

# THE AUDIO EDGE

AUTHENTIC AUDIO  
CONNECTIONS,



FROM AWARENESS  
TO ADVOCACY.



AMPLIFY AUDIO FOR  
FULL FUNNEL EFFECTS

WHERE  
BRANDS  
@ ARE  
HEARD

06-08

UPPER  
FUNNEL

Go to →

09-10

MID  
FUNNEL

Go to →

11-15

LOWER  
FUNNEL

Go to →

16-17

LOYALTY

Go to →

## KEY TERMS

So we're on the same wavelength, here's how we define the key terms used in this report:

**Broadcast Radio:** Radio via AM, FM, and DAB+ stations, reaching listeners through radio receivers.

**Live Streamed Radio:** Radio delivered online and accessible on connected devices like computers, smartphones and smart speakers.

**Digital Audio:** All digital audio services including live streamed radio, podcasts, accessible on connected devices like computers, smartphones and smart speakers.

# 3 ACTIONABLE TAKEAWAYS

## UPPER FUNNEL

### Radio's Dominance in Reach:

Commercial Radio achieves an impressive **82%**<sup>1</sup> coverage in Australia. Investing just **11%**<sup>2</sup> in radio can double a campaign's effectiveness, seamlessly integrating with digital audio and other media channels.

## MID FUNNEL

### Optimising Audio Precision:

Harness first-party data and segmentation for targeted strategies, maintain consistent market presence for top-of-mind awareness, and leverage Australian audio networks and Podcast Audience Profiles for insights and enhanced impact.

## LOWER FUNNEL

### Maximising Conversion with Audio:

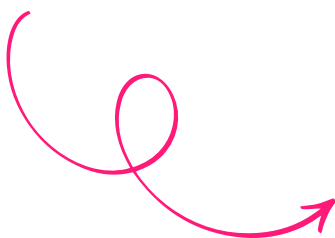
Utilise digital audio's trackable outcomes and dynamic creative for personalised messaging. Engage with precision to reach a specific audience, driving bottom-funnel actions.



Carrie & Tommy, SCA

## LOYALTY

Customer retention is significantly more effective with radio.



## HEAR THE BIGGER PICTURE

### AUDIO INFLUENCES EVERY STAGE OF THE FUNNEL, FROM TOP TO BOTTOM.

**A**udio continues to play an effective and efficient role in brand-building, leveraging its broad reach and the trust associated with familiar local personalities. While often viewed as a tool for generating initial awareness and sparking conversations, savvy marketers recognise it offers much more.

In today's complex shopping journey, where digital distractions are abundant, the traditional marketing funnel - comprising awareness, consideration and conversion - remains essential.

Audio excels at the top of this funnel, spreading information and raising awareness. However, its role has evolved. Through precise targeting, authentic influencers, and insightful metrics, Audio proves to be a versatile tool across the entire funnel.

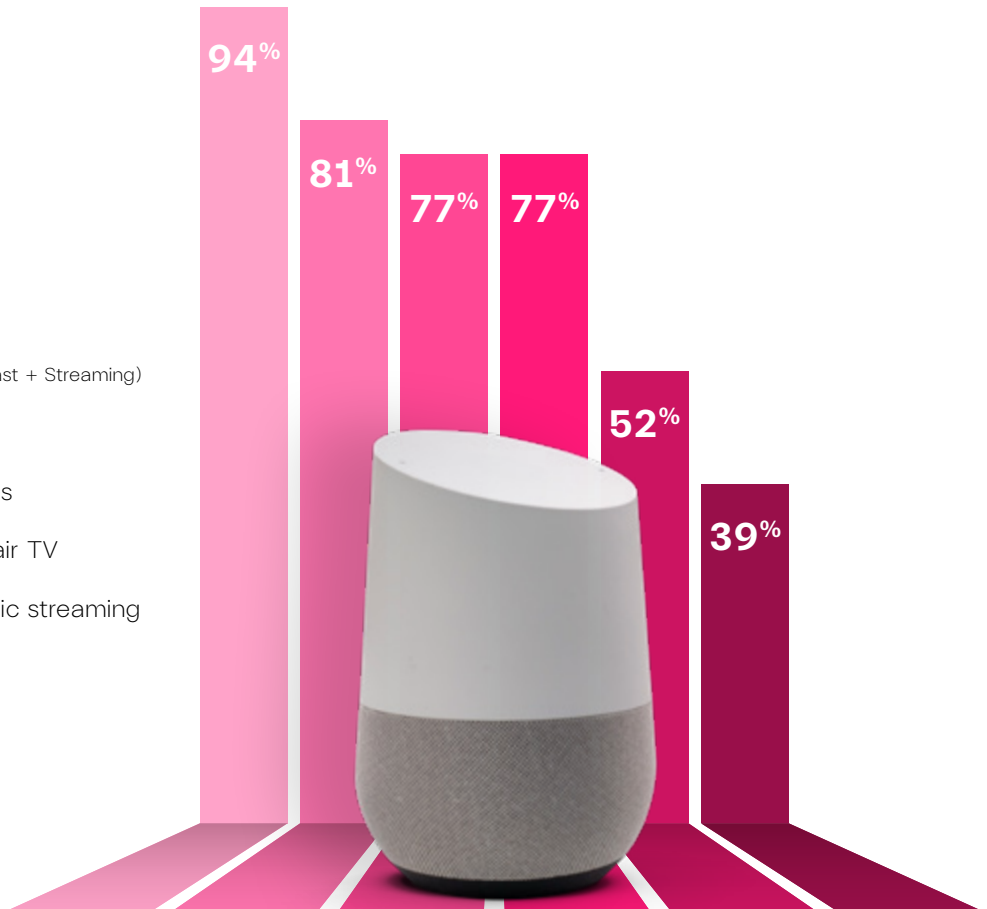


The Kyle & Jackie O Show, ARN

# AUSSIE'S AFFECTION FOR AUDIO

## RADIO DOMINATES AUDIO LISTENING<sup>1</sup>

- Listen to Total Audio
- Listen to Total Radio (Broadcast + Streaming)
- Watch live free-to-air TV
- Use streaming video services
- Watch on-demand free-to-air TV
- Listen to Ad-supported music streaming



Over three years, commercial radio's reach has climbed to **82%**<sup>2</sup>, with a record **12 million**<sup>2</sup> listeners, defying challenges faced by other media.

Aussies also love digital audio, with **17 million**<sup>1</sup> monthly listeners.

Podcast downloads grew to **1.06 billion** in 2024, up **4%** yoy.<sup>3</sup>

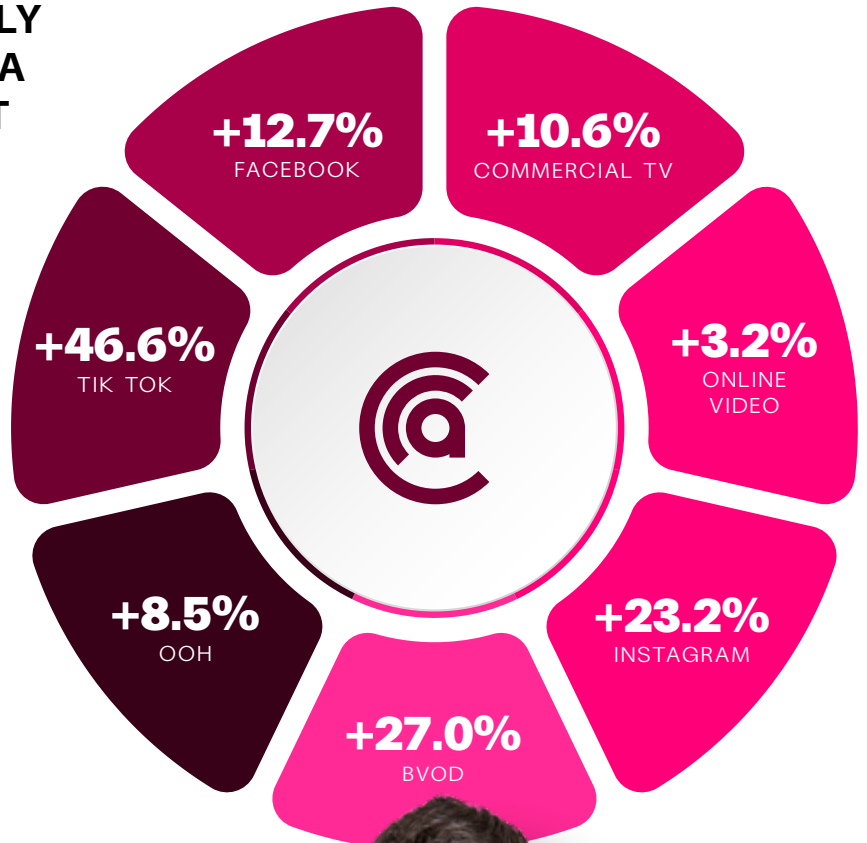
**Source:** 1. Edison Research, The Infinite Dial 2024, National, Online Audio = Listening to AM/FM/DAB+ radio stations online and/or listening to audio content available only on the internet including podcasts and streaming

2. GfK 360 Radio Ratings, SMBAP, S1-8 2024, Commercial Radio (Simulcast & DAB+), Cume % & 000, M-S 12mn-12mn, P10+

3. Triton Digital Podcast Metrics: Analysis is based on participating publishers measured in the Australian podcast rankers from Jan-Dec 2023 vs 2024 (NB numbers increase as new publishers join)

# ADD RADIO TO YOUR MEDIA MIX TO UNLOCK INCREMENTAL REACH

RADIO DRIVES A DISPROPORTIONATELY LARGE IMPACT FOR A RELATIVELY MODEST INVESTMENT OF JUST **11%**<sup>1</sup>.



Incremental reach (%) against ppl 25-54 by adding radio<sup>2</sup>

Integrating Audio into a media mix becomes a **sound investment** for overall business growth.

“For the best bang-for-buck, marketers should consider radio as an integral part of the channel mix - and an **11%**<sup>1</sup> investment can double your campaign’s impact.”

- Mark Ritson



Source: 1. ACA Effectiveness Database 2018-2023; Avg # of Business Effects for campaigns with positive eSOV vs all ACA campaigns

2. Nielsen Consumer & Media View, S10 2024, National Unfused 12M Rolling Average (Mar 23 - Sep 24), Incremental Reach (%) against P25-54 by adding radio

# MAXIMISING AD IMPACT ACROSS THE FUNNEL

Forward-thinking marketers are harnessing the diverse potential of Broadcast, streaming radio and podcasts by focusing on measurable results.

**Radio boosts other channels' performance**, excelling across the consumer journey and influencing **58%** awareness and **54%** of conversion - comparable to TV, surpassing Outdoor and other media channels, at a fraction of the cost.



RADIO	TV	TIK TOK	FACEBOOK	INSTAGRAM	BVOD	ONLINE VIDEO	OOH
58%	62%	41%	52%	47%	48%	47%	50%
46%	52%	35%	41%	39%	41%	39%	39%
54%	57%	39%	48%	43%	44%	44%	46%
41%	44%	30%	36%	35%	35%	35%	34%

- = Awareness
- = Consideration
- = Conversion
- = Loyalty



# UPPER FUNNEL

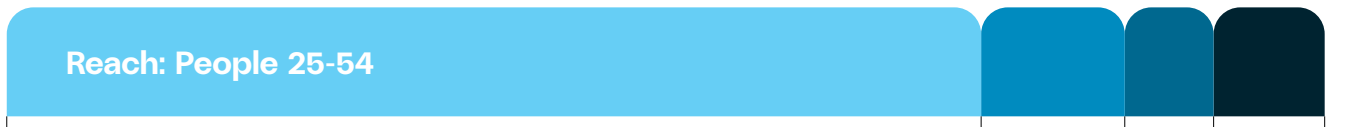
**RADIO BOOSTS 58%<sup>1</sup> AWARENESS & GRABS ATTENTION. THAT'S 41%<sup>1</sup> MORE EFFECTIVE THAN TIKTOK.**

**Initiating the Shopper's Journey - the Upper Funnel**

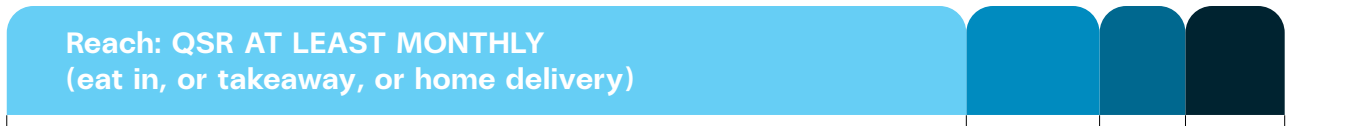
Audio advertising finds its sweet spot in branding campaigns that elevate awareness, generate interest, leave lasting impressions and foster emotional connections.

Today, top-of-funnel Audio campaigns are executed with heightened precision and effectiveness.

**AUDIO ADDS INCREMENTAL REACH<sup>2</sup>**



Commercial Radio	Digital Radio Streaming	Free On Demand Music Streaming	Podcasts
<b>65.8%</b>	<b>+9.7%</b>	<b>+6.0%</b>	<b>+7.5%</b>
Channel reach (%)	Combined reach (%)	Combined reach (%)	Combined reach (%)
<b>65.8%</b>	<b>75.4%</b>	<b>81.4%</b>	<b>88.9%</b>
Channel reach	Combined reach	Combined reach	Combined reach
<b>7,193,000</b>	<b>8,250,000</b>	<b>8,905,000</b>	<b>9,720,000</b>



Commercial Radio	Digital Radio Streaming	Free On Demand Music Streaming	Podcasts
<b>64.8%</b>	<b>+9.0%</b>	<b>+5.8%</b>	<b>+6.7%</b>
Channel reach (%)	Combined reach (%)	Combined reach (%)	Combined reach (%)
<b>64.8%</b>	<b>73.7%</b>	<b>79.6%</b>	<b>86.3%</b>
Channel reach	Combined reach	Combined reach	Combined reach
<b>11,048,000</b>	<b>12,582,000</b>	<b>13,579,000</b>	<b>14,714,000</b>

Source: 1. Nielsen Commspoint Influence 2023 P18+, Channel ranking, all categories - cost & reach considered

2. Nielsen CMV Audio Planner, National S10 2024

LISTEN NOW



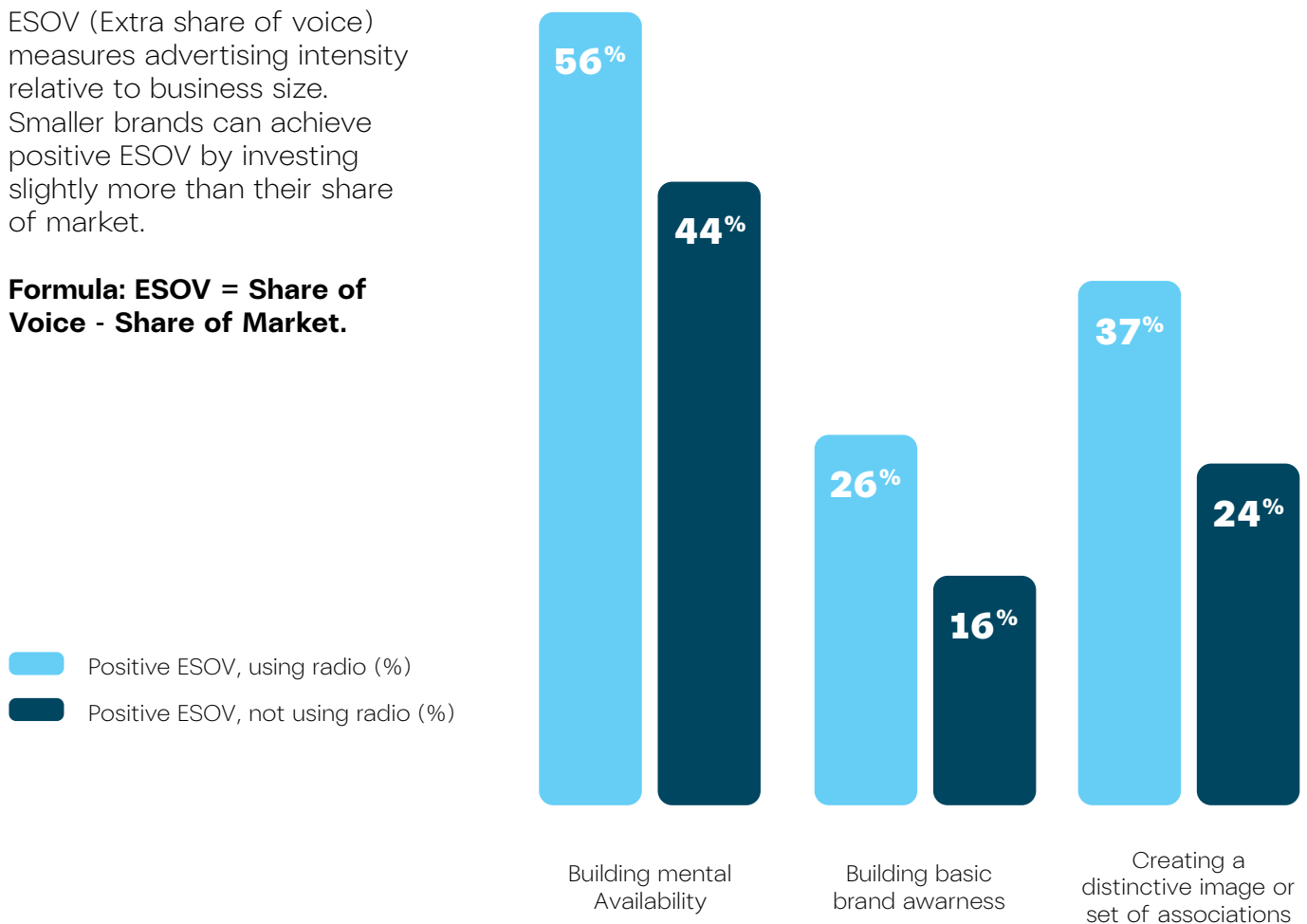
LIVE RADIO IS PROVEN TO DELIVER A **20% BRAND UPLIFT<sup>1</sup>**, FOSTERING A POSITIVE AND MEMORABLE IMPACT ON BRAND PERCEPTION.

Ben Fordham Live, Nine

**CAMPAIGNS WITH RADIO ALSO DELIVER STRONGER IMPACT ON BRAND AWARENESS, PRODUCT KNOWLEDGE AND HELP TO BUILD DISTINCTIVE ASSETS.<sup>2</sup>**

ESOV (Extra share of voice) measures advertising intensity relative to business size. Smaller brands can achieve positive ESOV by investing slightly more than their share of market.

**Formula: ESOV = Share of Voice - Share of Market.**



Source: 1. Amplified intelligence

2. ACA Effectiveness database 2018-2023. Avg # of business effects for campaigns with positive eSOV vs all ACA campaigns.

## UPPER FUNNEL KEY TAKEAWAYS

1. Brands can leverage audio to amplify awareness and attention in the upper funnel.

2. Commercial Radio stands as a Reach powerhouse, achieving an impressive **82%** coverage of the Australian population.<sup>1</sup>

3. Radio is effective and efficient at extending campaign reach and building brand awareness.

McDonald's brand-focused radio ads improved ROI by **13%**, boosted TV effectiveness by **14%**, social media by **13%**.<sup>2</sup>

Dan Murphy's brand-focussed radio ads increased their Out of Home (OOH) effectiveness by **+19%**, drove a **+18%** lift in TV impact, and a **+14%** boost in online video performance.<sup>3</sup>



# ACHIEVING SUCCESS IN THE MID-FUNNEL



## RADIO DRIVES 46% CONSIDERATION. THAT'S 18% MORE THAN OOH.<sup>1</sup>

During the consideration phase, consumers actively research, often using smart speakers and digital assistants.

Recent studies show radio ads boost brand recall and internet search engagement by 52% with 58% of stimulated browsing occurring within 24 hours of hearing radio ads.<sup>2</sup>

54% of Australians say they would personally try a brand or product endorsed on the radio or by their favourite radio personality.<sup>3</sup> Savvy brands leverage this trust by targeting specific audience preferences, behaviours and contextual settings, including live audience behaviour like running, to engage consumers effectively.

## IMPROVING PRODUCT KNOWLEDGE<sup>4</sup>

CAMPAIGNS WITH RADIO

**+19%**

CAMPAIGNS WITHOUT RADIO

**+8%**

Source: 1. Nielsen Commspoint Influence 2023 P18+, Channel ranking, all categories - cost & reach considered

3. Deloitte - Connecting Communities: The economic & social contribution of commercial radio & audio in Australia 2023

2. UK Radio Centre Study: The Online Multiplier (<https://www.radiocentre.org/our-research/radio-the-online-multiplier/>)

4. ACA Effectiveness database 2018-2023. Avg # of business effects for campaigns with positive eSOV vs all ACA campaigns

MID FUNNEL

## MID FUNNEL - CONSIDERATION KEY TAKEAWAYS

### 1. Trust through Radio Personalities:

Utilise host endorsements and the trust built by radio personalities to influence purchases effectively, enhancing brand credibility and consumer confidence.



### 2. Precision with Data-Driven Strategies:

Leverage first-party data and smart segmentation for targeted and effective mid-funnel campaigns, ensuring messages resonate with prospective customers. Utilise data-driven targeting through radio streaming and podcasting, focusing on demographics, location/proximity, interests & behaviours and mood/genres to enhance campaign precision and relevance.



### 3. Consistency and Frequency:

Maintain a consistent market presence and amplify frequency to boost top-of-mind awareness, demonstrating the value of sustained support over short-term campaigns for improved ROI.



# LOWER FUNNEL

## THE CRITICAL PHASE OF CONVERSION

At the bottom of the funnel, focus shifts to conversion, where consumers weigh factors such as price, value and cultural fit.

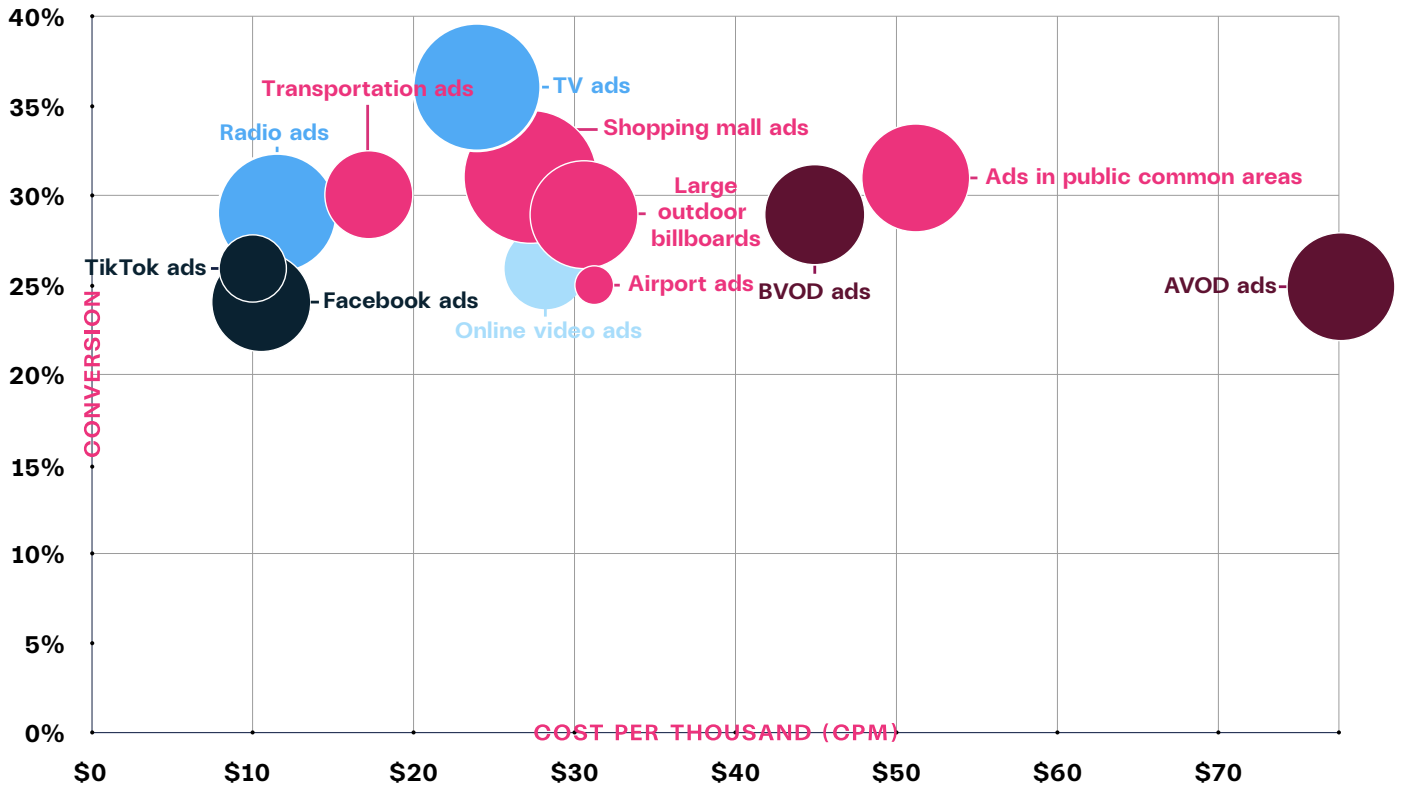
Combined, audio platforms excel in providing both high performance and trackability.



# ENHANCING CHANNEL EFFICIENCY

## EFFICIENCY & PERFORMANCE IN THE LOWER FUNNEL

In an era where some audiences are shrinking, and CPMs are rising, Radio continues to be more effective and efficient in converting customers than many other channels.



- Broadcast
- Connected TV/VOD
- Out of Home
- Digital
- Social Network

Bubble size = Channel Reach  
 High  Medium  Low

LOWER FUNNEL

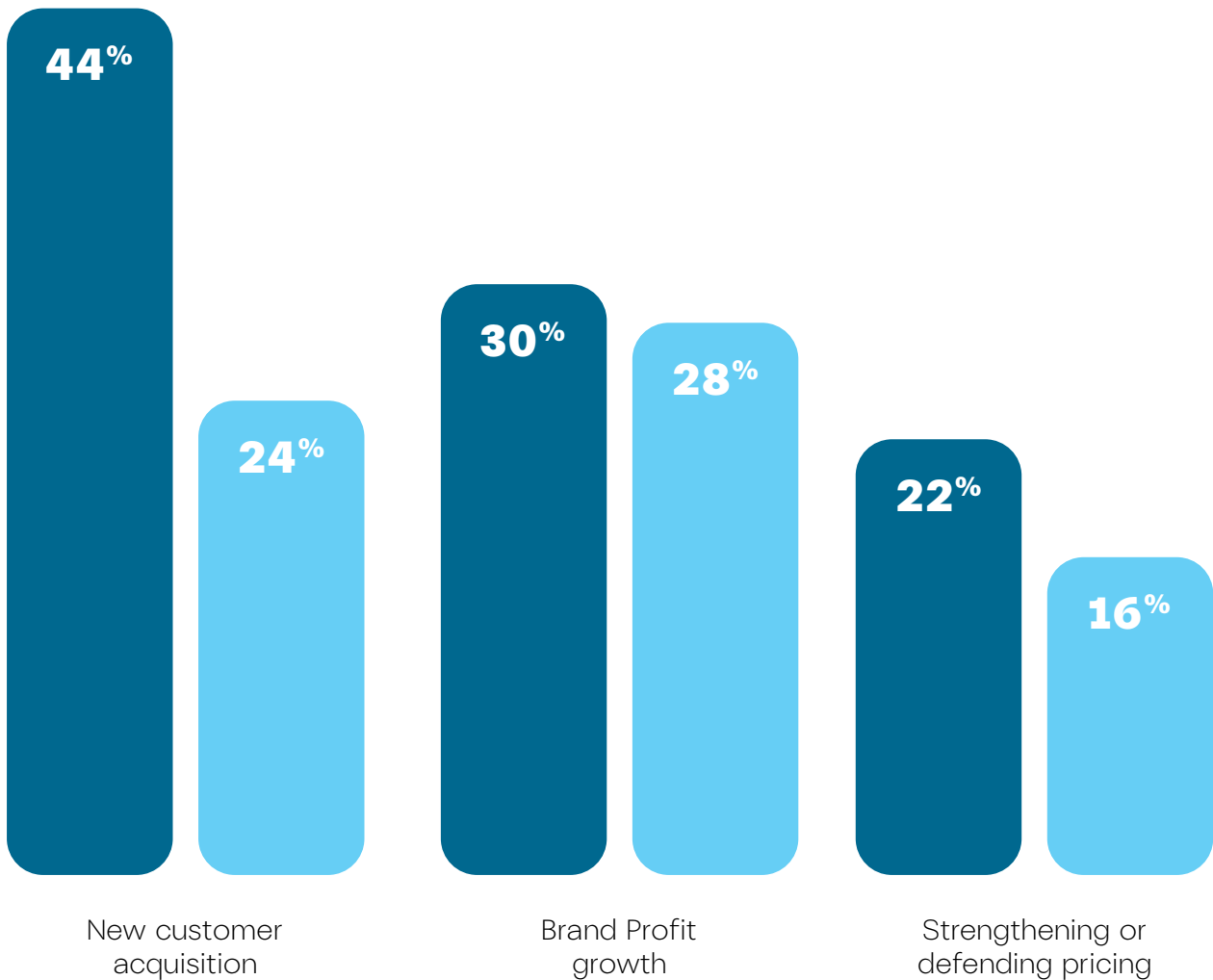
# AUDIO'S EDGE IN THE LOWER FUNNEL

**RADIO DRIVES 54% CONVERSION. THAT'S 23% HIGHER THAN BVOD<sup>1</sup>**

- Positive ESOV, using radio (%)
- Positive ESOV, not using radio (%)

Radio's ability to improve acquisition of new customers is a key part of delivering stronger business results<sup>2</sup>

LOWER FUNNEL



Source: 1. Nielsen Commspoint Influence 2023 P18+, Channel ranking, all categories - cost & reach considered

2. ACA Effectiveness Database 2018-2023; Avg # of Business Effects for campaigns with positive eSOV vs all ACA campaigns



## BOOST CONVERSIONS WITH INTERACTIVE AND PERSONALISED DIGITAL AUDIO ADS

### **Personalised Engagement Drives Conversions:**

Digital audio (streaming radio and podcasts) offers personalised listening experiences for users in both content and ads. Targeting listeners based on behaviour, lifestyle, or mood helps brands deliver highly relevant and engaging messages. Using personalised delivery methods like dynamic creative optimisation enhances brand messaging, driving conversions.

### **Precision Optimisation with Robust Reporting:**

Digital audio's robust reporting and attribution capabilities provide detailed insights into campaign performance. This enables precise optimisation, ensuring every interaction is meaningful and tailored to individual preferences and behaviours. These advanced features help convert interested prospects into loyal customers, maximising your campaign's effectiveness.

### **Seamless Interaction Enhances Customer Journey:**

Enhanced interactive ads within digital audio environments allow listeners to interact directly, increasing engagement and facilitating a seamless path to purchase. This interactive experience keeps your audience engaged and makes the journey to conversion effortless and enjoyable.

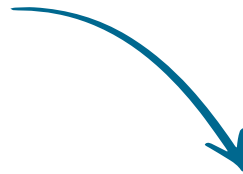
**A LIVE STREAMING CAMPAIGN UTILISING DATA TARGETING DELIVERED A 38% UPLIFT IN FOOT TRAFFIC FOR A NATIONAL RETAILER.**



## LOWER FUNNEL KEY TAKEAWAYS

### 1. Trackable Outcomes with Digital Audio:

Utilise digital audio's tracking, tagging, and measurement capabilities to assess campaign performance and optimise for better results.



### 2. Dynamic Creative for Personalisation:

Embrace dynamic audio to adapt creatives based on external factors, enhancing relevance and increasing the likelihood of consumer action.



### 3. Engage with Precision and Agility:

Leverage digital audio's measurement tools for effective targeting and adaptability, ensuring messages reach the right audience at the right time for optimal conversions.



 LISTEN NOW

Jase, Lauren & Clint, NOVA

# LOYALTY

## RADIO DELIVERS **41%** LOYALTY. THAT'S **37%** HIGHER THAN TIKTOK<sup>1</sup>.

Conversion marks the start, not the end. It's imperative to replenish the funnel and measure your performance along the way. Cultivating loyalty enriches the funnel and is vital for building brand loyalty, encouraging repeat purchases, and generating recommendations and social engagement from devoted fans.

This strategy ensures ongoing brand preference. In this approach, Audio focuses on two main elements: **influencers** and **loyalty**. Audio Influencers drive action, boost consumer satisfaction, and increase confidence in purchases, leading to higher repeat buying rates.



**BRAND IMPACT IS 13%  
HIGHER IN CAMPAIGNS  
WITH RADIO<sup>2</sup>**

# BEYOND THE FUNNEL KEY CONSIDERATIONS

## CULTIVATING LOYALTY

Enriching the funnel plays a pivotal role in fostering brand loyalty, encouraging repeat purchases, eliciting recommendations, and fostering social engagement among devoted fans. This ensures they, along with their friends, continue to choose your brand. In the realm of “re-fill the funnel” strategies, Audio relies on two key elements: influencers and loyalty.

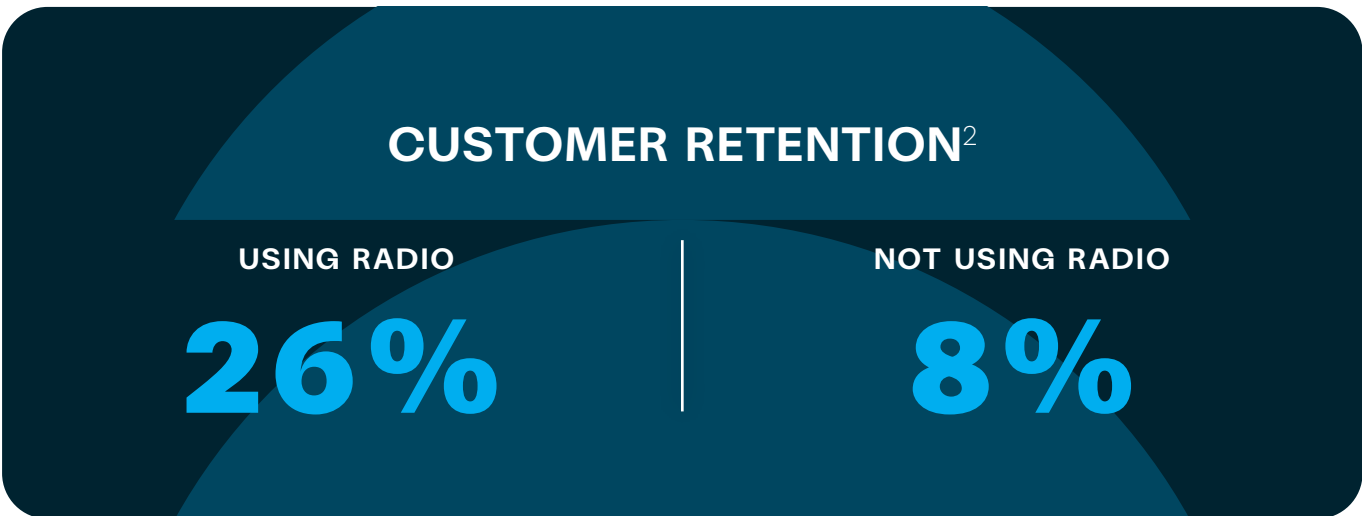
## THE INFLUENCER IMPACT

Audio Influencers not only propel action but also contribute to consumer satisfaction and confidence in their purchases, heightening the likelihood of repeat buying.

## WHY IS AUDIO A RELEVANT AND EFFECTIVE MEDIUM FOR THOSE EXPLORING NEW TRENDS OR PRODUCTS?

**72%** of Australians say radio continues to be relevant.<sup>1</sup>

**27%** of Australians say they are more likely to buy products and services after listening to an ad on radio.<sup>1</sup>



LOYALTY

Source: 1. Deloitte - Connecting Communities: The economic & social contribution of commercial radio & audio in Australia 2023

2. ACA Effectiveness Database 2018-2023; Avg # of Business Effects for campaigns with positive eSOV vs all ACA campaigns



VISIT: [CRA.AU/THE-AUDIO-EDGE](https://cra.au/the-audio-edge)

TO DISCOVER HOW RADIO CAN  
GROW YOUR BRAND.

**THERE'S NOTHING MORE POWERFUL  
THAN THE SPOKEN WORD,  
AND MAKING SOMEONE FEEL  
SOMETHING STARTS WITH BEING HEARD.**