

Aligning with Rituals

The contextual foundation for audio



Audio is a daily **Ritual** at the heart of our day

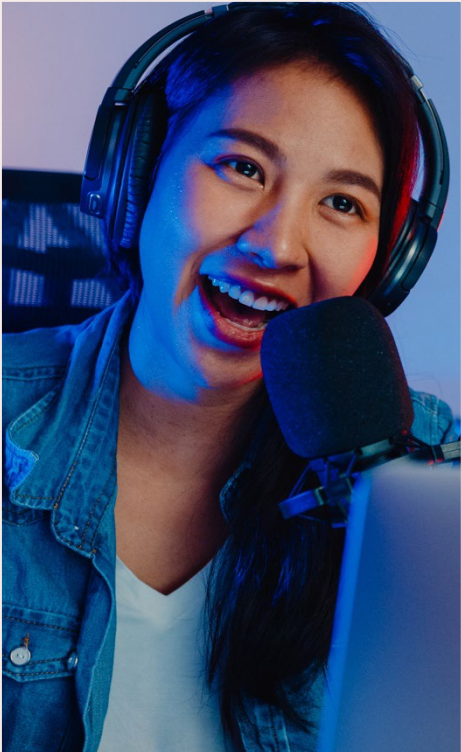


“

I plan many activities around audio content.

I draw and paint to it, I read with audio content whether it's following along to an audio book or listening to calm nature sounds, I walk and exercise to it, too. Music and podcasts have helped me stick to my walking goals as the time flies faster when I have something to listen to and think about.”

Luka B. 30
Minneapolis, MN



40%



OF LISTENERS PLAN THEIR DAY/ACTIVITIES AROUND AUDIO CONTENT

Rituals offer opportunities to connect with **hyper-engaged listeners**

“

[When I am walking] I would be listening to a podcast, mostly, sometimes music, but mostly podcast. And...it could be any podcast. It would mostly be about things that I really like. And I would be listening to those podcasts, tech podcast or a very specific technical podcast. **I like to do some walking. I can just really dive into the podcast, what I'm watching and just listen to it and really enjoy it.**

Artin B, 33,
Seattle, WA

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Luka B, 30,
NB • Minneapolis, MN

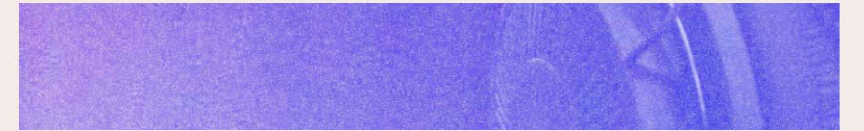
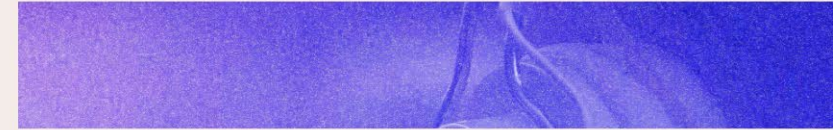
“

It's all mood based and like whether I feel like I need some motivation or I'm feeling kind of like melancholy and I want to listen to something kind of sad and content that I seek out is like anything that I think I can learn from that can teach me something that I don't know. **I would say I'm pretty engaged in my podcast while I'm doing chores. Like I'm listening, I'm not taking notes or anything, but like, I'm listening and absorbing.**

Alexis K, 24,
Tucson, AZ

With the richness of
audio experiences,
should brands strive for
contextual alignment?

If so, how?



What is Contextual Alignment?

GENRE BASED

Aligning with audio content genre that is contextually relevant to the brand

Example: Serving an ad for a new credit card in a financial podcast

RITUAL BASED

Aligning with audio ritual/behavior that is contextually relevant to the brand

Example: Serving an ad for athleisure while working out



How We Did It

WHAT

Controlled testing to quantify the impact of genre and ritual-based contextual alignment.

HOW

Recruited weekly audio listeners from a representative online panel. Participants were then randomized to exposed or control groups. Listeners selected content to listen to for ~ 30 mins. Listeners then answered brand metric questions to determine ad effectiveness.

SAMPLE SIZE

1,920

TEST CELLS

GENRE BASED



No alignment

Not aligning with content that's contextually relevant to the brand

VS



Genre alignment

Aligning with content that is contextually relevant to the brand

RITUAL BASED



No alignment

Not aligning with a ritual that is contextually relevant to the brand

VS



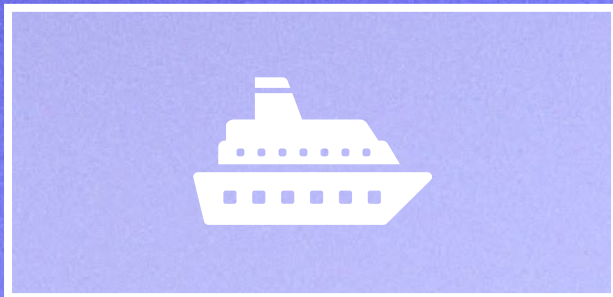
Ritual alignment

Aligning contextually with the ritual the participant is performing while listening

Each test group had a unique control group that was exposed to a control ad (public service announcement)

What we tested

3 VERTICALS



WIDE RANGE OF AUDIO



Podcast

Beauty & Fashion

Health &
Wellness

Travel/
Adventure

Entertainment

Society &
Culture

Music



Broadcast

Sports

News

Music

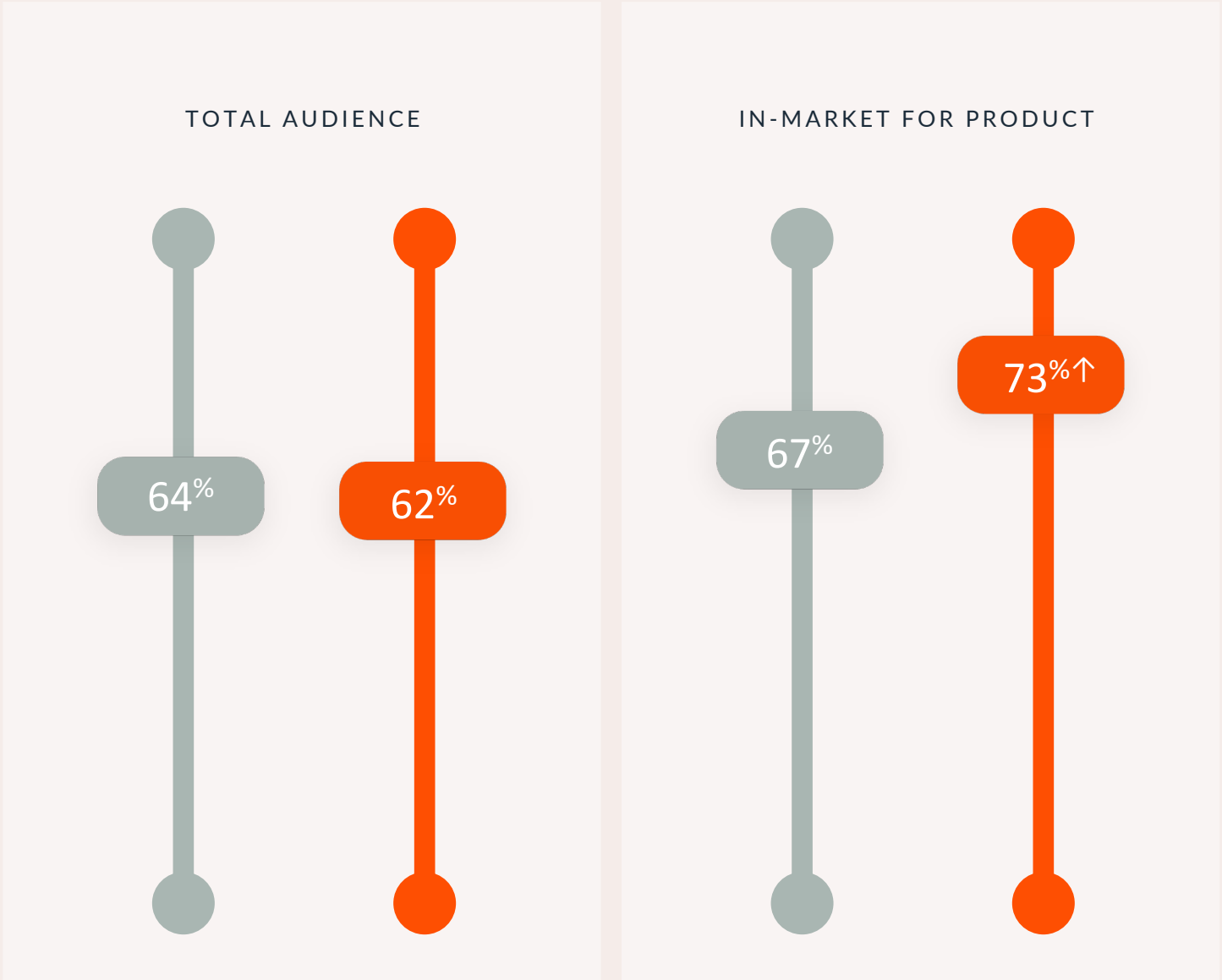
For those with propensity to buy, context amplifies the info in audio ads

How does contextual impact the way ads are perceived?

% Strongly/Somewhat Agree

- No alignment
- Contextual alignment (Genre or Ritual)

AD “TAUGHT ME SOMETHING NEW”



Ads in context

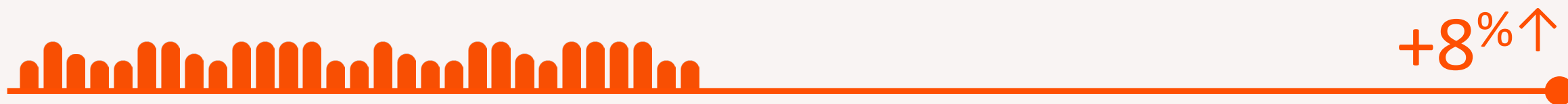
EXCITE

and create
brand relevance

When compared to ads that have no alignment, contextually-placed ads perform better

How does contextual (genre or ritual) impact
brand opinions?

In-Market For Product | Deltas (Exposed – Control)



THE BRAND "FEELS RELEVANT TO ME"



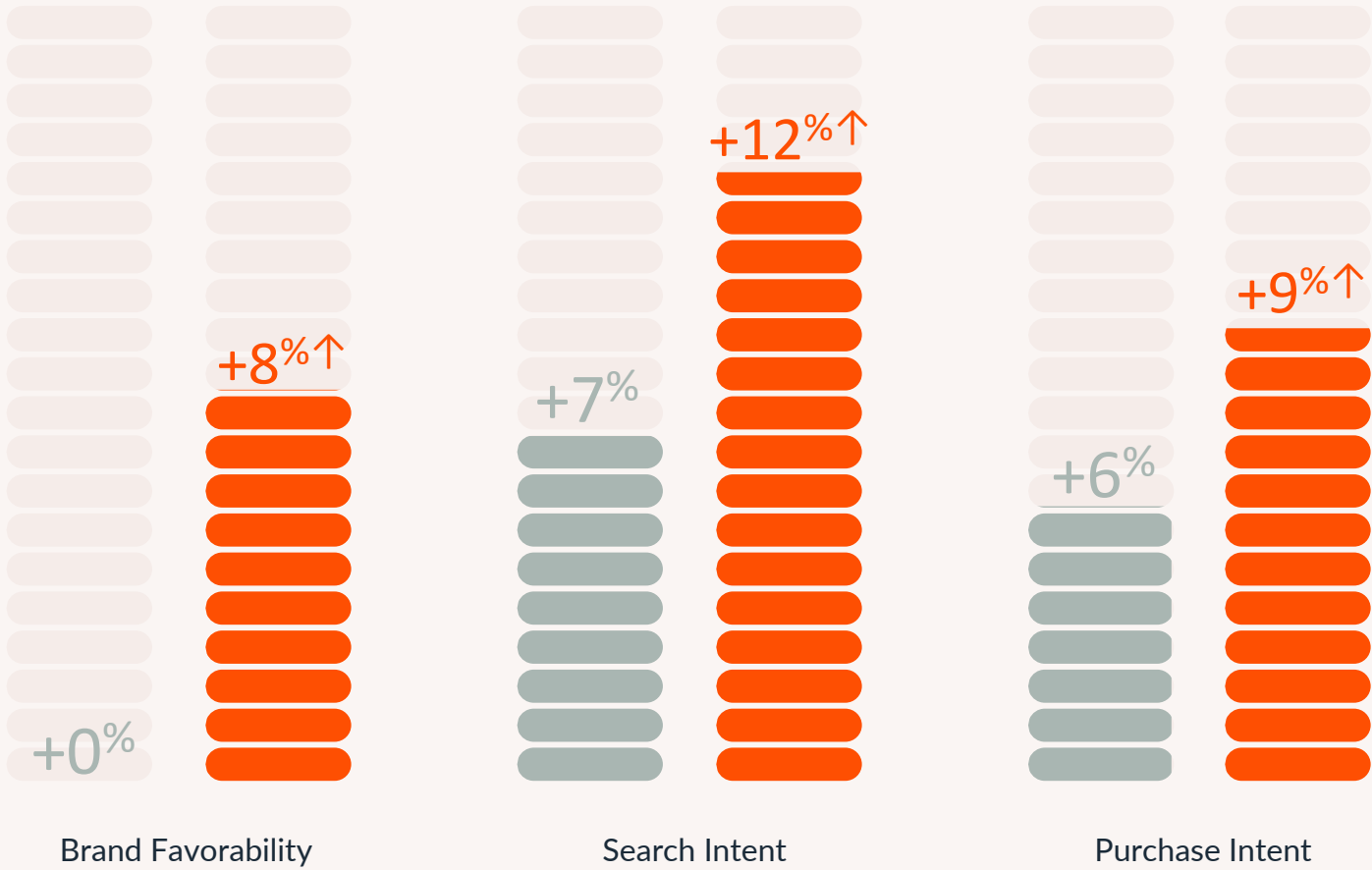
THE BRAND "EXCITES ME"

Contextual alignment matters for metrics that matter most

How does contextual impact brand KPIs?

In-Market For Product
Delta (Exposed – Control)



- No alignment
- Contextual alignment (Genre or Ritual)

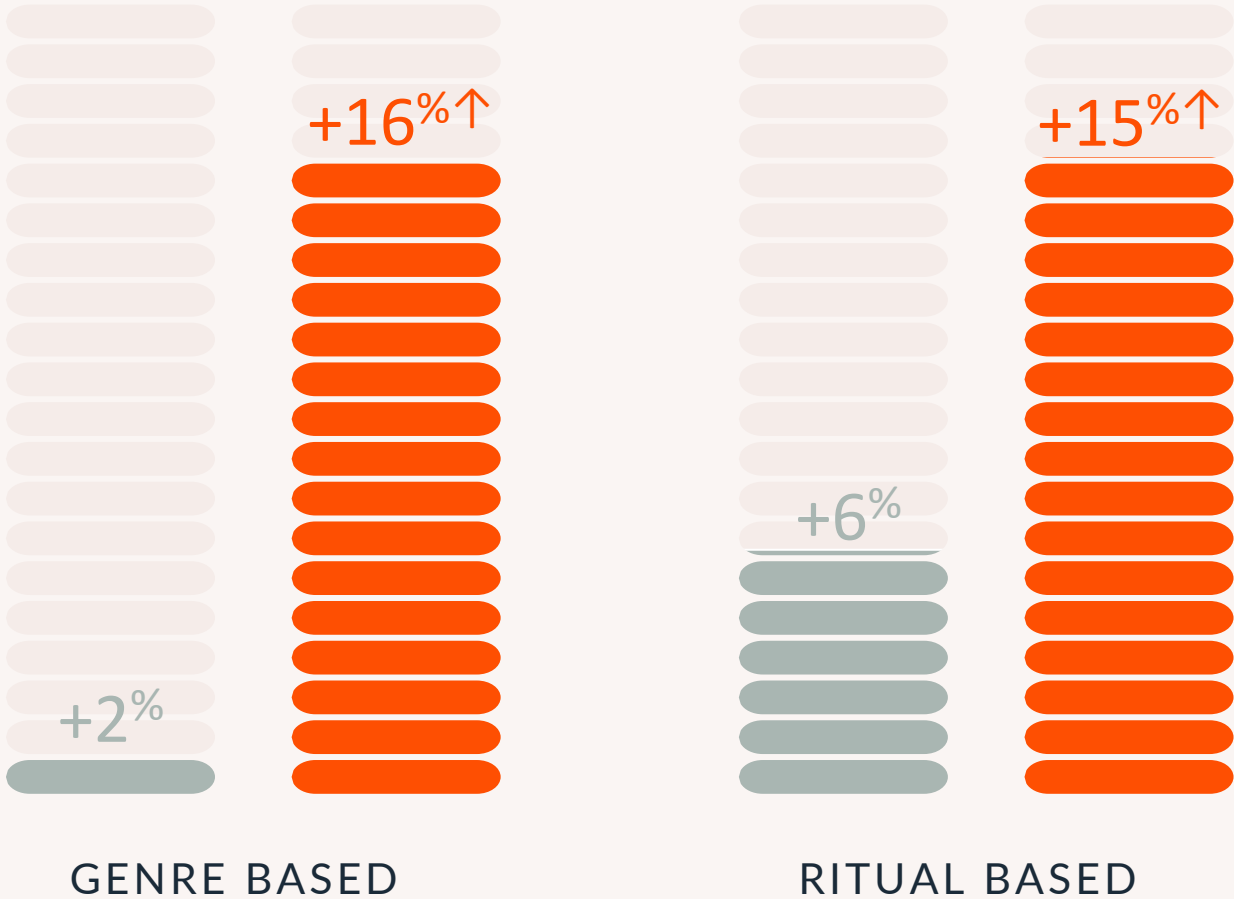


Regardless of the path to context, alignment drives intent to search

How does each type of contextual impact SEARCH INTENT?

In-Market For Product
Delta (Exposed – Control)

-  No alignment
-  Contextual alignment
(Genre or Ritual)




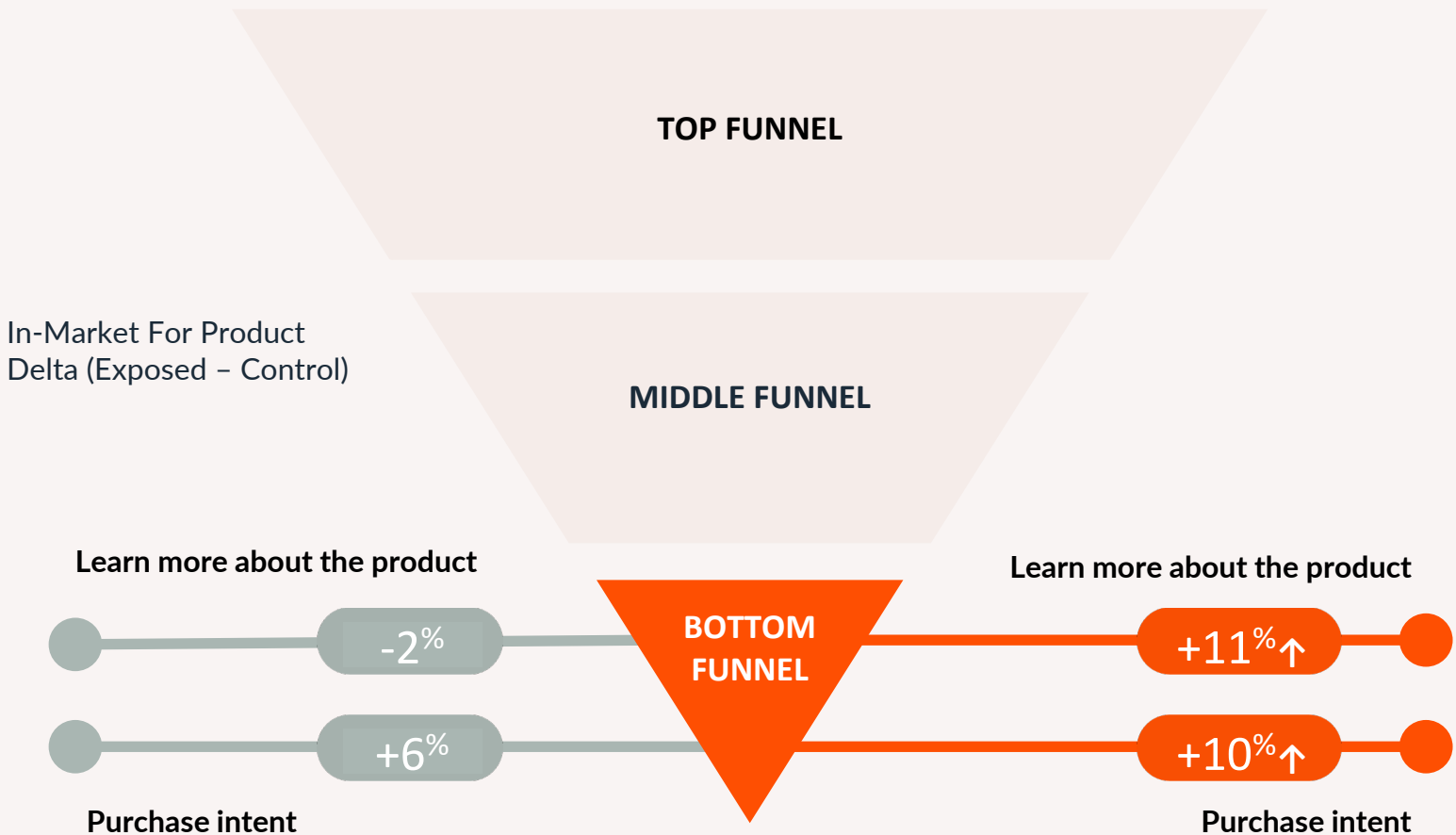
Aligning with audio rituals extends beyond search to purchase

How does Ritual alignment impact brand KPIs?

In-Market For Product
Delta (Exposed – Control)

 No alignment

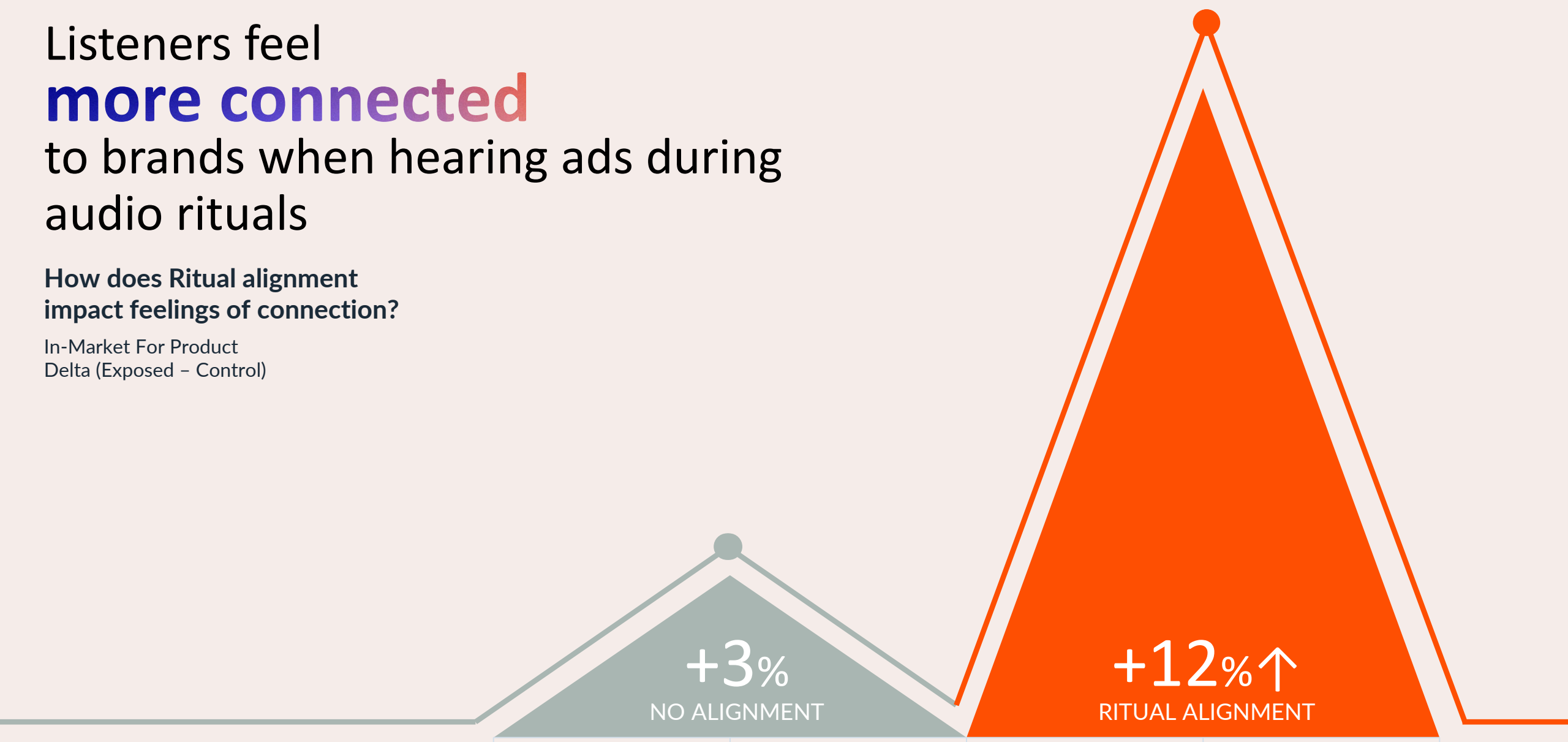
 Ritual alignment



Listeners feel **more connected** to brands when hearing ads during audio rituals

How does Ritual alignment impact feelings of connection?

In-Market For Product
Delta (Exposed – Control)



“FEEL CONNECTED TO BRAND”

In- Market:
No Alignment Control N=112; Exposed N= 114
Ritual Alignment Control N= 104; Exposed N= 110
↑ =statistically significant difference between groups at ≥90% confidence

Audio helps motivate and energize during rituals

I listen to content because I am...



“

I would be less
productive
[without audio]...

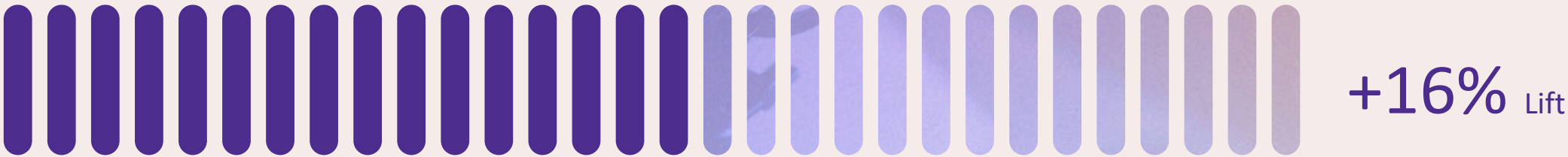
I use audio to help me do
things that I need to do,
put laundry away, do the
dishes, clean the house,
stuff like that.”

Alexis K., 24, Woman
Tucson, AZ

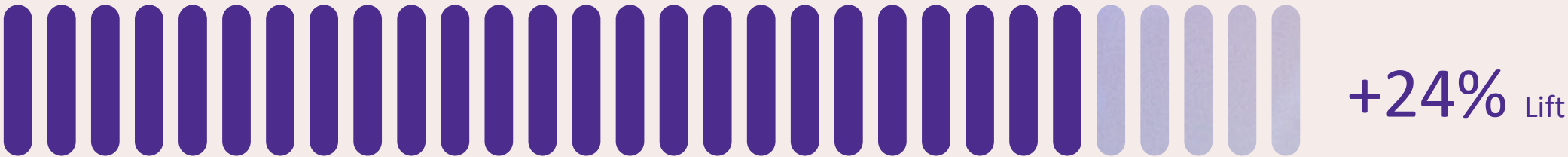
Listeners who felt energized or excited were more receptive to the ad

What impact does mood have in ad effectiveness?

Total Audience Exposed – Those who felt energized/ excited vs. those who did not



The ad “was something I was open to at the time”

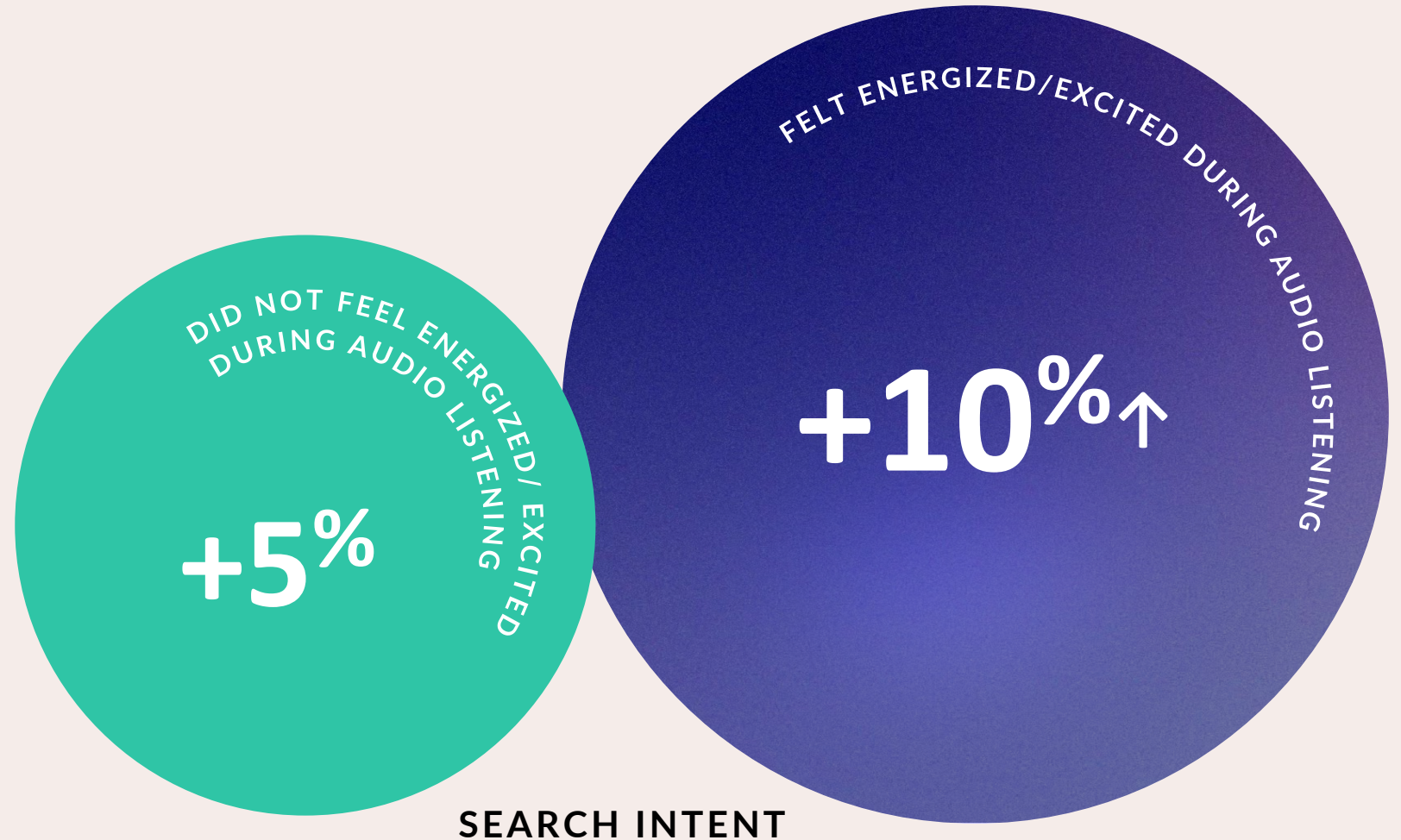


The ad “caught my attention”

The **ENERGY** of audio amplifies ad effectiveness

What impact does mood have
on ad effectiveness?

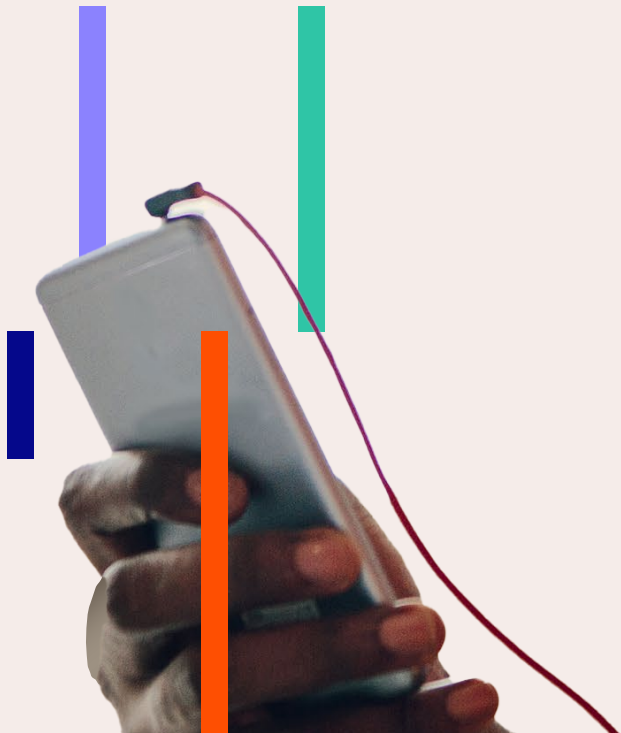
Total Audience
Delta (Exposed – Control)



Total Audience:
Exited/Energized Control N=201; Exposed N= 213;
Not Excited/Energized Control N= 960; Exposed N= 960
↑ =statistically significant difference between groups at ≥90% confidence

What Now?

Considerations for Brands



When aligning contextually, the strength of the match matters

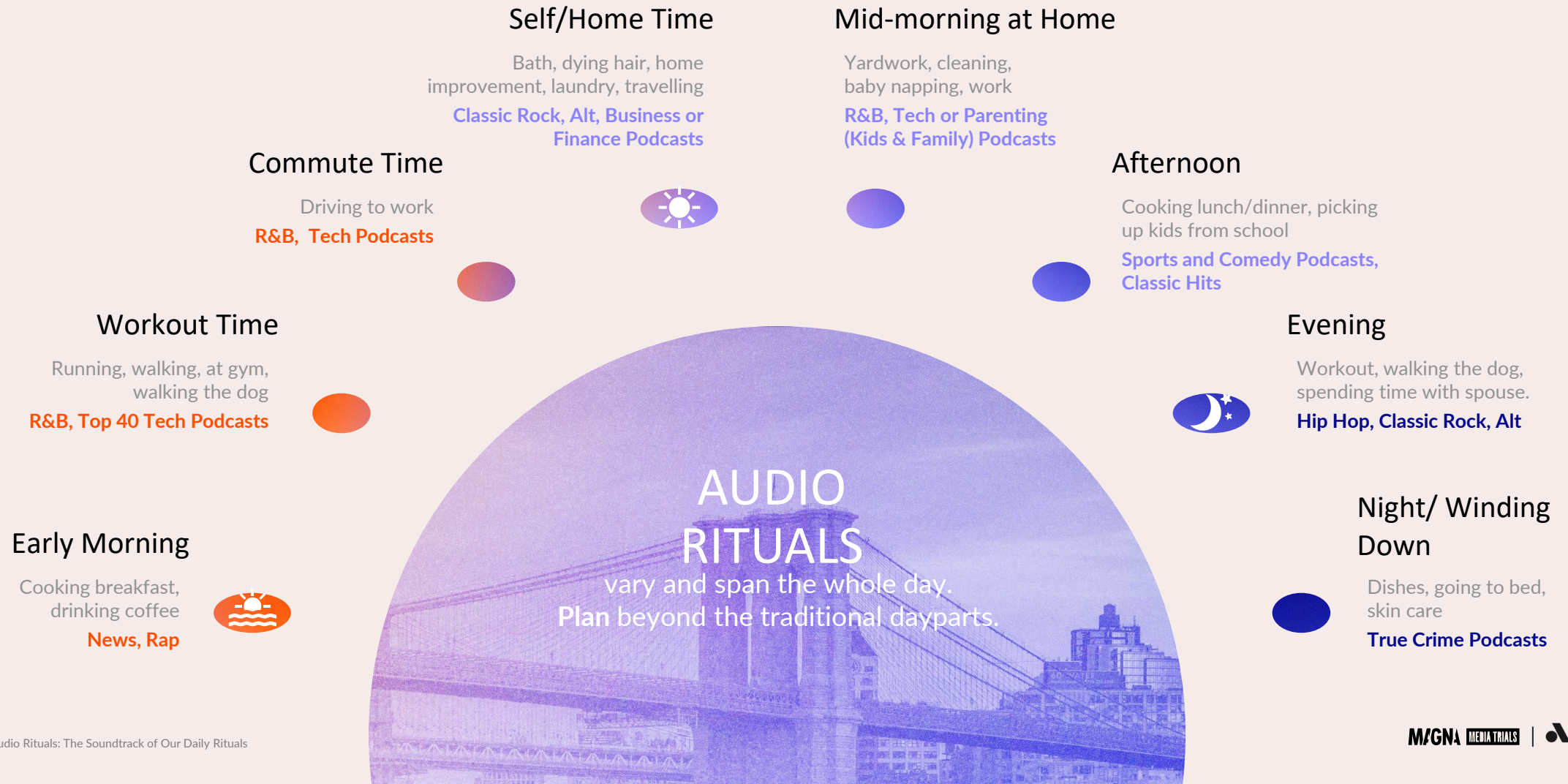
The stronger the match between the ad and the content or ritual, the bigger impact

What is the impact of the strength of the match between content/ ritual and the ad?

% Strongly/Somewhat Agree



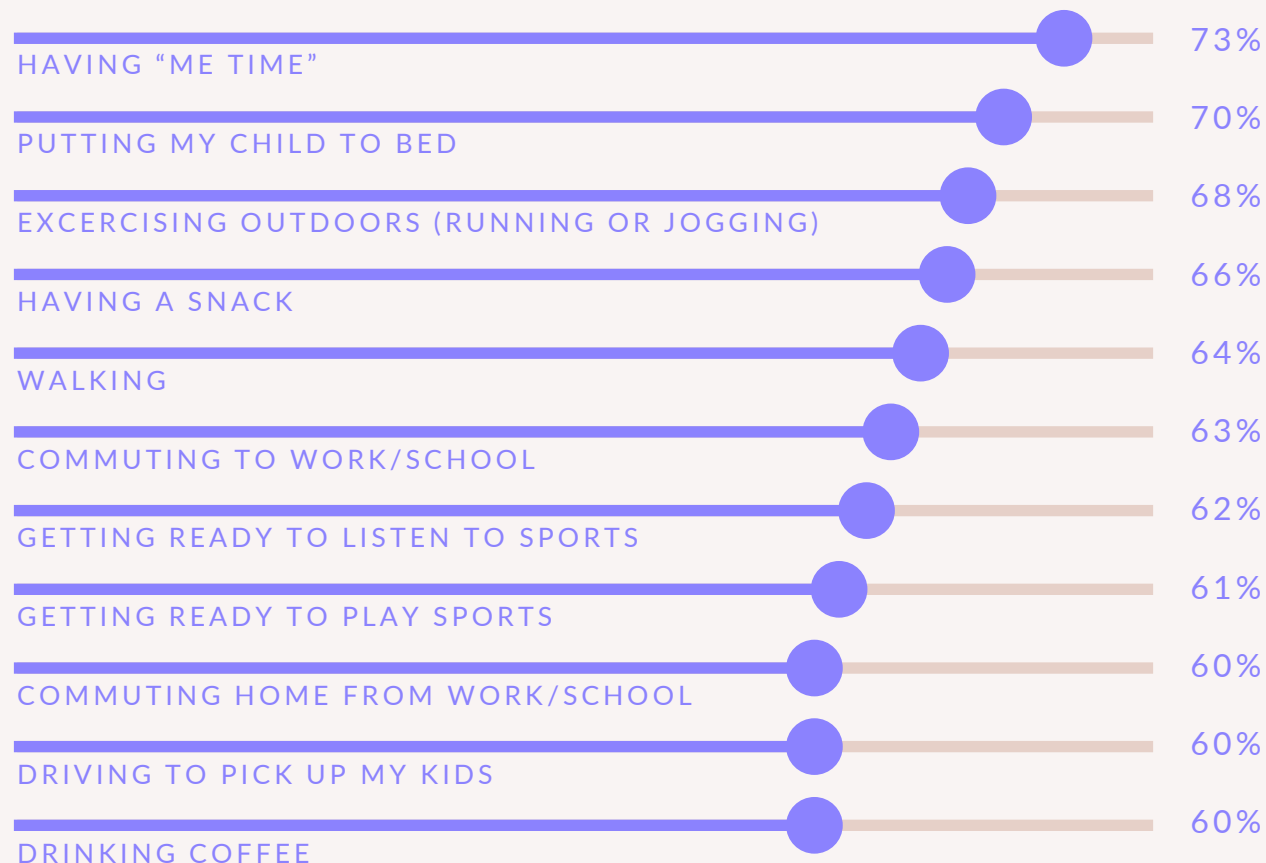
Plan beyond **dayparts** with rituals



Consider aligning with rituals where listeners are most engaged

Top rituals when listeners are most engaged in Audio sources

% Very/Somewhat Engaged



“

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Implications

Implications

Drive bottom funnel with

Contextual

Ensure contextual targeting is a part of your digital audio planning to drive transactional next steps

Amplify with

Rituals

Explore rituals to reach a highly engaged audience and amplify the effectiveness of your audio buy

Thank You

M/GNA MEDIA TRIALS | Audacy

