

PODCAST ADS BUILD STRONG RELATIONSHIPS WITH BRANDS

A Midroll Media recall study of 11,123 podcast listeners demonstrates that audiences listen to podcast ads and have robust recall of brand names and product features, resulting in an intent to buy advertised products.

Direct response advertisers were podcast advertising pioneers. Their early support of podcasting proved the model, demonstrating the unique effectiveness of the medium.

As podcasting grows big national brands are taking notice. While we were confident the fantastic results of direct response campaigns would carry over to brand campaigns, we didn't expect advertisers to take our word for it. That's why we conducted a series of recall studies for four different national brands across six different podcasts and eight episodes between October 2015 and March 2016. 11,123 listeners took these surveys.

Podcast Listeners Have Spectacular Brand Recall

11,123 podcast listeners took an unaided recall survey. The results were spectacular.



90%

said they listened to the ads of the target brand



80%

were able to name at least one brand advertised in an episode



67%

were able to name a specific product feature or promotion



51%

were somewhat or much more likely to buy from the target brand

The target brands included national restaurant chains, national health and beauty products, and over-the-top subscription video services. Other brands included theatrical and home entertainment brands and direct response advertisers.

PODCASTS DRIVE SUPERIOR BRAND RECALL

80% of surveyed listeners were able to name at least one brand advertised within a podcast episode, unaided. Midroll Media unaided recall rates outperform other digital advertising options.

According to research from Undertone and Ipsos ASI full-page takeover display ads result in a 45% recall rate on mobile, and 35% on desktop. In that same study only 33% remembered seeing banner ads.

We like to say that Midroll's podcast ads are truly native advertising, because they are read by show hosts, as an integrated part of a podcast episode. Yet, podcasts perform much better than digital native ads. A HubShout survey found only 7.3% of respondents who remembered reading a sponsored article could remember the sponsor, while 62% of respondents could not remember who sponsored it, or even what it was about.

67% OF RESPONDENTS were able to name an actual product feature or specific promotion mentioned in the ad.

Not only do listeners remember brands, they also remember important details from the ad reads. An astonishing 67% of respondents were able to name an actual product feature or specific promotion mentioned in the podcast ad. In this study respondents were told the advertiser's name, and were asked to enter the product feature in a free text box, entirely unaided.

When we dig further into the survey data we can see which campaigns drive even better recall.

Methodology

In the post-roll of one episode where an ad for the target brand aired, the host asked listeners to fill out a short online survey, with no indication of what it was about – just that it would be short and participating would help the show.

To measure brand recall respondents were not prompted with any brand names, and were asked to name brands in a free text box. In subsequent questions respondents were prompted with the brand name, and asked the product feature recall question in an unaided format.

CAMPAIGN 1:

Brand: National fast-casual restaurant chain
Podcasts: 2 comedy category shows
Impressions: 940,238
Responses: 1002

CAMPAIGN 2:

Brand: National coffee and baked-goods restaurant chain
Podcast: 1 sports category show
Impressions: 429,000
Responses: 2427

CAMPAIGN 3:

Brand: Over-the-top subscription video service
Podcast: 1 comedy category show
Impressions: 236,255
Responses: 1460

CAMPAIGN 4:

Brand: National consumer health and beauty product
Podcasts: 1 sports category show, 1 comedy category show and 2 games and hobbies category shows
Impressions: 1,125,476.00
Responses: 6234

¹<http://www.adweek.com/news/technology/study-major-brands-compares-ad-recall-mobile-and-desktop-promos-165905>

²<http://digiday.com/publishers/survey-62-dont-remember-anything-native-ads-saw/>

FREQUENCY MATTERS

In our study there was a significant difference between two sets of campaigns in terms recall of the specific target brand. When focusing on that one brand's ads, 39% more listeners to campaigns 1 - 3 were able to name that brand in unaided recall, compared to campaign 4. We attribute that disparity to the number of spots run in the campaign prior to the survey.

In campaigns 1 - 3 mid-roll spots for the target brand ran on at least three episodes prior. In campaign 4 only one mid-roll ad for the target brand was run on each podcast, appearing in the same episode with the survey call-to-action post-roll.

We have long counseled advertisers that campaign effectiveness improves greatly when multiple ad spots are run with significant repetition. This study demonstrates the effect quite clearly.

CONCLUSION: PODCASTS LET BRANDS REACH CONSUMERS WITH AN AUTHENTIC MESSAGE

Podcasts are a uniquely intimate medium. They are most often consumed alone, using headphones or earbuds, with hosts speaking very directly to listeners. This format creates a friend-like relationship between hosts and listeners, and podcast listeners come to trust their favorite hosts.

Brands benefit from the influence and trusted relationship that exists between hosts and listeners when they run ad campaigns on podcasts. This is demonstrated by high levels of purchase intent after hearing an ad on a podcast. 61% of Midroll podcast listeners indicate that they have bought a product or service they learned about from a podcast ad.

PODCAST HOSTS POSITIVELY INFLUENCE LISTENERS' BUYING DECISIONS

Each podcast host's live ad read had a positive influence on potential buyers in the audience.

Over half (51%) of all respondents said they were somewhat or much more likely to make a purchase from the target brand after hearing the ad.

The impact was greater with extended campaigns, where listeners had more exposure to the target brand and the host's endorsement. 21% more respondents from campaigns 1 - 3 than from campaign 4 were somewhat or much more likely to buy.

A brand's relationship with listeners grows stronger with continued exposure. Unaided recall of a target brand, recall of a product feature or promotion, and likelihood to buy are all higher with campaigns that ran four or more ads than they are with a campaign that ran a single spot.

Contributing to this effect is the fact that each live ad read is different and integrated into the flow of the show, which means listeners rarely tune out, like they do with radio commercials. Instead, they keep listening so they won't miss out. In fact, **90% of all respondents say they listened to the target ad, and did not skip or fast-forward through it.**

Podcast ads don't suffer from "banner blindness" or from audiences missing the name of the sponsor or product. Combined with the trust relationship forged between hosts and listeners, podcast ads are a smart investment for brands of all sizes.