

## **Commercial Length Impact**

As the audio landscape broadens, connecting with listeners' ears is more important than ever. It is important for advertisers and marketers to not only reach listeners but also understand the impact and effectiveness of various ad lengths.

So, is there a difference in effectiveness between a short or long form ad? The answer? It depends.

- Which length impacts brand, store traffic and online lift?
  - A seasoning brand used both short and long form ads. While both versions showed brand lift increases, the short form was more effective.
  - An online fare and accommodations travel site used three lengths – 10-, 15- and 30-seconds, 15 seconds and 30 seconds. The 15- and 30-second ads *were effective at driving online traffic*. The 10-second ad was more effective at *driving more people to use the site/convert*.
- Do different age groups respond equally to various ad lengths?
  - Ad length effectiveness does not vary by age group. The effectiveness is determined by the brand/campaign.
    - A snack company used both 10- and 30-second ads and each ad delivered a return on ad spend. The 10-second spot drove a higher ROI against 35-49-year-olds and it also increased awareness among 18-34-year-olds.
- Are 30-second spots effective?
  - As noted in another [FAQ](#), longer length ads should be used when the product is understood and has a single brief message.
  - An insurance company used both 10- and 30-second ads promoting its services. While the 10-second ad-initiated requests for more information, it was the 30-second ad that drove greater customer acquisitions.

Source: Integrating Short-Form Audio Ads Into your Strategy, Pandora, 2019