

# Brand Lift & Attribution

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March 2022



# 35% of all online commercial radio listening

Source: RAJAR Q4 2021



A woman with dark curly hair tied back is running, wearing a black sports bra and white earphones. A smartphone is mounted in a black armband on her right arm. The background is a blurred outdoor setting with a light-colored wall and dark vertical lines.

# 11 million listeners

Source: TGI 2021 Double Base R3





Half a billion  
ad impressions  
every month

Source: RAJAR Q3 2021



# How it works



# Octave's first party data pool



# Octave's audio portfolio

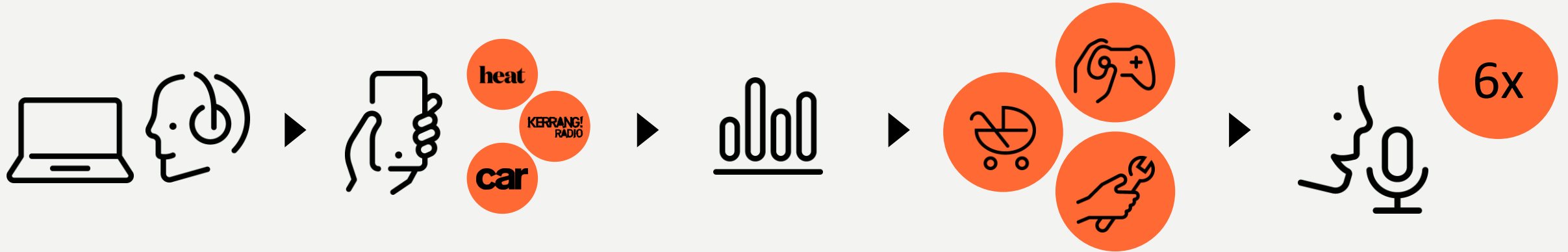


# Octave's audio & podcast portfolio





# How it works



User opts in on Bauer or News UK site.

User demographic and browsing data is gathered from site.

Data is analysed forming granular detail based on how the user shares, clicks and scrolls.

Data is used to create detailed, highly-specialist audience profiles.

Leads to campaigns 6x as effective as those using generic demographic targeting only.



# Our core audiences



Auto  
Intenders



Fans  
& Players



Passionate  
Parents



Savers  
& Investors



Savvy  
Shoppers



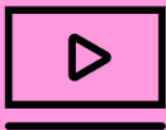
Wellness  
Gurus



Trusted  
Tradesmen



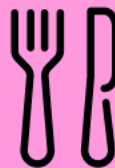
Destination  
Dreamers



Entertainment  
Enthusiasts



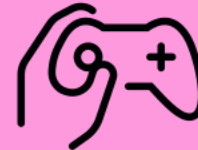
Affluent  
Adults



Fervent  
Foodies



Smart  
Students



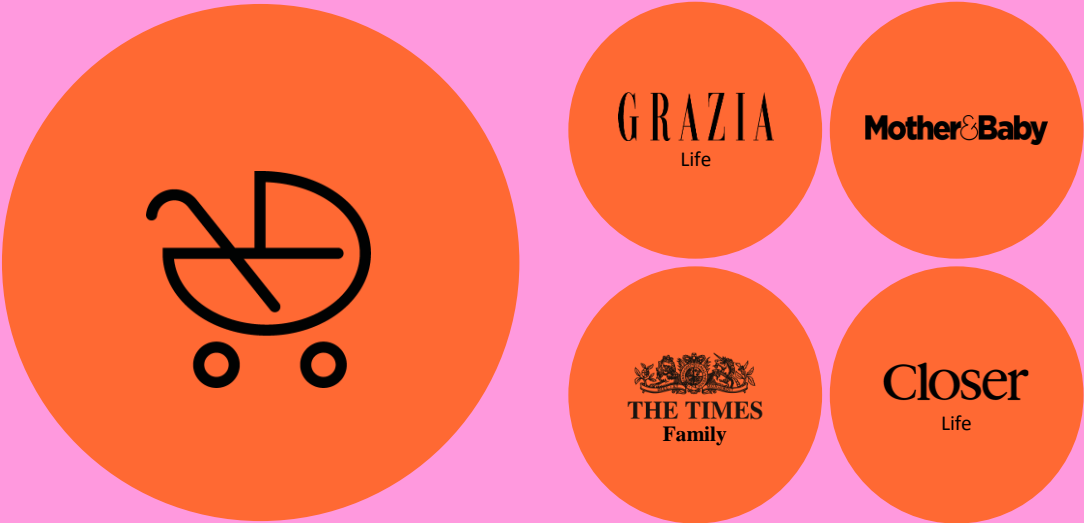
Techie  
Gamers



Super SMEs



# Passionate parents



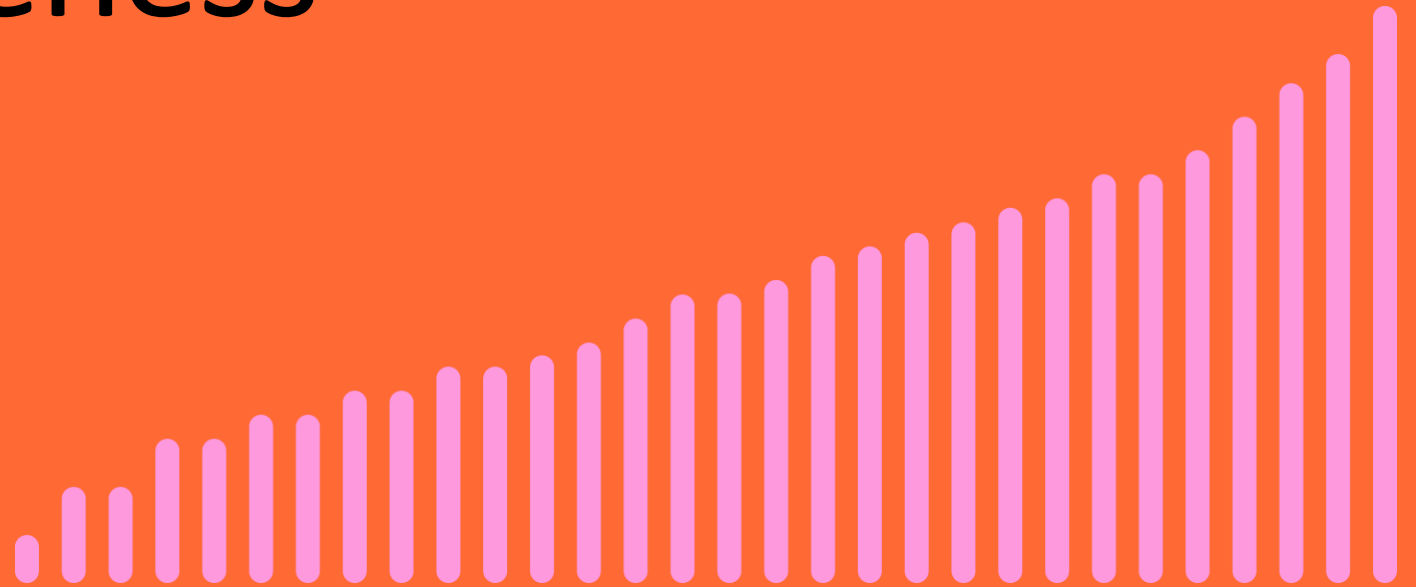
## Insights

54%	Women	3x	more likely to have a child under 4
56%	are ABC1	137%	more likely to be expecting a child in the next 12 months
17.9	million monthly impressions		

Source: TGI 2021 Double base R4



# Proving Effectiveness



# Audio conversion tracking



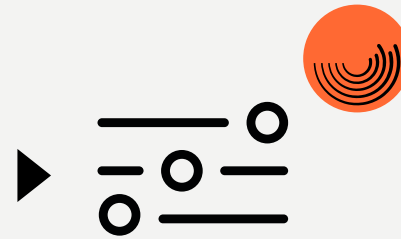
## Setup

Add Octave pixel to your tag manager for a specified site.



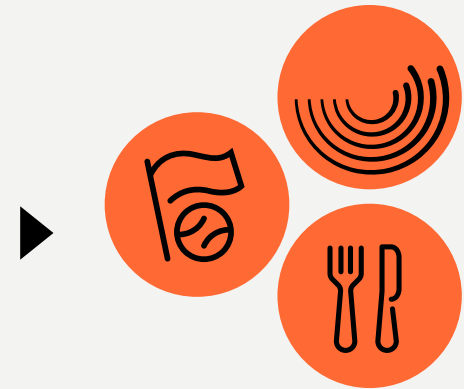
## Audio campaign

Include a call to action in the audio creative referring to specified site.



## Audio conversion tracking

We track and measure conversion rate of your audio campaign.



## Reporting & insights

We send you a detailed conversions reporting and audience insights.



# Smart Study — The AA Brand effectiveness



**Objective** Besides raising brand awareness, The AA wanted to drive listeners to their website to sign up to their offering.

**Idea and execution** The AA utilized Octave’s Audience segment ‘Auto Intenders’ powered by First Party Data from specialist Automotive sites such as Parkers, Car or Sunday Times Driving. Additionally, they used a generic demographic targeting (18-44).



**Results** The overall campaign achieved a successful 1.19% audio conversion rate, which is defined as listeners that have generated a visit on the client website after being exposed to the audio ad. This is higher than the average Click Through Rate for digital Display ads.

**3.35%** Conversion rate against Octave’s First Party audience segment Auto Intenders

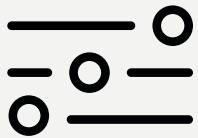
**6x** More effective than generic targeting.



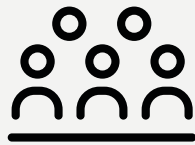
# Brand study process



Briefing & booking



Survey setup



Brand study



Review Octave



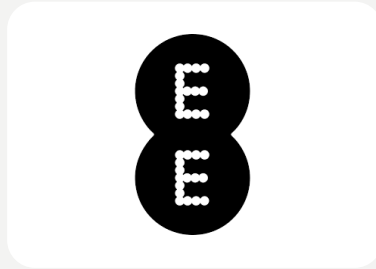
Client sign off



Publication



# Smart Study — Telecoms Brand effectiveness

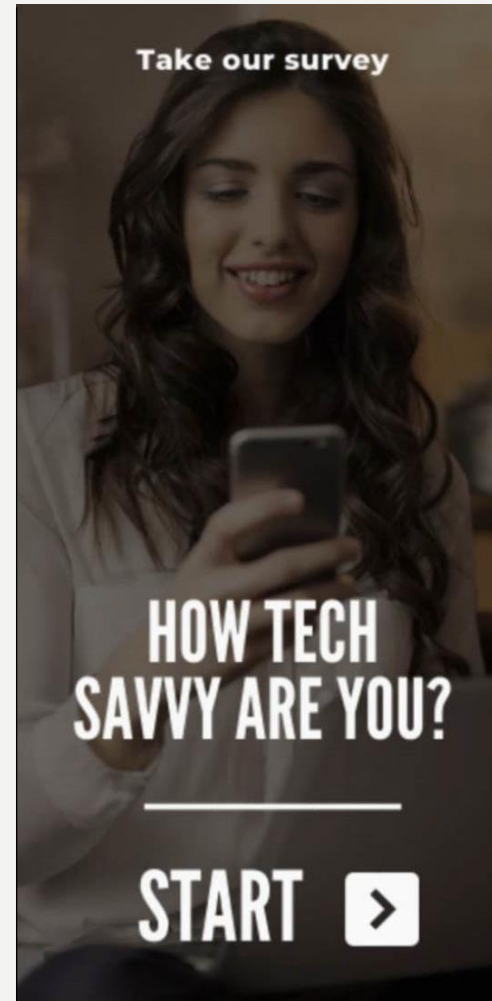


## Objective

Make everyone in the UK believe that EE is the best and most reliable mobile phone network .

## Idea and execution

The campaign ran for two months using Octave's audience segment 'Entertainment Enthusiasts', 'Fans and Players' and 'Techie Gamers'. Listeners were then surveyed and asked questions in a quiz based format i.e. How Tech Savvy are you?



## Results

The results found that those who were exposed to the ad had an overt, positive opinion of EE.

**38%** Considered switching to EE after hearing the ad

**+6%** Brand Awareness was 6% higher after hearing the ad

**TOP** The top network provider amongst those who heard the ad

**64%** Ad recall







 octave | sayitn<sup>o</sup>w

24.4%

Positive intent

**MACMILLAN**  
CANCER SUPPORT

57.5%

Positive intent

**Crisis**

81.8%

Positive intent

**NSPCC**



# Smart Study — Bet Victor Brand effectiveness

BETVICTOR

## Objective

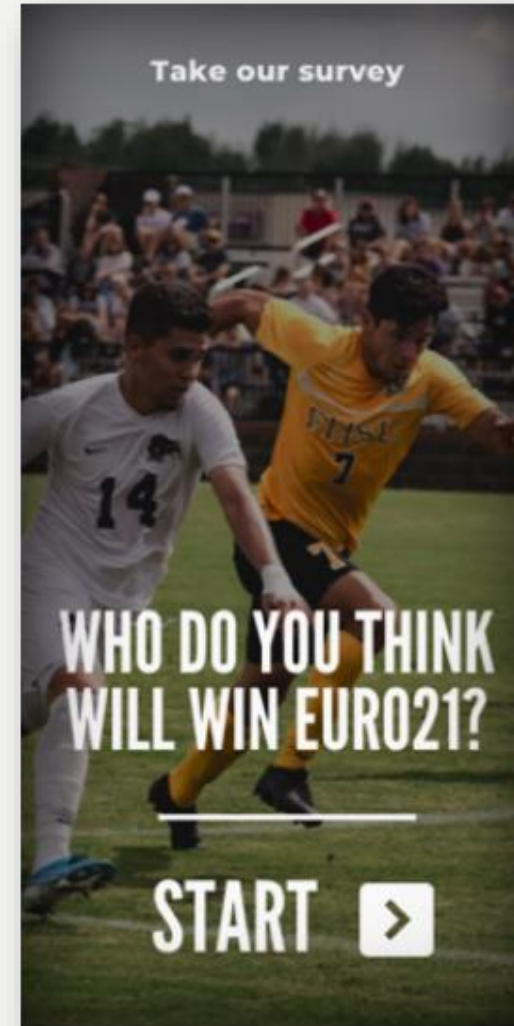
- Encourage listeners to open an account with Bet Victor.
- Increase positive Brand Perception in a crowded marketplace

## Idea and execution

The campaign delivered around Euro 21 when interest in betting was high around the tournament. The audio creative was delivered against Octave's 'Fans & Players' audience segment to reach the right audience in the right moment.

To underpin the message, creative included the voices of Harry Redknapp and Michael Owen, two famous voices of the football industry.

The audience were then surveyed with a 'Who do you think will win Euro 21?' quiz.



## Results

The results found that a large percentage of those who were exposed to the ad had a more positive opinion of Bet Victor.

**+21%** Positive Brand Perception – more trusted and informative

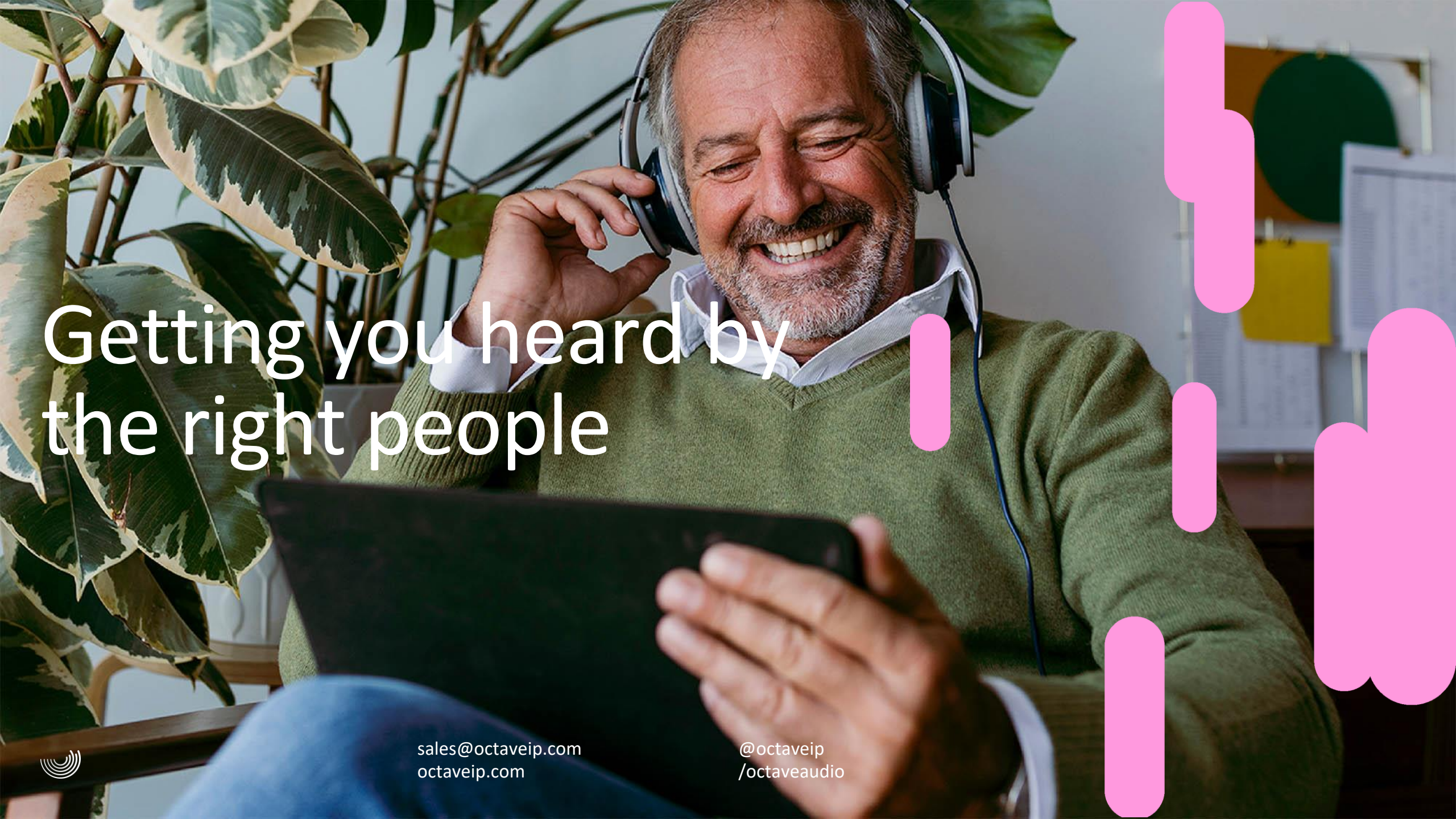
**+53%** Brand Awareness increase

**+6%** Of exposed listeners are more likely to open an account

**76%** Ad Recall







# Getting you heard by the right people



[sales@octaveip.com](mailto:sales@octaveip.com)  
[octaveip.com](https://octaveip.com)

[@octaveip](https://twitter.com/octaveip)  
[/octaveaudio](https://www.youtube.com/channel/UC...)