A CASE STUDY IN AD EFFECTIVENESS

LEADING NATIONAL CONSUMER PACKAGED GOODS

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In fact, we found that podcast ads generated significant lift for specific brand attributes that were highlighted in a campaign focused on educating consumers about product uses. This lift was demonstrated in an ad effectiveness study conducted by Nielsen as commissioned by Midroll on behalf of our client. Importantly, the campaign also generated a significant lift in purchase intent.

In this case study we’ll examine the campaign design, share the results of this study and leave you with some takeaways that work for established national brands and new brands alike.
The study was conducted by Nielsen using an industry-standard method for measuring the effectiveness of branded content. 876 female respondents age 25 - 54 participated in an online panel survey in which they listened to a clip of a podcast episode. Half of the respondents (439n) were exposed to an advertisement in the mid-roll position of the clip, while the control group (437n) heard a clip without an ad. A post-survey was then used to measure lift across key measures. The exposed and control cells were balanced on age, household income and past purchase behavior for the advertised brand.

KEY INSIGHT: PODCASTS DRIVE SIGNIFICANT LIFT

Listeners who heard a podcast ad are more likely to remember a specific product use and to buy the product, compared to control. Recall is higher for those who heard a longer custom integration ad format.
When consumers already know about your product, giving them new insights and reasons to buy are keys to motivating new and additional purchases.

For this study, the CPG brand and product advertised already have very high name recognition and are highly regarded by consumers. Just amongst the respondents in this study, 97% recognized the brand and 90% recognized the specific product being advertised.

Moreover, the vast majority of respondents were already customers of the brand. 82% said they had purchased one of the brand's products in the past year.
In this campaign the brand turned hosts into teachers. They were asked to try the product in a number of different uses, and then tell their audiences a little story about their experience. In each ad read they highlighted one use, and the successful results.

In order to give hosts plenty of time to explain, the campaign included both traditional 60-second mid-roll spots and longer custom integrations with a duration of two to three minutes each. We tested an example of both spot types in order to measure the effect of the extra time in the custom integration.
That story-telling time paid off. **The campaign resulted in a statistically significant 9% lift in purchase intent** amongst respondents exposed to an ad (at a 90% confidence level), compared to the control.

Importantly, the campaign also met its primary objective of educating consumers. **We saw a statistically significant lift in recall for the specific product use highlighted in each ad type.**

The standard mid-roll saw a 7% lift amongst the respondents who heard the ad compared to the control group. **The longer custom integration resulted in an even higher recall lift of 10%.**
The campaign was effective in putting the product at the top of mind, also performing well on recall. **65% of respondents who heard an ad were able to recall the product and brand, unaided.** This means they completed a fill-in-the-blank to indicate what product they heard advertised, without any prompting.

Not surprisingly, **we saw even better performance with respondents exposed to the longer custom integration, 76% of whom correctly recalled the product.** That’s 9% more than the average for both ad types.

We saw a similar pattern for aided recall. 81% of all respondents exposed to ad correctly identified the brand and product from a multiple choice list. That number was 85% for those who heard the custom integration.
HOSTS AS TEACHERS
Podcasts achieve significant lift in recall and purchase intent, even for an already well-known beloved brand. The key is to let podcast hosts be your teachers, educating consumers about products and how they will enhance listeners' lives.

TRUE-LIFE STORIES
True-Life Stories
Magnify this effect. Ask hosts to try out products, so they can speak from personal experience. This helps create stories that stick with listeners.

FOCUS FUELS LISTENERS’ MEMORY
Treat each individual ad read as a chapter in the overall story by focusing on a single feature, benefit or application, and listeners are more likely to remember. Then introduce more aspects with additional spots.

MORE TIME = MORE LIFT
While traditional mid-roll spots perform well, a custom integration gives hosts more time to tell your brand story. As we saw in this study, listeners who heard the longer custom integration demonstrated more recall.

POWER FOR ALL TYPES OF BRANDS
The great thing about this advice is that it applies equally well to new brands and products as it does to established ones.
Midroll is a division of Stitcher, the largest pure-play podcast company. The Stitcher app, available for iOS and Android devices, is one of the world’s most popular podcast listening platforms, with a growing network of original content and a premium subscription service. Stitcher is the parent company of Midroll, the leading podcast advertising network representing over 200 of the world’s largest podcasts, and top-ranked comedy podcast network Earwolf. With offices in Los Angeles, New York City and San Francisco, Stitcher was founded in 2007 and is a wholly owned subsidiary of The E.W. Scripps Company (NASDAQ: SSP).