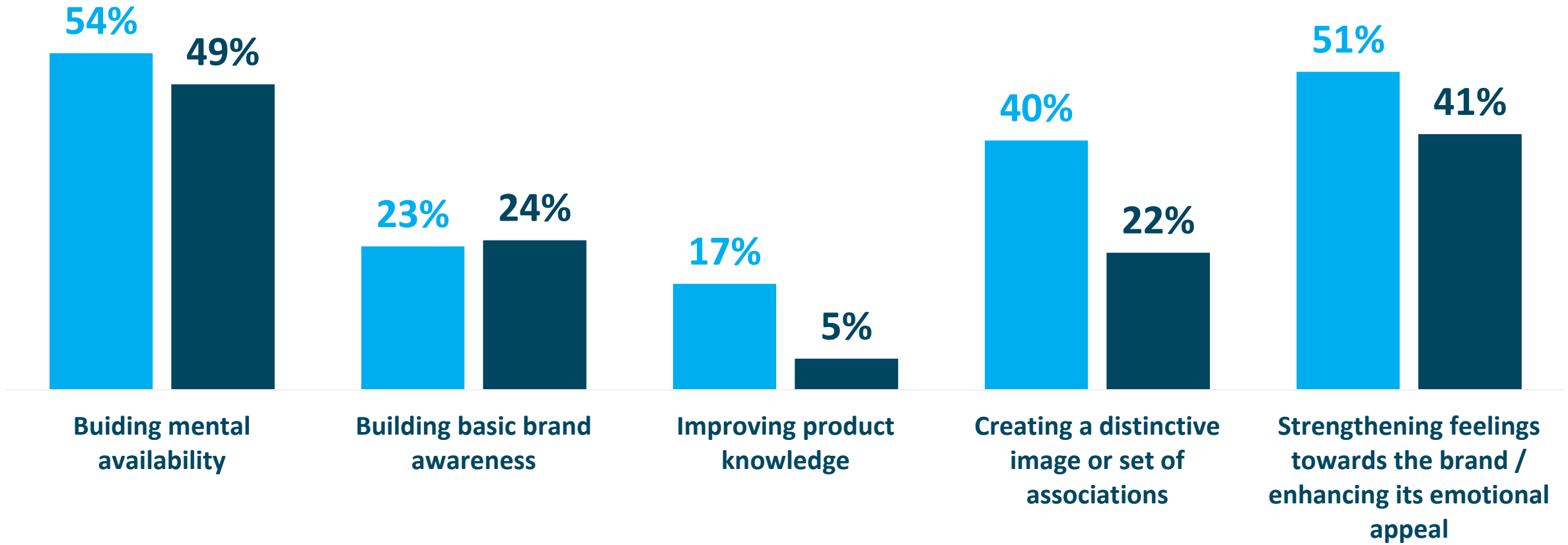


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# Audio Triggers a Chain Reaction of Effectiveness Across Brand Metrics

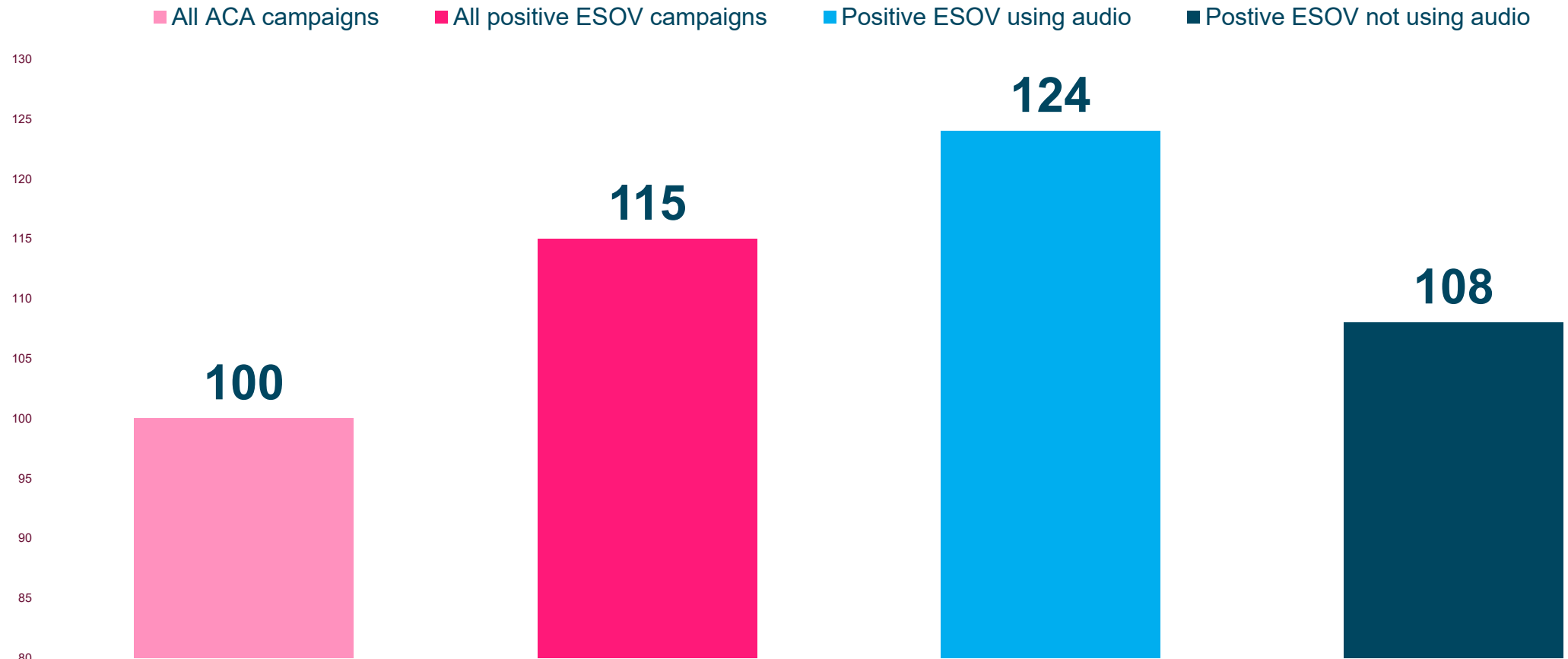
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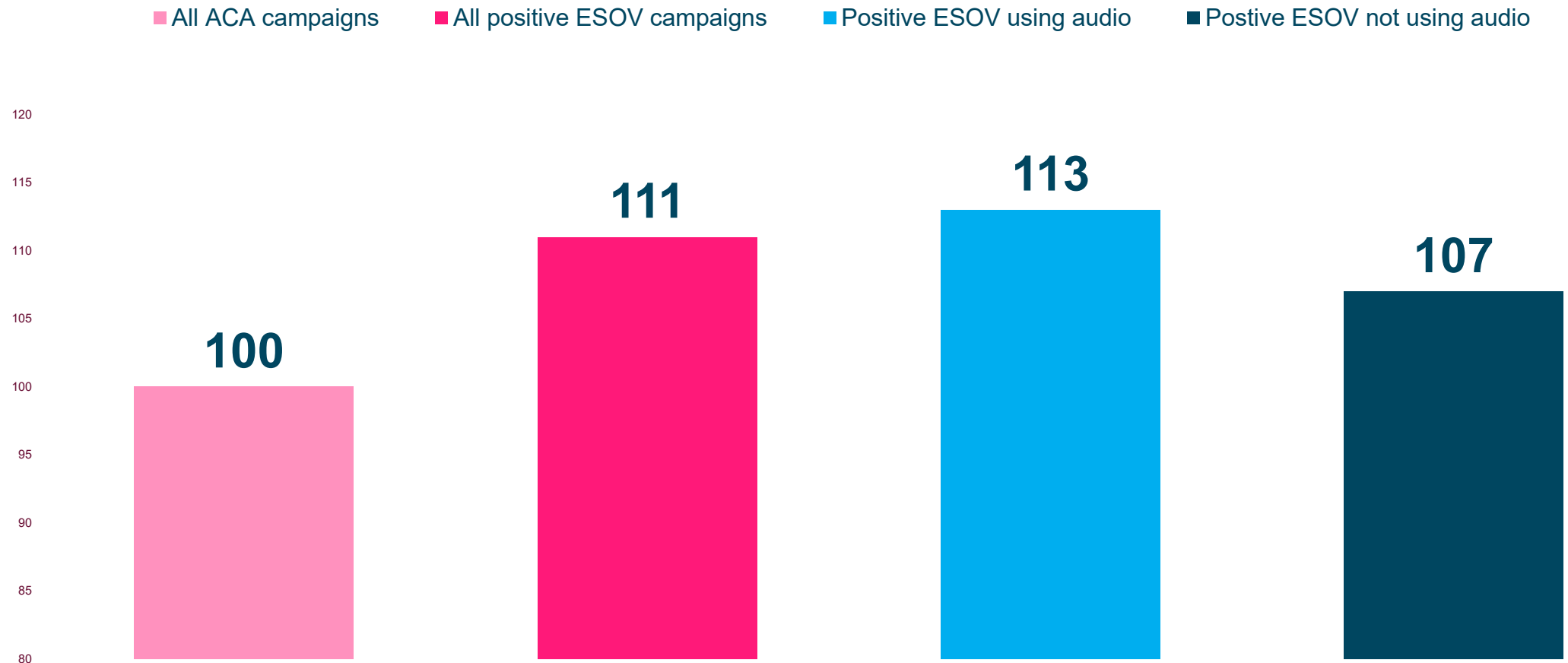
# Campaigns Drive Stronger Business Effects When Audio Is In The Mix



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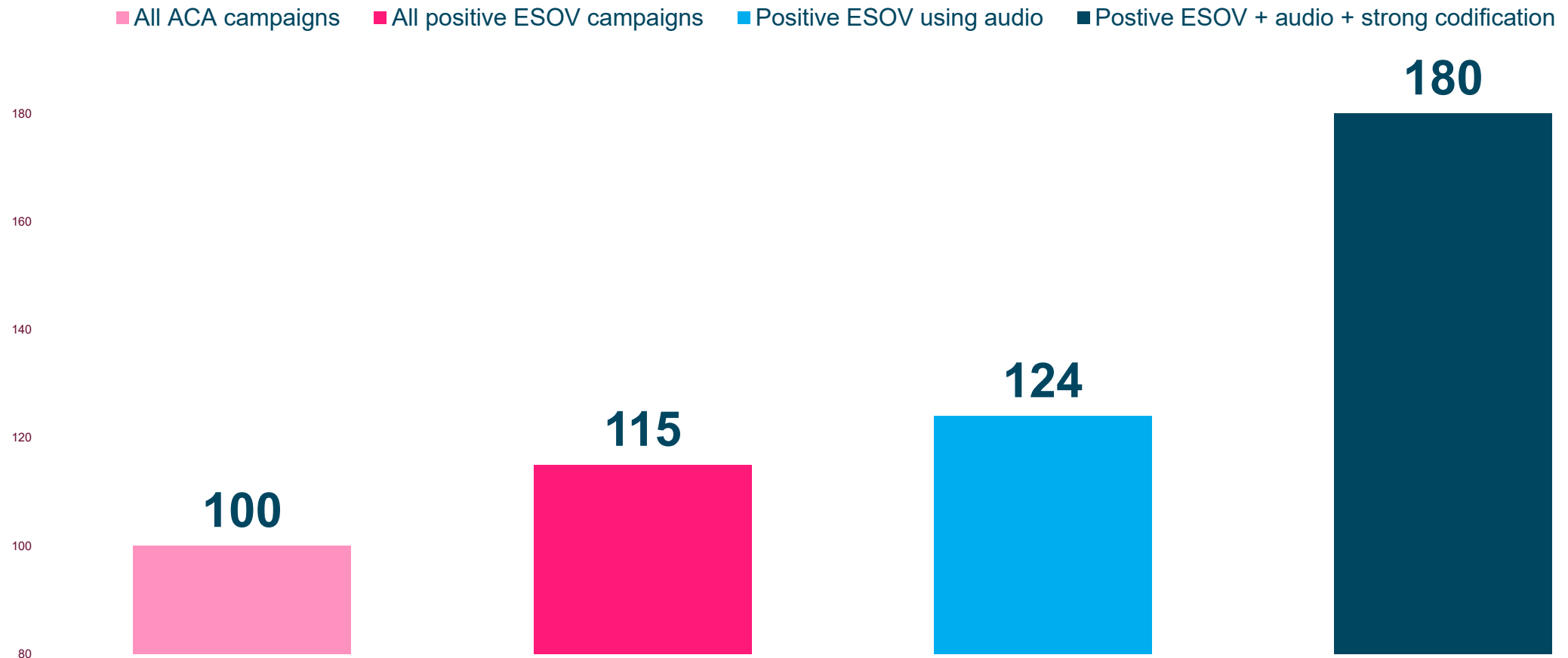
# Campaigns Drive Stronger Brand Effects When Audio Is In The Mix



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# Strong Codification Has A Significant Impact On Business Effects

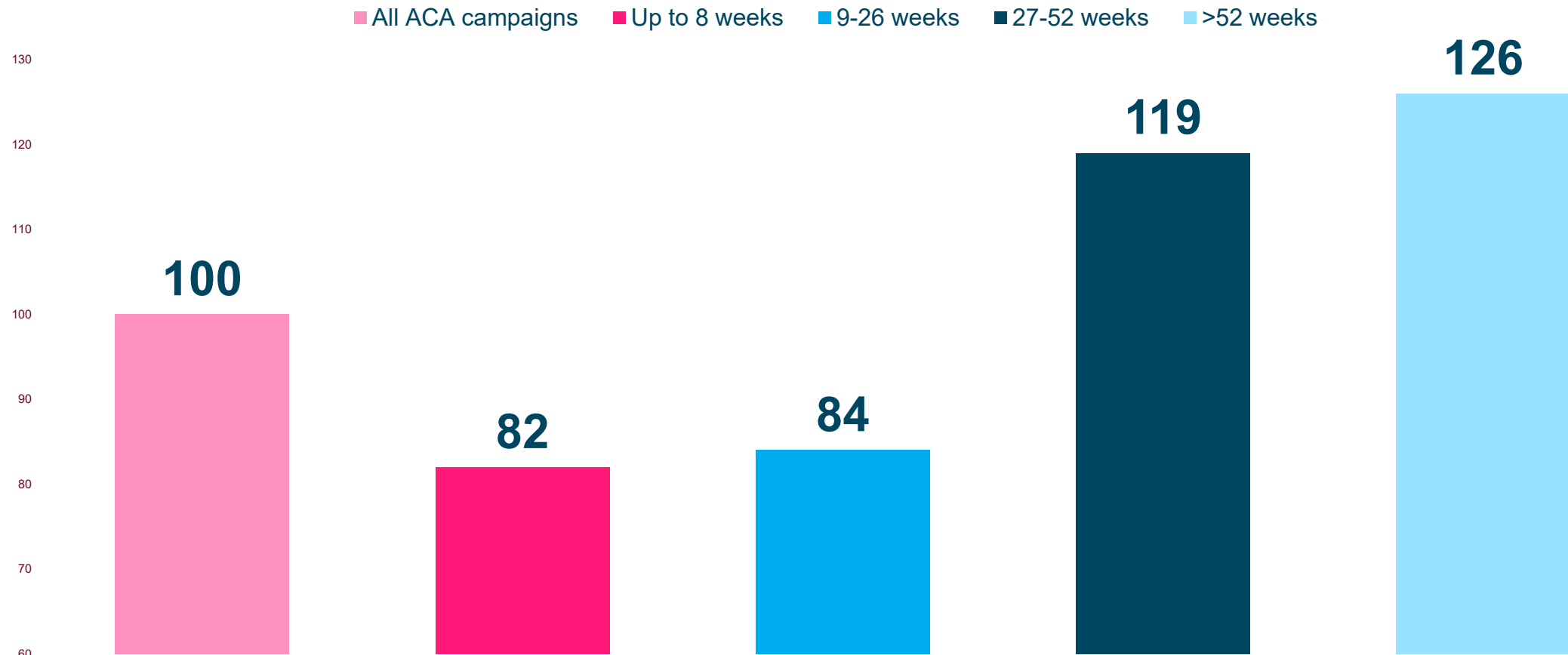


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# Longer **Duration** Of Campaigns Using Audio = Bigger Effects



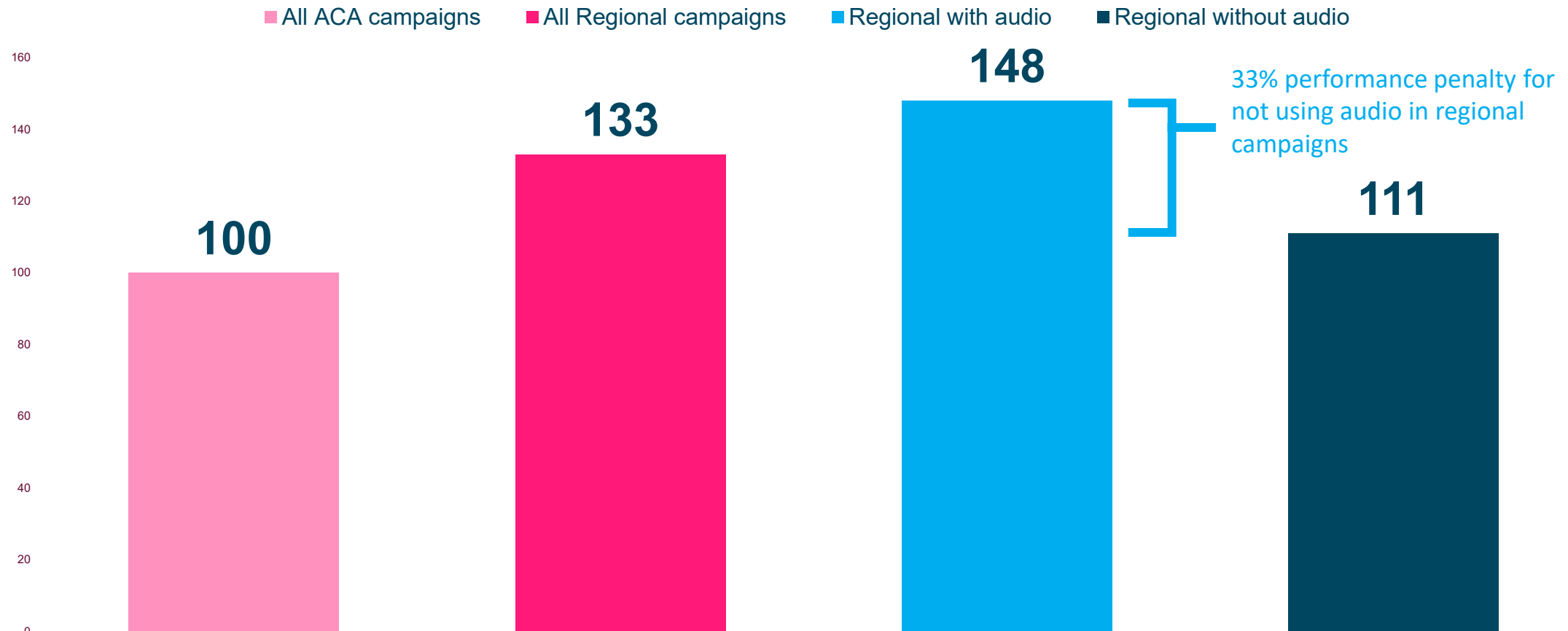
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A large, stylized blue circular graphic on the left side of the slide. It consists of a central dark blue circle, surrounded by a ring of medium blue, which is further enclosed by a larger ring of a lighter blue. The rings are not perfectly circular, having a slight wedge-shaped gap on the right side.

**Regional**

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

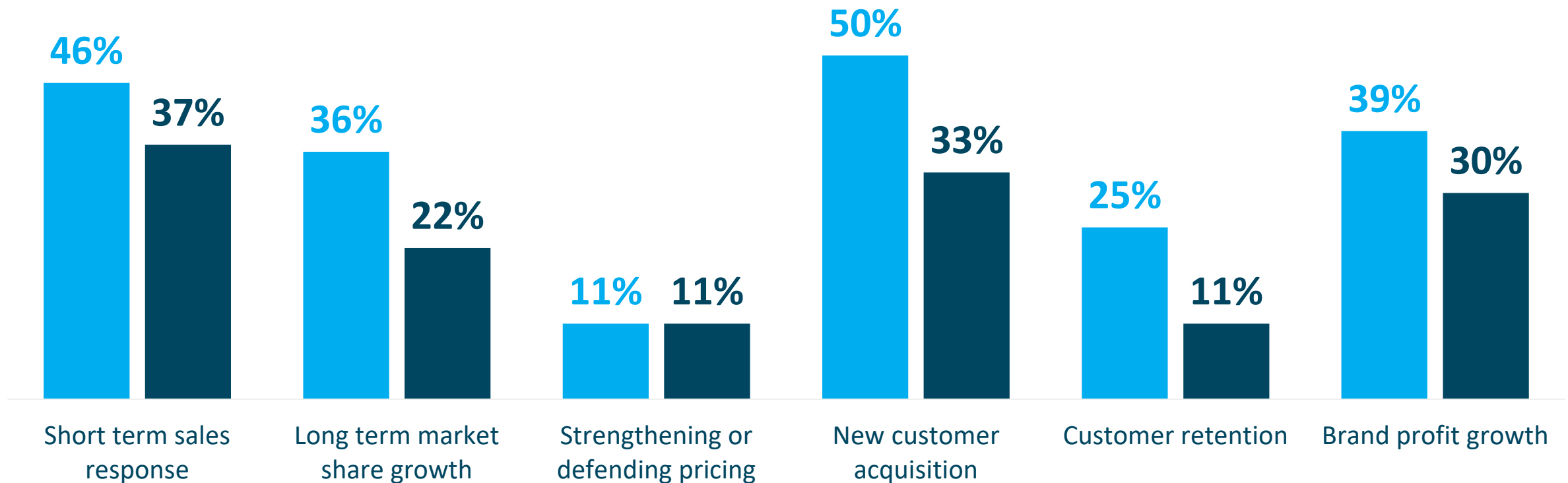


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# Regional Audio Triggers a Chain Reaction of Effectiveness Across Business Metrics

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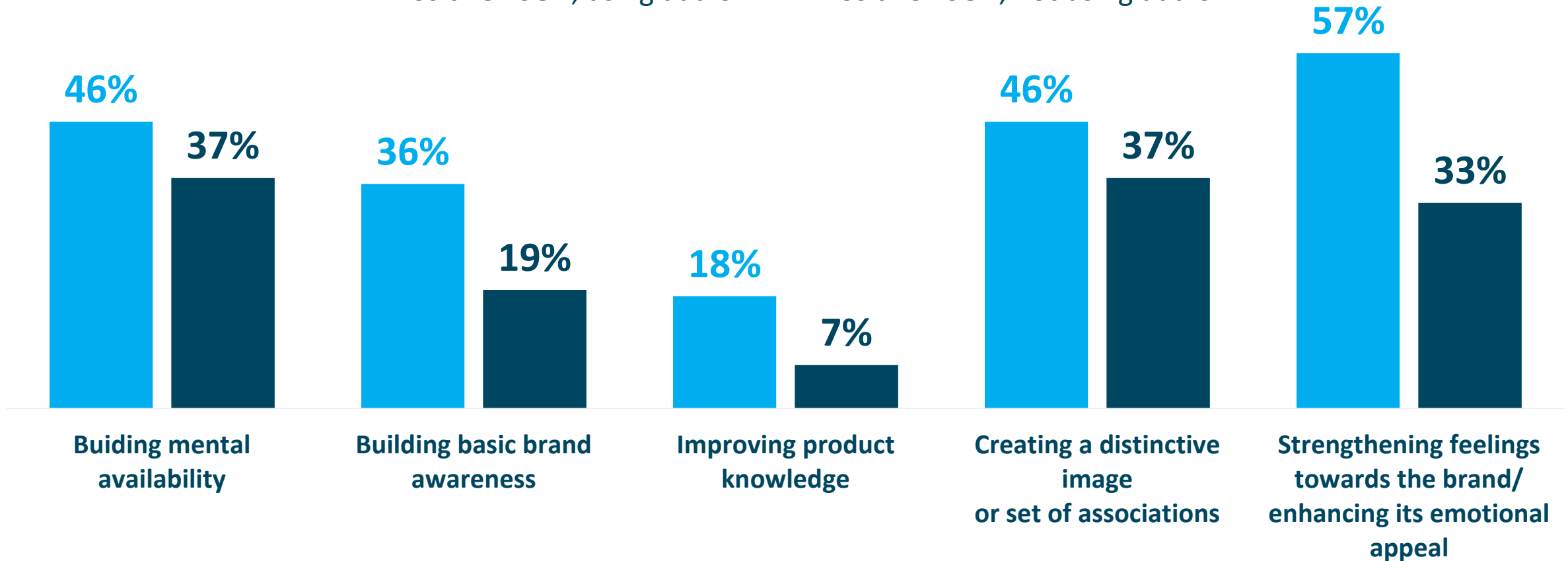


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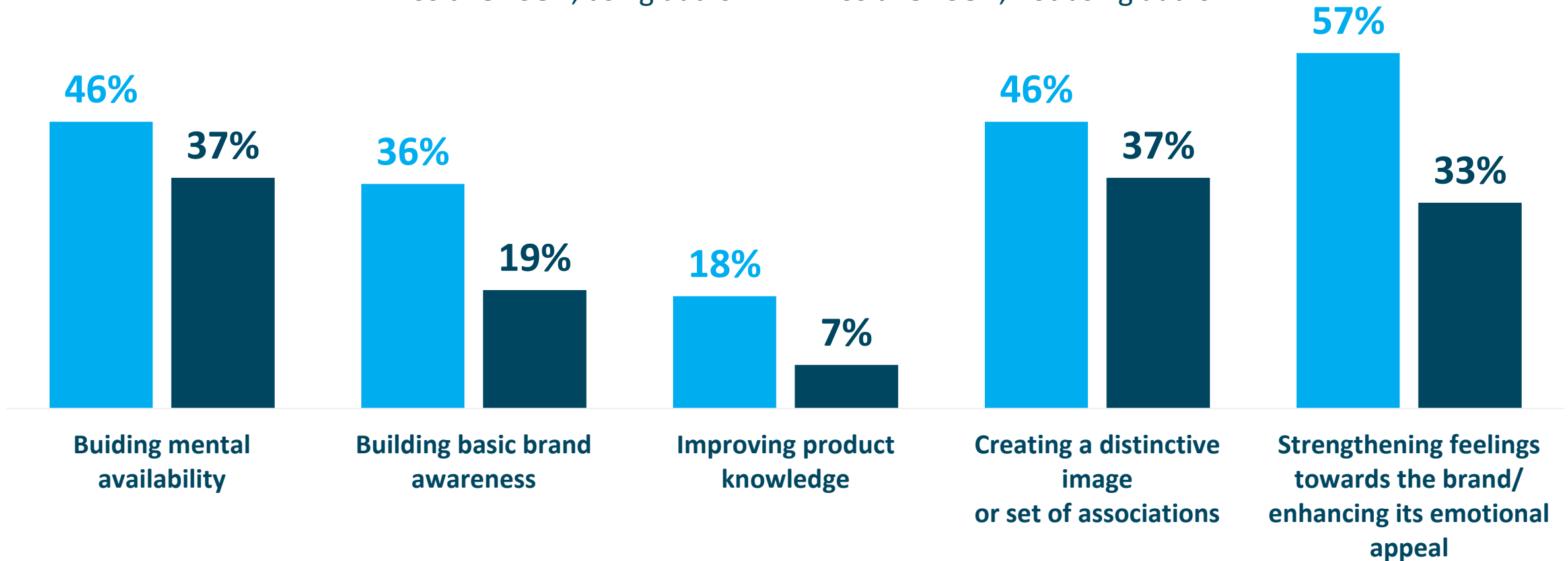
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