Consistency in times of uncertainty

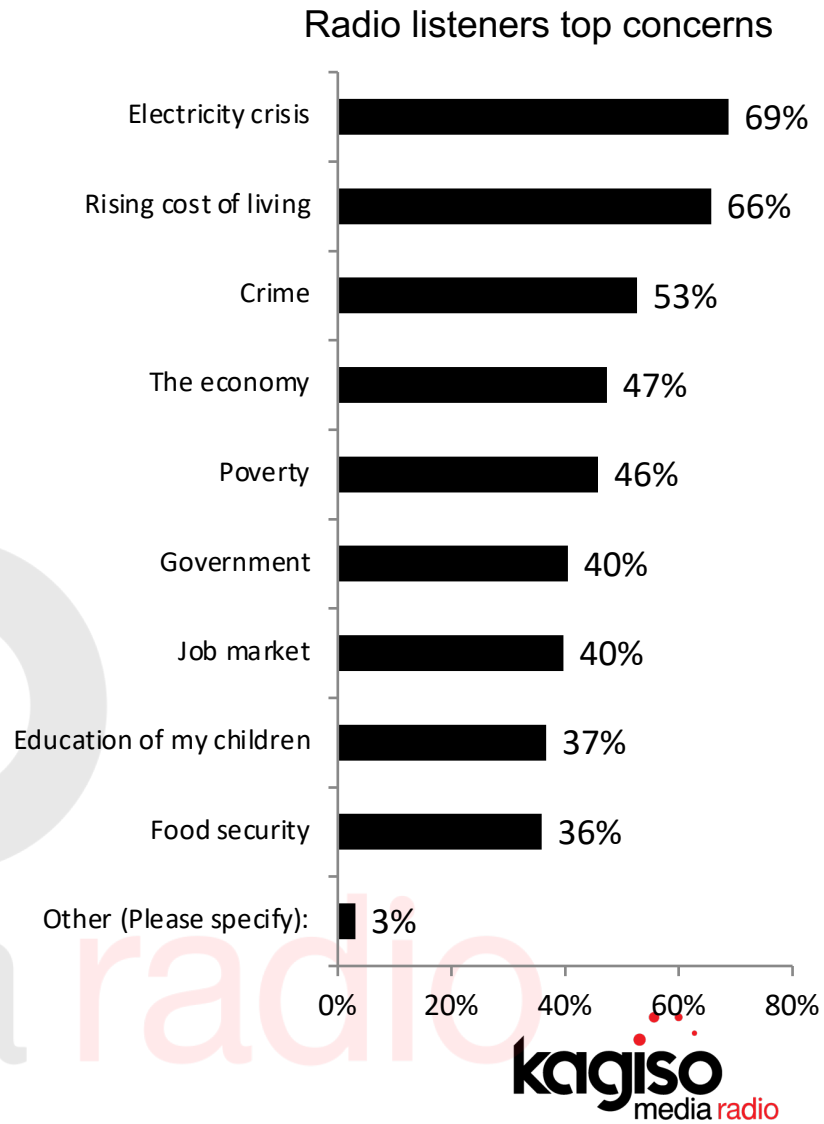
A tale of creativity and audio

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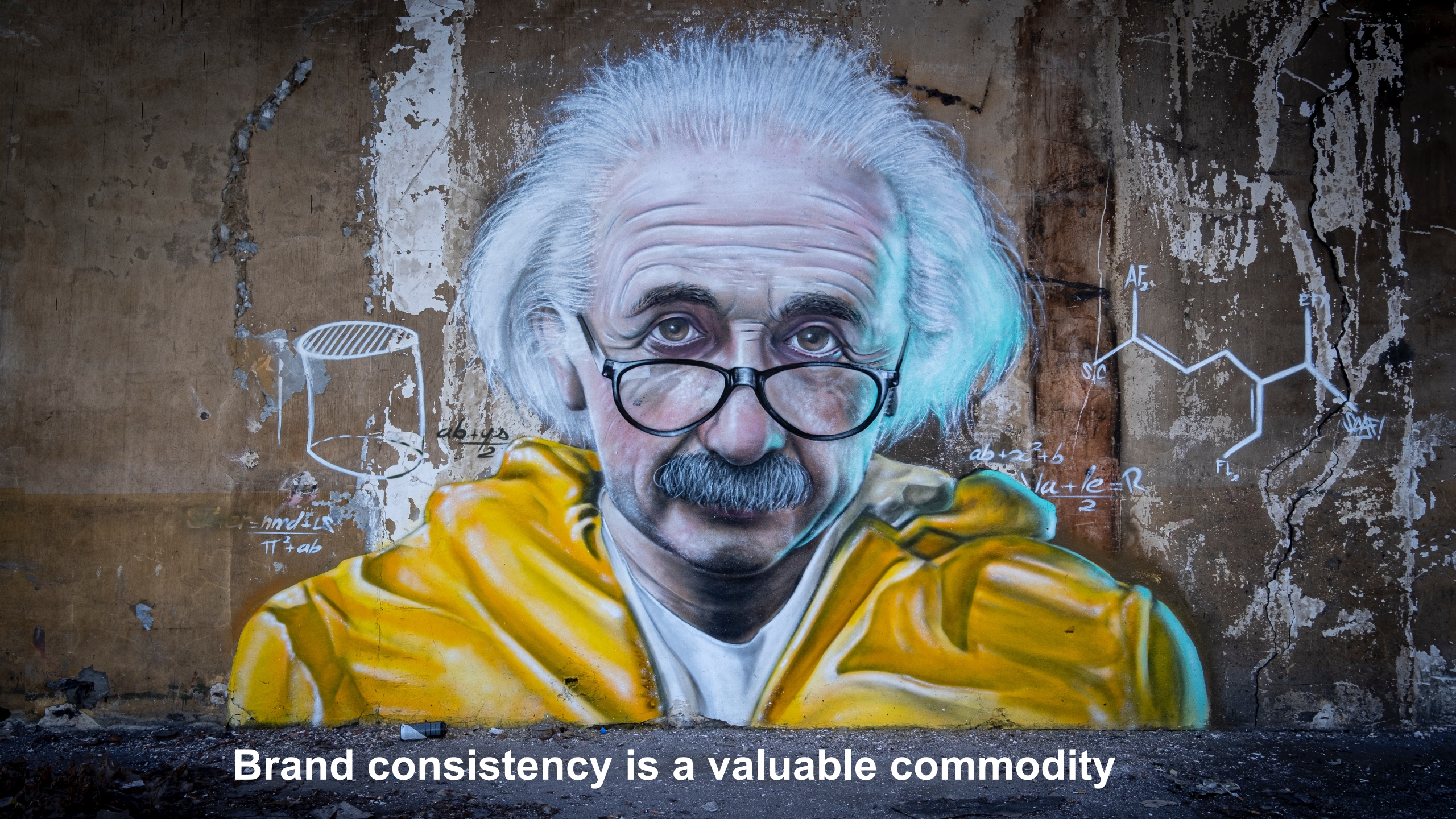
Source: KMR Sound Insights Panel

United in our concerns

1. Deepening political tensions
2. Power crisis
3. Growing food insecurity
4. Worsening debt crisis across the world
5. Slowing down of economic growth



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Brand consistency is a valuable commodity

Myth: Ad wear out occurs after time

FACT:

An ads effectiveness score does not change over time

A good, effective ad remains a good and effective ad over time



Source: https://mediashotz.co.uk/why-ad-consistency-in-radio-matters-now-more-than-ever/

What makes a good audio advert?

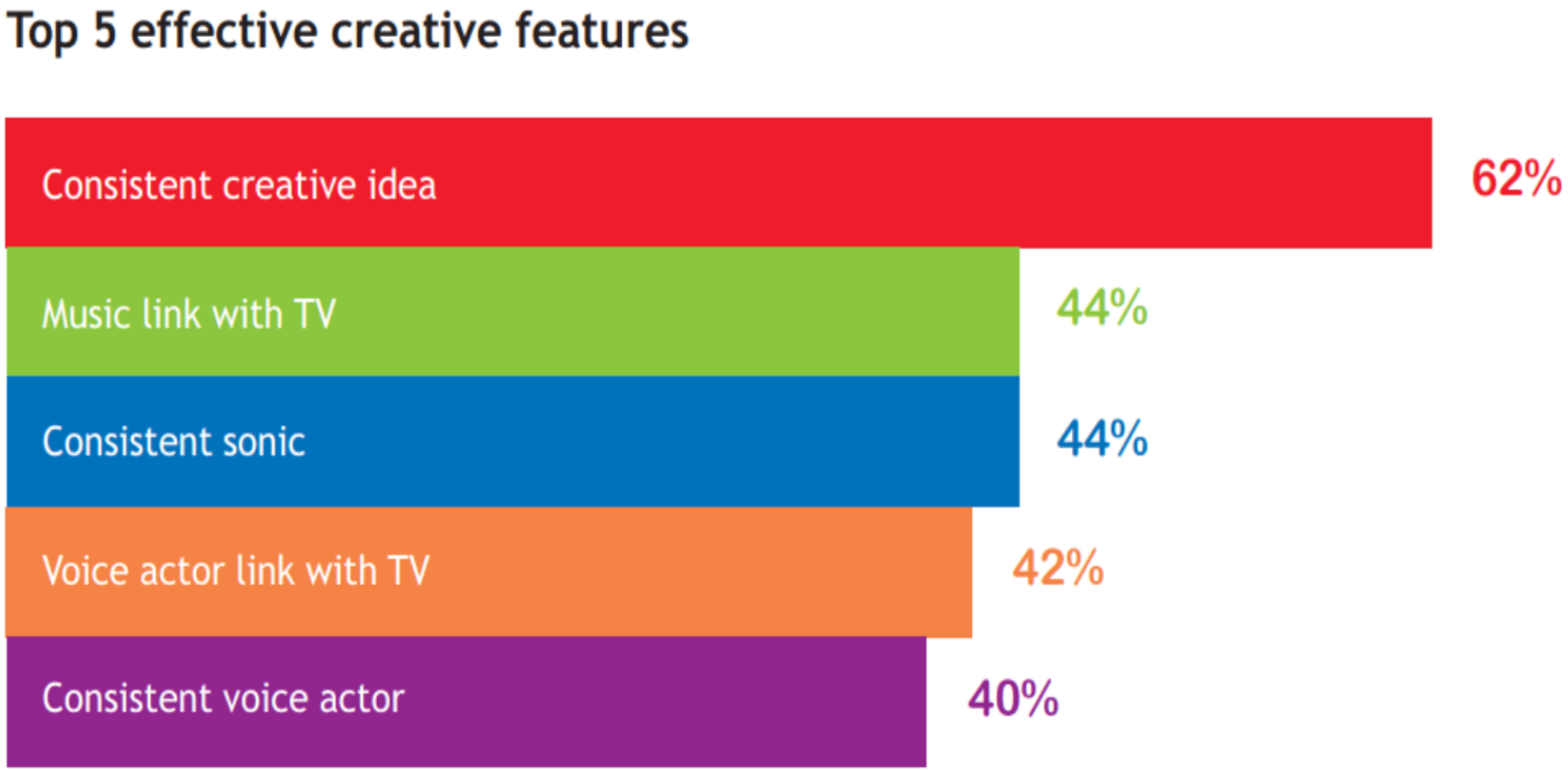


fig e (Source: radioGAUGE effectiveness data)

Source: https://mediashotz.co.uk/why-ad-consistency-in-radio-matters-now-more-than-ever/

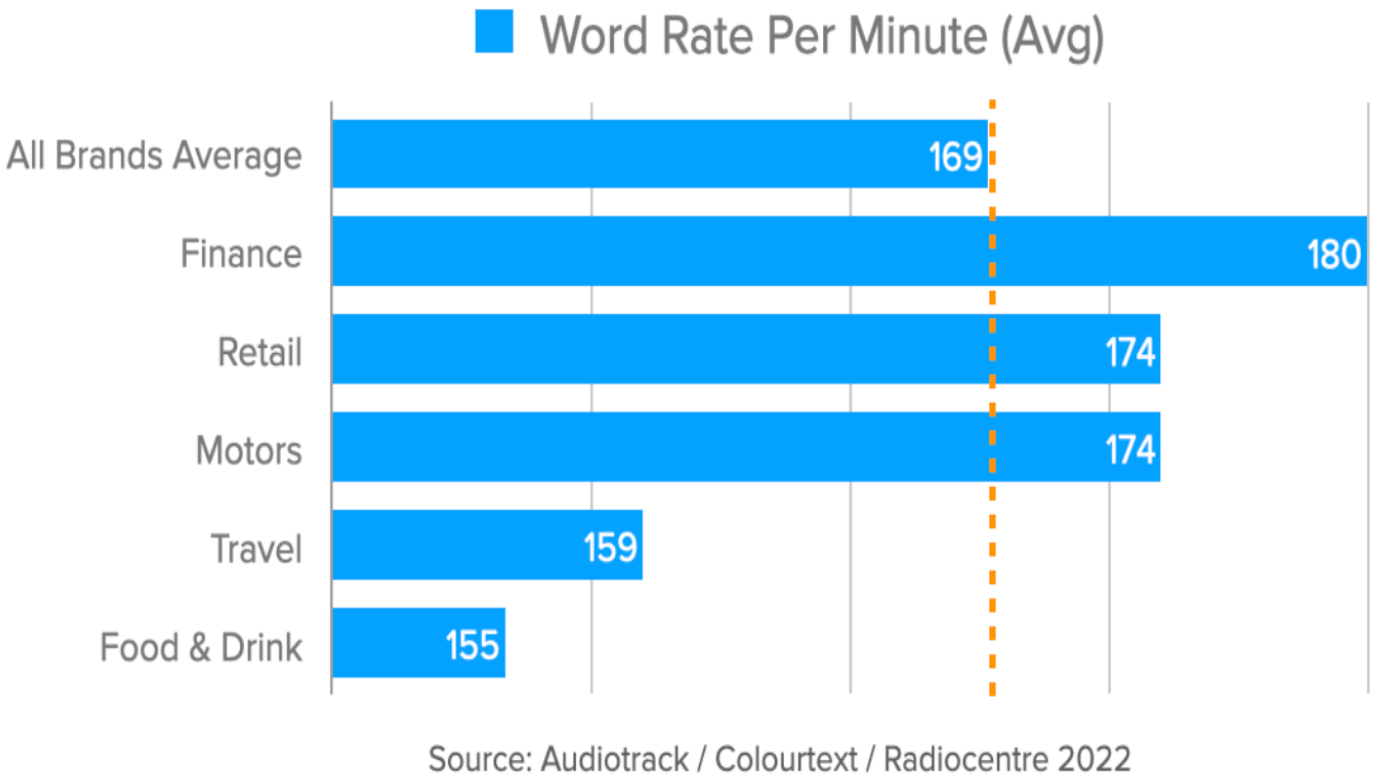
Sound really matters

- **Jingles work:** especially if they are memorable. If it's a jingle that's already recognizable-this creates more memorability .
- **Gender matters:** There are differences in gender regarding advert preference.
- **Be authentic and don't assume homogeneity of cultural groupings:** Stereotyping cultural groups appears to create dissonance in the mind of the listener. **Tone definitely matters.**
- **Get the pronunciation right:** Listeners hear everything. It's important that when using vernacular that the correct pronunciation as well as annunciation is used in the advert to create emotional engagement and authenticity.
- **Age impacts emotional relevance:** It's important to understand that generational differences will exist in messaging, communication and even in humour
- **Sonic IDs and Branding are complicated but when executed correctly-they create engagement.** It's important to test your Sonic ID or Sonic Branding-whilst it can illicit positive emotions if a tone is perceived to be masculine, dull or over powering by the audience, it may lead to negative emotional arousal.

Source: KMR Sound Insights Neuro research

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Words per minute-Less is more



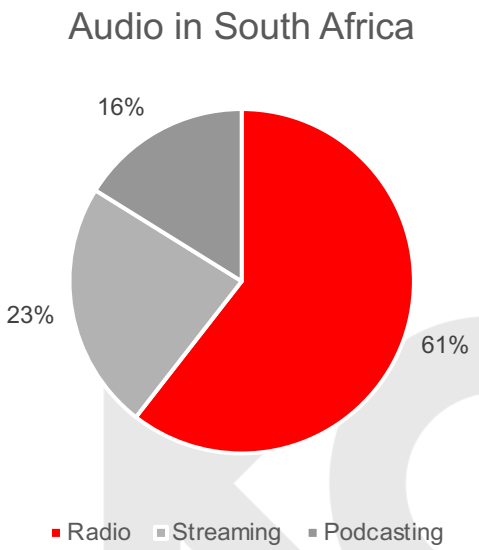
Source: colourtext.com/music-and-audio/what-is-the-perfect-word-rate-for-an-audio-ad/

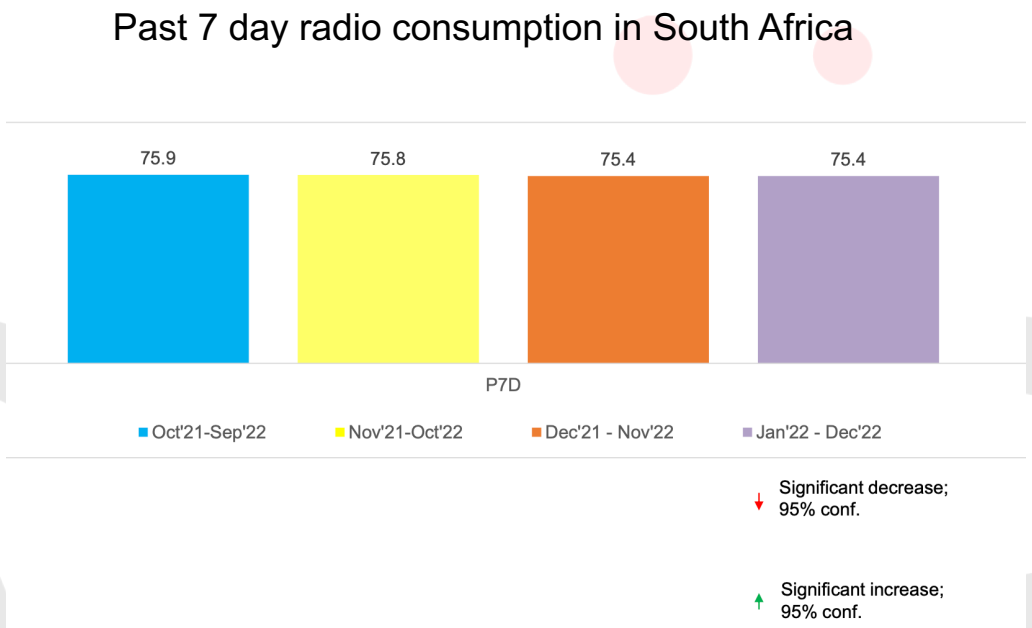


A tale of audio

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Radio dominates the booming audio landscape





Everyday, more than

70%

of the **European population tune in to radio** and listen on average for

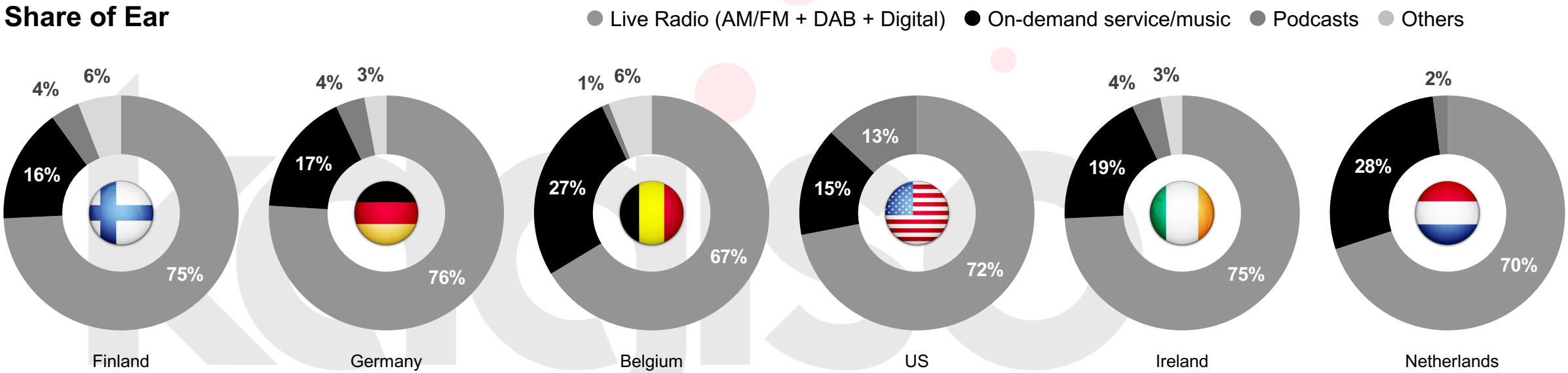
3 hours*

Source: BRC RAMS Jan-Dec 2022 release
World radio alliance

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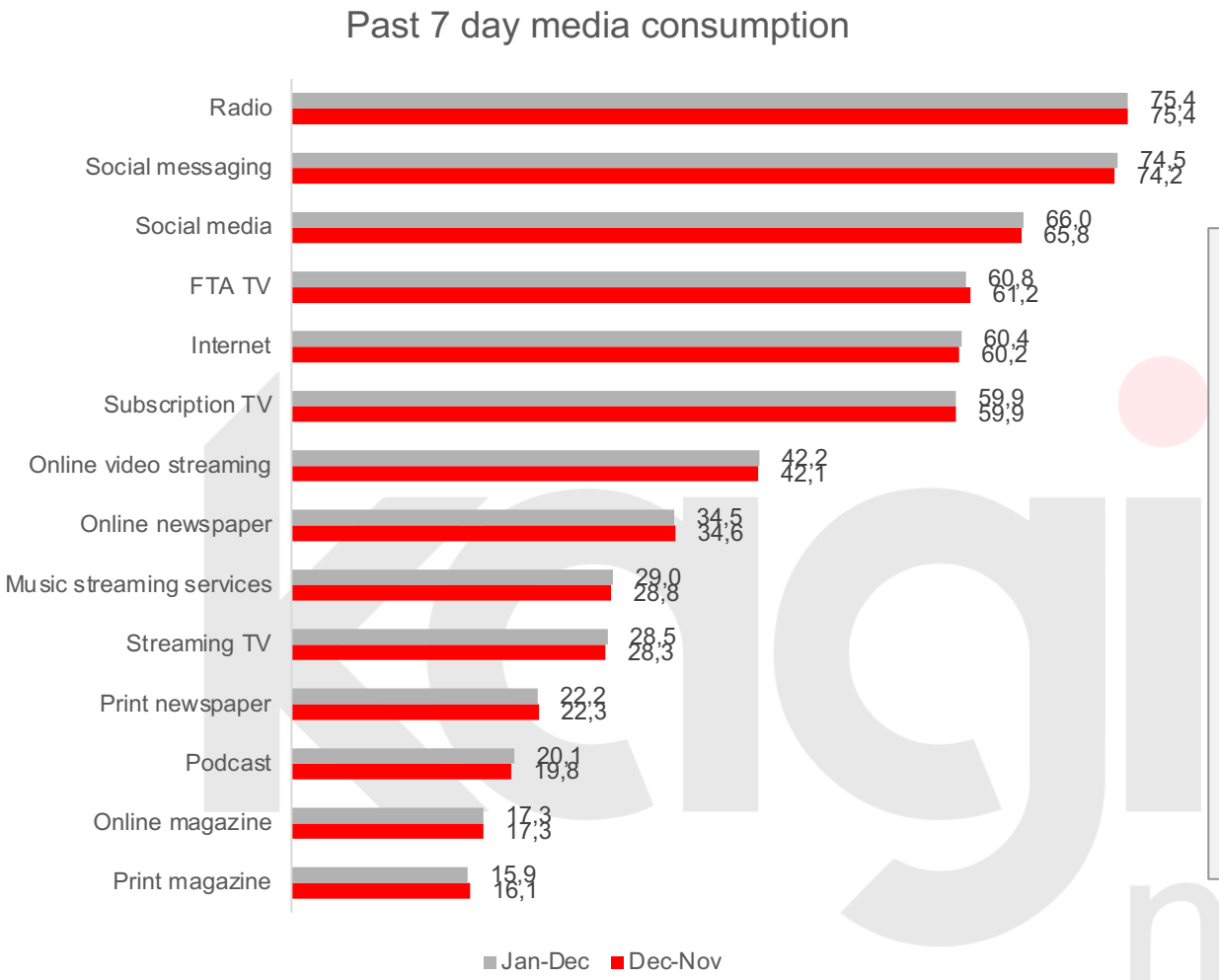
Radio is the biggest part of total audio listening across the globe

Share of Ear



Sources: WRA- 2022 members market data – total population // US: Edison Research Share of Ear Q4 2021 & Q1 Q3 2022 – ad supported audio sources

And locally, radio is still the highest consumed media type in a week



Germans spend

13.5 years

of their lives listening to radio*

In Belgium, listening to radio is the **#1 media activity** in terms of time spent

After sleeping, it is the daily activity that takes up most of people's time (+/- 5 hours/day).**

Source: BRC RAMS Jan-Dec 2022 release
World radio alliance

Radio has reach across all age groups



Gen Z is a uniquely audio-first generation



Weekly, radio reaches **74%** of 15-34 yo South Africans and **81%** of 12-34 yo Belgians



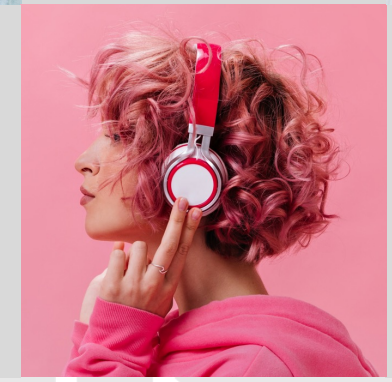
With **60%** of weekly reach and **56%** share of total commercial audio listening, radio remains the audio medium to reach the 15-34's



Audio is becoming more important to a wide range of people. Listening is becoming a sought-after experience



71% of New Zealanders aged 10-34 listen to commercial radio each week



Everyday, **65%** of 14-29 yo listen to radio for an average of **182 minutes**



2/3 of the 15-24 tune in to radio every day for an average of 3 hours

Sources: New Zealand: GfK Commercial RAM, 2022, Total NZ, Cume %, AP10-34, M-S 12mn-12mn // South Africa: D22Q9 - BRC RAMS November 2021 - October 2022 // Belgium: CIM RAM, RAM 2022/05-08, 05-00h // Germany: ma 2022 Audio II, daily reach mo-fr 14-29 yo // UK: RajarMidas // Ireland: JNLR 2022-2 Audio Module

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Teamwork makes the dream work:

Creating democratised platforms



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And then…

- Consumers are changing and face a number of challenges. Offer consumers a consistent brand experience-be consistently good-this refers to your entire brand identity.
- Radio is still one of the most consistent media platforms and still out-performs other audio sources.
- Make sure your audio strategy has the same amount of effort as other advertising platforms-pay attention to the sound of your brand, not just the visual
- Tailor your audio for radio-but tell one brand story across your media platforms-don't dilute your messaging
- Stay ahead of the trends and get listeners into the brand cycle earlier to future proof your brand

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Consistency is what transforms average into excellence