



# HEAR AND NOW

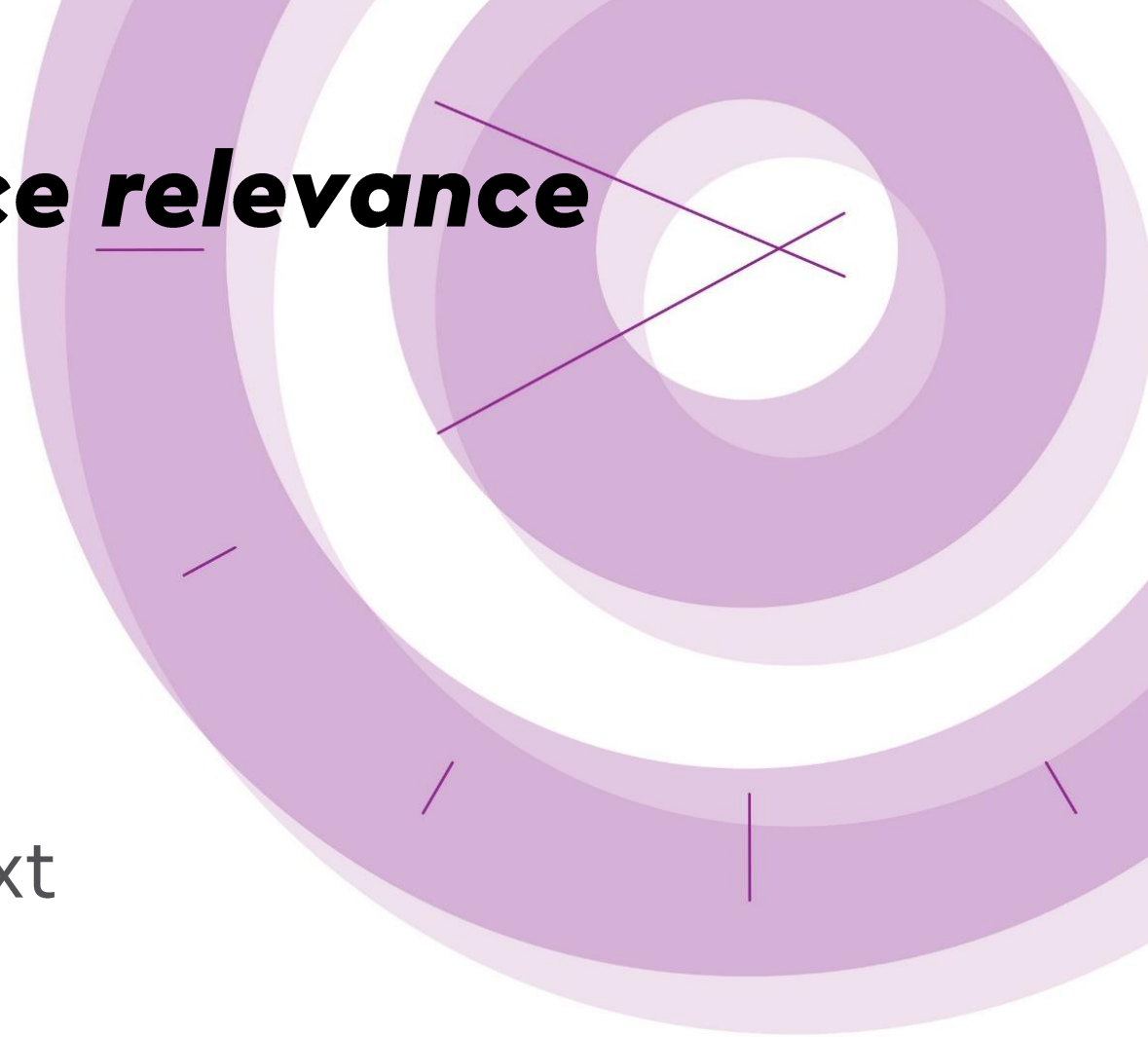


*How targeting people at relevant times  
helps turbocharge ad effectiveness*

# ***Using context to enhance relevance***

Right place = Editorial context

Right time = Consumer context



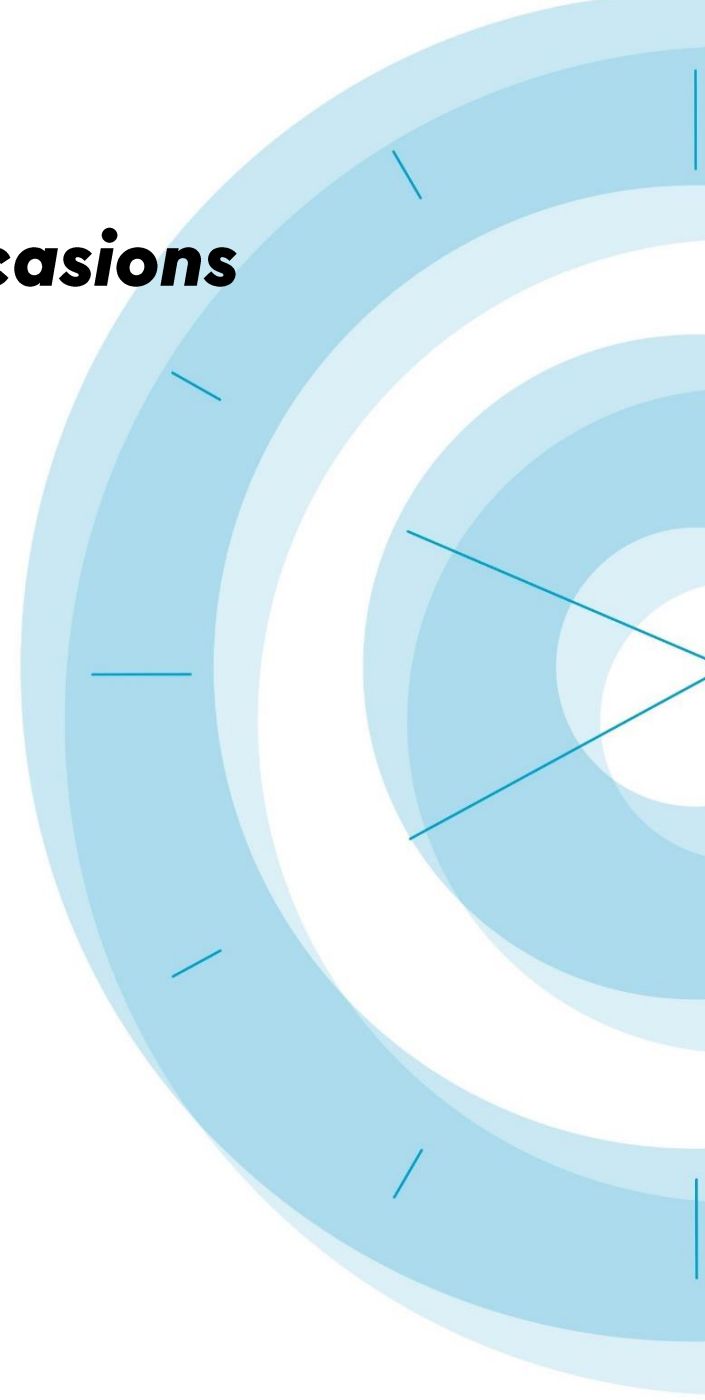
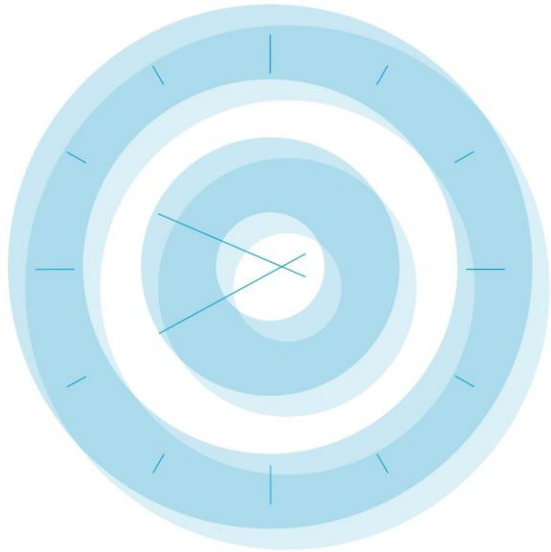


# ***Editorial effects of radio***

Listeners feel  
**twice as happy**  
when listening to radio

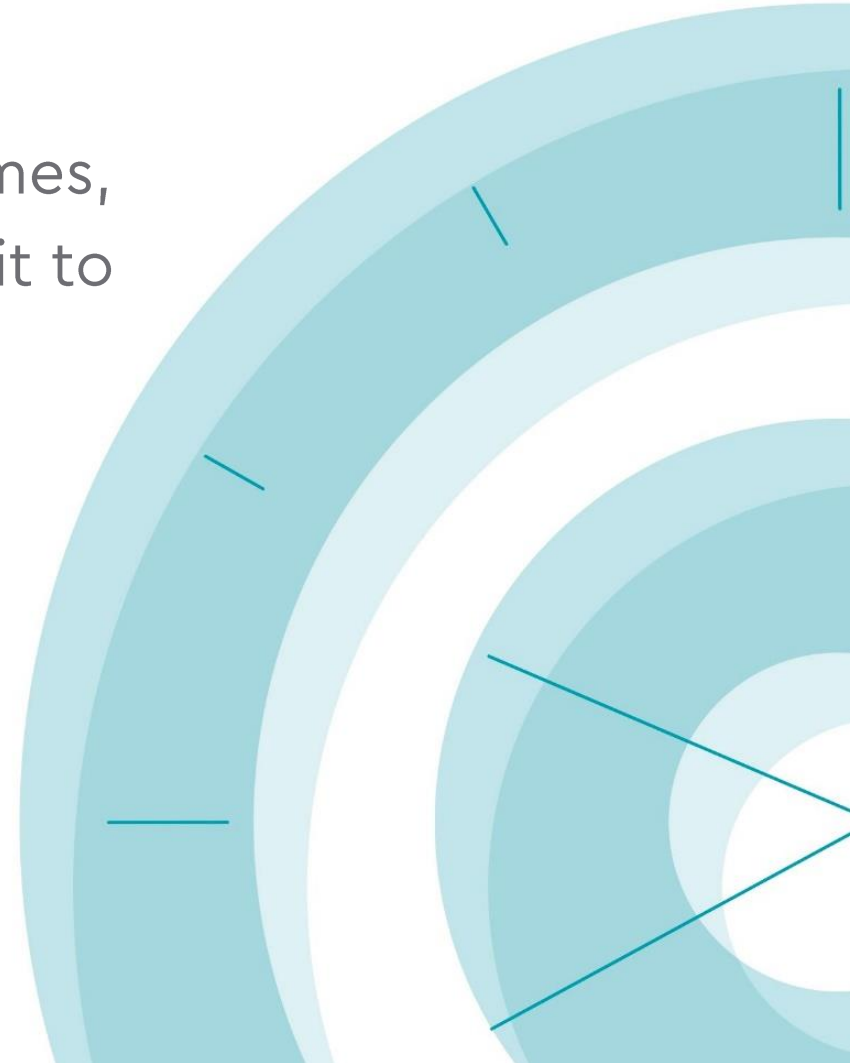
# **Consumer context**

***Other tasks accompany 9 out of 10 listening occasions***



# ***Research goals***

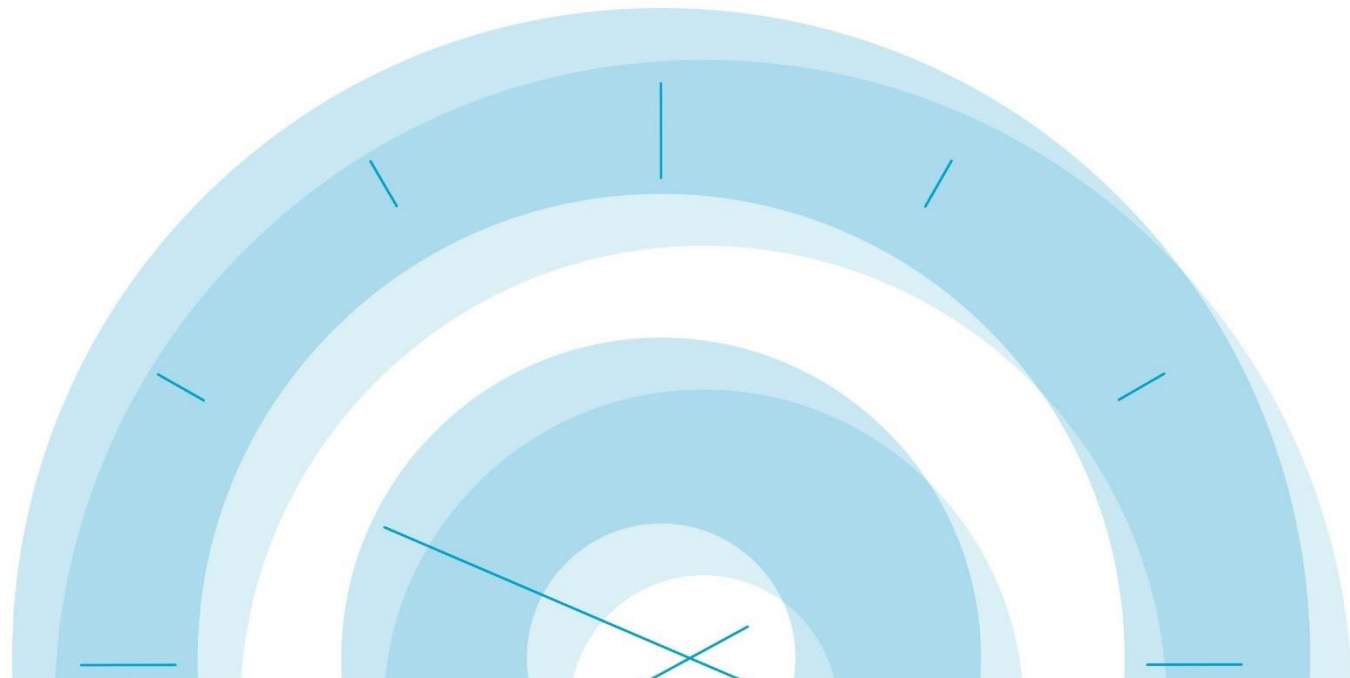
- When advertising reaches people at relevant times, to what extent do they engage with it, commit it to memory and recall it afterwards?
- How can these effects be amplified through targeting and creative strategies?





# Challenges

1. Exposing people to relevant ads when engaged in related tasks



# Controlled environment: tasks & related ads



## COOKING

peeling carrots and/or potatoes

Tesco



## DRIVING

watching video of car journey from POV of driver

Highways  
England



## EXERCISE

moderate cycling on an exercise bike

Currys



## HOUSEWORK

polishing a picture frame using a range of cleaning products

Plenty



## SHOPPING

writing a shopping list for the week ahead

Samsung



## WORKING

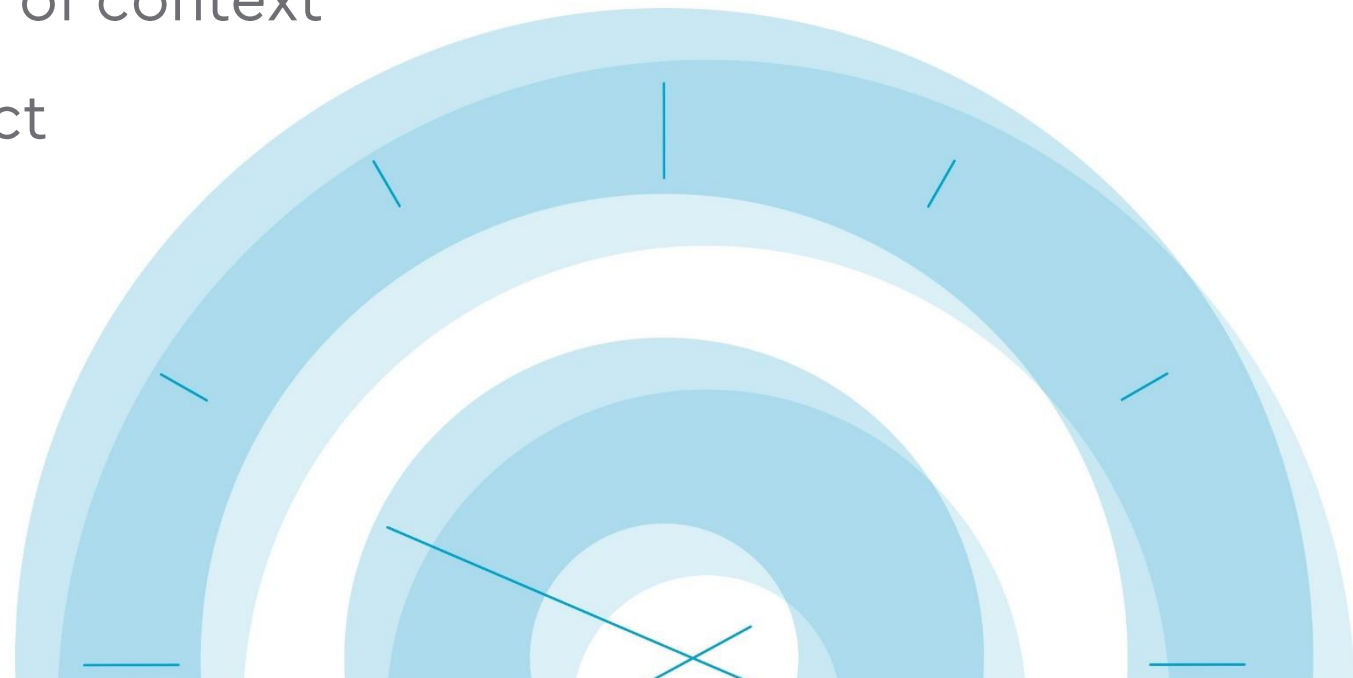
sorting through emails on an iPad

Costa  
Coffee



# Challenges

1. Exposing people to relevant ads when engaged in related tasks
2. Measuring the implicit effects of context
3. Understanding creative impact



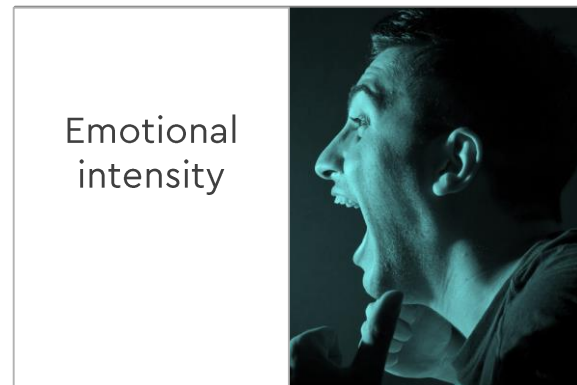
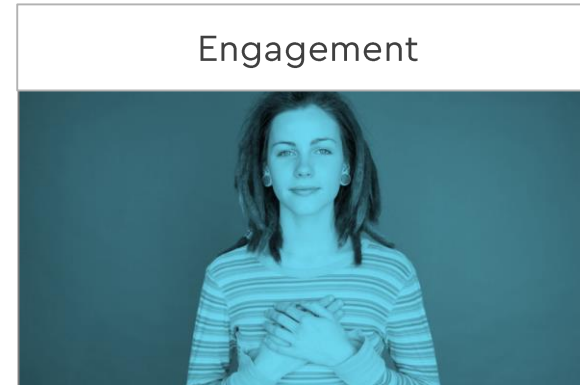
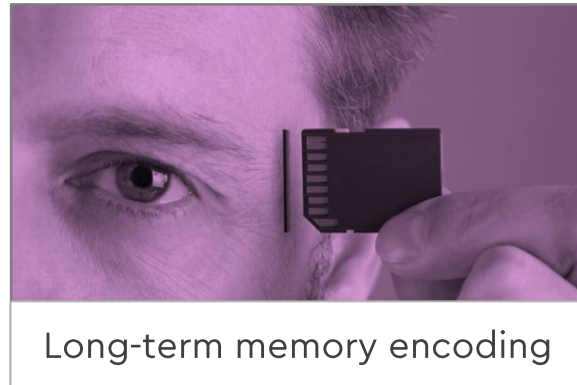


# ***Capturing response***

- 100 respondents
- Fitted with SST headsets
- Performed tasks with radio playing in the background
- Test/control cells



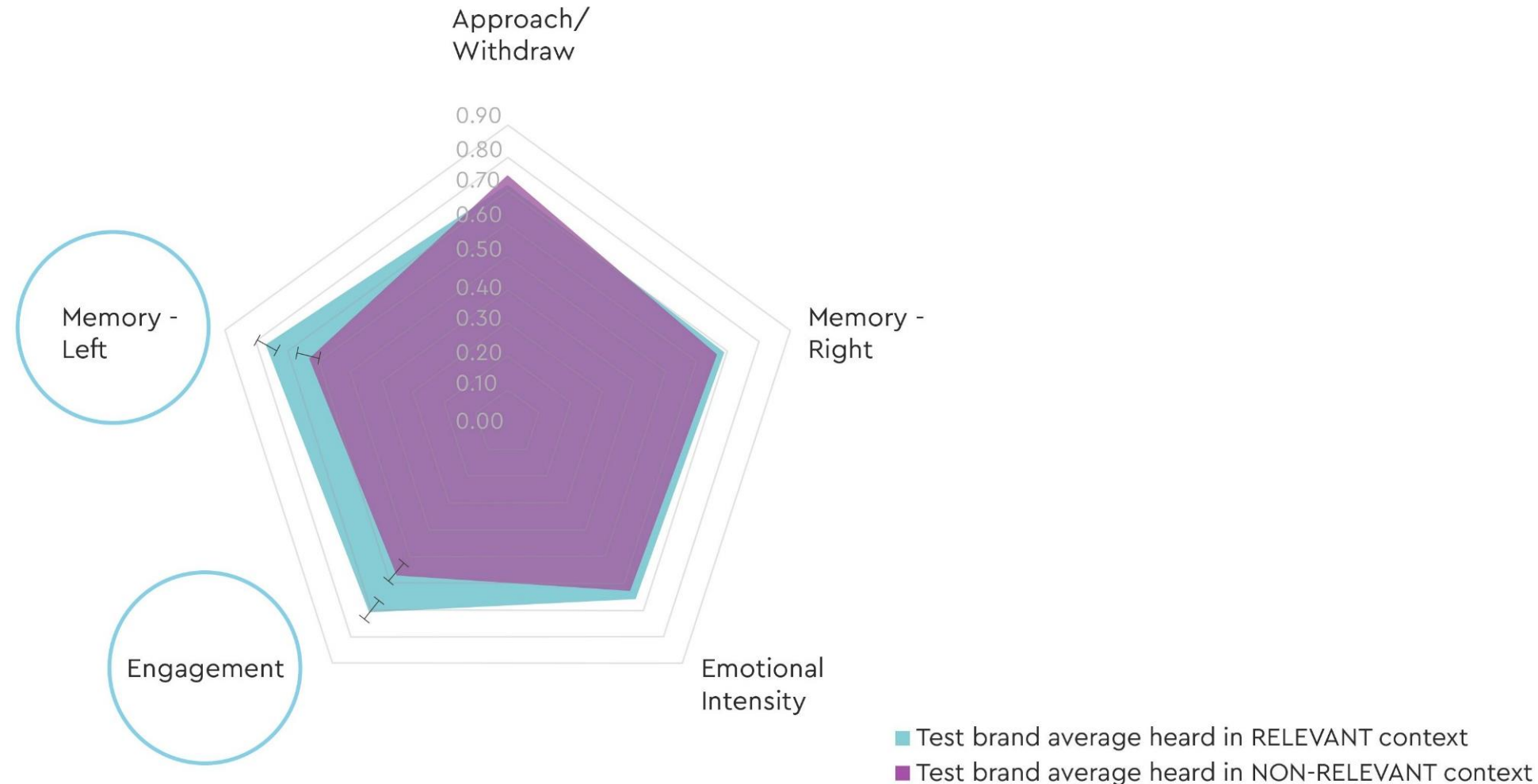
# ***Four brain metrics tracked in real time***



# ***Advertising that relates to activities builds on editorial effects & boosts them significantly***

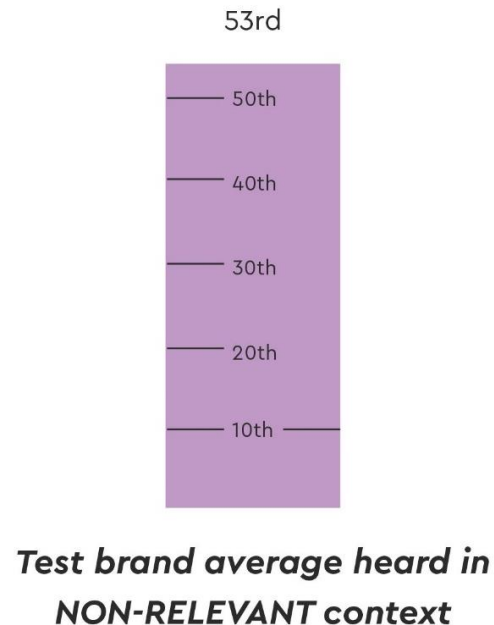
Situationally relevant ads heard in relevant and non-relevant contexts

Average levels of brain response across all six ads



# ***Listeners absorb the detail of radio ads when engaged in other tasks***

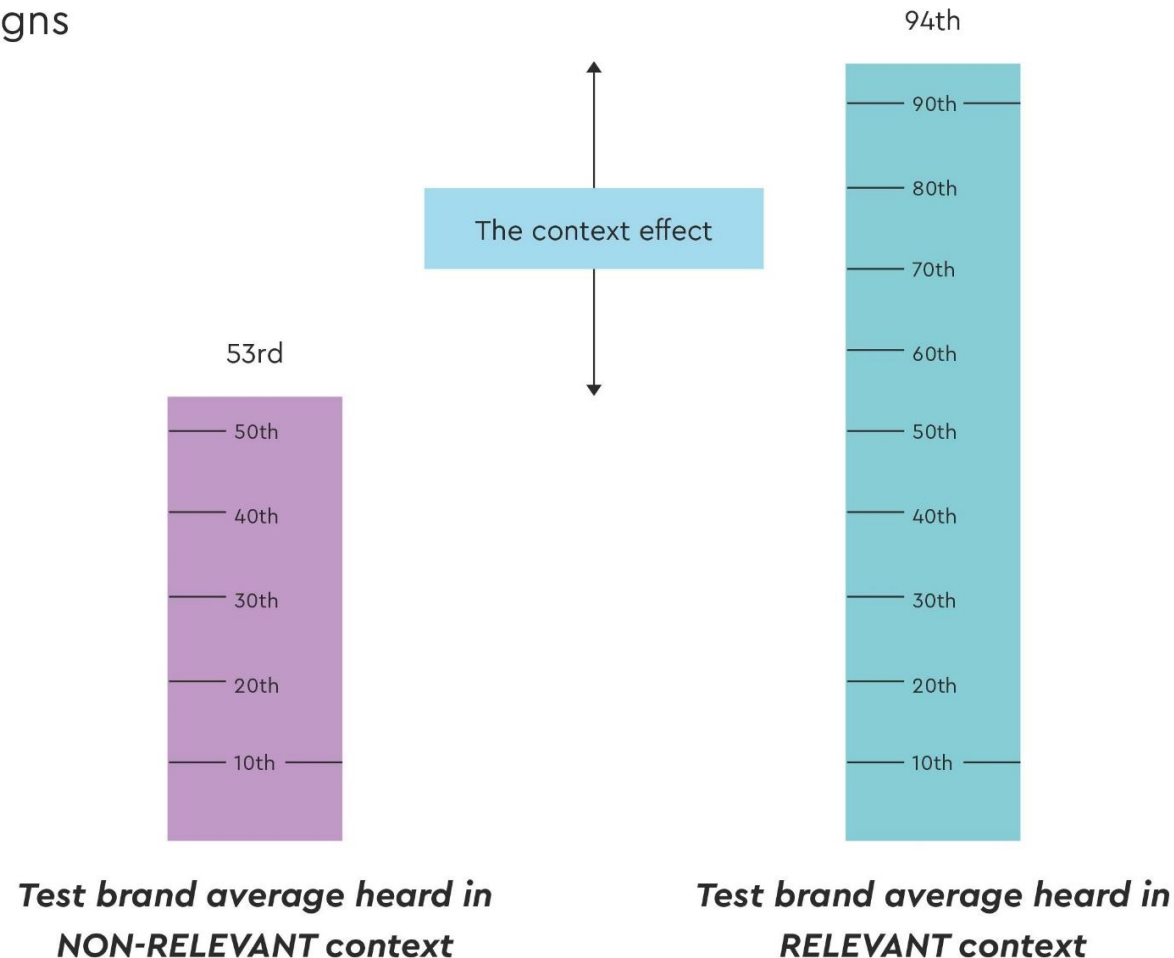
Left brain memory encoding  
Percentile performance of test brand ads in relation to other  
radio and TV campaigns





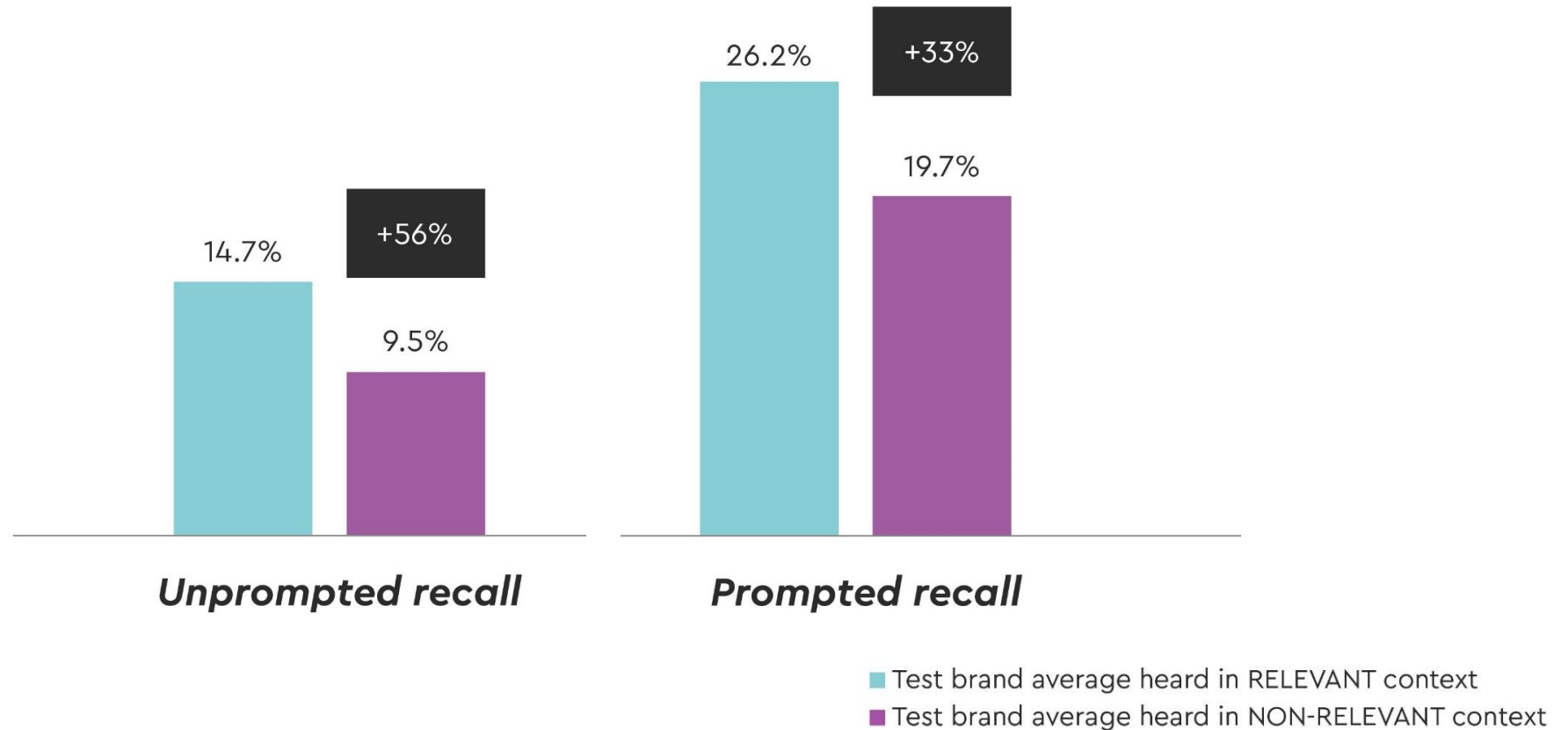
# ***Listener context effects turbo-charge ad performance***

Left brain memory encoding  
Percentile performance of test brand ads in relation to other  
radio and TV campaigns



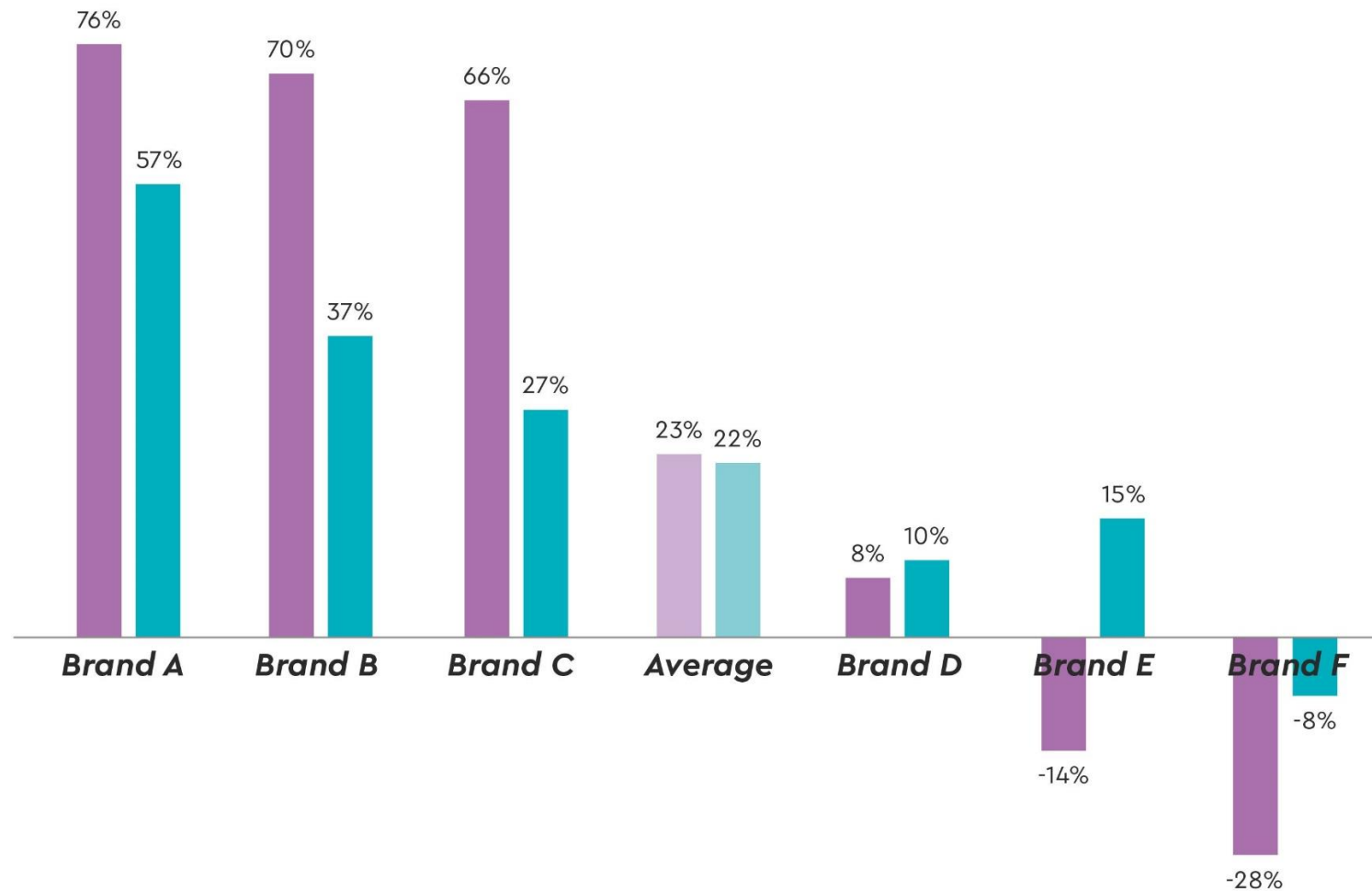
# ***Effects endure beyond the moment to help build brand salience***

Recall of situationally relevant ads  
Averaged across all 6 ads



# Effects vary widely between brands

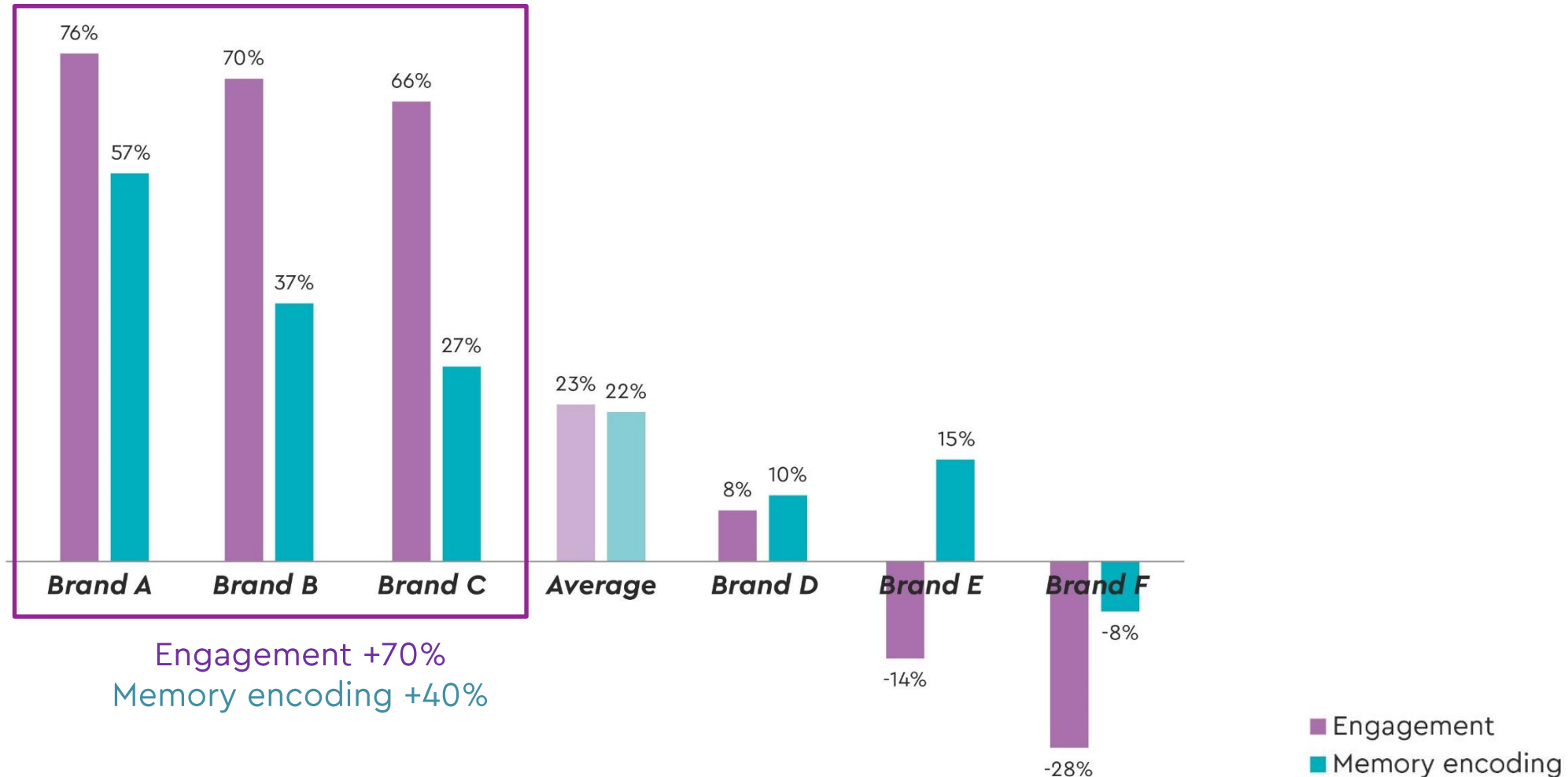
Variance in engagement and memory encoding  
(heard during relevant task vs. non-relevant task)



■ Engagement  
■ Memory encoding

# Ads that are creatively tailored to the moment deliver the largest effects

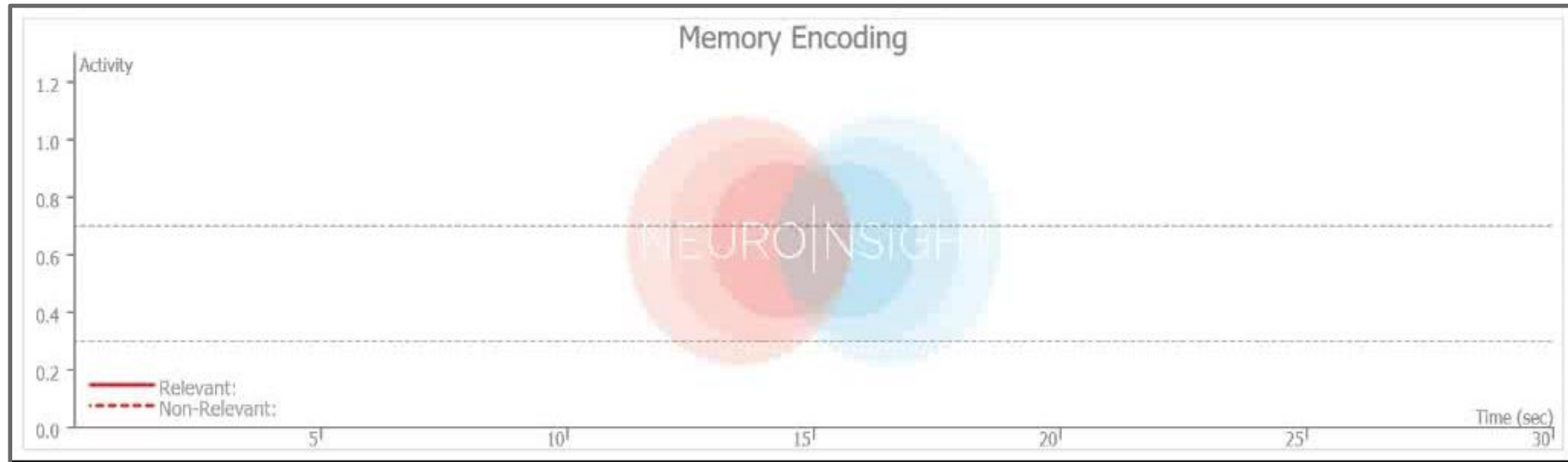
Variance in engagement and memory encoding  
(heard during relevant task vs. non-relevant task)





# ***Mention of 'exercise' drives up response in the Currys ad***

Currys Apple Watch: time line of left brain memory encoding response



Source: Neuro-Insight

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Currys Apple Watch: time line of left brain memory encoding response



Source: Neuro-Insight

# ***Summary***

A horizontal decorative bar spanning the width of the slide. It features a solid light blue background with a series of overlapping circles in various shades of blue (medium blue, dark blue, and light blue) on the left side, creating a modern, abstract design.

***Listeners absorb  
the detail of radio ads  
when engaged in other tasks***





***9 out of 10 radio listening occasions  
are accompanied by other activities***







***People feel twice as happy  
when listening to radio***

A woman with dark hair tied back is running towards the camera on a paved path. She is wearing a black short-sleeved athletic shirt and a black smartwatch on her left wrist. The background is slightly blurred, showing trees and a fence. The entire image has a blue color overlay.

***Ads that relate to listener activity  
boost radio's editorial effects significantly***



***Relevance effects endure  
beyond the moment  
to build brand salience***







***Targeting people at relevant times  
helps turbocharge ad effectiveness***

# ***Taking the findings to market***





tuningin

@Radiocentre  
#TuningIn



# HEAR AND NOW



*How targeting people at relevant times  
helps turbocharge ad effectiveness*

Mark Barber, Radiocentre

Heather Andrew, Neuro Insight

Get involved with polls and  
questions at [sli.do](https://sli.do)  
join using #TuningIn



Network  
Password

Radiocentre  
TuningIn







Gideon Spanier | May 13, 2019

How long? | 1 minute

## 'Relevant' context boosts impact of radio ads by a quarter

Engagement rose by 23% and memory encoding by 22% for 'situationally relevant ads'.

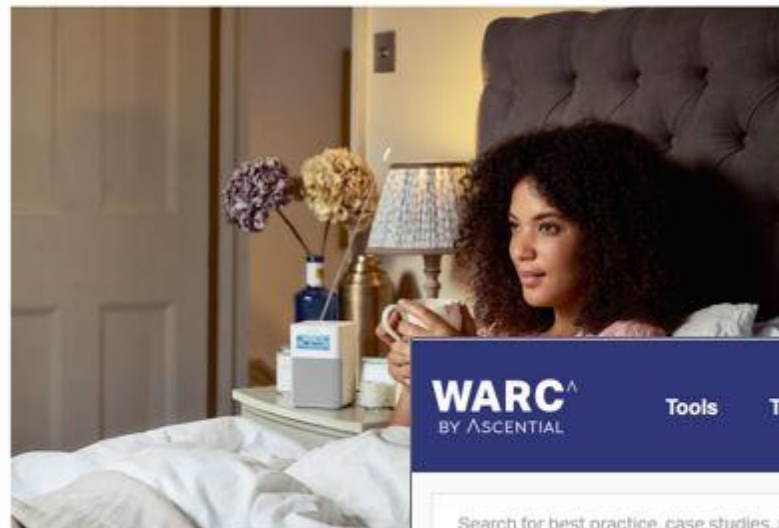


Radiocentre looked at impact of radio advertising on consumers carrying out tasks

The sharpest media opinion, news and analysis

## Neuroscience study shows power of contextual radio ads

14 May 2019 | Michaela Jefferson



Radio ads that correspond significantly more effective research has revealed.

## 4. Ads targeted at relevant activities boost impact

Ads targeted at relevant activities boost engagement by **23%** compared to non-relevant ads, while memory encoding increased by **22%** for situationally relevant ads.

When compared against a range of recent TV and radio campaigns, the average memory encoding of the test ads heard in a non-relevant context performed better than **53%** of all other ads measured.

But when heard in the context of relevant activities, they performed better than **94%** of the other ads.



Source: Radio Centre

Adverts targeted at audiences as they carry out relevant activities can significantly boost the impact of advertising effectiveness in engagement.

Engagement climbs by 23% compared to non-relevant ads, while memory encoding –

WARC<sup>^</sup>  
BY ASCENTIAL

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## Audio ads relating to consumer activity are more effective

News, 14 May 2019

TOPICS

NEUROMETRIC RESEARCH | RECALL & RECOGNITION | RADIO EFFECTIVENESS | UNITED KINGDOM

WARC<sup>^</sup>  
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## Hear and now – how situational relevance can bolster radio ad effectiveness

8 min read

Mark Barber and Heather Andrew

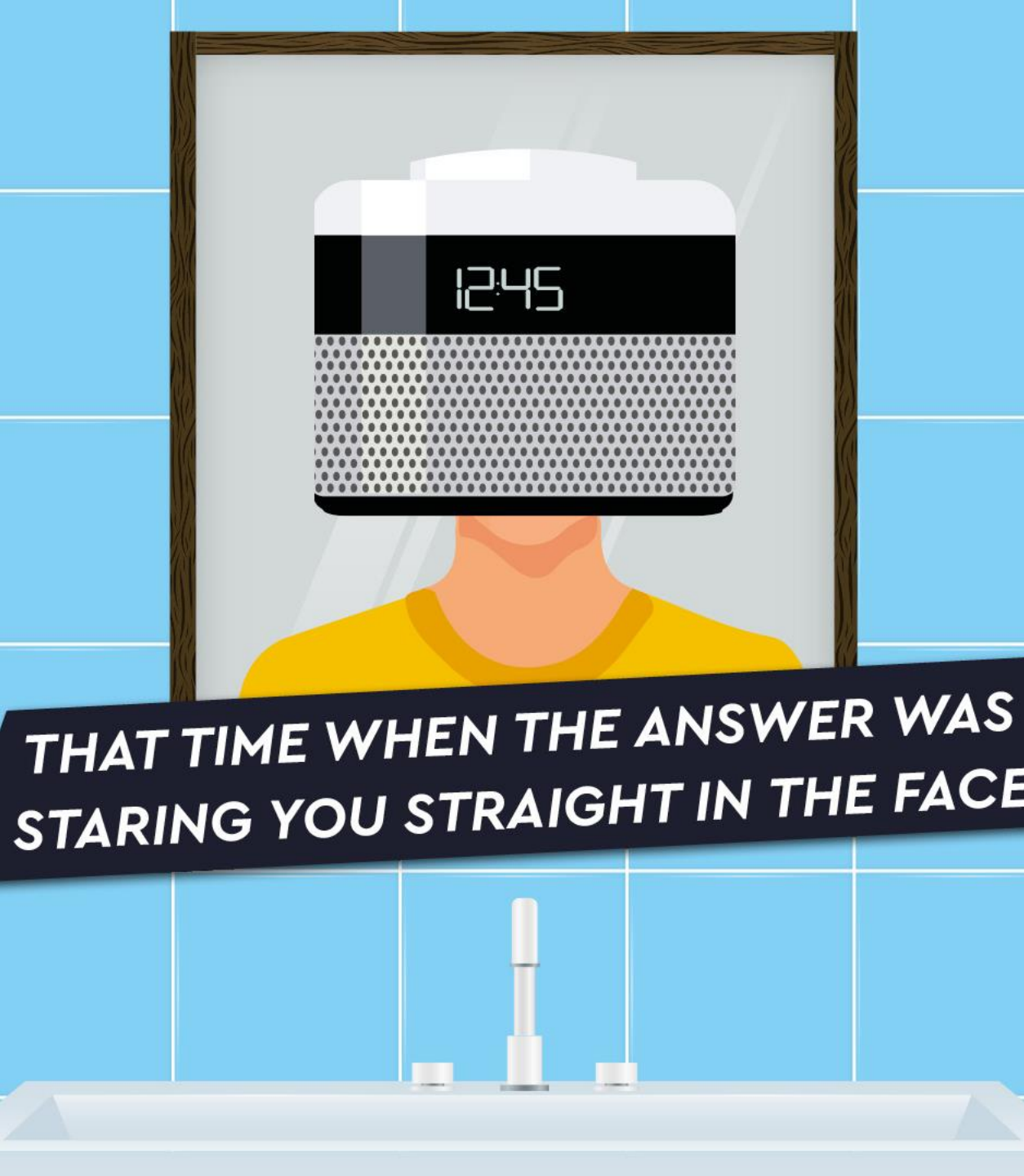
ADMAP

Admap Magazine, June 2019

SUMMARY

Reveals insights and findings from Radiocentre and Neuro-Insight's research into the effects of editorial context on radio advertising effectiveness.

- Radio offers an opportunity for advertisers to target audiences outside of the living room, but there is a corresponding question mark about the true value of audiences who are potentially engaged doing other things.
- A study conducted by Radiocentre identified that people feel twice as happy when listening to radio, compared to when not consuming any media, an effect that extended into the ad-break, enhancing engagement with advertising by 30%.



**THAT TIME WHEN THE ANSWER WAS  
STARING YOU STRAIGHT IN THE FACE**

***Trade press***

***Localised radio ads***

*"I use your Hear and Now research all the time, and people around the business have said the same thing to me - it really is a super piece of work."*

**Faye McDowall, Lead Digital Strategist, DAX Worldwide**



# Context targeter tool

## Commuting

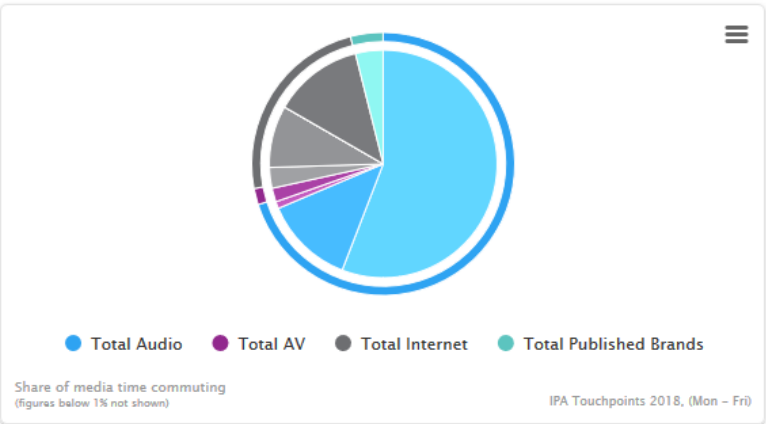
Media accompanies 71% of time spent commuting

- Total
- Childcare
- Commuting
- Audience Data
- Effectiveness Data
- Case Studies
- Creative

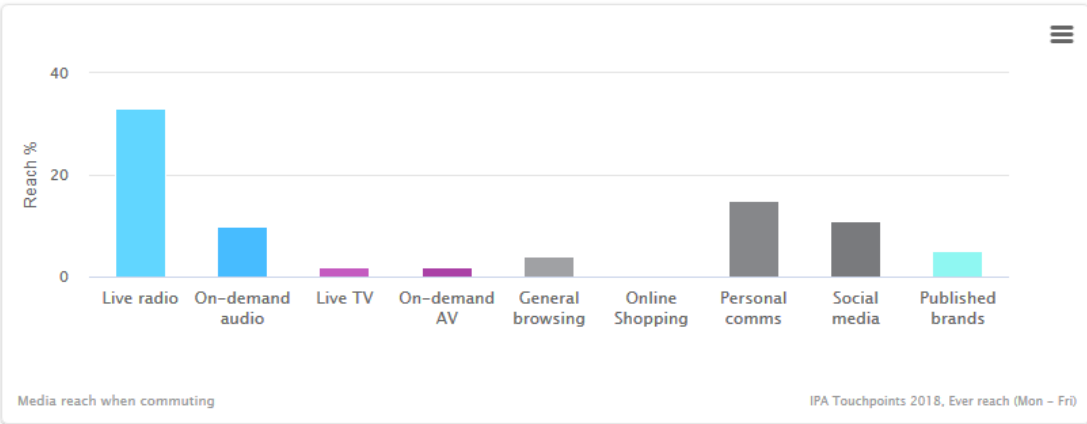
- Cooking
- Eating/Drinking
- Hobbies
- Household Admin
- Housework
- Relaxing
- School Run
- Shopping
- Socialising
- Sports/Exercise
- Travelling in Car
- Washing/Dressing
- Working/Studying

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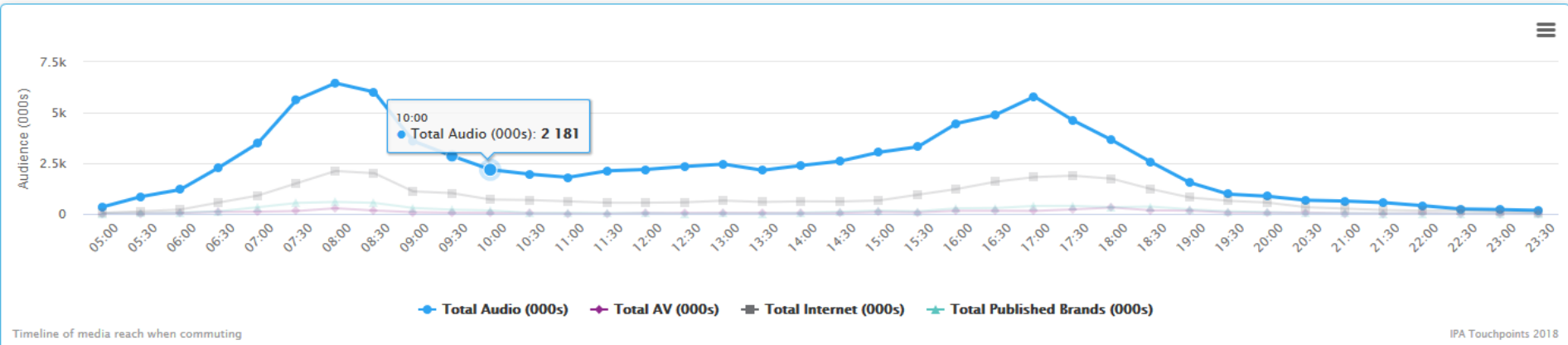
Share of Media Time



Media Reach

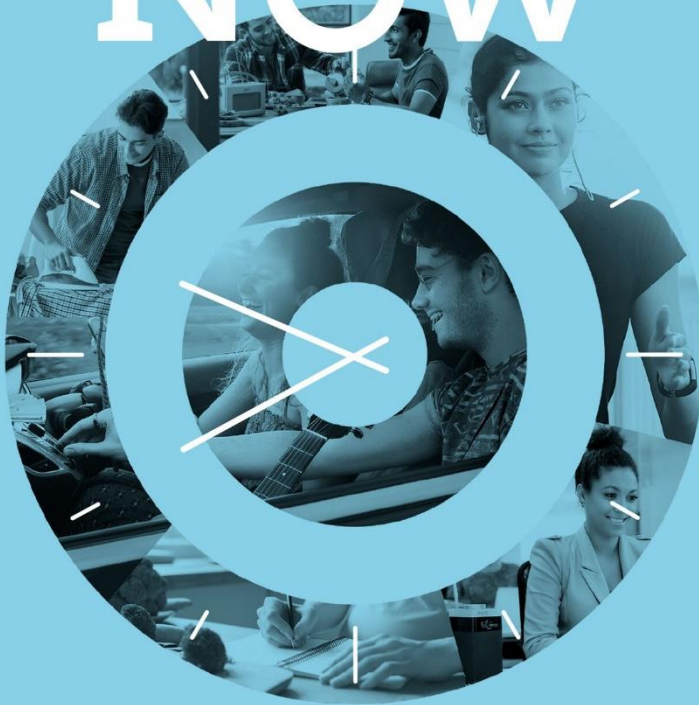


Timeline of Media Reach





# HEAR AND NOW



*How targeting people at relevant times  
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***Thank you***