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Dispelling the Myth that a Brand Needs to Show Their Product to Drive Effectiveness

Background

Marketers often dismiss audio advertising by noting solemnly...

“We need sight, sound, and motion”

The implication: video ads generate substantially greater creative effectiveness, increased brand equity lift, and larger sales effect than an audio ad.

“I need to show my car” auto brands say. QSR marketers require their ads show succulent food shots. Haircare and skincare advertisers want ads showing silky hair and smooth skin.

Study purpose

ABX conducted a comprehensive analysis of 40,000 ads over a two-year period

Largest head-to-head examination of TV and AM/FM radio ads

- 10,738 TV ads
- 2,779 AM/FM radio ads

- ABX is the largest Syndicated Ad Effectiveness Service
 - Normative Database of 365,000+ measured ads
 - 20,000 AM/FM radio ads
 - 200,000+ with gender scores / 5,000+ with multicultural scores
 - Pre- and post-testing across all media ... TV, AM/FM radio, print, online, OOH
 - In 14 countries (accounting for \approx 90% of global ad spend)
 - Research partner to Association of National Advertisers and Radio Advertising Bureau
- A single-source solution to identify relationships between multiple creative KPIs, audience profiles, and creative results. Only ABX measures ads from all media types in the same survey allowing clear comparison of the creative effectiveness of one media type versus the other.

ABX

- ABX is a syndicated service designed to evaluate the effectiveness of advertising creative
- Benchmarks advertising creative across all major media types: TV, AM/FM radio, newspaper, magazine, online display & video, out-of-home
- ABX provides a consistent metric for 14 KPIs that applies across every media type measuring ad effectiveness for: Building awareness, communicating key messages, generating a call to action, enhancing reputation, and likeability
- Each ad is evaluated by respondents from a representative and well-balanced consumer panel via the internet
- Results are available within 24-48 hours of the launch of the ad in the marketplace or from pre-testing

ABX creative score _____

- **Brand:** This measures the awareness of the brand being advertised in the ad.
- **Messaging:** This includes how well the ad clearly communicates the product's benefit, and a crucial aspect of advertising effectiveness, is the ad is easy to understand.
- **Reputation:** This quantifies the net positive difference between those who said the ad made their opinion of the company better and those who said the ad made their opinion of the company worse.
- **Call to action:** Respondents indicate a number of actions they would be likely to take as a result of the ad (contact advertiser, visit website, look for product/service, purchase, recommend, talk to someone, etc.).

ABX Advertising Benchmark Index

			Messaging (average of two values)			
Advertiser	ABX Index	Brand linkage	Clear benefit	Easy to understand	Reputation	Any action
Vs. all ads	127	120	110	111	156	142
Vs. category	116	109	107	107	146	125
Vs. medium	131	117	115	118	169	148

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890

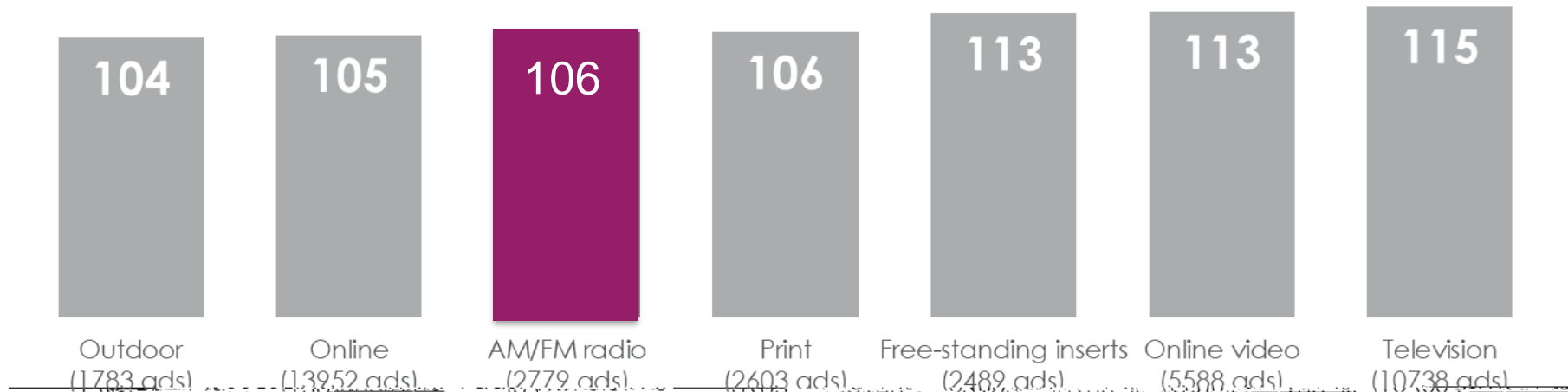
- The ABX index correlates with Media Mix Modeling
- ABX data correlates with legacy testers
- The ABX Index is customizable based on factors that correlate with client needs
- “Reputation” is net of “better” minus “worse”
- “Any action” is one or more calls to action including: contact company, visit the website, purchase, recommend, or talk to someone

AM/FM radio is 0



At one-fourth the CPM and comparable to print, online display, and outdoor.

Creative effectiveness by media type tested April 2020 – April 2022



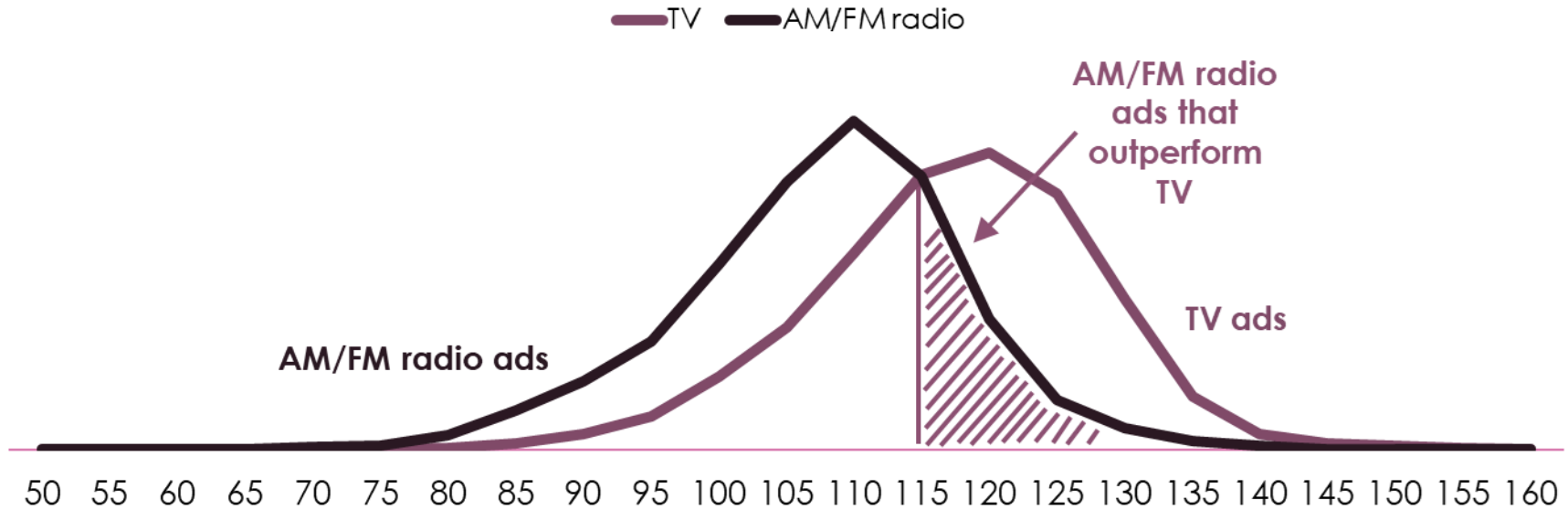
Best testing radio ads

/

KM

Even without **sight and motion**

Creative effectiveness by media type



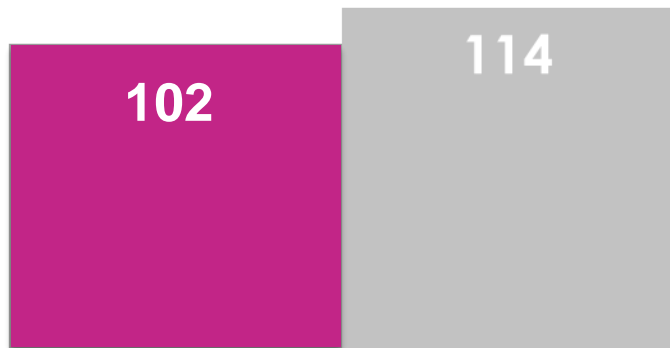
Radio ads perform

Very close to TV ad effectiveness **for personal care categories**

Creative effectiveness by media type by category

Haircare ads

89%

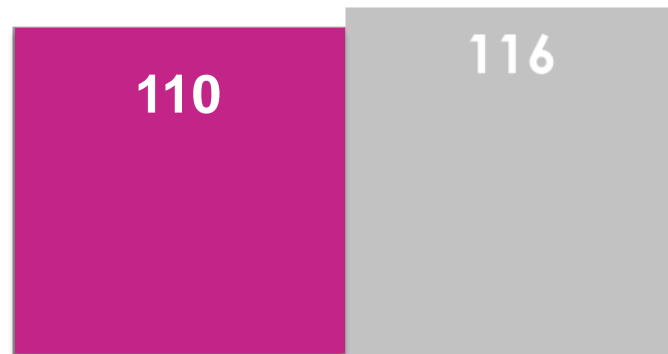


AM/FM radio
(8 ads)

Television
(40 ads)

Skincare ads

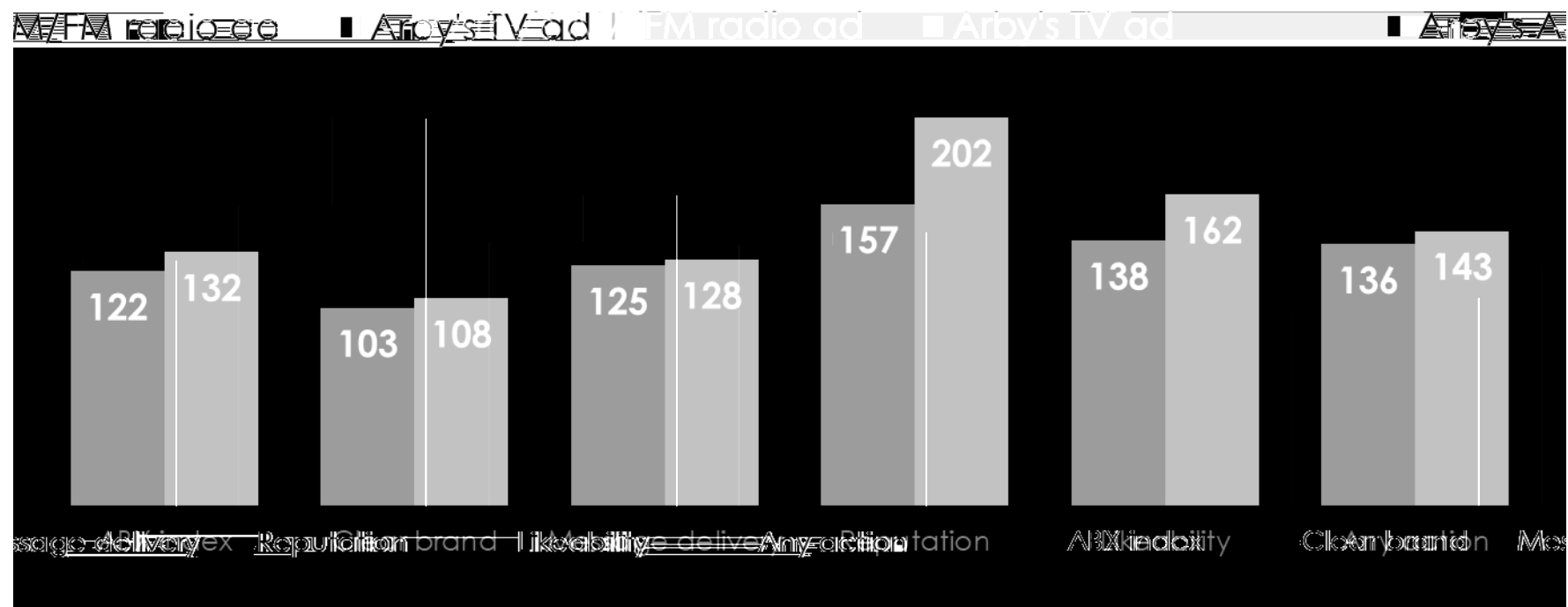
95%



AM/FM radio
(17 ads)

Television
(46 ads)

Arby's radio test at 92% of TV ads



QSR AM/FM radio ads test at

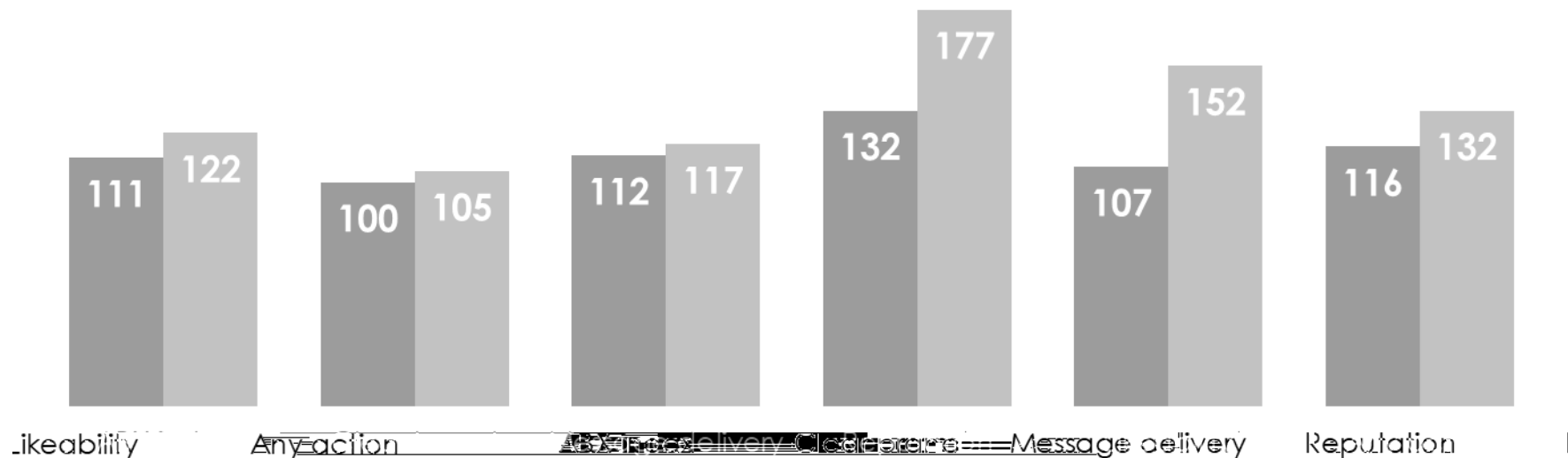
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GD

Chick-fil-A radio tests at 91% of TV



■ Chick-fil-A's AM/FM radio ad ■ Chick-fil-A's TV ad



QSR radio tests at 89% of TV



Average of ABX index

108

QSR AM/FM radio ads
Based on 85 creative tests

121

QSR TV ads
Based on 764 creative tests

118

QSR total average media
Based on 1,347 creative tests

don't “sight, sound, and motion” TV ads significantly
outperform AM/FM radio ads in

6

TV ads are not seen

% of time TV ads are airing

Eyes on the screen

0

Eyes on a second screen

1

Out of the room



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8

9

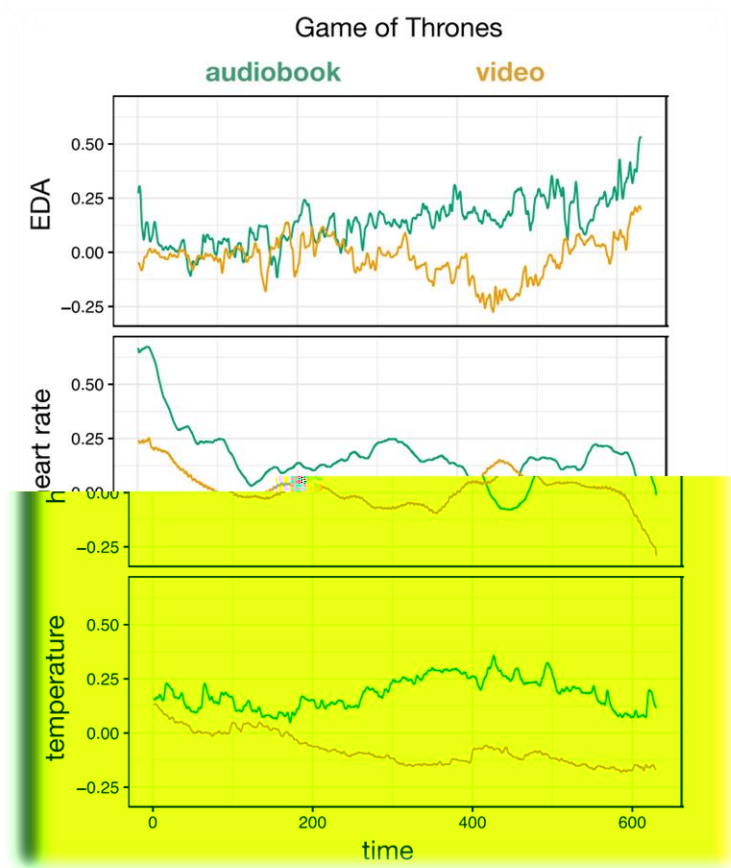
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in consumer engagement

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IS RADIO

Consumers are far more engaged with an audio story than a video narrative

The Game of Thrones audiobook audience showed greater physiological responses than viewers of the TV show



Physiological responses measured: (heart rate, body temperature, and galvanic skin response)

Physiological responses revealed more cognitive and emotional engagement

“Spoken narratives require the stimulation participant to be an actively engaged listener, whereas videos deliver rich to a more passive viewer. The pictures in the listener’s mind [from the audio narrative] may not be as vivid and as detailed as those onscreen ... generation of those images requires greater cognitive and emotional process yet the imaginative ing, and so they are physiologically more engaging.”

The superiority of “sight, sound, and motion”

- ABX: AM/FM radio creative effectiveness is 92% of TV at one-fourth of the CPM – TV ad “sight sound and motion” superiority is a myth
- Best testing AM/FM radio ads outperform nearly half of all TV ads
- Haircare and skincare: AM/FM radio ads perform very close to TV ad effectiveness for highly visual personal care categories
- Quick service restaurants: AM/FM radio ads perform very closely to TV ads in a category that has valued showing beautiful shots of food
- Nielsen: 61% of TV ads are not seen; most exposures occur when consumers gaze at their phone or are out of the room
- *Games of Thrones*: Audio trumps video with greater cognitive and emotional processing as audio book beats the TV show in consumer engagement

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IS RADIO

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