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Audio Ads Outperform Video For Attention And Brand Recall, Lumen/Dentsu Study Reveals

Attention to messaging is key in connecting an advertiser's media objective to delivering business outcomes. When seeking attention, most often, the call is not a mere demand to "look at me," but a compelling invitation to "listen to me."

The Advertising Research Foundation defines advertising attentiveness as "the degree to which those exposed to the advertising are focused on it." In its historic, first-ever study of attentiveness, Lumen in partnership with Dentsu, compared podcasts and AM/FM Radio ads with all manner of visual ads and found that **Audio Ads Outperform Video for Attention and Brand Recall.**

Leading audio researcher, Pierre Bouvard, Chief Insights Officer at Cumulous | Westwood One, provides an effective overview of the study as well as additional insights from other notable research bodies.



[Watch The Video](#)

Key takeaways are:

- Over the last five years, a series of studies from the IAB, MARU/Matchbox, Signal Hill Insights, and ABX reveal audio platforms and ad formats lead in consumer concentration with the lowest ad skipping
- Massive ABX creative effectiveness study of TV and AM/FM Radio ads reveals AM/FM Radio creative effectiveness is 92% of TV at one-fourth of the CPM
- Attention is important: The greater the time duration that an ad is heard and seen, the greater the sales conversion
- AM/FM Radio and podcast ads have the highest attentiveness of all media formats, surpassing online display, online video, and social
- Attention cost per thousand: AM/FM Radio is by far the most cost effective medium
- Audio generates +8% greater average brand recall versus Dentsu norms (38%)
- Brand choice: Podcast and AM/FM Radio brand choice uplifts exceed Dentsu norms and are comparable with online video and social ads

Attention and Trust are two key factors in establishing a strong bond between a brand and its consumers. In combination with its remarkable reach, AM/FM Radio offers a perfect trifecta that has consistently proven successful for advertisers in helping achieve their media objectives. With its profound auditory connection, local and relevant content, and the unparalleled trust consumers have in it, AM/FM Radio should be the audio of choice for marketers looking to reach and resonate with a wide audience. This study proves that people are paying more attention to what they are hearing on AM/FM Radio vs. any other audio or video platform.



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