

How to **Double** the **Double**

Using creativity to boost radio's effectiveness advantage



Andrew Tindall

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System1
Create with Confidence





RADIO?!
A GOOD
MARKETING
CHANNEL?!
NO ONE
LISTENS TO
RADIO!

IXAT

DOCTOR'S
OFFICE

MY BAD!

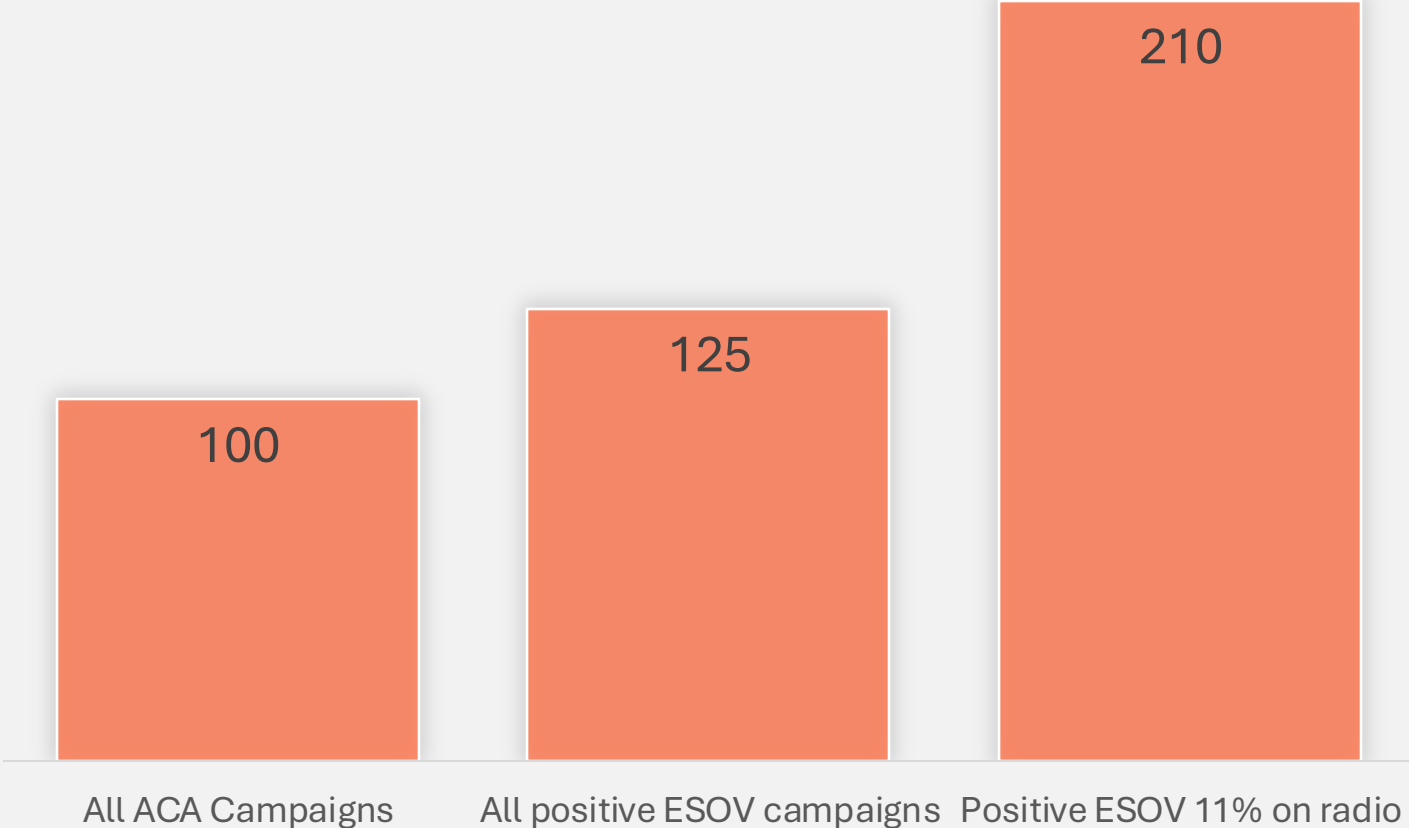
DHANANJAY with
ANDREW TINDALL

THE MARKETING
SCIENTISTS

Radio boosts effectiveness

Invest 11% of your media plan into radio and **DOUBLE** your very large business effects.

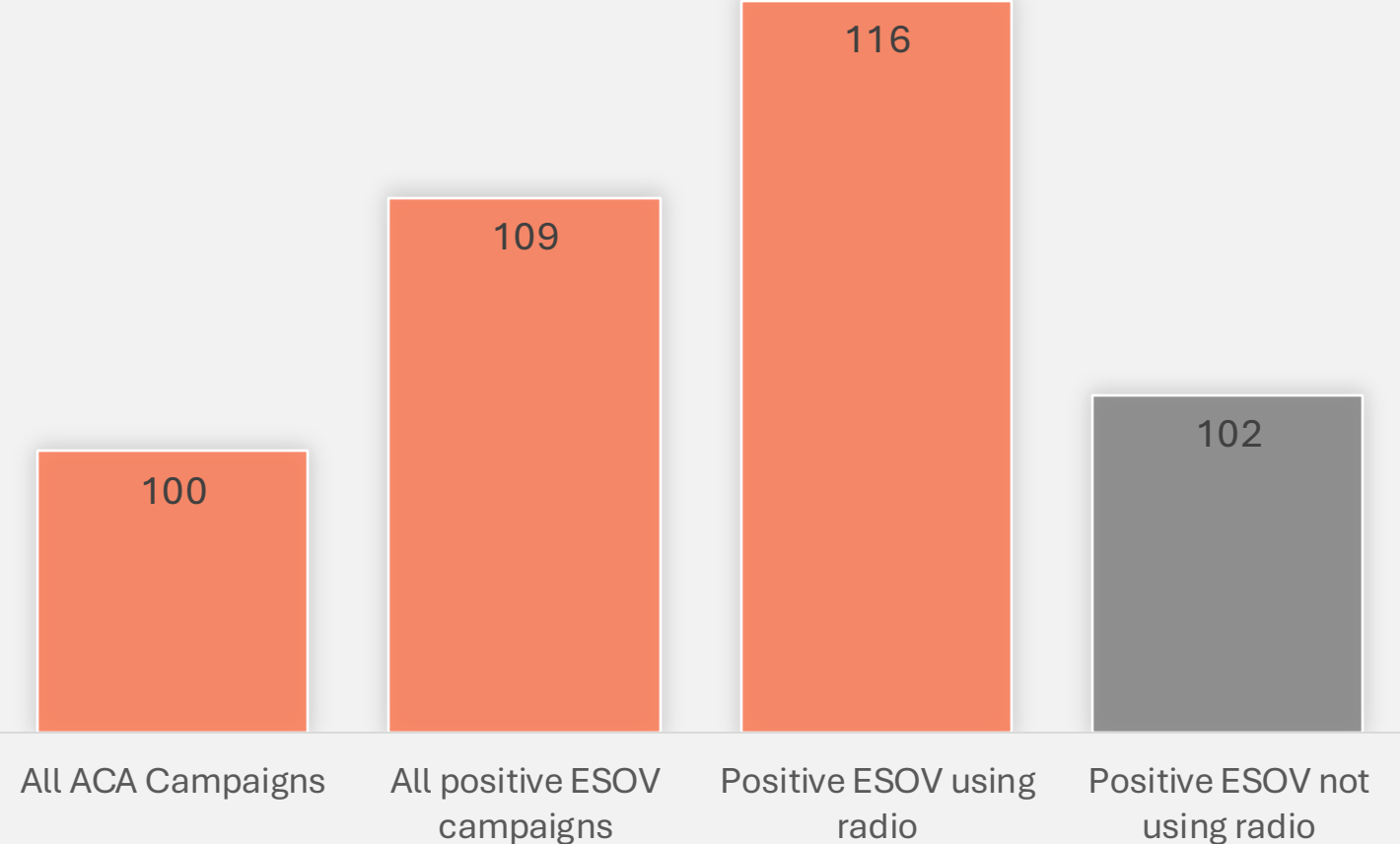
Average # of very large business effects



Radio grows brand

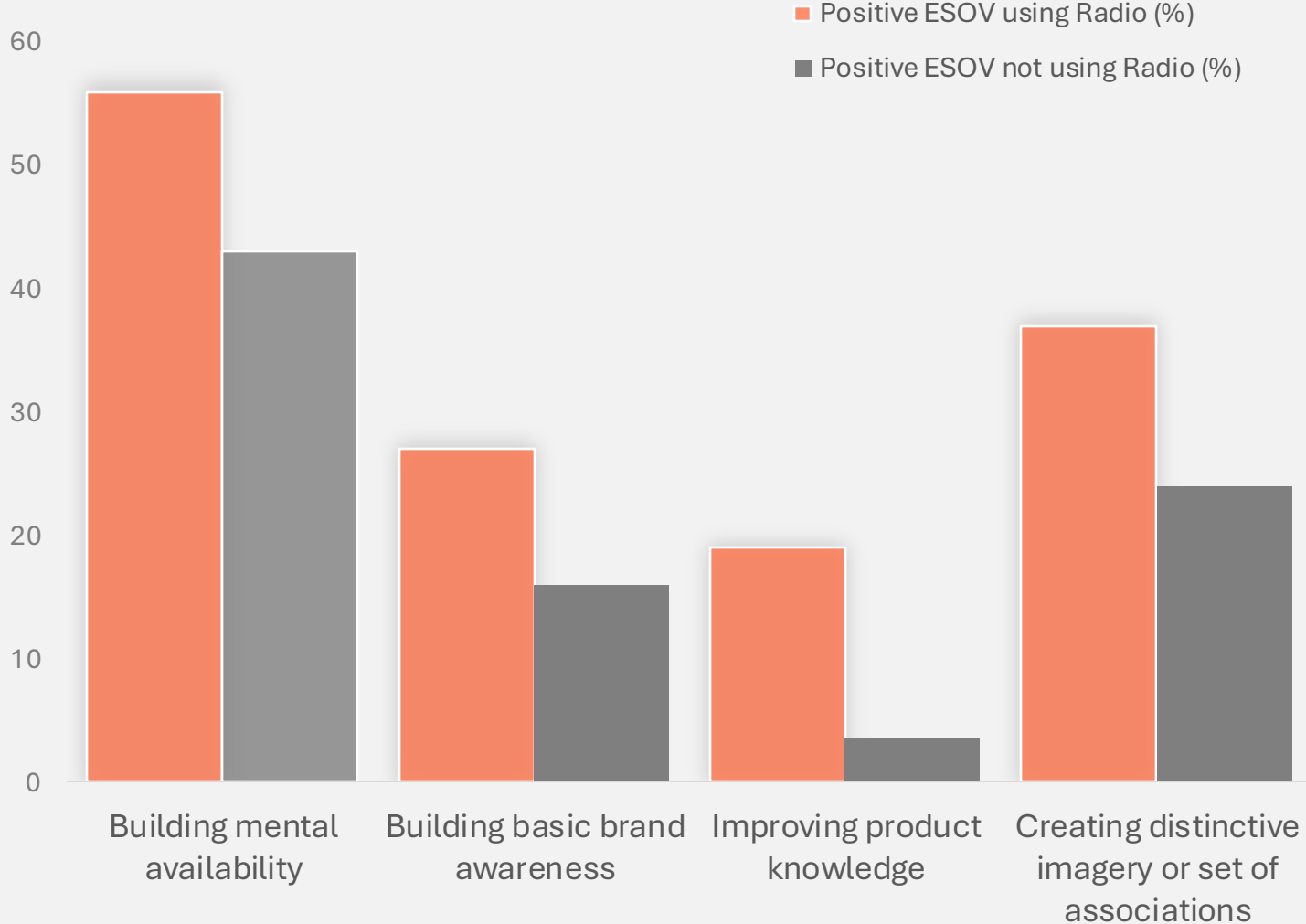
Average # of very large business effects

Include radio to gain **13% MORE** very large brand effects.



Radio boosts campaign effects

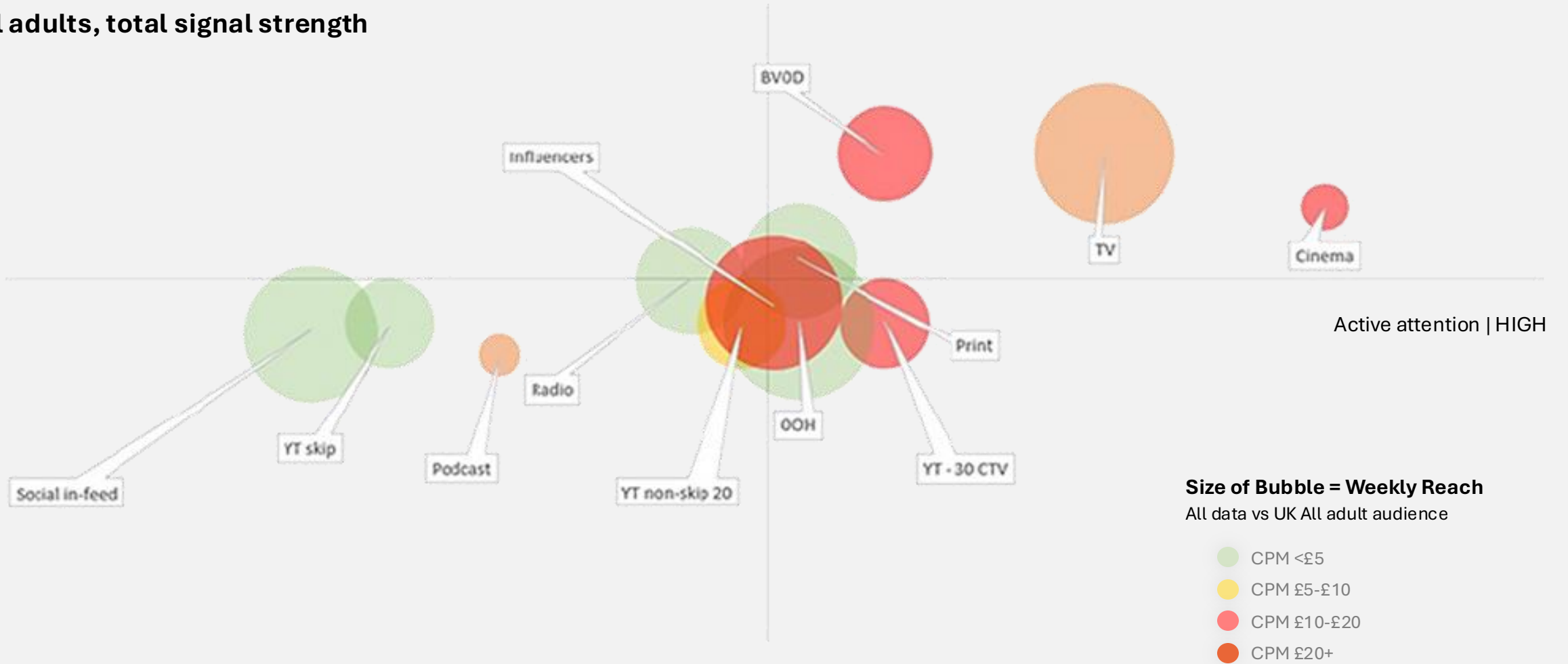
Include radio to boost **AWARENESS & CAMPAIGN EFFECTS.**



Why Radio works harder

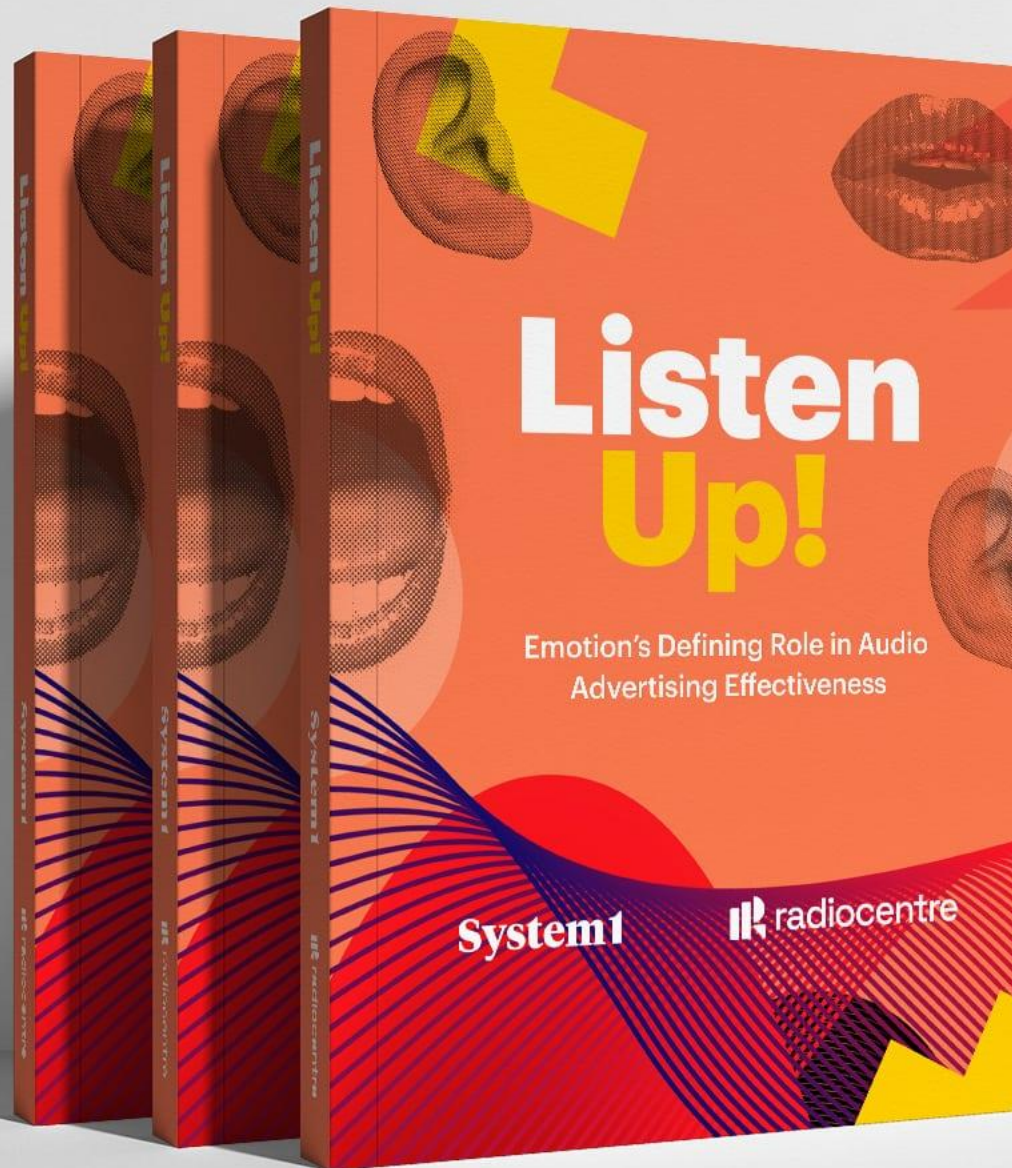
Signal strength | STRONG

All adults, total signal strength



Let's use creativity to double radio's double effectiveness...



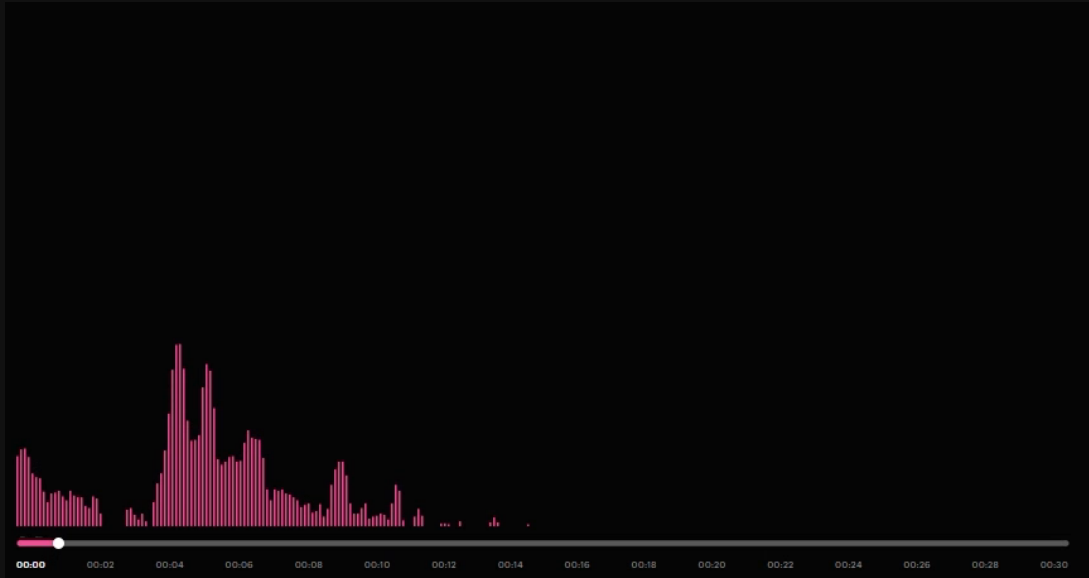


Listen Up!

Emotion's Defining Role in Audio
Advertising Effectiveness

System1

radiocentre



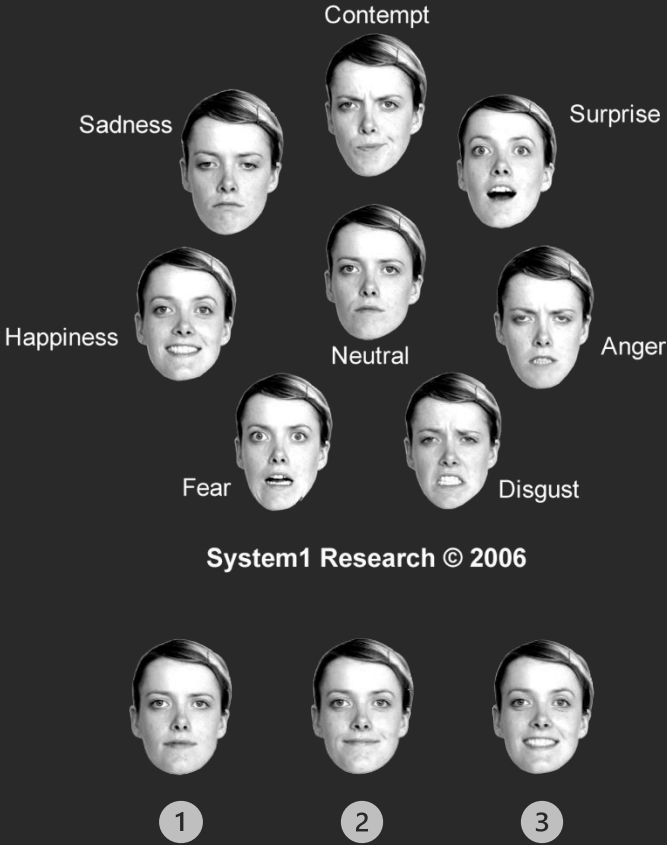
- Contempt
- Disgust
- Anger
- Fear
- Sadness
- Neutral
- Happiness
- Surprise

FaceTrace Emotional Response

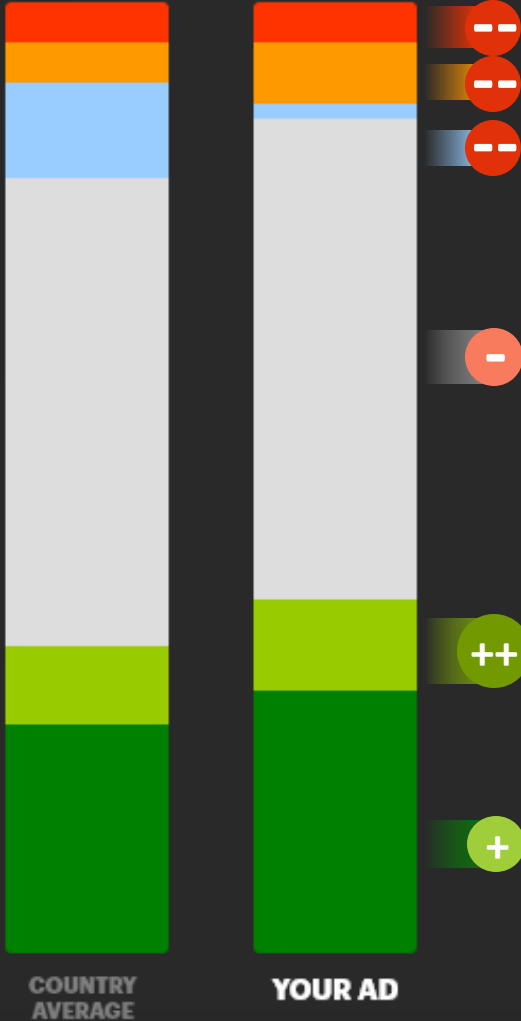
FluencyTrace Brand Recognition

Using emotion to measure creative quality

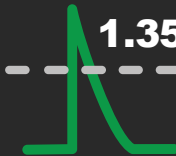
Quantity & Intensity of Emotions



Ad Effectiveness Metrics



Star Rating
Predicts long-term effects



Spike Rating
Predicts short-term effects



Fluency Rating
Measures ad-brand linkage

Creative choices determine radio success



HIGH QUALITY AUDIO ADS

Double trust gains

Increase advertising awareness

Build on effects from across the mix

Create fame effects

Change consumer behaviour



LOW QUALITY AUDIO ADS

Modest trust gains

Decrease advertising awareness

Work alone

Reduce fame effects

Unable to change behaviour

How to Double the Double

Tuning In

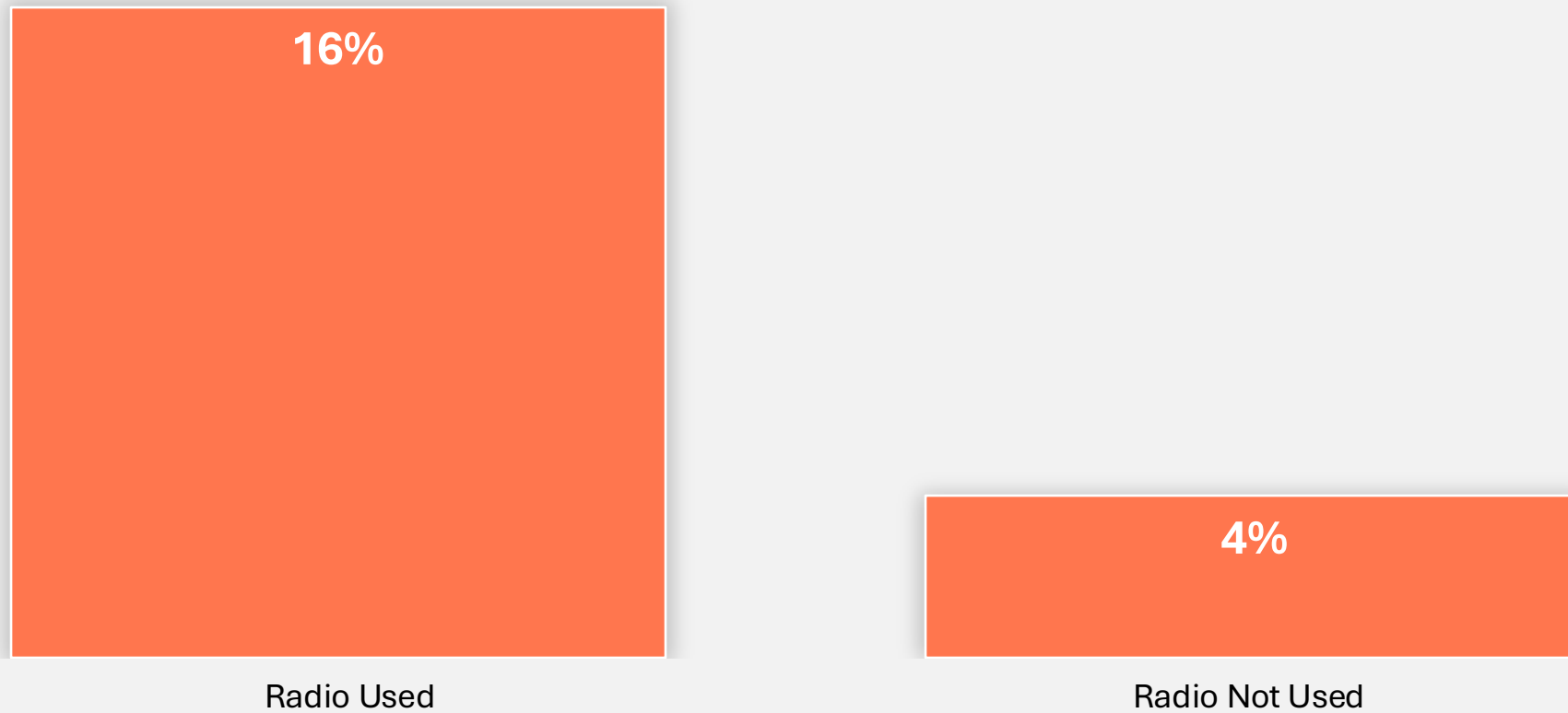


#Future
Energy

Up! System

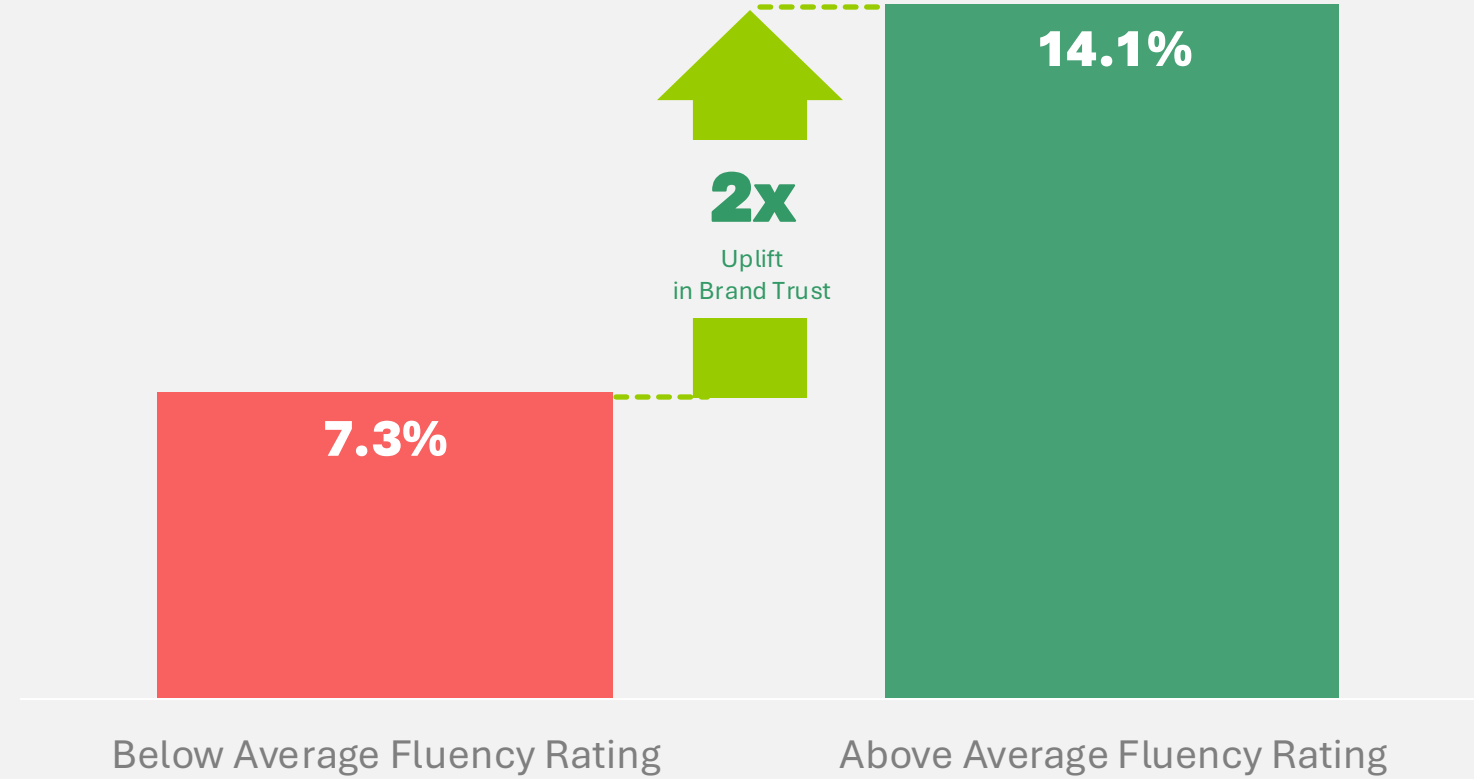
Including radio increases large brand trust effects

Campaigns Reporting Very Large Trust Effects (Brand Effects) (%)



Radio ads achieving **high brand recognition** impressively **double trust gains**.

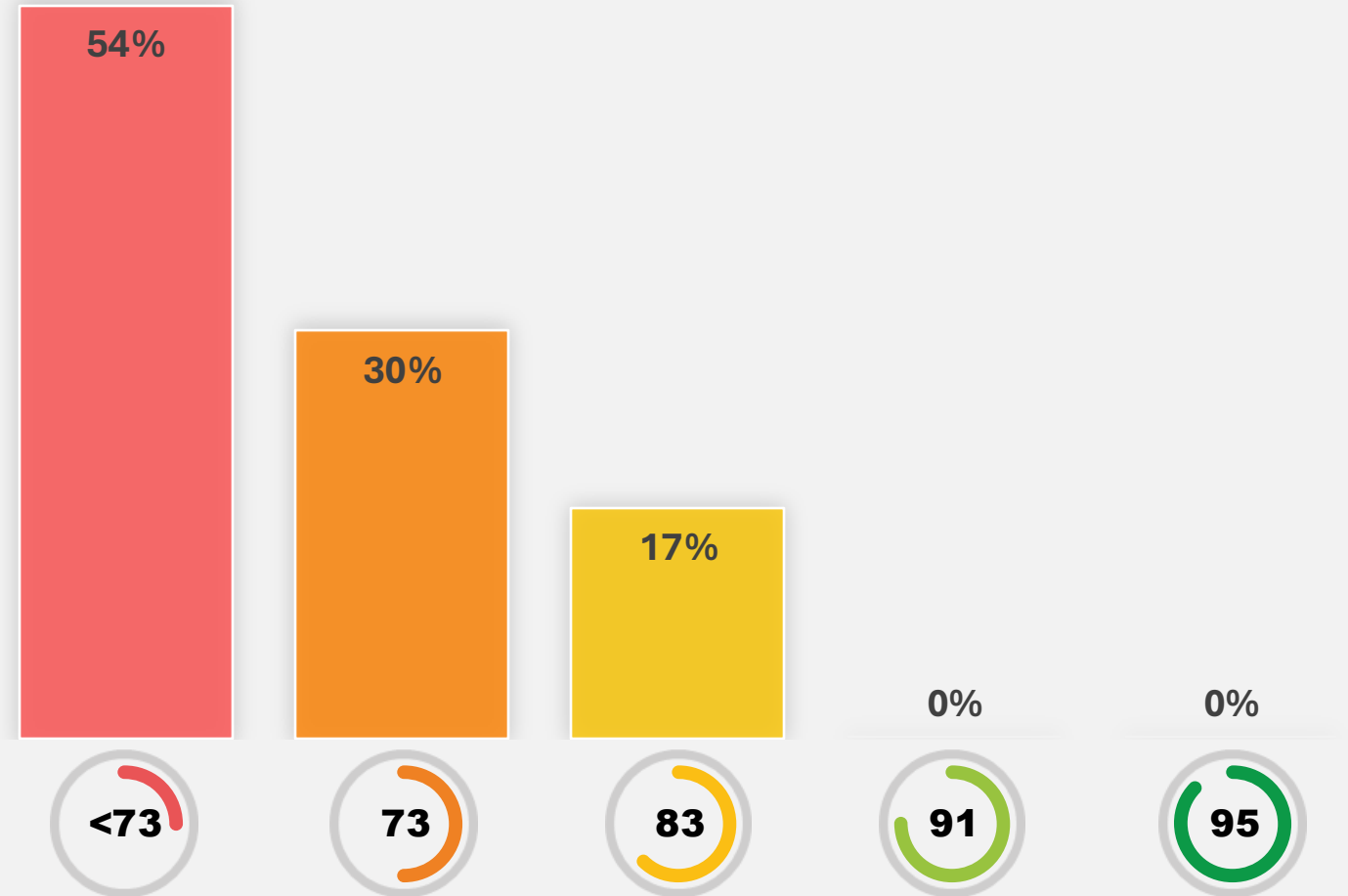
Average % brand trust increase, per 100 GRPs



A huge opportunity to double the double!

We've found **zero** Australian audio ads with Strong or Exceptional fluency.

Ads achieving Each Brand Recognition (AUS)



Average brand recognition **68%**



Second-by second **Response**

FaceTrace Emotional Response

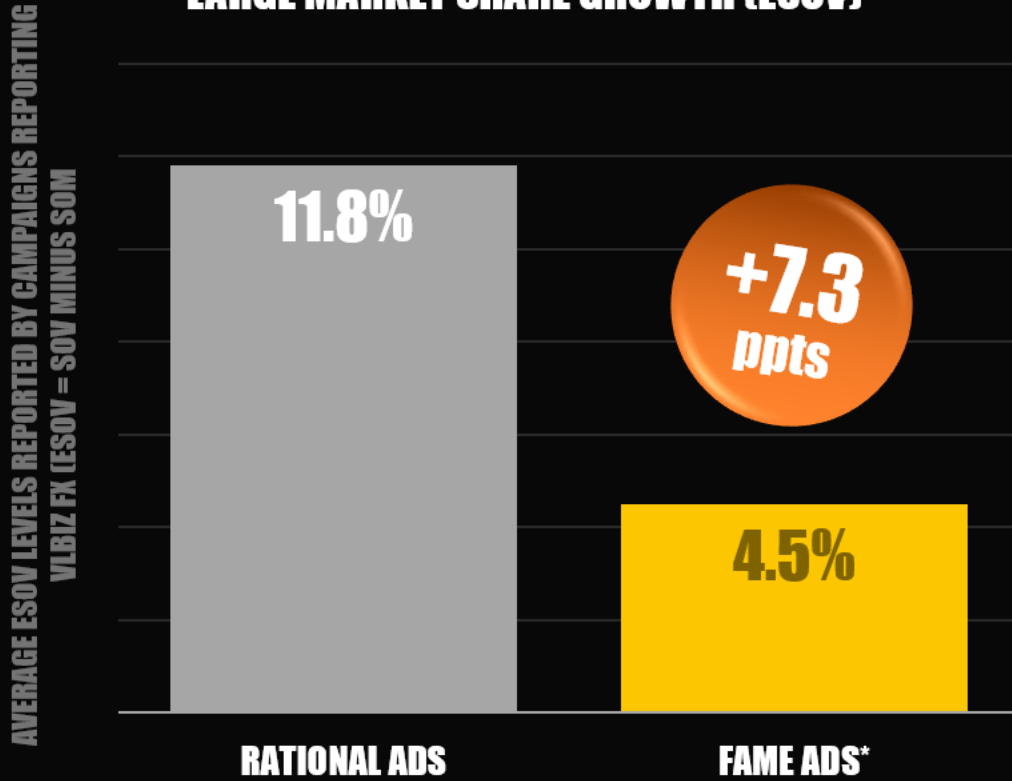
- Contempt
- Disgust
- Anger
- Fear
- Sadness
- Neutral
- Happiness
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FluencyTrace Brand Recognition

A video player interface with a large pink play button in the center. Below the video area is a timeline with a white progress bar and a white playhead marker at the 00:00 position. The timeline labels range from 00:00 to 00:16 in one-second increments.

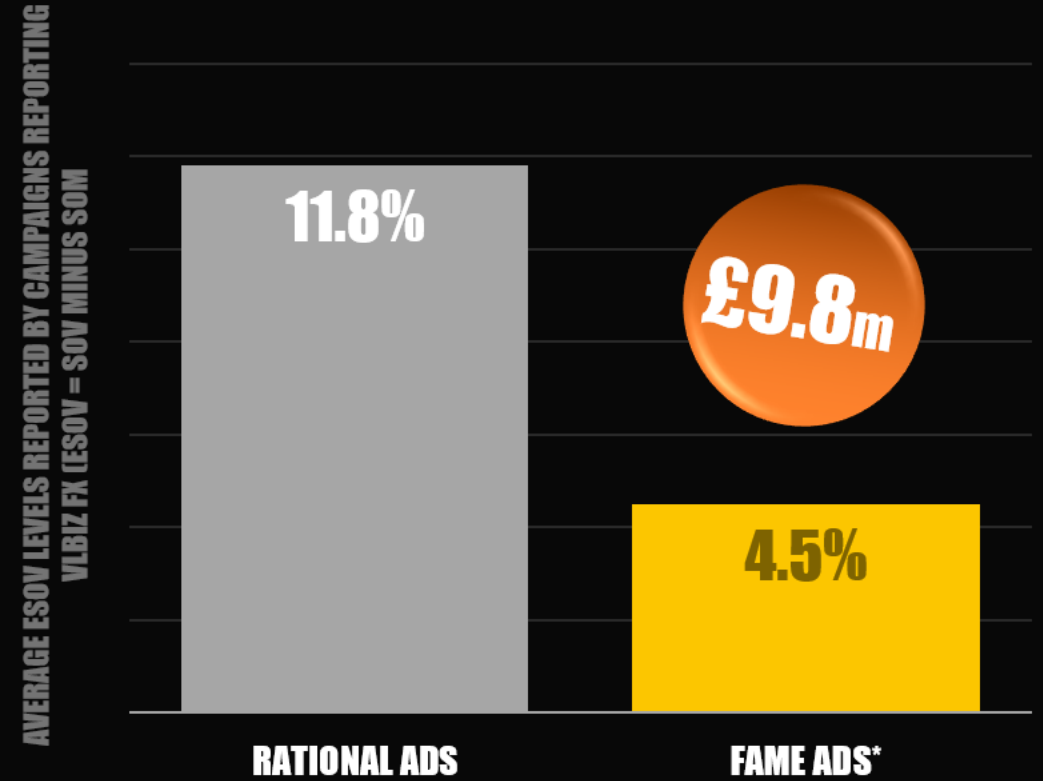
THE TRUE COST OF DULL | DULL ADS NEED EXTRA BUDGET TO ACHIEVE THE SAME GROWTH

BUDGET LEVELS OF CAMPAIGNS ACHIEVING VERY LARGE MARKET SHARE GROWTH (ESOV)



VERY LARGE MARKET SHARE GROWTH

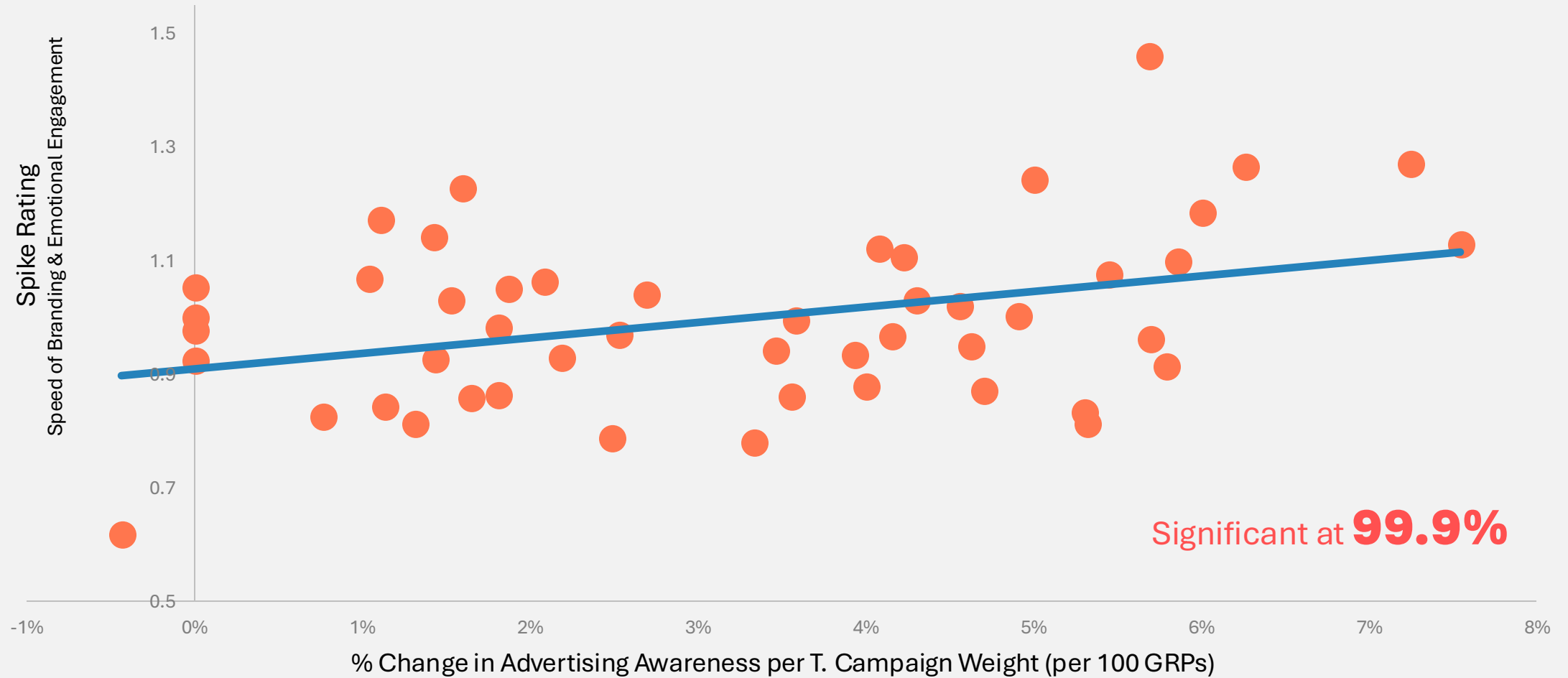
WHAT DOES THIS MEAN IN £££s?



VERY LARGE MARKET SHARE GROWTH

Commercially interesting ads build more memories

Spike Rating with % Ad Awareness Gain, Media Weighted





Second-by second **Response**

FaceTrace Emotional Response

- Contempt
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- Fear
- Sadness
- Neutral
- Happiness
- Surprise

FluencyTrace Brand Recognition

00:00 00:02 00:04 00:06 00:08 00:10 00:12 00:14 00:16 00:18 00:20 00:22 00:24 00:26 00:28 00:31

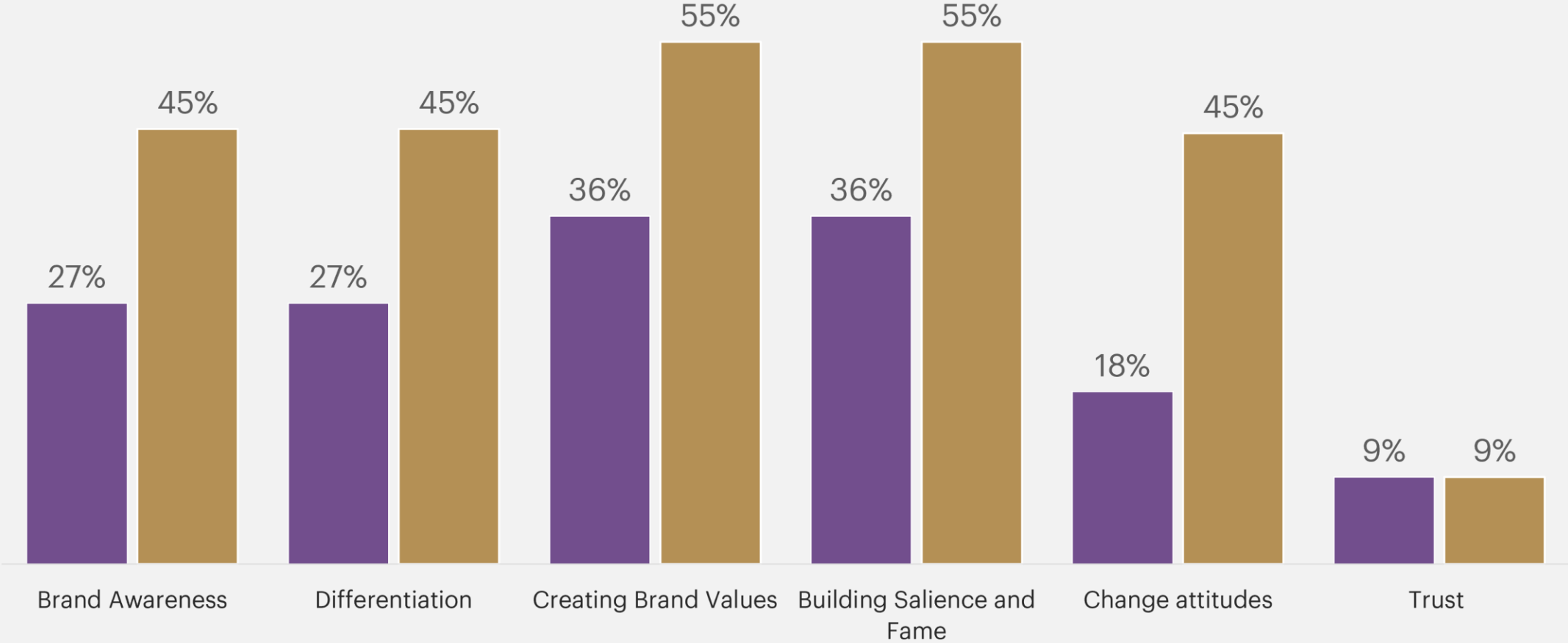
Compound Creativity

Percentage Reporting Very Large Brand Effects

Latest Campaign in IPA Databank

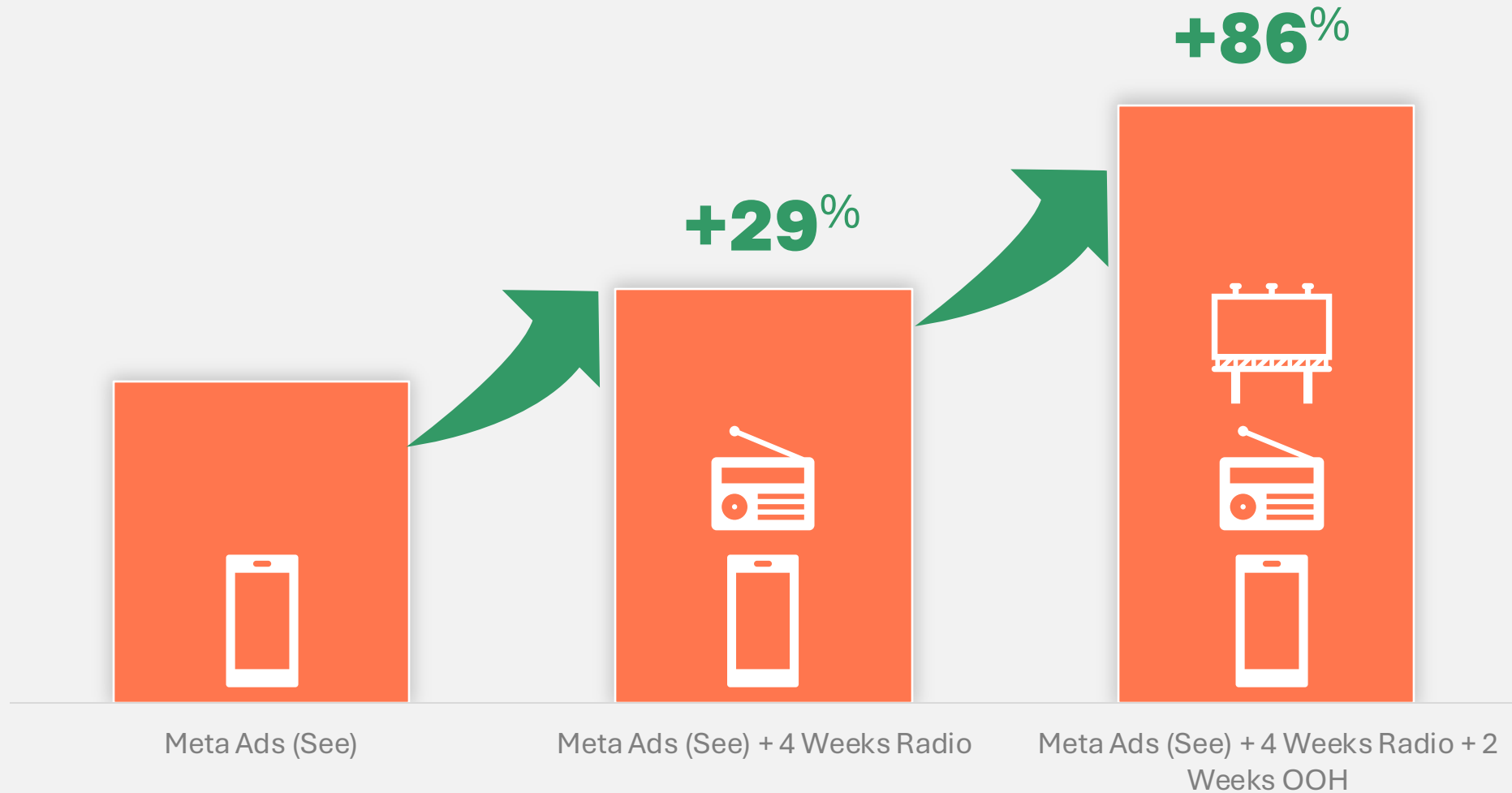
Creative Consistency Score

- Top 20% Consistent
- Bottom 20% Consistent



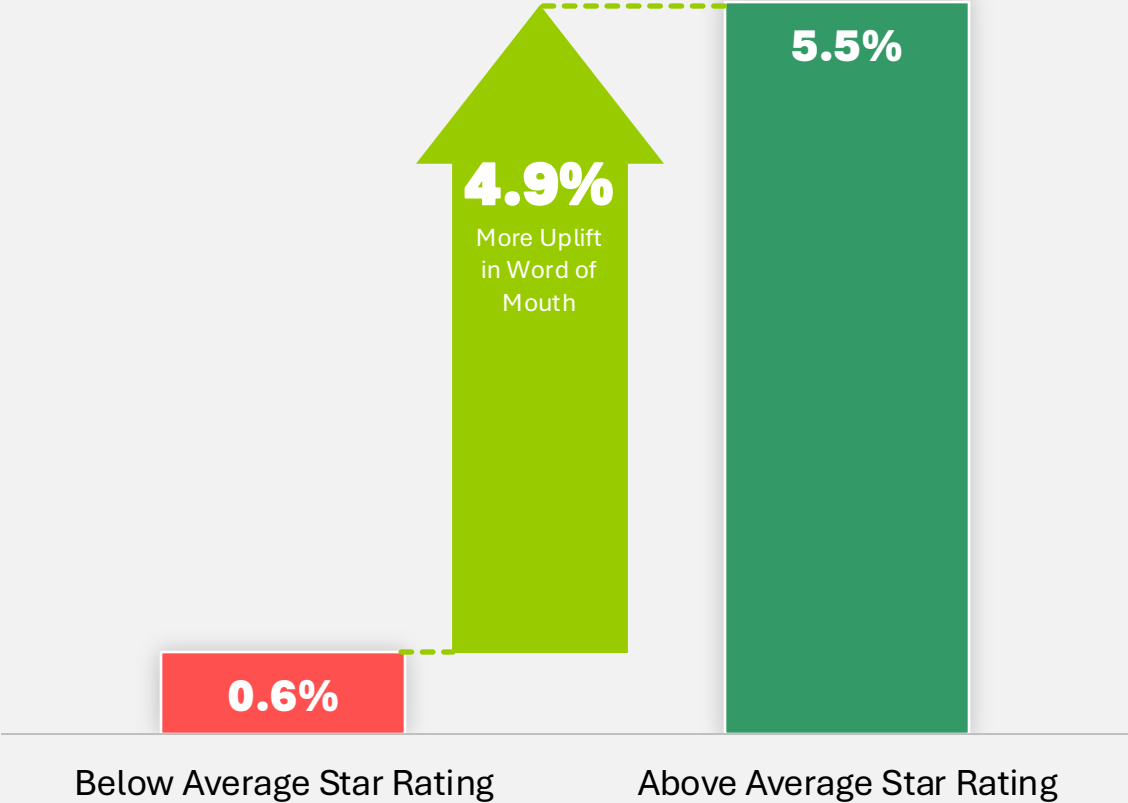
Multiplicative power of OOH & radio

Click Through Rate

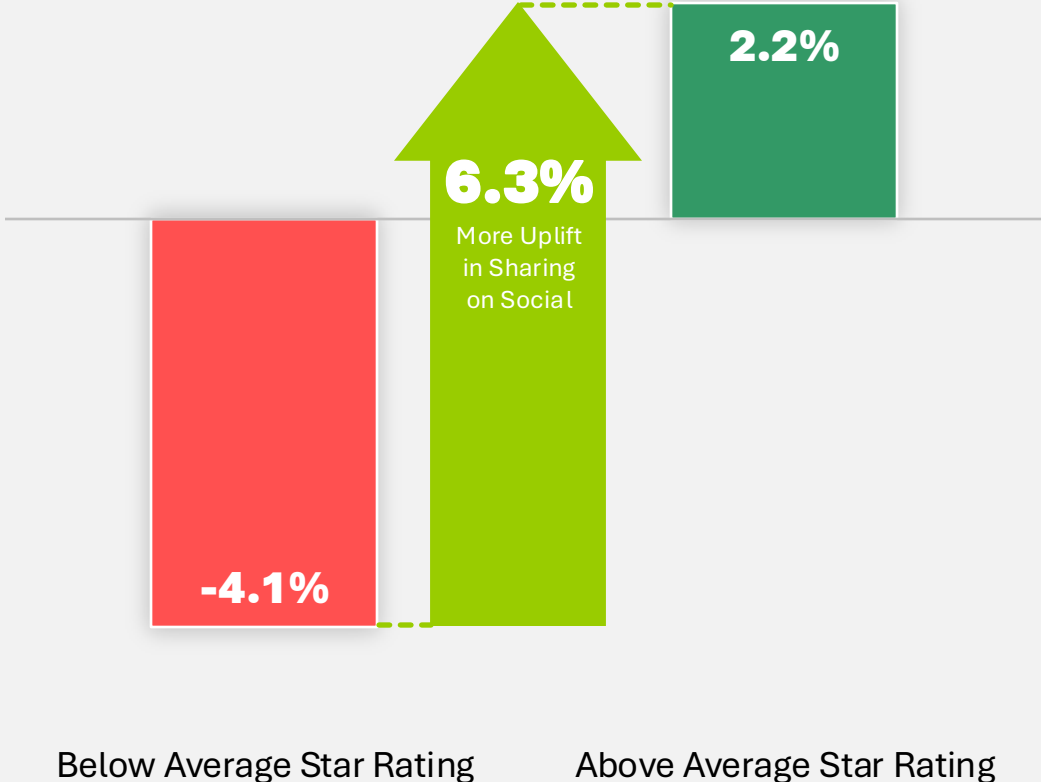


Radio ads leaving listeners feeling positive increase fame

% Claimed **Word of Mouth**
per Stat Rating, per 100 GRPs

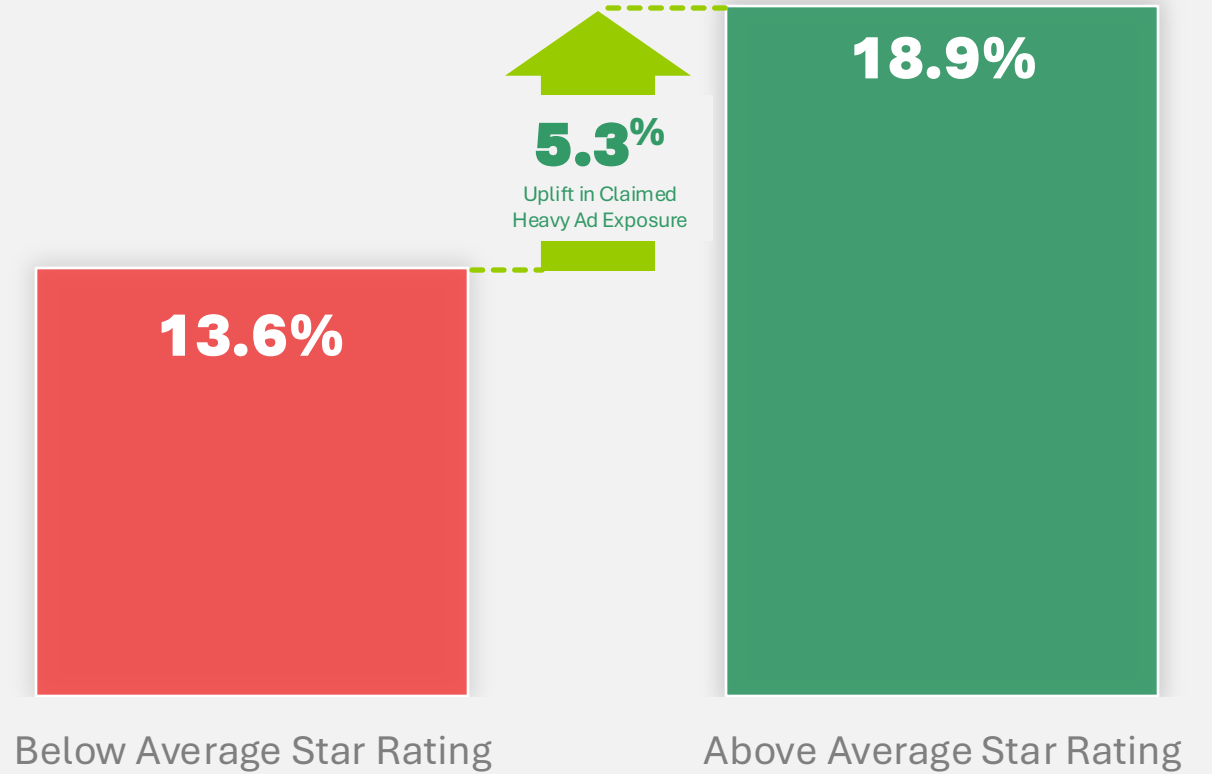


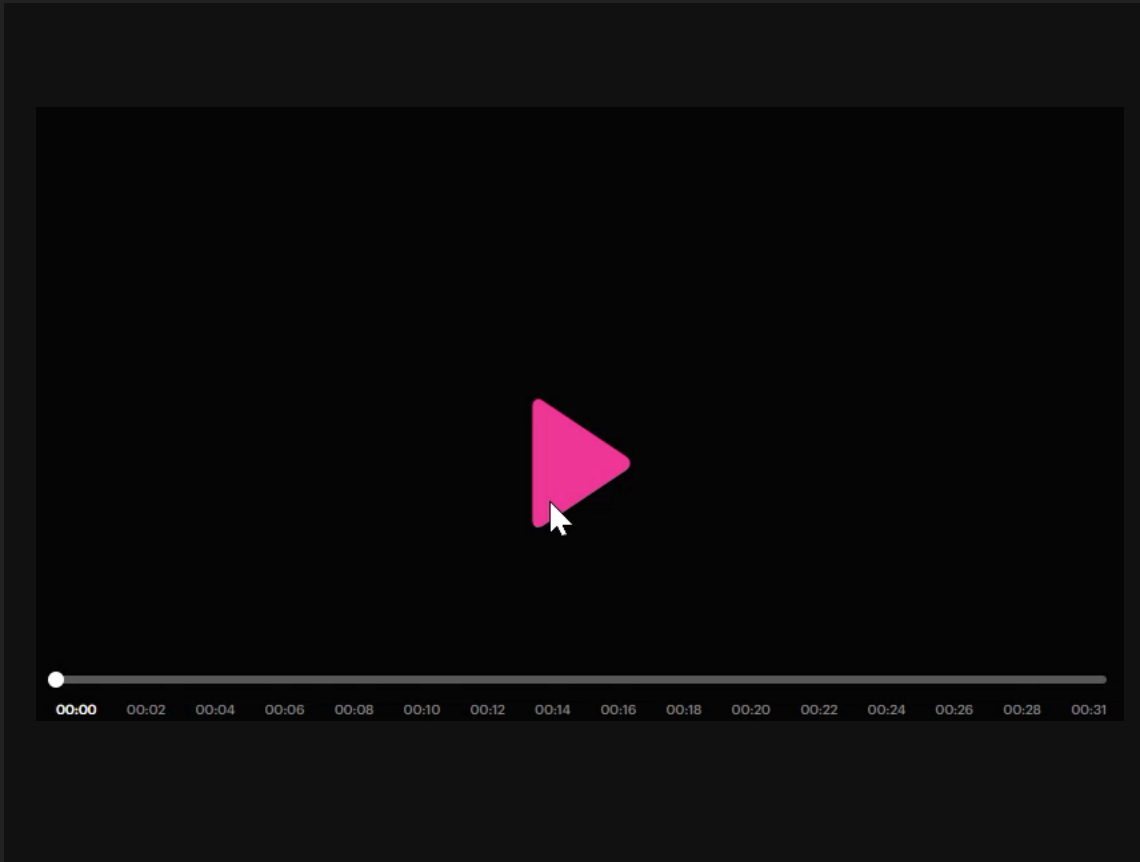
% Claimed **Sharing on Social**
per Stat Rating, per 100 GRPs



Radio ads leaving listeners feeling positive **increase perceived frequency**

Claimed **Heavy Ad Exposure**, media weighted (100 GRPs)





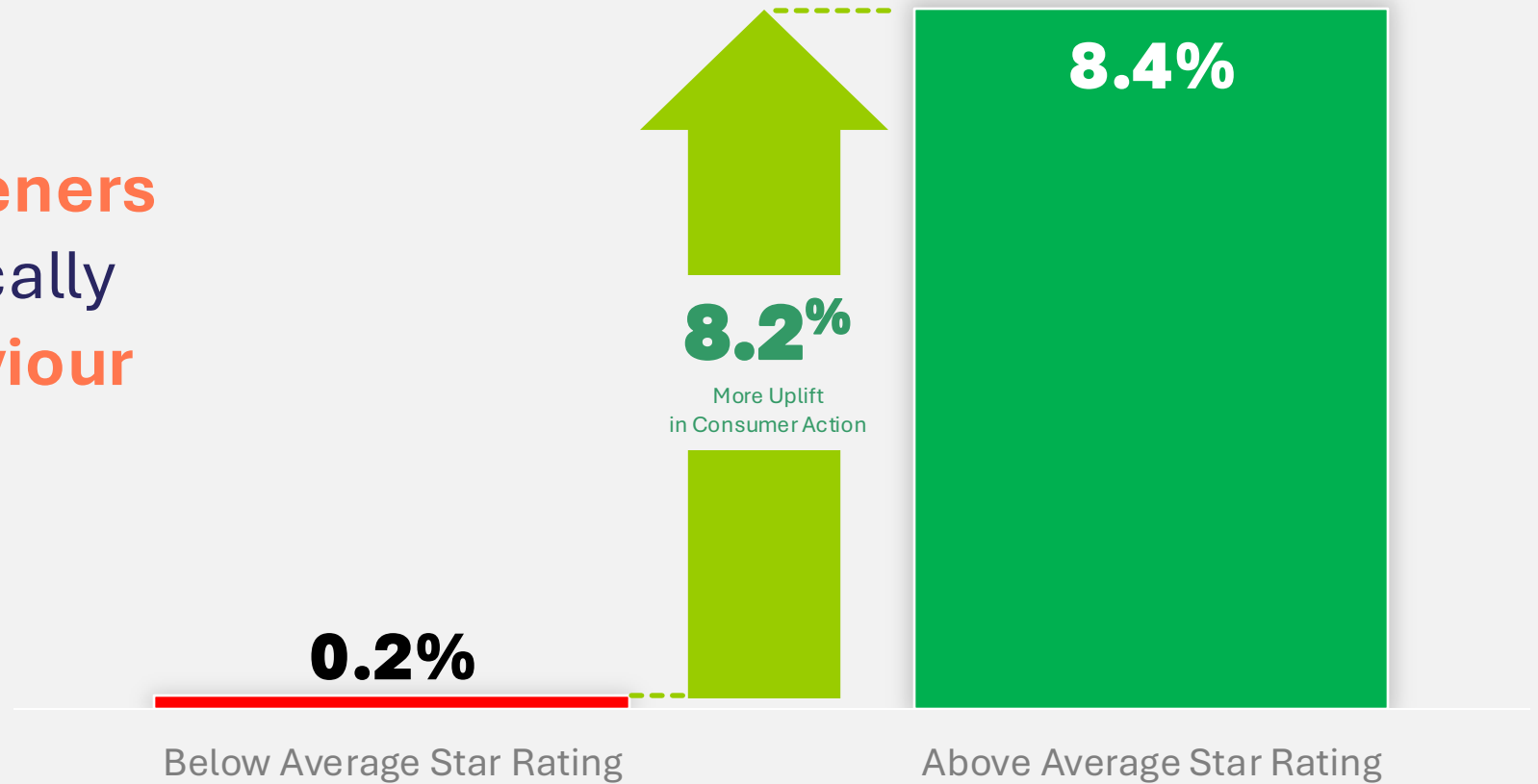
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FaceTrace Emotional Response

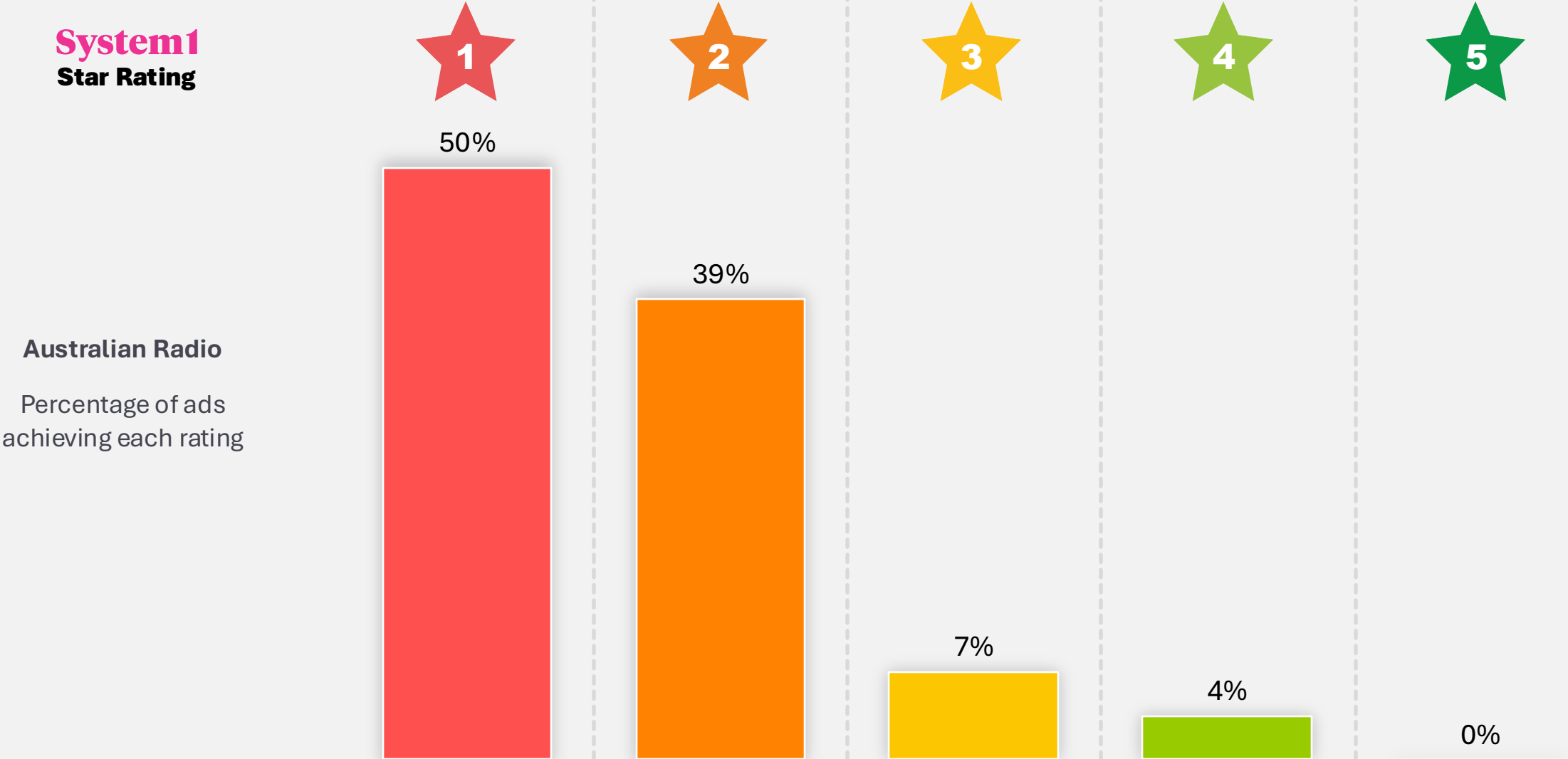
FluencyTrace Brand Recognition

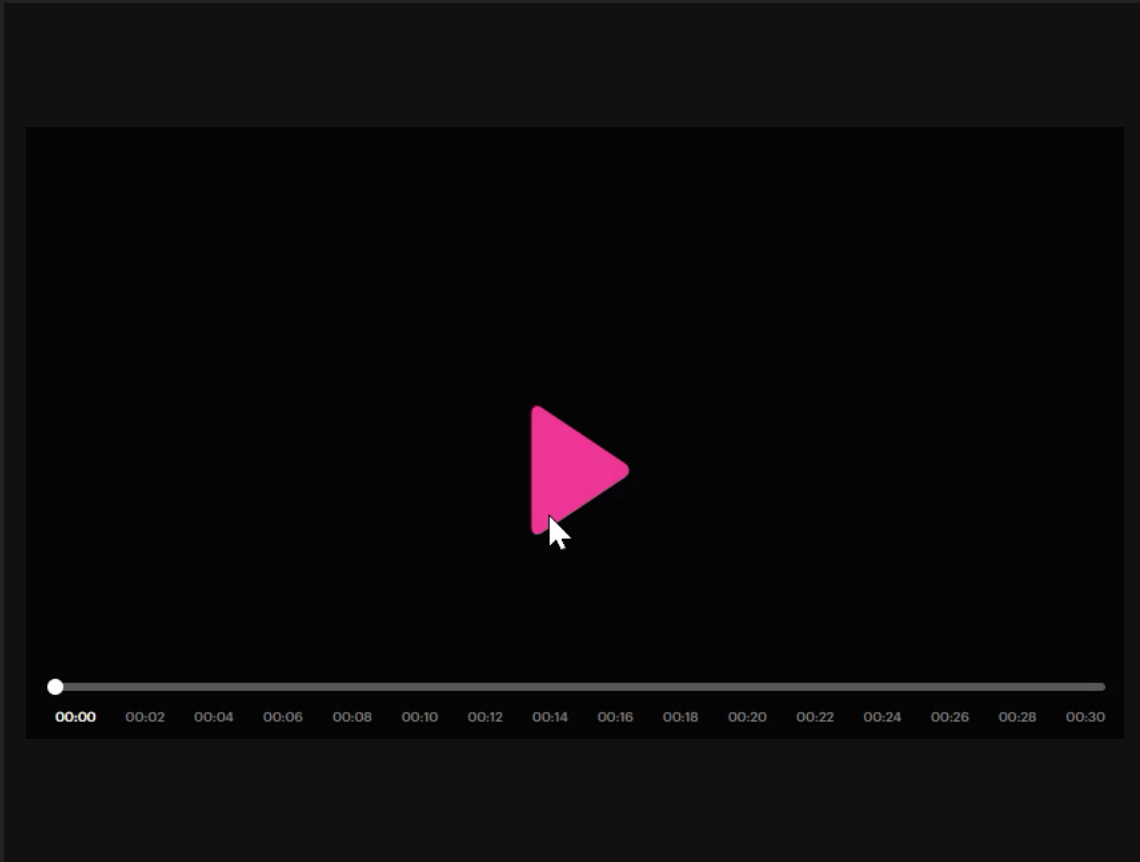
Claimed Behaviour Change, media weighted (100 GRPs)

Radio ads that **leave listeners feeling positive** dramatically change **consumer behaviour**



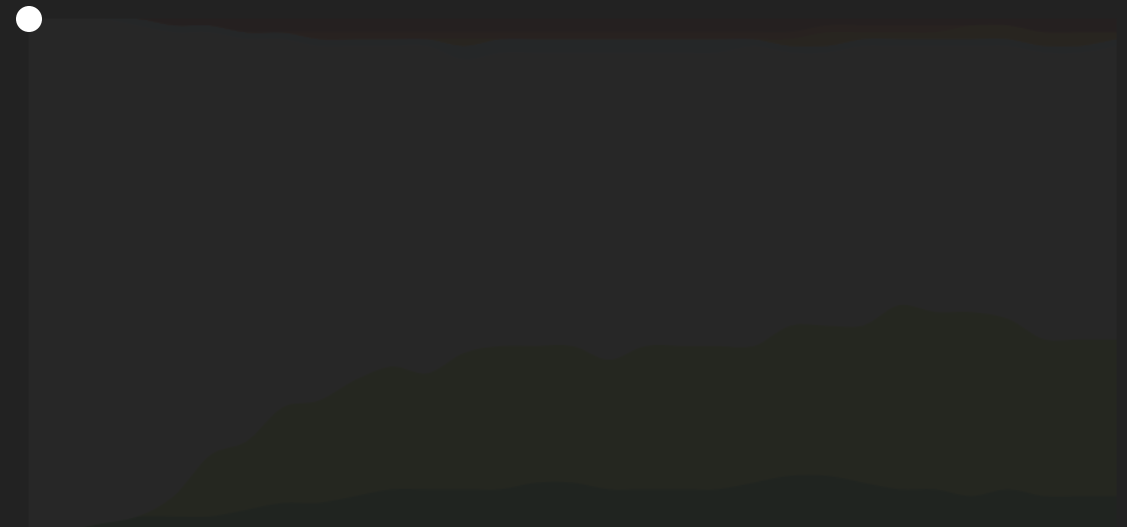
Half of Australian radio will struggle to change any behaviour



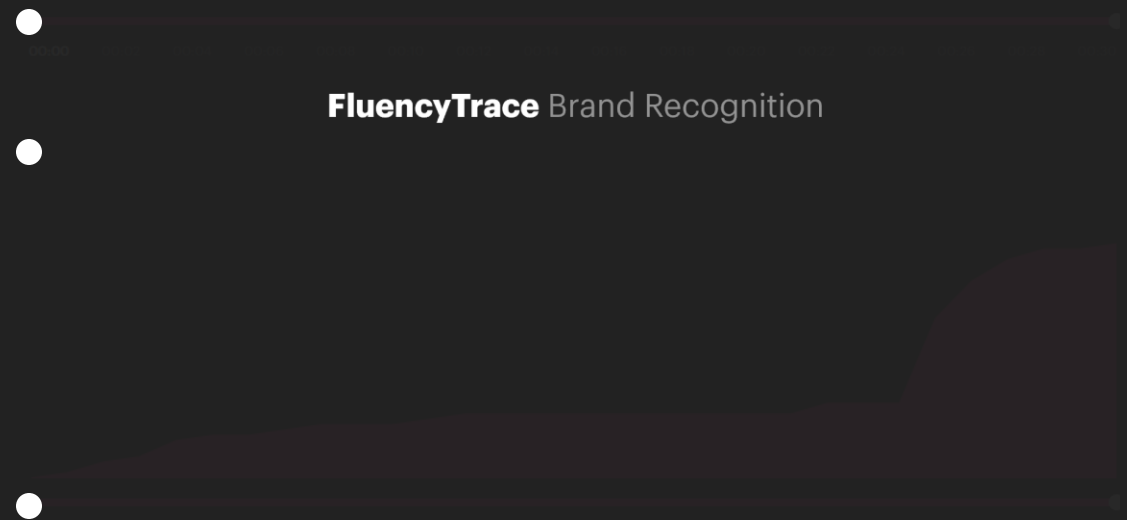


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FaceTrace Emotional Response



FluencyTrace Brand Recognition

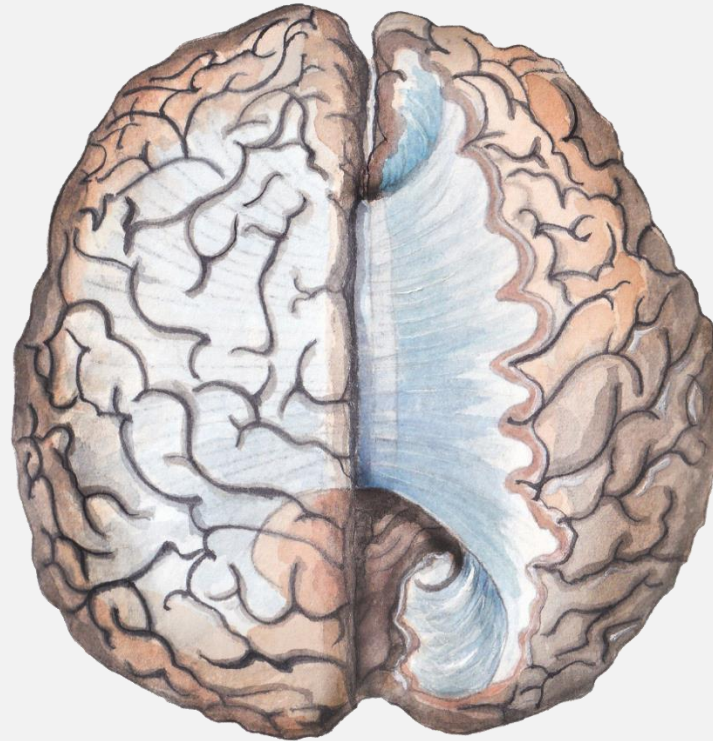


How we attend to the world

Left

Narrow focussed attention
Goal-orientated

Associated with ads for
short-term sales effects



Right

Broad vigilant attention
People & context

Associated with ads for
lasting brand effects



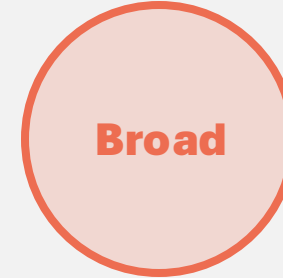
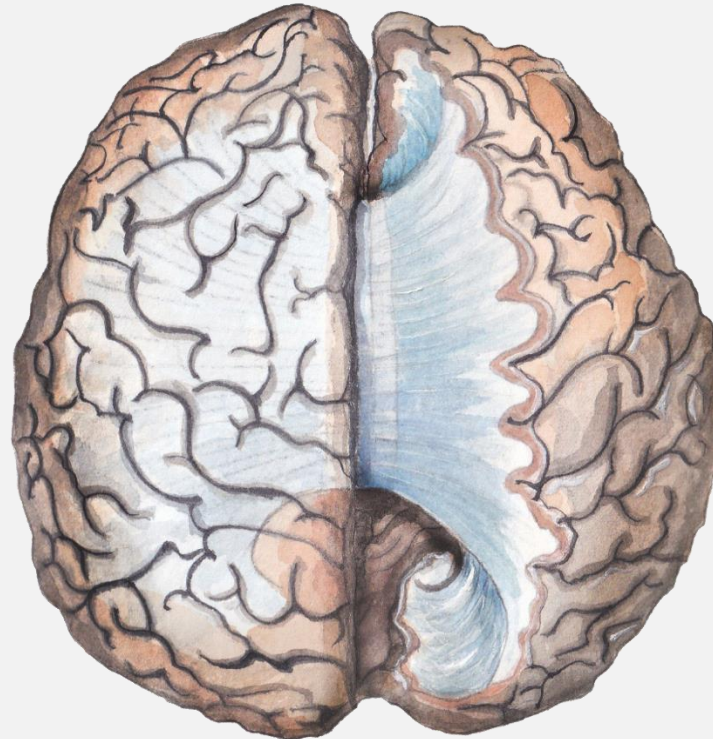
ما هو صوت



Salesmanship vs Showmanship

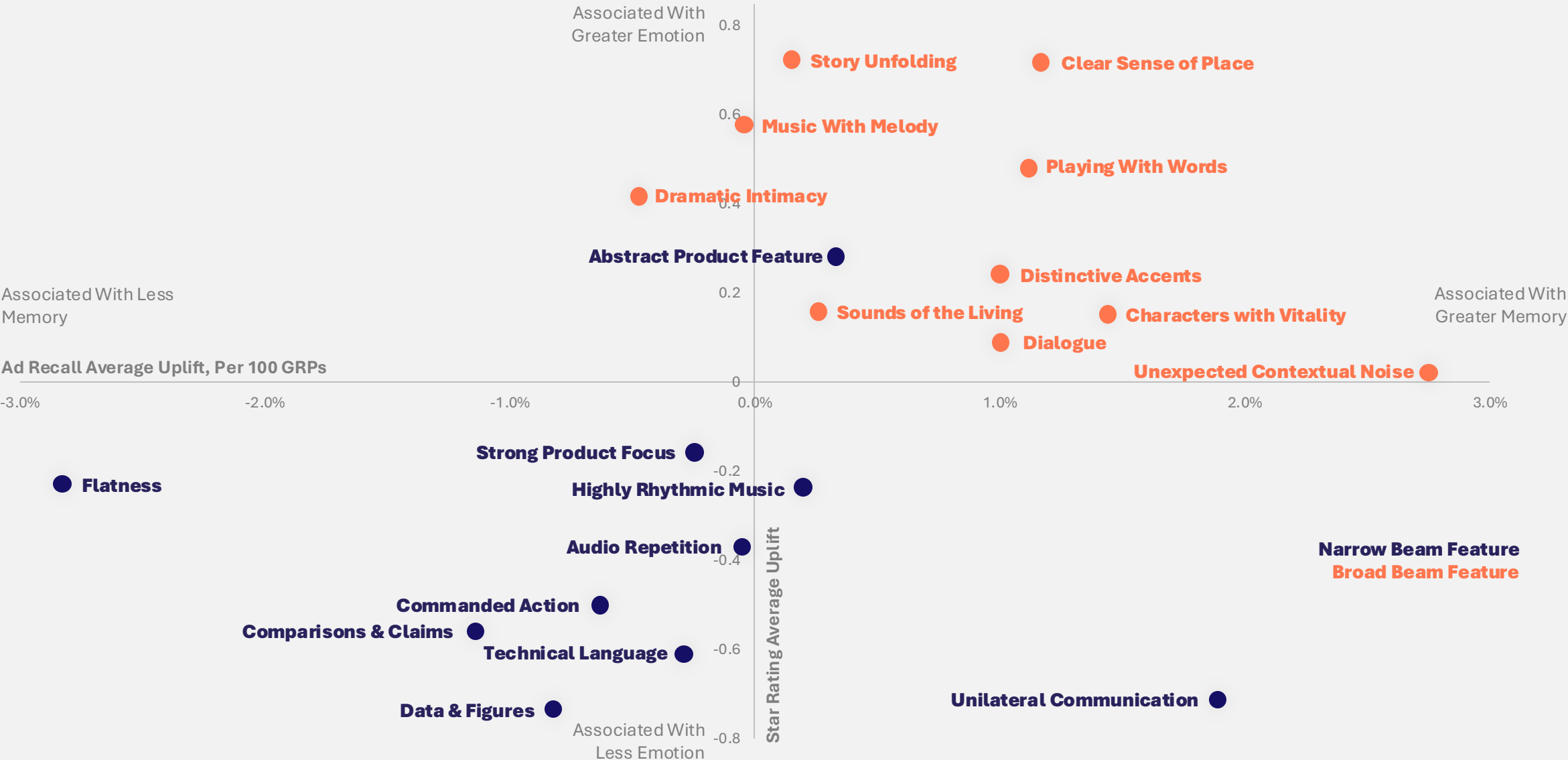


- Unilateral Communication (Incl. Testimonials)
- Commanded Action (e.g. Call To Action)
- Audio Repetition
- Comparisons & Claims
- Data & Figures
- Abstracted Product or Service Feature
- Technical Language (Heavy T&Cs)
- Strong Product Focus
- Flatness, Lack of Audio Depth
- Highly Rhythmic Music



- Characters with Vitality
- Story Unfolding
- Clear Sense of Place
- Sotto Voce & The Pause (Dramatic Intimacy)
- Unexpected Contextual Noise
- Sounds of the Living
- Dialogue
- Playing with Words
- Distinctive Accents
- Music with Discernible Melody

Entertaining audio features build lasting effects





Second-by second **Response**

FaceTrace Emotional Response

A video player interface with a large play button in the center. Below the video area is a timeline with markers every 3 seconds, ranging from 00:00 to 00:48.

- Contempt
- Disgust
- Anger
- Fear
- Sadness
- Neutral
- Happiness
- Surprise

FluencyTrace Brand Recognition

Thanks.



**Download Listen Up! for more
detailed creative guidance.**



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