

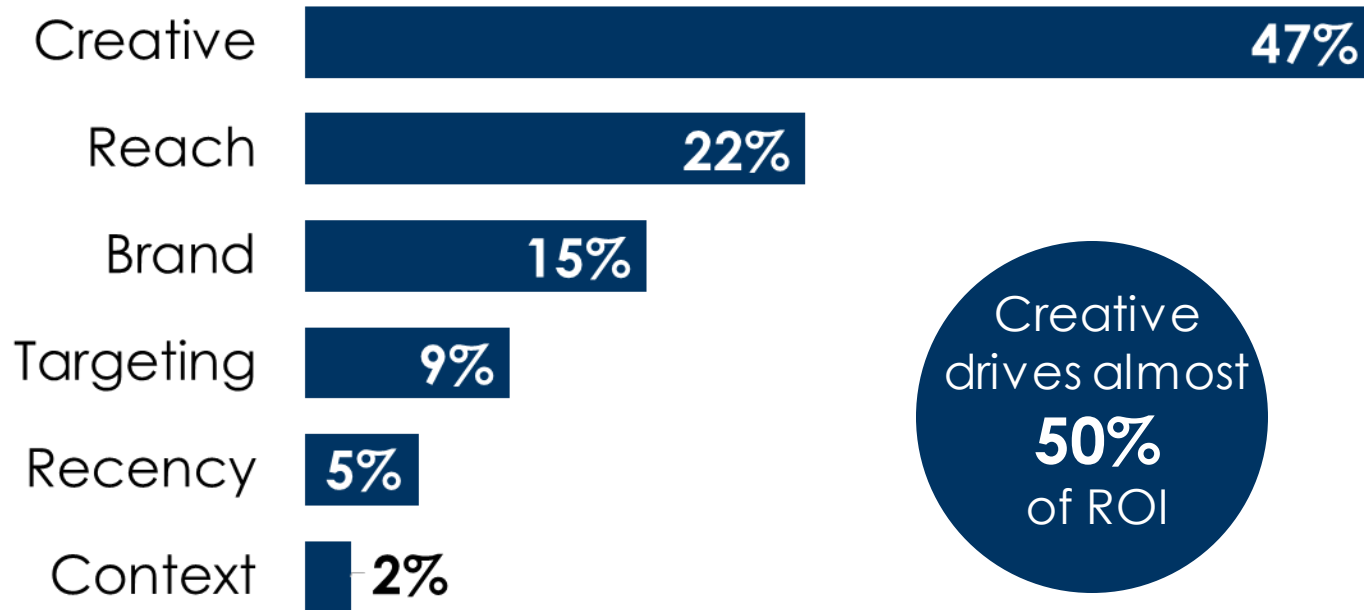


DIVISIONS OF CUMULUS MEDIA

Audio Creative Best Practices

Creative is critical to driving sales and ROI

Nielsen study of 500 advertising campaigns and elements that contribute to sales lift on all major media platforms



Creative best practices from the foremost experts on audio creative and sonic identity



Finding the connection point between the message, the media and the tools

EFFECTIVE CREATIVE



Have a conversation, don't shout

Radio listening is a personal experience, in the car or through headphones. 89% of car commuters drive alone. Attention doesn't have to be fought for.

Best Practice

Use this intimate experience as a way to have a conversation with consumers. Don't yell, shout, or sound too scripted.

Mantrom Tax Service



Furniture One



"Radio listening is a one-on-one and emotions-driven experience ... where they turn to get gratification of personal wants and needs."

- Radio Ad Effectiveness Lab

"A great story on radio draws you in, grabs and holds your attention and then sticks with you long after it's over. The best radio starts with a great story."

- The 9 Golden Rules For Creating Great Radio Ads presented by the Radio Advertising Bureau

The Message: Communicate the benefits

Real, tangible benefits are important to convey. Don't simply peddle price, products, and features.

Best Practice

Communicate brand and product benefits early and often in the creative to persuade listeners.

The Computer Repair Place



Creative should communicate “measurable, quantifiable product benefit ... and brand assets throughout to carry the listener on a journey.”

- Nielsen Neuroscience Study for
Westwood One

The Message: The first five seconds matter

Be entertaining, but don't waste time.

Best Practice

Clearly communicate a brand's name and key message upfront.

"...consumer engagement drops off after the first 5 seconds, and this best practice ensures a consumer connection early on and reinforces the remembrance at the end of the ad."

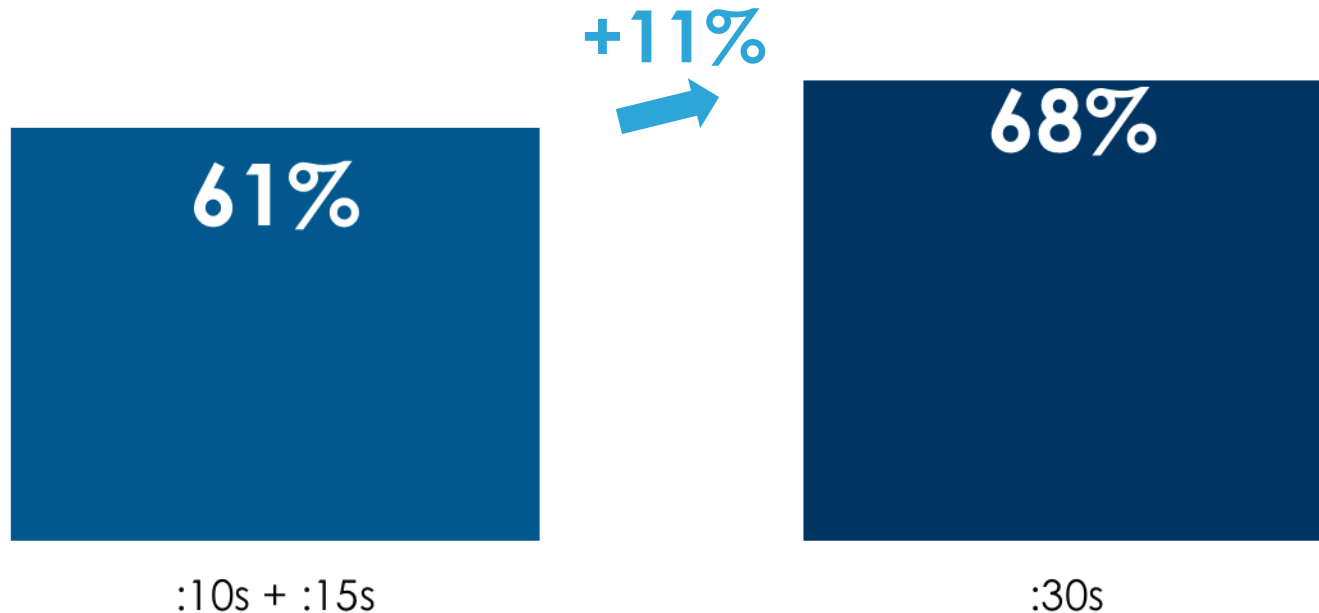
- Nielsen

Bank Rhode Island



The longer the ad, the greater the impact

Average % of respondents who answered 'like it a lot' or 'like it somewhat' when asked how much they like or dislike an AM/FM radio ad



The Message: Brand early and often

Radio advertisements tend to focus too much on offers and deals. Branding audio ads work just as well. Brand advertisements raise your profile and can influence consumer consideration.

Best Practice

Don't ignore your brand. Create both brand and offer elements to influence consideration (brand) and purchase (offer). According to VERITONIC, audio creative testing specialist: say your name at least three times.

World Finance

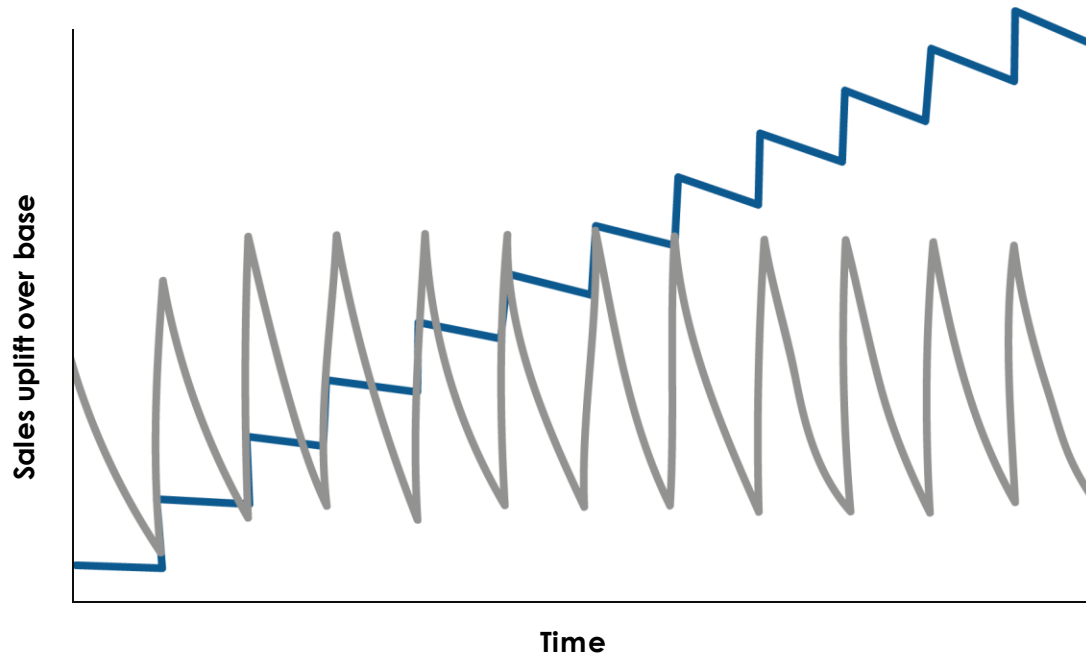


"Ads that over index in likability are almost equally split between brand (47%) and offer (53%) focused creative."
- Nielsen Radio Ad Effectiveness Study of 100+ audio ads

"We feel a brand and understand a brand with our ears first. We need to remind agencies, brands, production agencies, everybody, that radio and audio can be as powerful as any other medium and any other sense to connect with the hearts and minds of customers."

- Sean Bryan, Co-Chief Creative Officer at McCann New York

Sales activation ads generate short-term sales uplift; brand building ads steadily build sales over time



Brand building/long-term sales growth

Brand grows stronger, leading to long-term volume increase and reduced price sensitivity.

Sales activation/short-term sales lift

Short-term sales uplifts, but brand perceptions unchanged. No long-term increase in sales or reduction in price sensitivity.

The Message: Tell a story with emotion

Be relatable. People relate to real people and real stories. The emotional relevancy of radio makes it a personal, human experience.

Best Practice

Insure your ads make people feel something. Avoid copy with bewildering lists of facts. Put listeners first. Demonstrate how the brand has a positive impact on their lives.

Fire It Up



Subaru



“Audiences engage with tangible human outcome” that are simply and clearly communicated.

- Nielsen Neuroscience Study for
Westwood One

“Relevant emotionally-based messages are twice as efficient as rational messaging and twice as profitable. The impacts are hard to measure in the short term. But, over the long term, they develop incredible power in terms of salience and memorability. Emotional messaging is, it seems, the compound interest of marketing.”

- Field & Binet, The Long and
the Short of It

Why emotion-driven ads matter

“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

- Maya Angelou

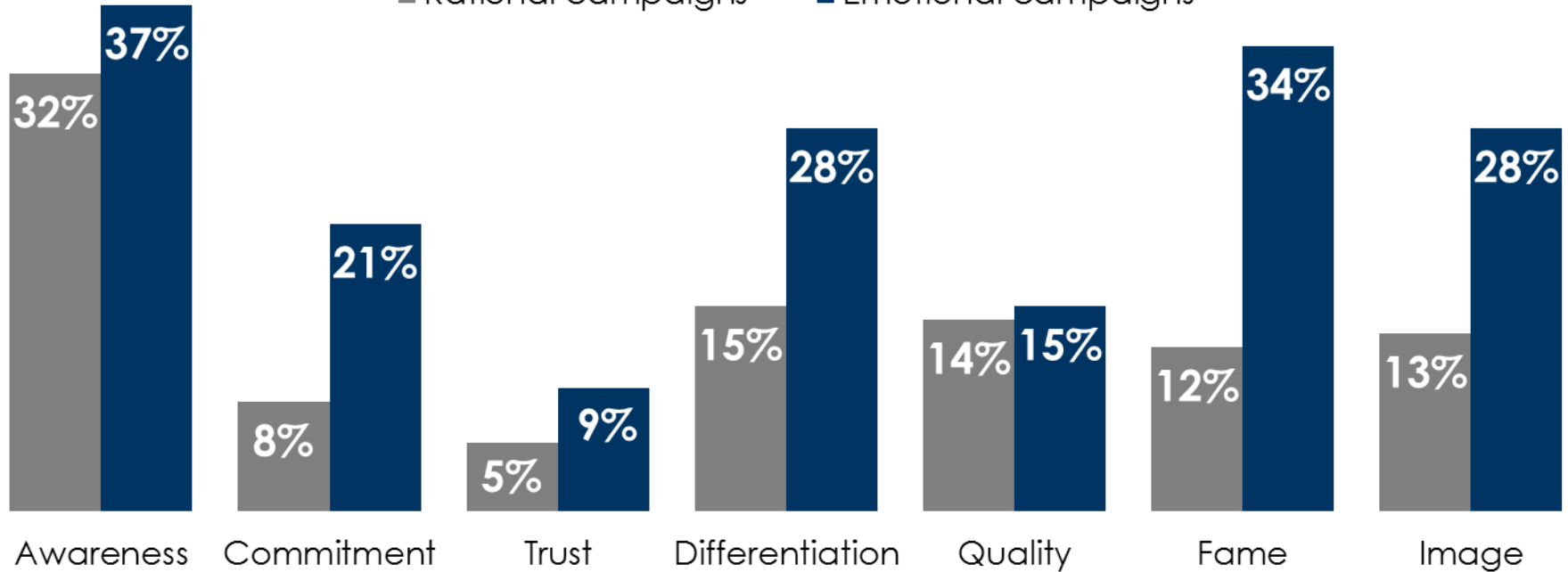


Emotional campaigns build brands more strongly

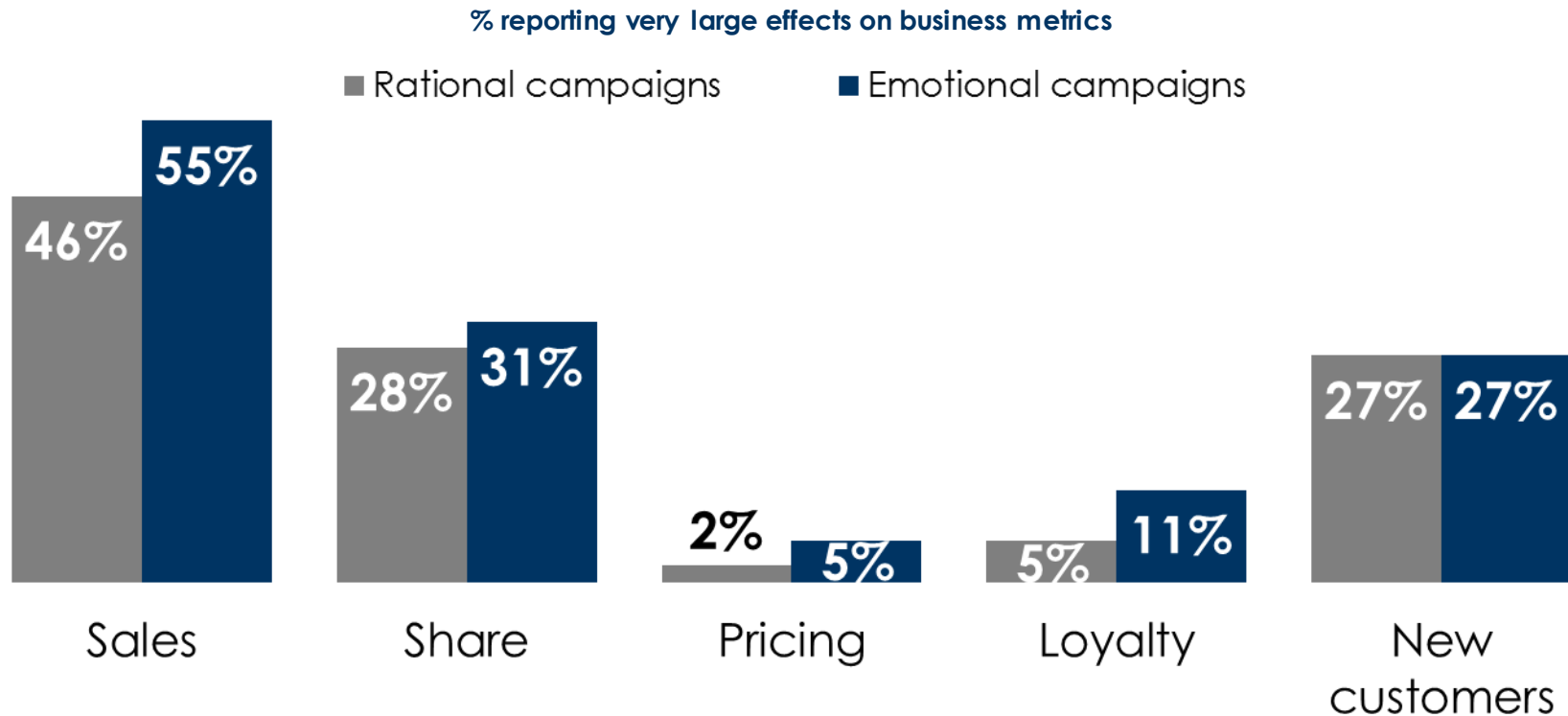
% reporting very large effects on intermediate brand metrics

■ Rational campaigns

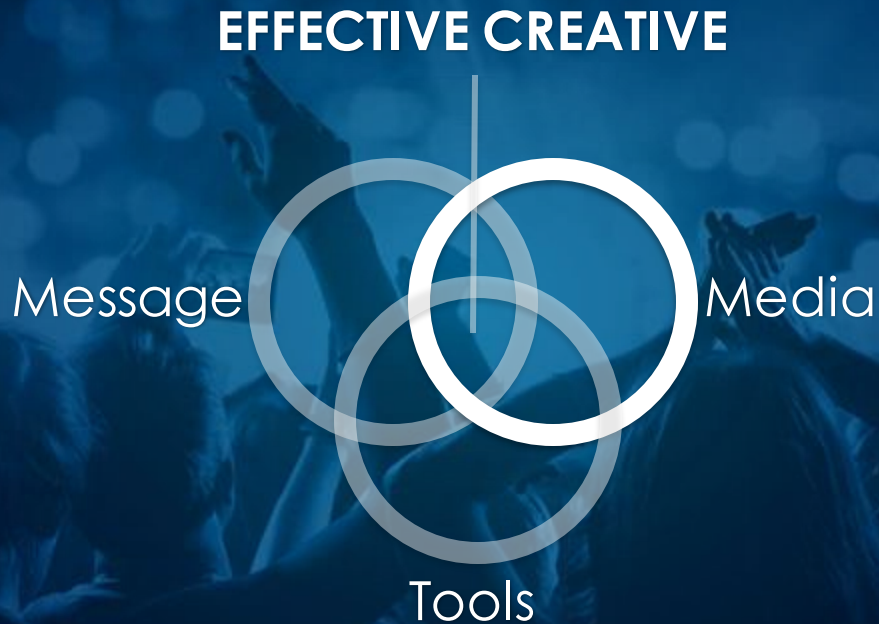
■ Emotional campaigns



Emotional campaigns yield stronger long-term business effects



Finding the connection point between the message, the media and the tools



Fit the radio station programming format

Listeners tune in expecting to hear content and ads native to the environment they selected.

Best Practice

Tailor creative to the format or station where it airs. For example, put country music behind your ad on country stations. Put rock music behind your ad on rock stations. Create different versions of your ad based on programming format.

“Radio listeners see ads as being more appropriate and meaningful to them ... and expect advertisers to target their content and creative to specific listeners of that program.”

- Radio Ad Effectiveness Lab

Scheller Automotive



Align to consumer purchase mindset

Radio gives brands the ability to influence purchase decisions when they are on their way to the store and during key buying windows.

Best Practice

Think of the consumer mindset. Apply appropriate call to actions to reach consumers when relevant, for example lunchtime offers during the day and school supplies during back-to-school season.

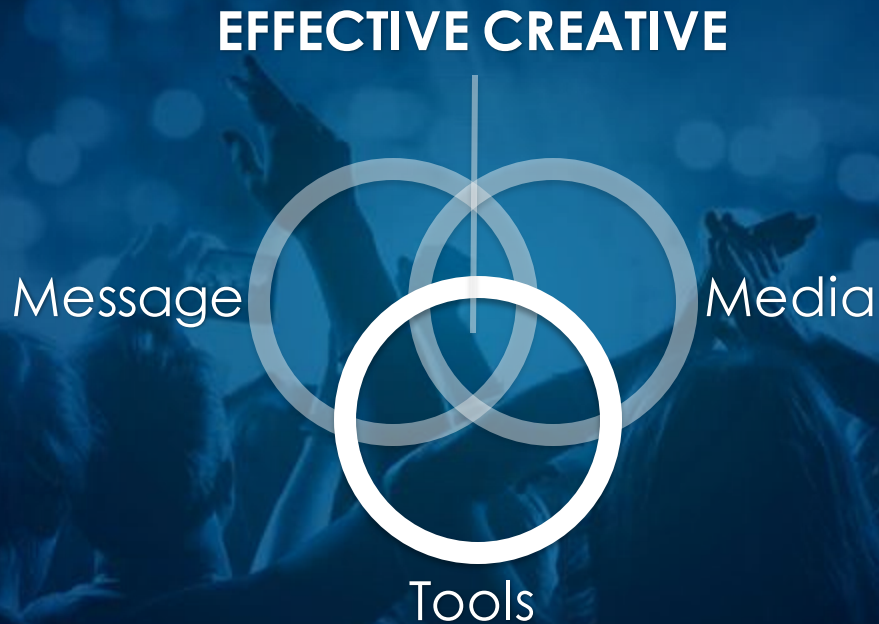
Subway



“Radio leads in all media time spent from 6 a.m. to 7 p.m. when stores are open. Two-thirds of all AM/FM time spent occurs away from home in vehicles and at work, when consumers are shopping and thinking about errands and to do lists.”

- The Nielsen Total Audience Report

Finding the connection point between the message, the media and the tools



The Tools: Use music for branding

Music and sound are powerful, triggering an emotional response through audible familiarity.

Best Practice

Utilize a consistent music theme to become your brand anthem.

Spotless Cleaners



"If music creates emotion, what we see is brand favorability increases, brand consideration increases, metrics that really apply directly to ROI. When it comes to all experiences, brands are realizing that emotional connection is more important than ever."

- Lauren McGuire, SVP Managing
Director of Strategic Sound and Music
Studio Man Made Music

"A consistent use of music, such as a pneumonic or familiar jingle, will increase familiarity, likability while triggering instant brand recognition."

- Radiocentre/Strike A Chord

The Tools: Create a sonic logo

VERITONIC, audio creative testing specialist, says sonic logos that have melody and words are very compelling and test better.

Best Practice

Use jingles or sonic logos as distinctive brand assets that are memorable and provide sensory cues.

Farmers Insurance



Byron Sharp, author of “How Brands Grow,” says the key to success is creating consistent and constantly-used easy-to-remember brand assets which will over time create distinctive memory structures which bring the brand front-of-mind when a consumer is shopping that category.

Leverage the appeal and trust of radio personalities

Radio provides access to local and national personalities who can be leveraged from live reads to endorsements to recorded spots.

Best Practice

Use trusted personalities to voice creative, providing immediate creditability, endorsement, and relevance to listeners.


Allstate



“Celebrity [personality] power has a halo effect on credibility and emotional motivation.”

- Nielsen Neuroscience Study with
Westwood One

AM/FM radio personalities matter to listeners

68% 

of listeners are able to name
their favorite AM/FM radio
DJ, personality, or show

52% 

of listeners say the main
reasons they choose to listen
to their favorite radio station
are their favorite DJs,
personalities, and shows

Listeners form meaningful connections with AM/FM radio personalities

% who strongly or somewhat agree with the statement when thinking about their favorite AM/FM radio DJ, personality, or show

They make me laugh

87%

My daily routine
wouldn't be the
same without them

59%

If they went to
another station, I'd
probably follow them

64%

They are like my
friends or family

51%

They make me think

61%

They are
opinion leaders
that I trust

46%

The Tools:

Target your core audience

Familiar voices resonate. For example, Nielsen found women prefer female voiceovers in radio ads.

Best Practice

Leverage the target audience to inform voice talent and copy.

“Female voiceovers perform up to 14% better than male voiceovers among women.”

- Nielsen Radio Ad Effectiveness Study of 98 audio ads

Evening Shade



The Tools: Don't worry about wearout

Wearout is the point where creative performance declines by 50% from its peak from listener fatigue of message frequency in a continuous time period.

The better the creative, the longer you can run the ad.

This chart illustrates the number of GRPs that a piece of creative can be run before wearout occurs. For example, an ad with average creative score of 100-109 can be run with 1100-1500 GRPs before wearout.

The weight levels that would cause wearout are much higher than the majority of national radio campaigns.

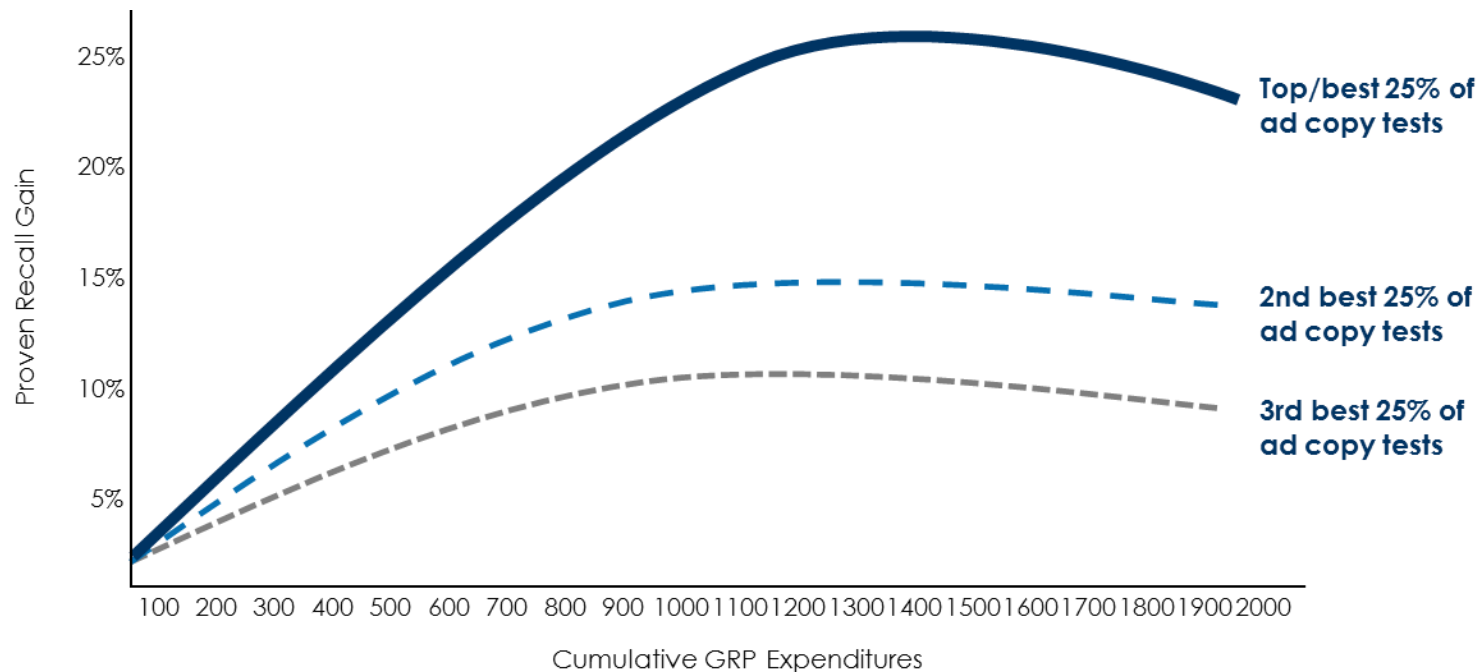
A below average creative would wear out at 800 GRPs (\$4M). Average creative wears out at 1900 GRPs (\$9.5M). Strong testing creative hits wearout at 2400 GRPs (\$12M).

Few national AM/FM radio campaigns use the same copy at these weight levels. Many brands spend more but rotate copy.

Creative test score index (higher = better)	GRPs allowed before encountering wearout
<80	400-800
80-89	700-1100
90-99	900-1300
100-109	1100-1500
110-119	1300-1700
120-129	1500-1900
130-139	1700-2100
140-149	1800-2200
150-159	2000-2400
160-169	2100-2500
170-179	2200-2600
180+	2400-2800

Superior creative delivers 3-4X more ROI

Creative quality is the primary driver of "break through," accounting for 75% of variance in brand/message recall levels



EFFECTIVE CREATIVE



Radio creative best practices

The Message

- Have a conversation, don't shout
- Communicate benefits
- The first five seconds matter
- The longer the ad, the greater the impact
- Brand early and often
- Tell a story with emotion

The Media

- Fit the radio station programming format
- Align to consumer purchase mindset

The Tools

- Use music for branding
- Create a sonic logo
- Leverage the appeal and trust of radio personalities
- Target your core audience
- Don't worry about wearout



DIVISIONS OF CUMULUS MEDIA

Thank You

Audio creative resources

- [Radio Ad Effectiveness Lab](#)
- [Nielsen Radio Ad Effectiveness](#)
- [Nielsen's Total Audience Report](#)
- [The 9 Golden Rules for Creating Great Radio Ads](#)
- [Radiocenter/Strike a Chord](#)
- [VERITONIC 2017 Audio Logo Index](#)
- [Man Made Music: Addressing Today's Top Brand Challenges with Sonic Identity](#)