

# Listen Up!

Emotion's Defining Role in Audio Advertising  
Effectiveness



**Andrew Tindall**  
SVP Global Partnerships

**System1**

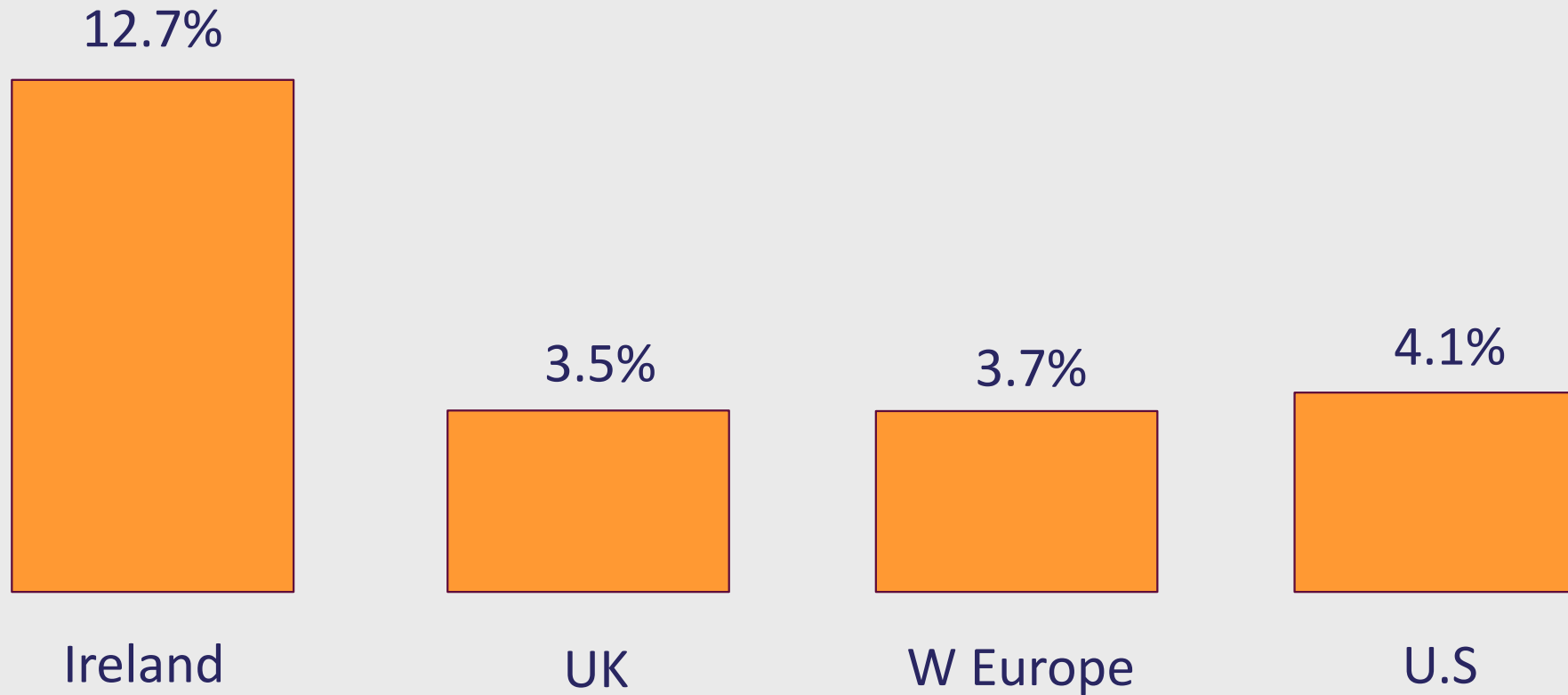


Follow for daily  
advertising insights



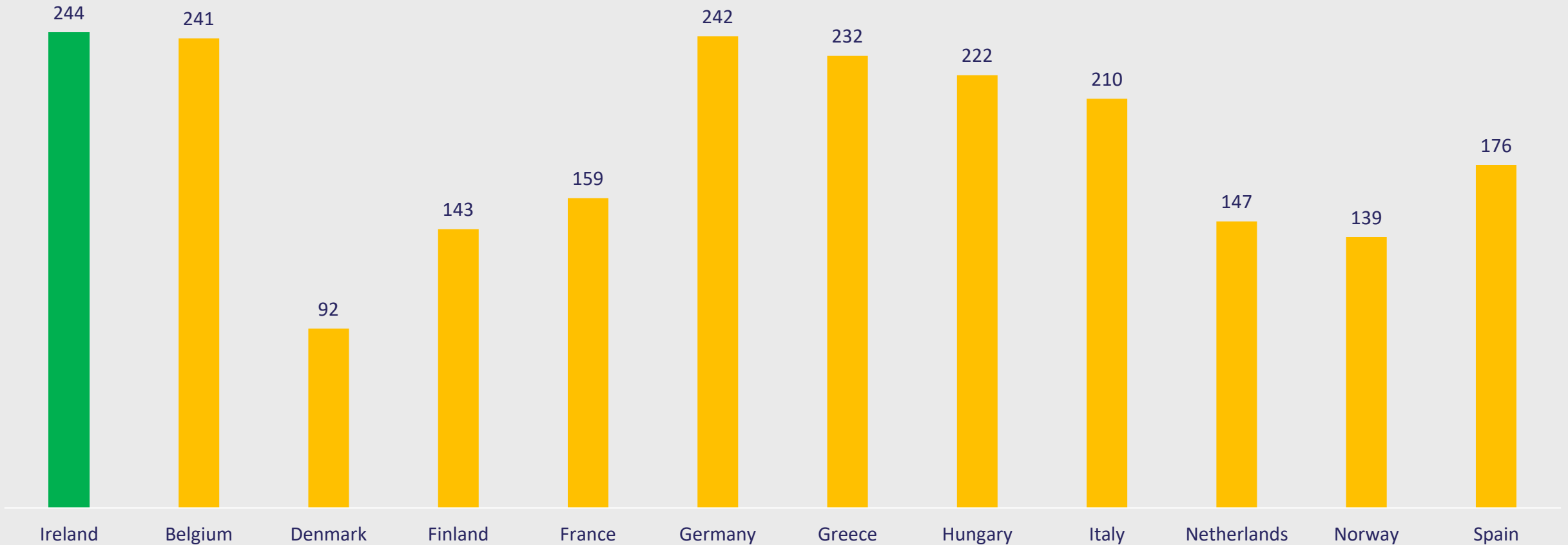
# Irish Marketers Know The Power Of Radio

Media Budget Spent On Radio (%)



# Ireland Has The Highest Broadcast Radio Listenership in Europe

Broadcast Radio Listenership

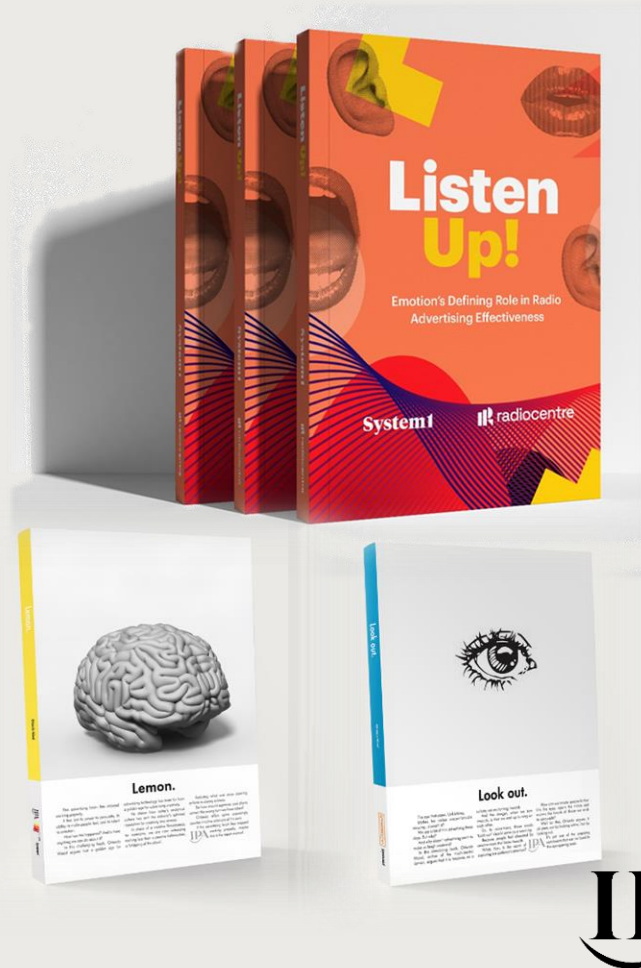


How can we make the most effective audio ads?

**System1**

 **radiocentre**  
The voice of commercial radio

# World First Audio Ad Insights



Effectiveness & Media Campaign Data  
From 50,000+ listeners, over 10 years



Predictive Emotional & Brand Ad Data  
131 Campaign across 13 categories, UK & US

**System1**

Left & Right-Brain Audio Features  
Built from *Orlando Wood's Lemon. & Look out.*





## “Earning Attention”

thinkbox

70%+

Don't get full visual attention.

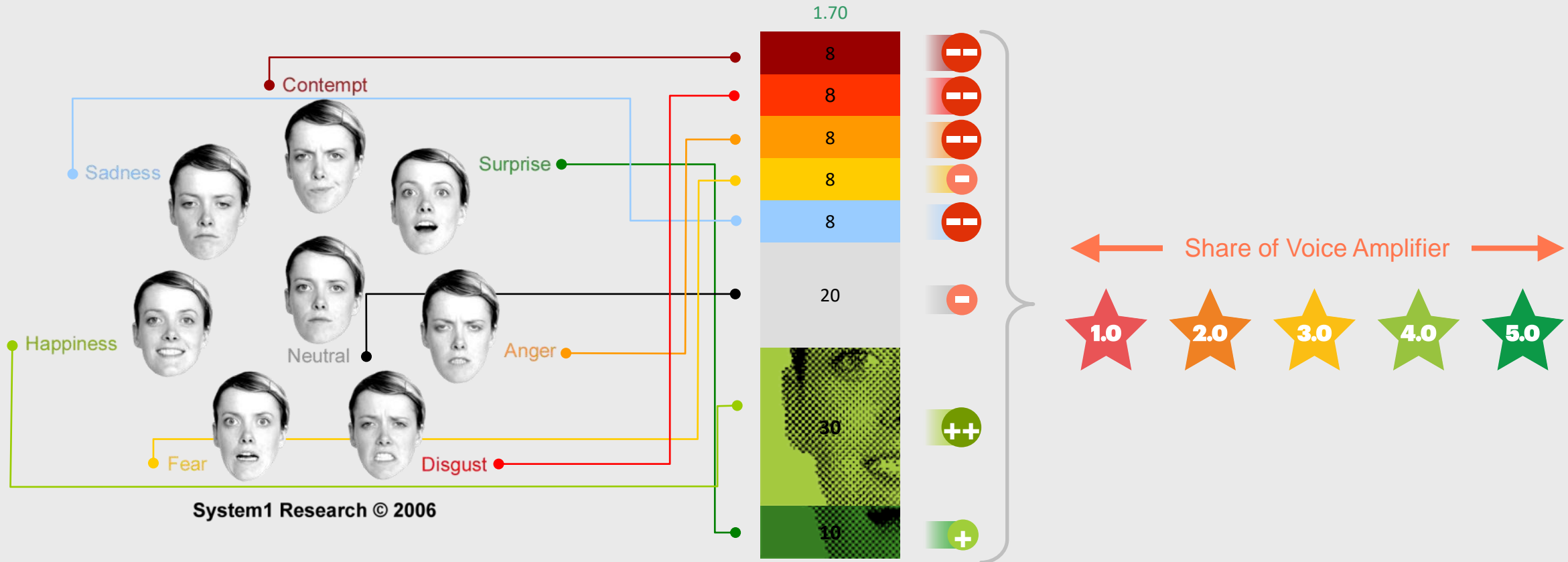
20%+

More likely to recall audio from an ad than visuals, when distracted.

**You can't close your ears.**



# How Do We Measure Emotion?





NatRep  Custom Sample  
Radio Listeners

## Second-by-second Response



Page 5 of 13

Trace



### FaceTrace Emotional Response



### FluencyTrace Brand Recognition



# Predict & Understand Audio Ad Effectiveness

## Star Rating



**long-term  
effectiveness**

how positive listeners  
feel

## Spike Rating



**sales effects**

speed of branding &  
emotional intensity

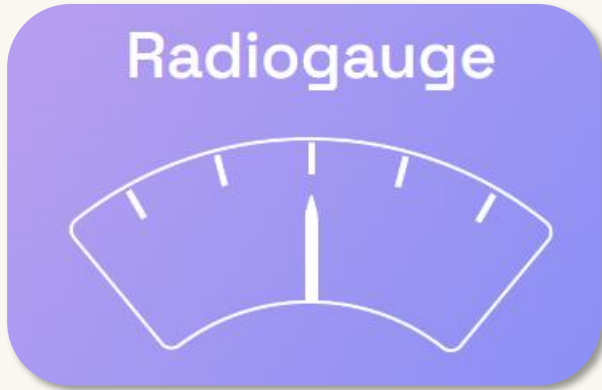
## Fluency Rating



**brand linkage**

% of correct brand  
attribution

# have the largest radio effectiveness database



Radiogauge has measured over  
**1000**  
campaigns for some of the  
world's biggest brands.



# 's rich effectiveness database



radio listeners

non-radio listeners



effectiveness metrics  
advertising awareness  
consumer action  
ad recall level  
brand trust

creative considerations

effectiveness metrics

radio listeners

non-radio listeners

Tested 131 campaigns.  
13 categories.  
Over 10 years of data  
50,000+ radio & non-radio listeners

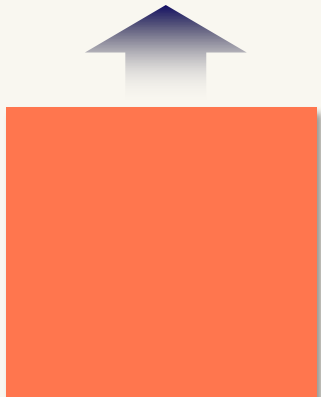
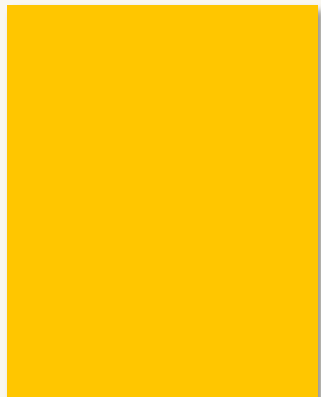


# Bringing the data together for world first insights

Below average Star Rating

radio listeners

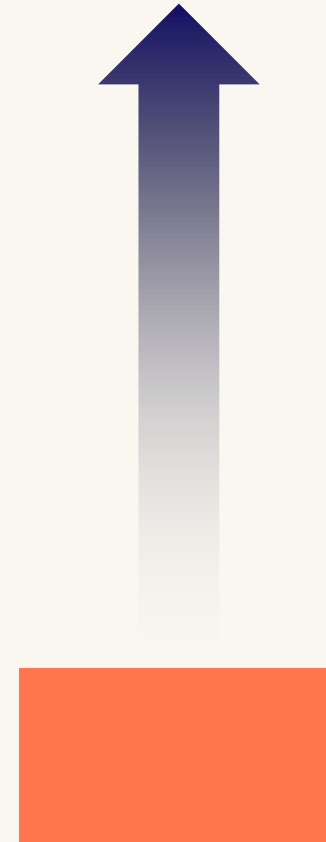
non-radio listeners



Above average Star Rating

radio listeners

non-radio listeners





# Five Key Findings

Tuning In



@Kofacentre  
#TuningIn

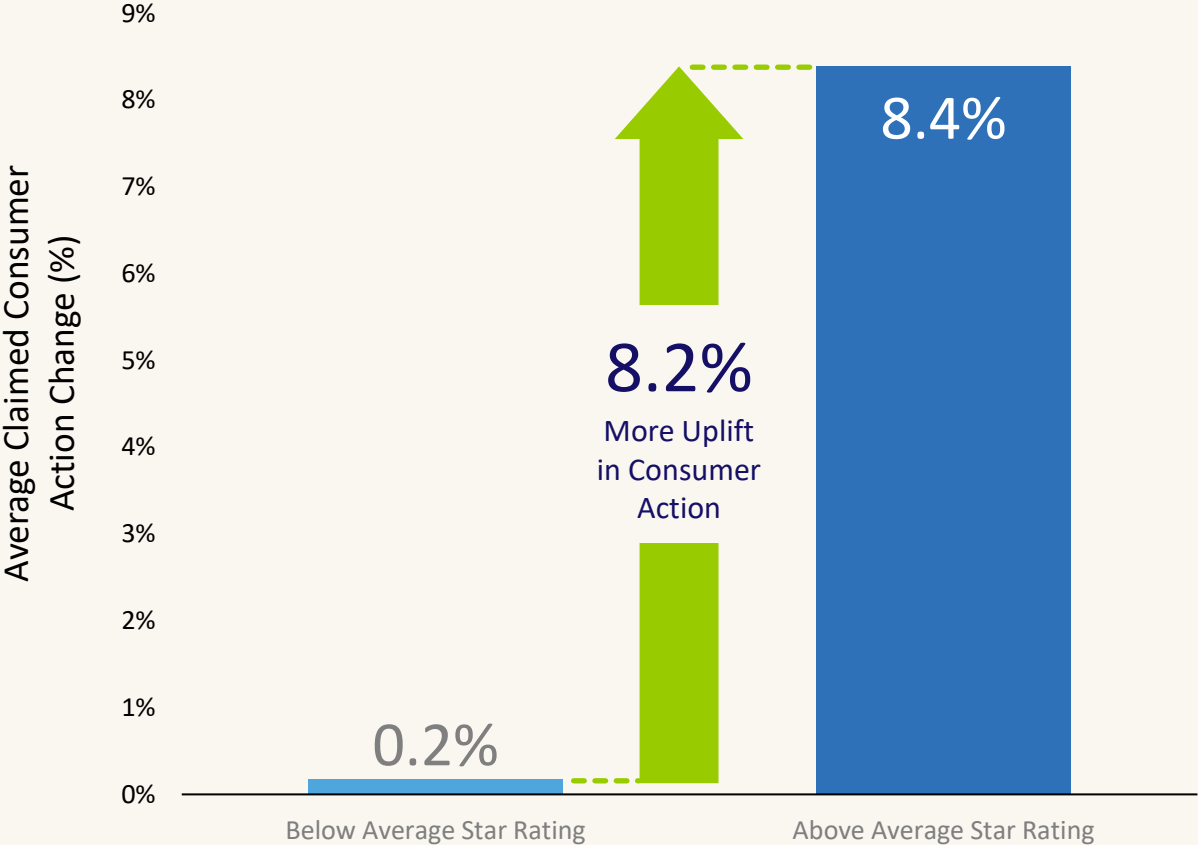
Right  
Associated With  
Less Memory  
Ad Recall Average

Listen  
Up! System



# Radio Ads That Leaves Listeners Feeling Positive Changes Behaviour

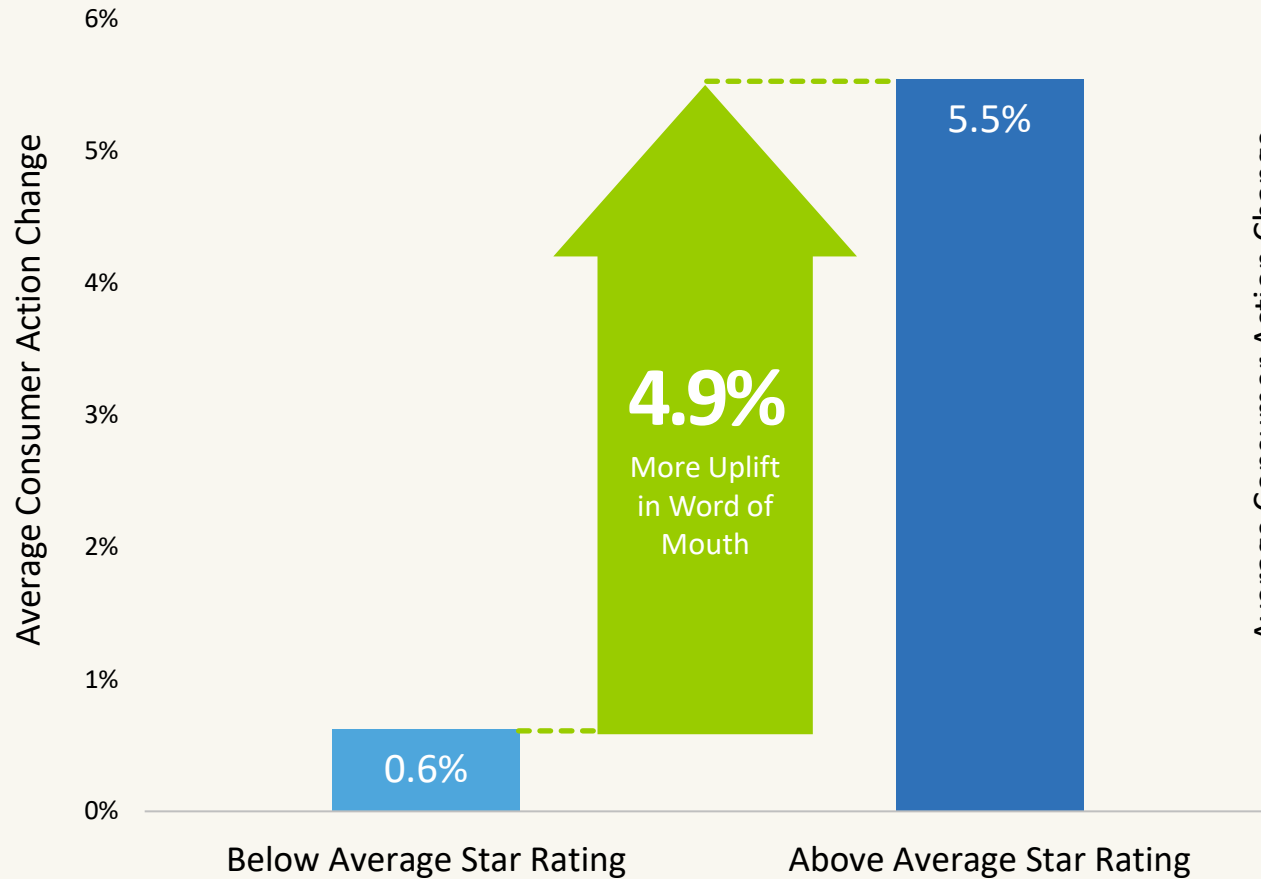
Claimed Behaviour Change for Radio Campaigns With Low Star Rating vs High Star Rating, Media Weighted



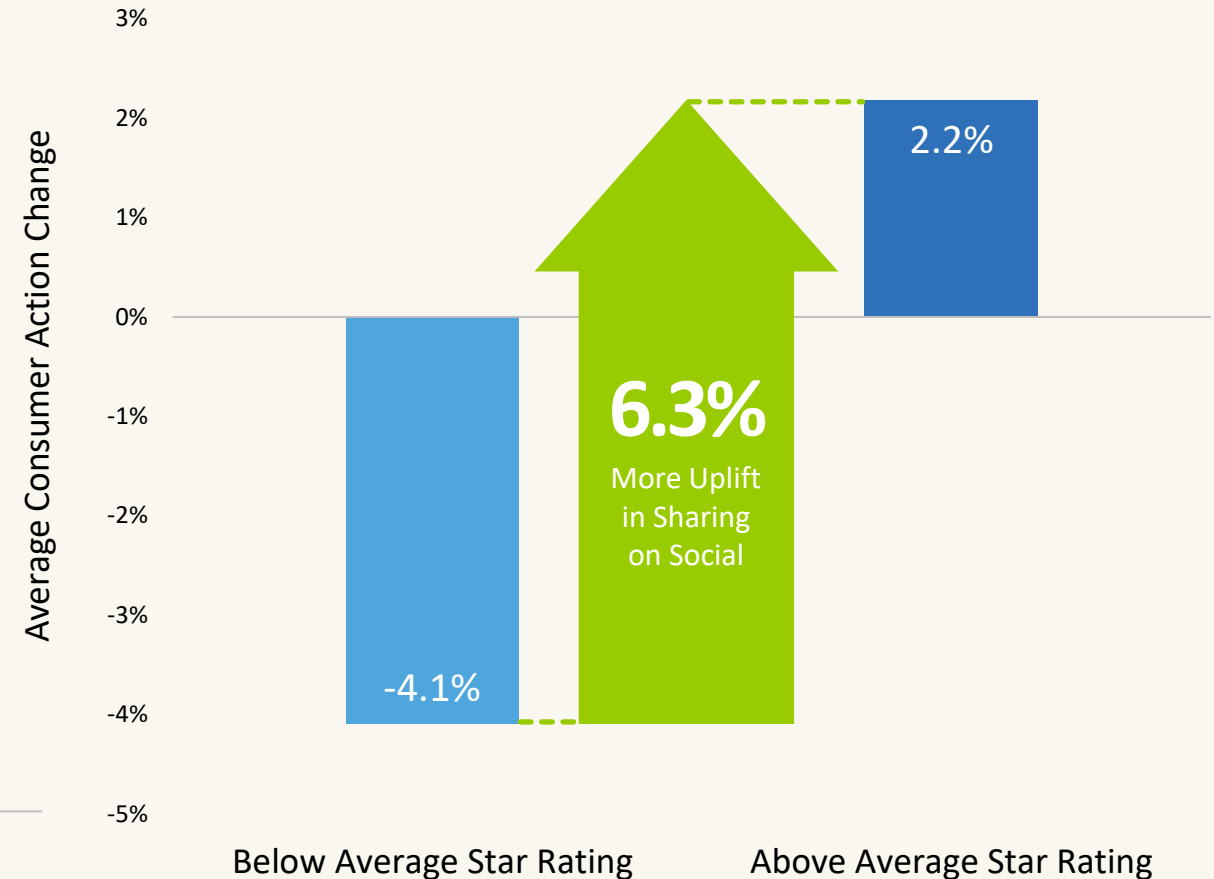


# Radio Ads That Leave Listeners Feeling More Positive Get Brands Shared More

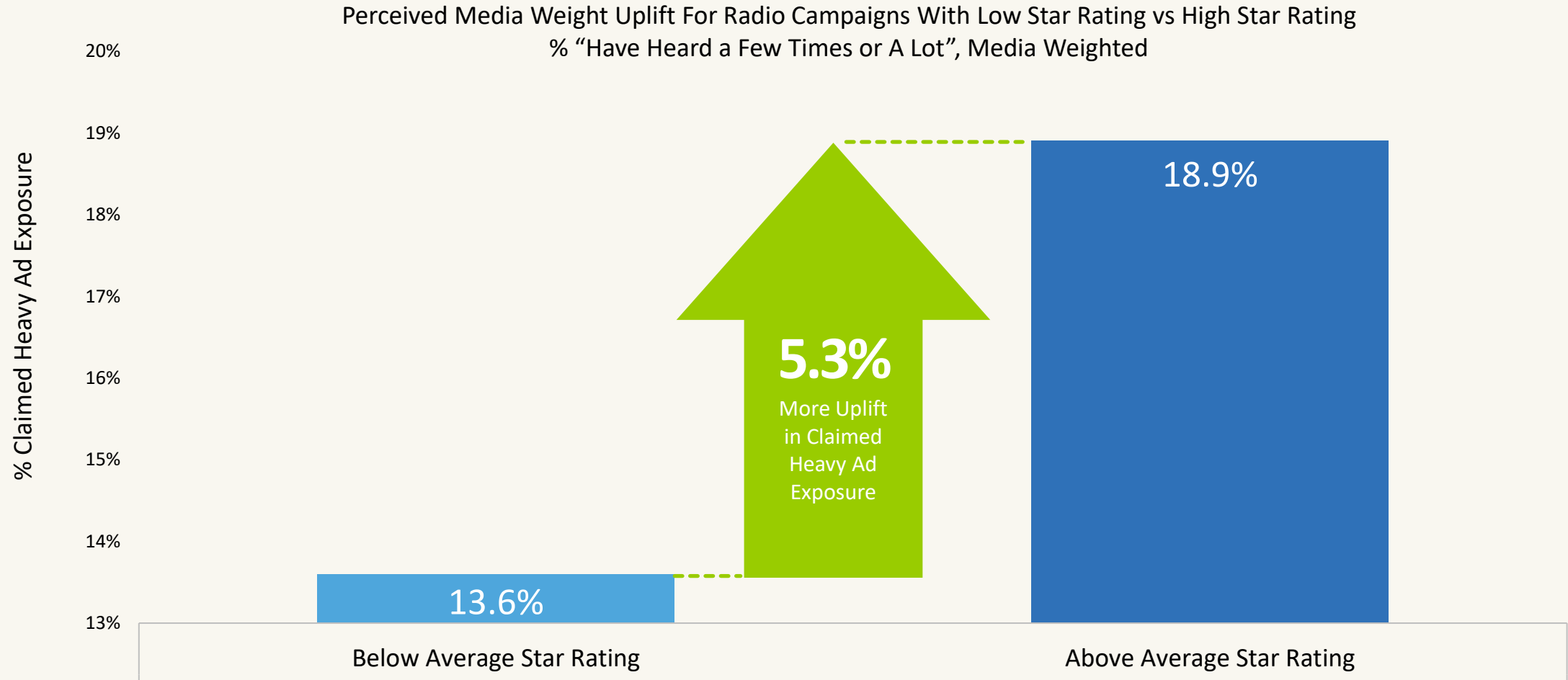
Ads Causing More Positive Emotions Increase Word of Mouth  
% Claimed Consumer Behaviour Change



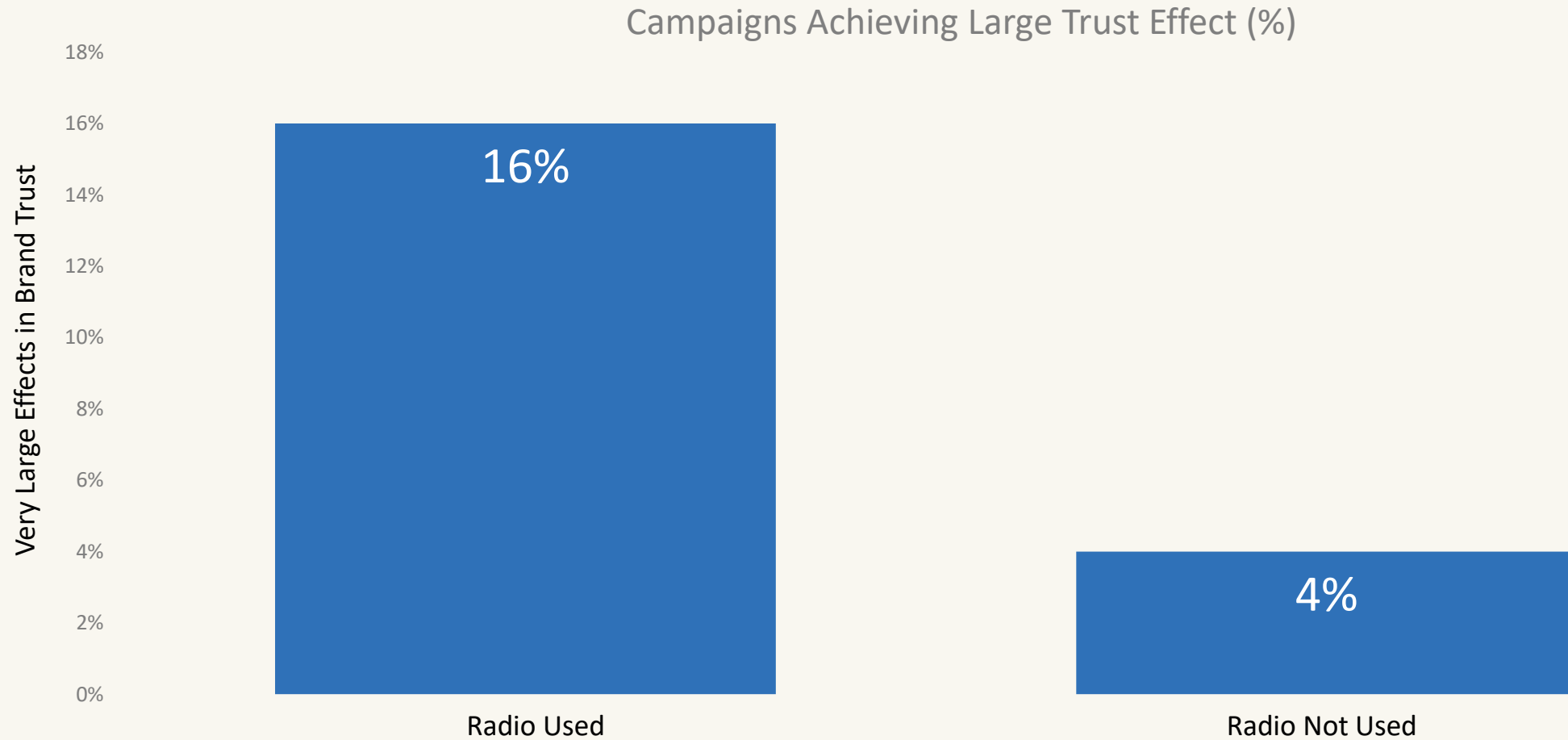
Ads Causing More Positive Emotions Increase Sharing on Social  
% Claimed Consumer Behaviour Change



# Radio Ads That Leave Listeners Feeling More Positive Make Campaigns More Famous

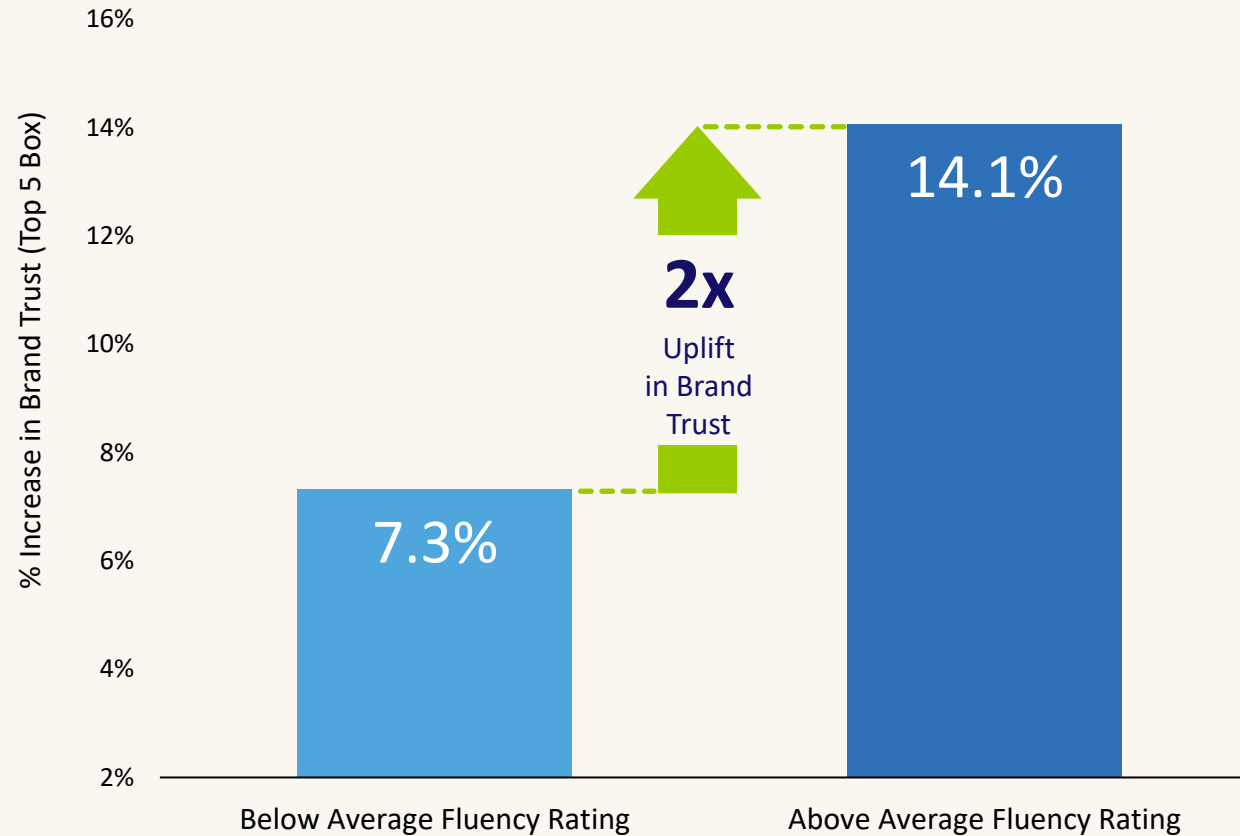


# Including Radio In The Brand Media Mix Increases Large Trust Effects



# Well Branded Radio Ads Cause Double The Trust Gains

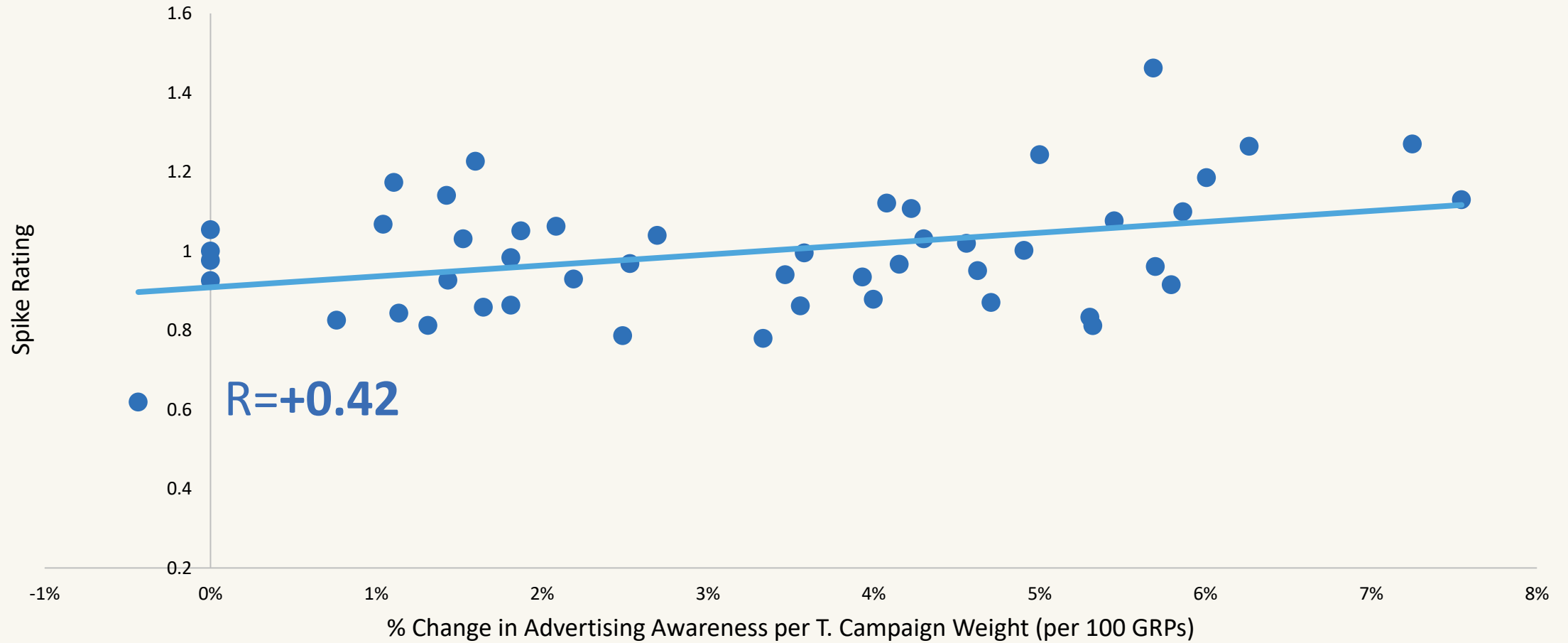
Brand Trust Uplift For Radio Campaigns With Low Star Rating vs High Star Rating Top 5 Box, Media Weighted





# Interesting Ads That Brand Early Get Remembered

Well-Branded Ads that Cause an Intense Emotional Reaction Increase Advertising Awareness  
% Ad Awareness Gain, Media Weighted



# Radio Is Capable Of Creating Similar Long-Term Effects as TV



**UK TV** Average



2.4

Star Rating  
**Modest**



1.13

Spike Rating  
**Good**



Emotional Intensity  
1.15



83

Fluency Rating  
**Good**



**UK Radio**  
Average



2.4

Star Rating  
**Modest**



1.01

Spike Rating  
**Modest**



Emotional Intensity  
1.00



82

Fluency Rating  
**Modest**

# 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

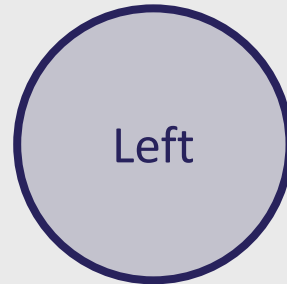
Associated with ads for lasting brand  
effects







# The Left- and Right-Brain Audio Creative Features

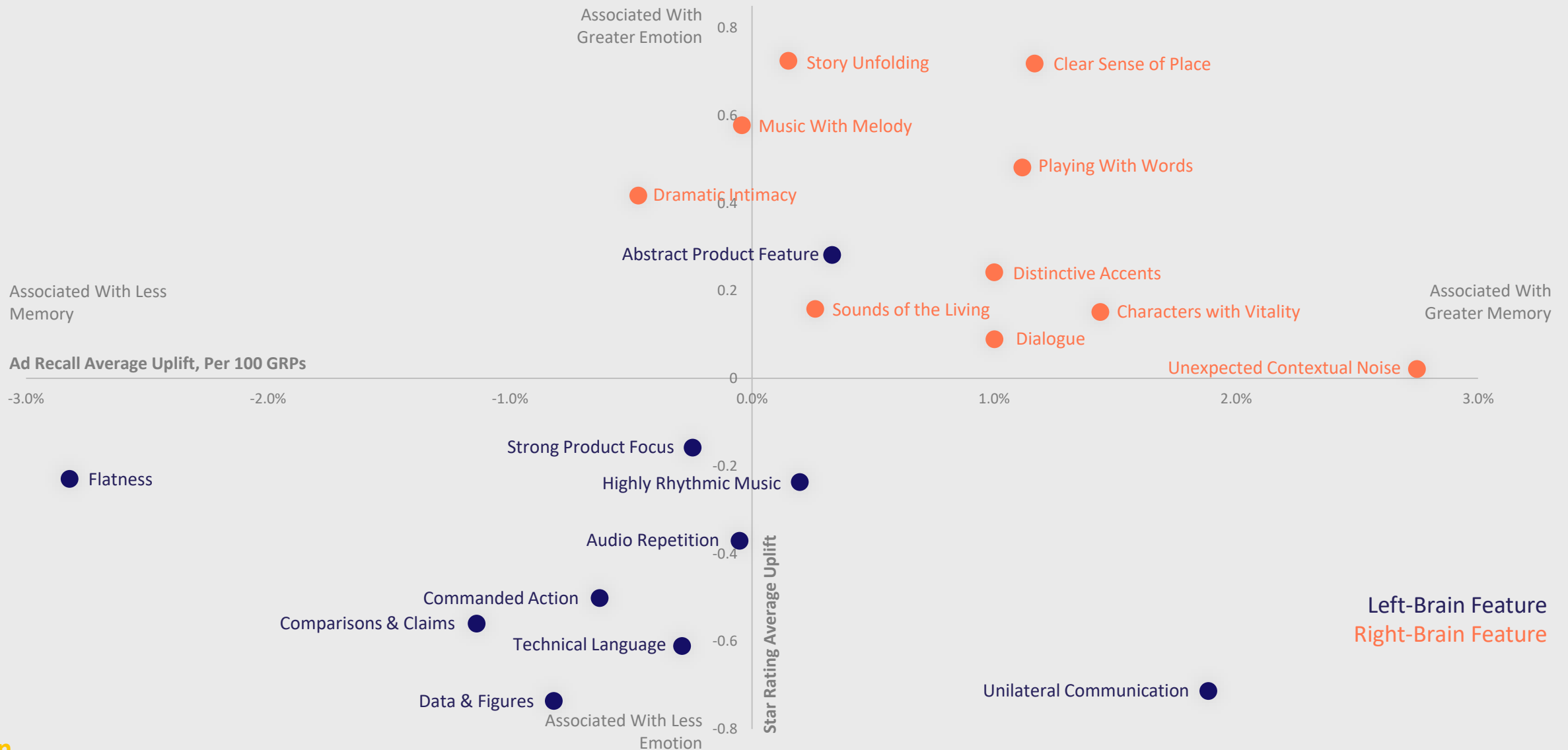


Unilateral Communication (Incl. Testimonials)  
Commanded Action (e.g. Call To Action)  
Audio Repetition  
Comparisons & Claims  
Data & Figures  
Abstracted Product or Service Feature  
Technical Language (Heavy T&Cs)  
Strong Product Focus  
Flatness, Lack of Audio Depth  
Highly Rhythmic Music



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

# Right-Brain Audio Creative Features Build More Positive Memory Structures



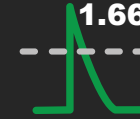
# Right-brain creative made for radio is more effective



Made for TV



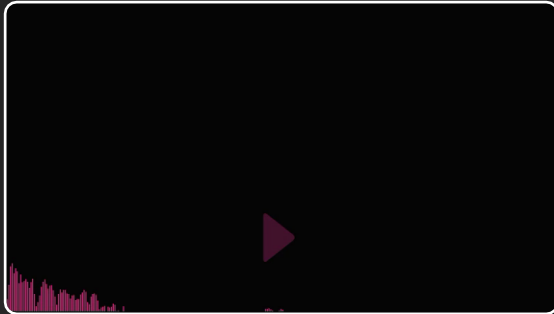
Star Rating  
**Exceptional**



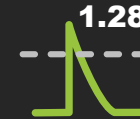
Spike Rating  
**Exceptional**



Just TV Audio



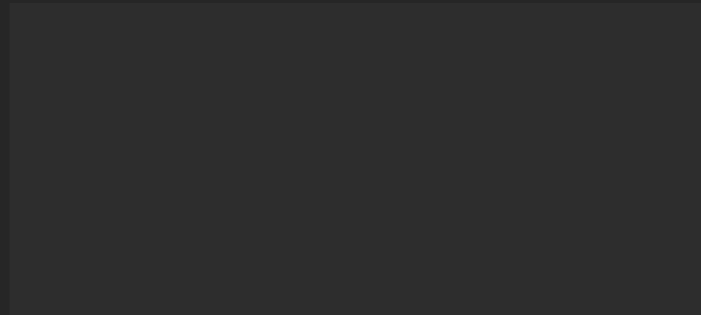
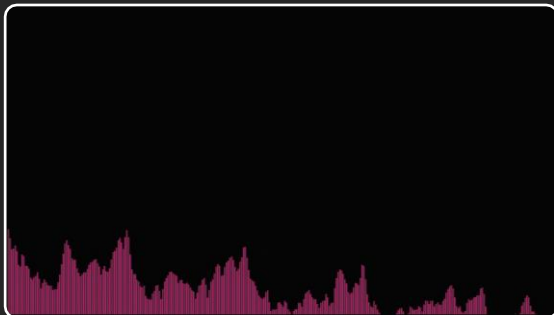
Star Rating  
**Good**



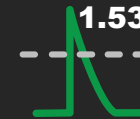
Spike Rating  
**Strong**



Made for Radio



Star Rating  
**Strong**



Spike Rating  
**Exceptional**

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



Get The Full Digital  
Publication

Irish Radio  
Partnership



150 NatRep Irish respondents

Debrief with System1 researcher

€2,000 discounted cost

[www.radiocentreireland.ie/test-your-ad](http://www.radiocentreireland.ie/test-your-ad)

**System1**

