The POWER of PODCASTS for NATIONAL BRANDS: Case Studies in Ad Effectiveness
The Power of Podcasts for National Brands

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Agenda

• The Value of Ad Effectiveness Studies
• Nielsen’s Podcast Sponsorship Testing
• Podcast Ad Effectiveness Results
• Case Study
• Takeaways
• Q&A
The Value of Ad Effectiveness Studies
Why Midroll Conducts Ad Effectiveness Studies

While direct response advertisers demonstrated the power of podcasts to deliver ROI...

Big national brands are looking for effectiveness measurements that are comparable with other platforms and campaigns, like:

- unaided and aided brand recall
- message association
- recommendation intent
- purchase intent
Why Midroll Conducts Ad Effectiveness Studies

We are confident in the power of podcasts and want to move the industry forward by demonstrating it.

Plus, we’re seeing effectiveness studies included in more RFPs.

So studies also give brands and agencies the extra assurance they’re asking for.
We partner with Nielsen because it’s important to have a well-established and trusted third-party measuring and delivering these results.

In 2017 we worked closely with the Nielsen team to develop this research methodology that is well suited to podcasts and the medium’s unique benefits.
Proven Effectiveness Results in Renewals

Positive results from big brand campaigns are driving millions of dollars in renewals.

These renewals are getting bigger and more frequent.
Brand campaigns now make up half of Midroll’s ad revenue.

Ad effectiveness studies contribute to this increased share.
Podcast Sponsorship Testing

Ad Effectiveness Research from Nielsen

Chris Peck
Nielsen Media Analytics
UNDERSTAND THE IMPACT OF PODCAST ADS

Solution Overview

Nielsen Media Lab, a part of Nielsen’s content testing product suite, has added a unique research tool to evaluate the advertising effectiveness of brand sponsorships in podcasts.

Leveraging Nielsen’s rich TV content testing history and experience, Nielsen Media Lab is able to measure multiple areas of podcast sponsorships:
UNDERSTAND THE IMPACT OF PODCAST ADS
POPULATION SELECTION

Nielsen’s Podcast Sponsorship Testing leverages an online panel and uses a controlled exposure methodology.

Respondents are screened into survey based on:

- Age
- Gender
- Interest in Audio Content/Genre:
  - Arts
  - Automotive
  - Business
  - Comedy
  - Education
  - News & Politics
  - TV & Film
  - Science
  - Society & Culture
  - Sports & Recreation

Interest in the content genre most closely resembles the experience of selecting on-demand audio content.

Engagement with the content, host, etc.
UNDERSTAND THE IMPACT OF PODCAST ADS
MEASUREMENT PROCESS

Measuring impact of ad exposure on brand perceptions and other brand health metrics using a controlled-exposure methodology.

Online Survey, Control group vs. Exposed group

Analysis
Compares the differences between the two groups to determine podcast impact on:
- Aided awareness
- Unaided awareness
- Preference
- Brand perceptions
- Ad recall
- Purchase intent

Exposed group listens to podcast clip containing the ad.
Control group listens to clip without the ad

Randomly assign qualified respondents to an Exposed or Control group
Exposure to a podcast clip.

Results are analyzed after weighting the control and exposed groups on key characteristics
UNDERSTAND THE IMPACT OF PODCAST ADS

Exposed vs. Control Lift Analysis

Analysis: Compares the Exposed vs. Control

Significant differences are tested at 90% confidence

Respondents exposed to the sponsored podcasts reported significantly higher awareness of the brand:

Q7. Which of the following brands have you heard of?
UNDERSTAND THE IMPACT OF PODCAST ADS

Clip Selection

- Actual clip and read from an episode in the campaign, with authentic ad placement
- General Appeal & able to stand alone in terms of content/context

<table>
<thead>
<tr>
<th>Introduction</th>
<th>Natural Pause</th>
<th>Ad Read</th>
<th>More Discussion</th>
<th>Natural Pause</th>
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<tbody>
<tr>
<td>Offers context to the listener and introduces the host(s)</td>
<td>Could require an edit/fade-out</td>
<td>Use Critical Ear- Is it engaging ad? Does the host wander too far off script? Does the read align well with the survey?</td>
<td>Might need to be an edit/fade-in, but it offers a more natural feel and a nice buffer prior to the survey</td>
<td>Fade-out of the content during a natural pause in the conversation, so it’s not an abrupt ending</td>
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UNDERSTAND THE IMPACT OF PODCAST ADS
Brand Health Survey

Recall & Awareness
- Unaided Ad Recall
- Aided Recall of Advertiser
- Aided Brand Awareness

Brand Health
- Favorability
- Recommendation
- Brand Perceptions

Consideration
- Purchase Consideration/Intent
UNDERSTAND THE IMPACT OF PODCAST ADS

Best Practices

Alignment between questionnaire and ad copy
- Include brand’s standard list of competitors, attributes, etc.
- If multiple scripts, ensure the ad tested aligns with the survey
- Ensure research results reflect the test ad

Select respondents interested in audio content and genre
- Podcasts are On Demand Audio- listeners seek out content
- Screen for interest in the Podcast genre
- Ensures engagement with the content & advertising
Podcast Ad
Effectiveness
7 Major National Brands
Performed 9 Ad Effectiveness Studies

From Dec. 2017 – July 2018
Podcasts
Generate
Awesome
Brand Recall
50% Average unaided brand recall of traditional mid-roll spot

85% Average aided recall of traditional mid-roll spot
Podcasts Generate More Unaided Recall than Static, Scroll or Pop-up Display ads

50% vs.

Average Unaided Recall of Traditional Mid-roll Podcast ad

2.8x – 4.5x More Recall with Podcasts!
Podcasts Generate More Unaided Recall than IAB Display Rising Star & Legacy UAP Ads

50% vs.

Average Unaided Recall Of Traditional Mid-roll Podcast ad

Here’s the Challenge:

These brands have 97.5% Average consumer recognition

According to YouGov
How do you break through?
Education
Podcasts Extend Brand Awareness through Education

Fresh Use Cases

New Brand Statements

Product Introductions
Clear & Aligned Statements = Big Lift

+39% Average lift for aligned statements compared to control
Intro
• Support for today’s show comes from Ben and Jerry’s!
• As a brand, Ben and Jerry’s is known for creating quirky and unique flavor combinations – complete with delicious ‘chunks and swirls’ throughout.
• It is an indulgent experience, and it is meant to be!

Overview
• But now, with new “Moophoria” flavors, digging into a bowl of your favorite treat is even sweeter!
• Because, at 140-160 calories per serving and less fat than regular ice cream, Moophoria is the lightest way to enjoy all the euphoria of Ben & Jerry’s.
• It tastes so much better than other ‘healthier’ or ‘better for you’ frozen desserts.
• And, comes in three amazing flavors, including:
  • Chocolate Milk & Cookies, which is made up of chocolate and vanilla swirls with chocolate chip cookies;
  • Caramel Cookie Fix, which features vanilla and salted caramel swirls with shortbread cookies;
  • And, P.B. Dough, complete with gobs of chocolate chip peanut butter.

Call to Action (Required)
• Give them a try!
• Go to store.benjerry.com to have new Moo-Phoria Light Ice Cream delivered to you.
Purchase Lift
Here’s the Next Challenge:
The baseline of purchase intent is already high across all these brands and studies.

Two-thirds of the control group (listeners who didn’t hear the podcast ad) would consider purchasing the advertised product, on average.
Exposed to the podcast mid-roll ads said they were likely to buy

Average lift in purchase intent, compared to control

Purchase intent questions included in only 8 studies.
Case Study
National Consumer Packaged Good

With 97% brand recognition and 90% product recognition amongst all listeners in the study

Campaign Objective:
Educate consumers about product uses

Two Ad Creative Formats:
• Traditional mid-roll (length: 1:03)
• Custom integration (length: 2:22)
National Consumer Packaged Good

Challenge:
Baseline measures for brand statement and purchase intent are already high

• 78% of control group would consider purchase
• >80% of control group agree with featured brand statements on product uses
National Consumer Packaged Good

Mid-roll success

+7%* Lift for the featured product use

+9%* Lift in purchase intent

*Statistically significant at the 90% confidence level
National Consumer Packaged Good

Custom integration success

+10%* Lift for the featured product use

+ 8%^ Lift in purchase intent

*Statistically significant at the 90% confidence level
^Statistically significant at the 80% confidence level
Custom integration drove more message association and recall

+12% More custom integration listeners “would definitely remember” the advertised product

+43% More unaided recall compared to mid-roll
Takeaways

Listeners remember podcast ads

at a higher rate than display ads,
even high-CPM ‘Rising Star’ formats.
Takeaways

Podcasts drive purchase intent

71% of listeners exposed to a major brand ad are likely to buy.
Takeaways

Podcasts educate

by extending brand awareness to:

- new brand statements
- new products
- product applications & uses
Takeaways

Custom integrations drive more message association and recall by providing the host more time to tell an authentic and engaging brand story.
Data-Driven Best Practices

✓ Create clear brand statements to drive strong recall
✓ Align ad copy bullets with these brand statements
✓ Tell hosts what you definitely want listeners to know and remember
Data-Driven Best Practices

- Keep individual ad reads focused on a few key statements
- Use additional ad reads to introduce more statements
Questions?
Thank You!

Learn more:
www.midroll.com/insights
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