



**Good Creative Sells**  
**EGTA Market Intelligence Meeting**  
**Paris, 30<sup>th</sup> January 2020**

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**General Manager, Veritonic International**



What does this mean to you?





17 hours of online audio a week

27% using voice search on mobile

32% audio ad market growth from  
2019-2025

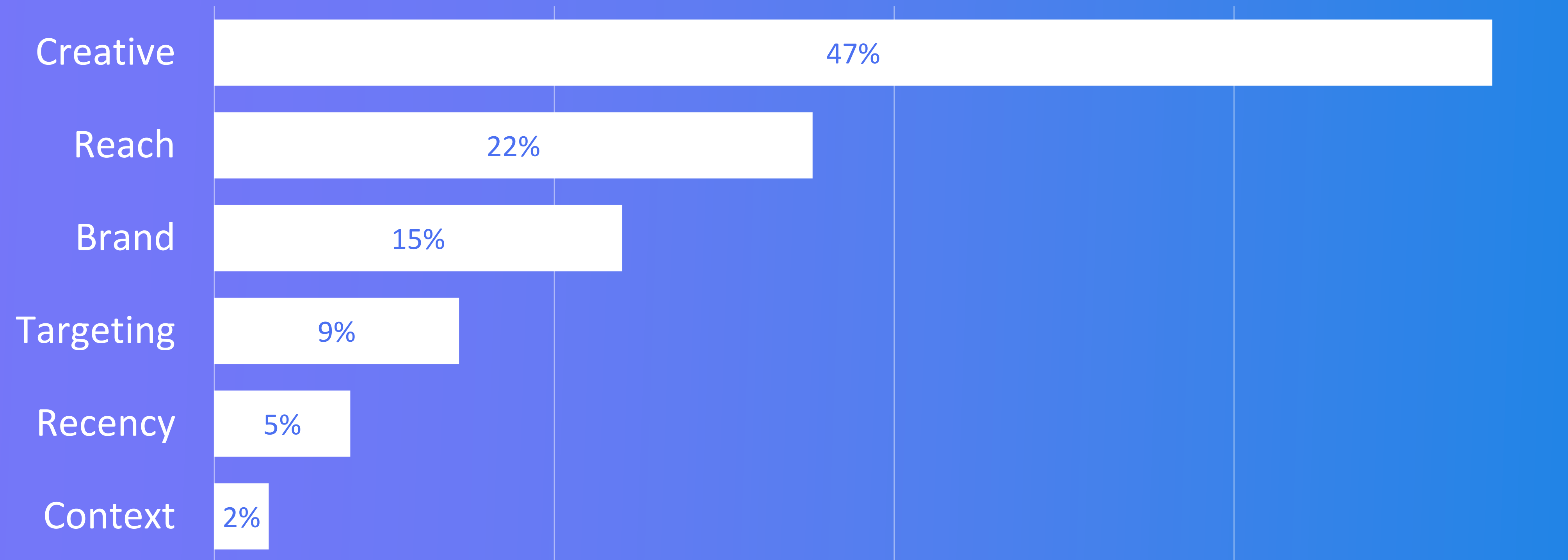
Eighth consecutive year of  
European radio growth

28.4M UK adults per week





# Creative drives nearly 50% of ROI.



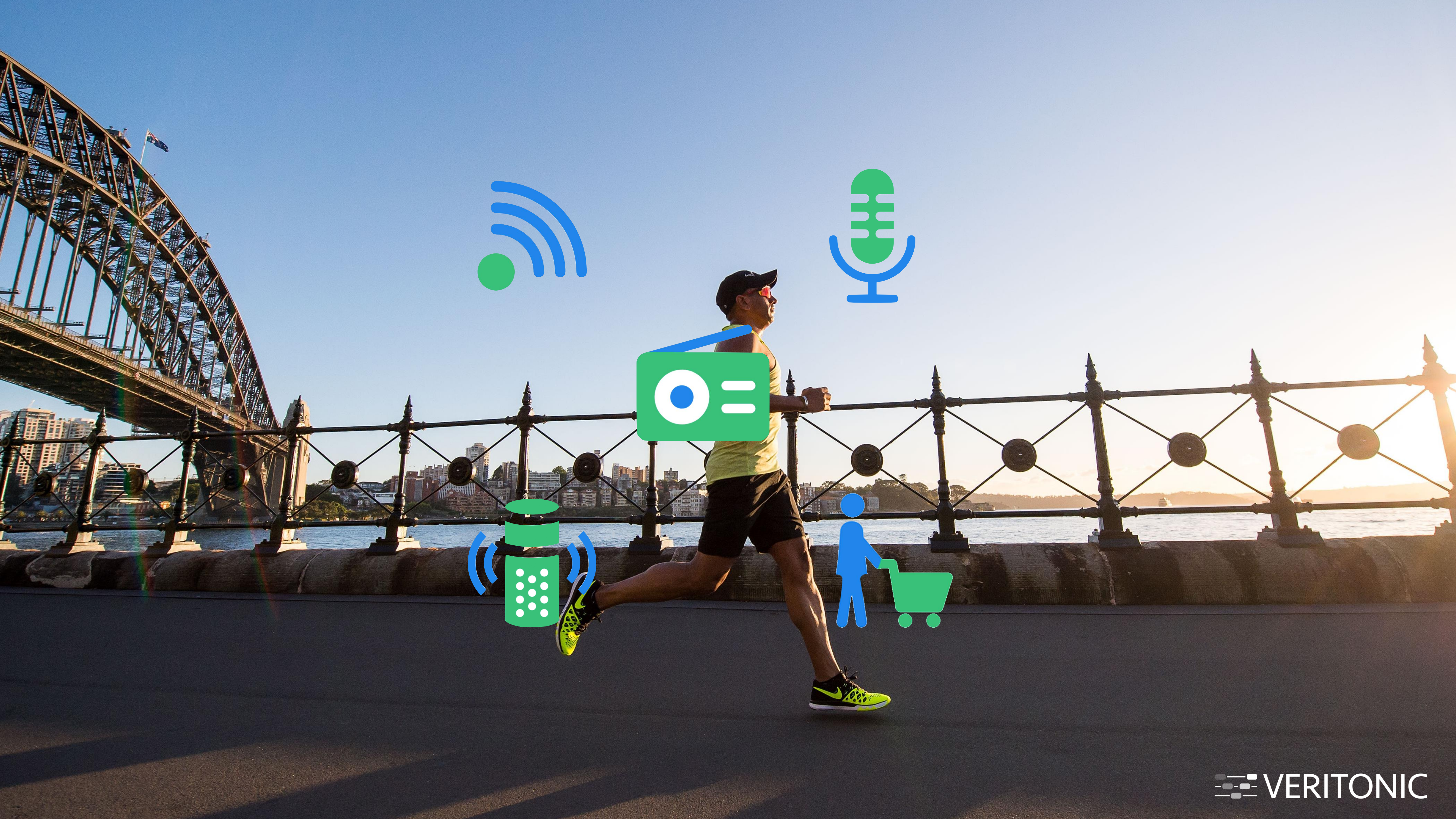
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THE FACT THAT AUDIO IS CRITICAL IS WELL ESTABLISHED AT THIS POINT. NOW, OUR BUYERS JUST WANT TO KNOW WHAT TO DO.



*Claire Fanning, VP of Ad Innovation Strategy, Pandora*

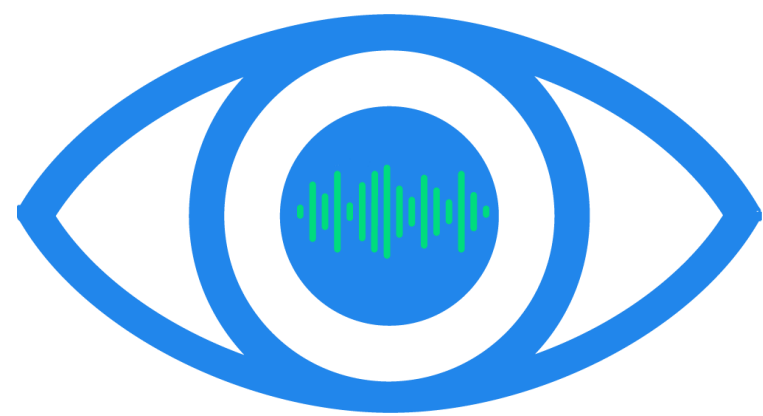






Veritonic is the audio intelligence platform for marketers.

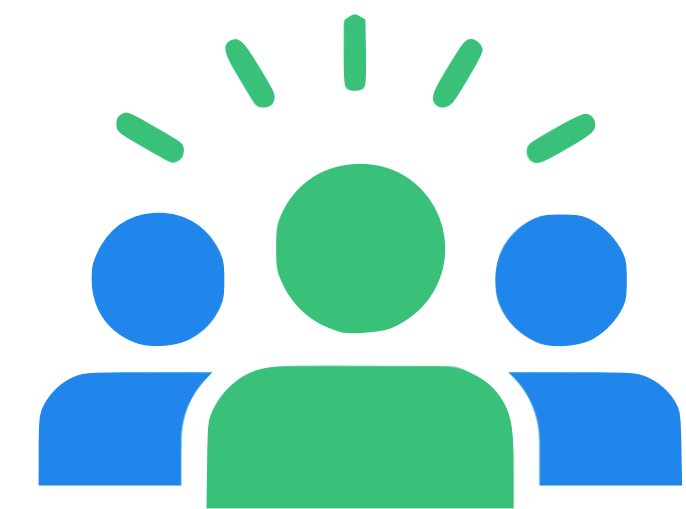
# The data that inform your audio marketing strategy, all in one place.



see who's doing what  
— and where you stand —  
in audio



know what audio works  
the best across all marketing  
touchpoints



customize studies based  
on your particular goals



# Quantify what makes winning audio creative.

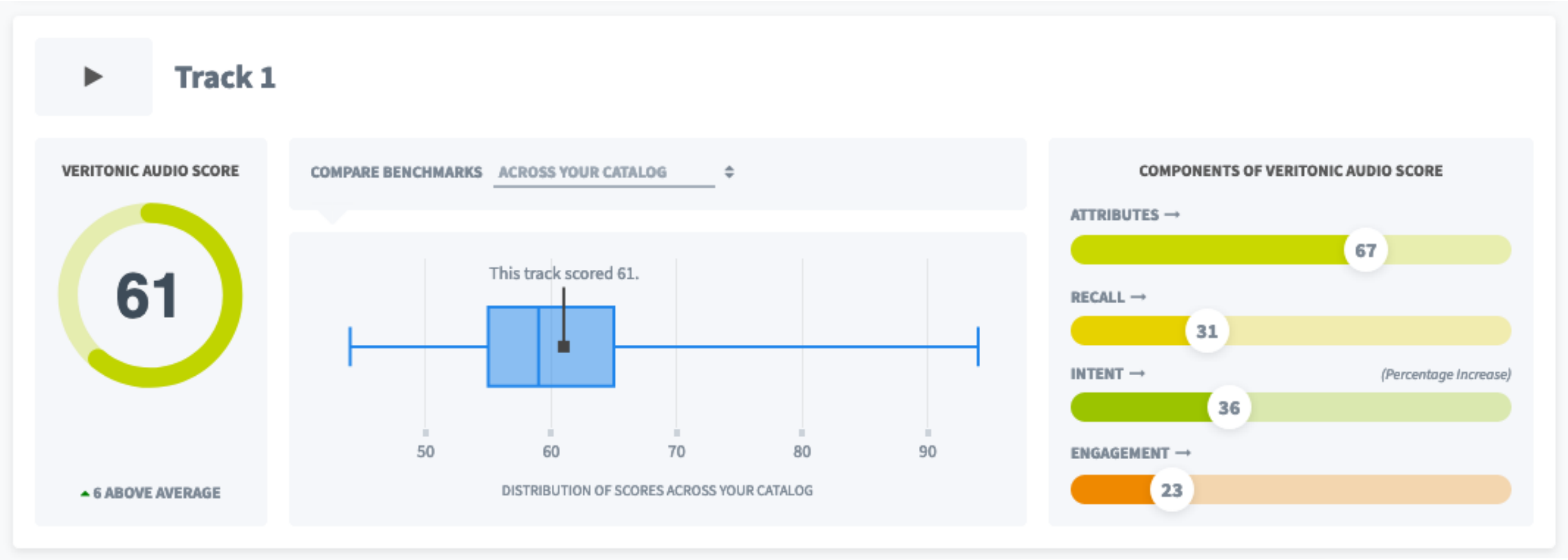
## Veritonic Audio Score

5+ years of .....  
historical audio data

audio creative .....  
across the market

benchmarks .....  
human response

attribution .....  
attribution



	Composite	Authentic	Energetic	Familiar	Happy	Negative	Powerful	Relaxed	Unique
▶ <b>A</b> Track 1	69	69	75	ns	79	45	ns	74	ns
▶ <b>B</b> Track 2	67	72	67	ns	74	48	ns	76	ns
▶ <b>C</b> Track 3	64	72	58	ns	76	49	ns	79	ns
Benchmark Average	63	65	65	64	68	53	65	74	64



# Major insurance company enhances branding in ad

Brand name  
front of ad

**160%**  
increase in  
purchase  
intent

adjacent to  
sonic logo

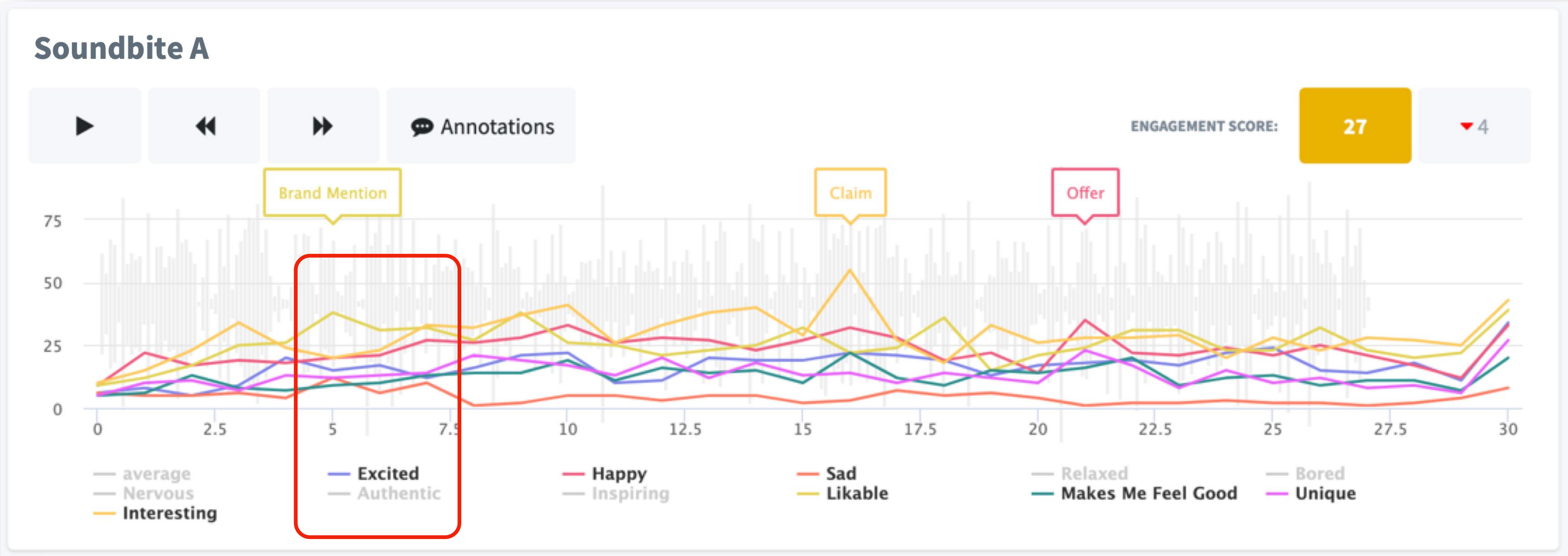
Another brand mention / sonic  
logo



**9%** higher  
emotional  
response



# Second-by-second analysis pinpoints brand power







Westwood One

CLIO  
AWARDS

6000+ sample  
CANNES  
LIONS  
164 radio ads

RADIO  
MERCURY  
AWARDS

VERITONIC



The right  
creative  
decisions  
drive sales

**+44%**  
with jingle

**+146%**  
with music

**+58%** with  
sonic identity



# Sonic Context





# What Makes Winning Audio?

Female Voice – male voices are used 75% of the time but female voices perform better

The shorter the better – 15 & 30 seconds were better than 45 & 60 seconds

Don't use too many voices – one is plenty, too many can impact clarity of message

Music is not a given for ad success – of the highest scoring ads, 75% did not use a music bed

Direct response is a mixed bag – response mechanisms fared no better than those without



# Key Takeaways



- Evaluate & analyse – do not rely on gut feel – data is available, before you launch – USE IT there is no excuse for putting out bad creative
- Think about context – where will the ad be running, does the style need to change, what's happening in the World

• Brand early & often  
**GOOD QUALITY AUDIO CREATIVE SELLS!!!**

- Consider length, voice, music, sonic logo
- Think about brand building, not just direct response

**Don't cut corners to save money...**





**Merci Beaucoup!**

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