

THE SECRET TO PROFIT AND TRUST:

# AUDIO



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“This is yet more beautiful data. The case for audio’s effectiveness is unequivocal; in every market we’ve studied globally: **audio is the catalyst that makes your whole campaign work harder.**”

For a relatively modest investment, it’s an unfair advantage hiding in plain sight. It’s the kind of evidence you cannot unhear.”



**PROF. MARK RITSON**

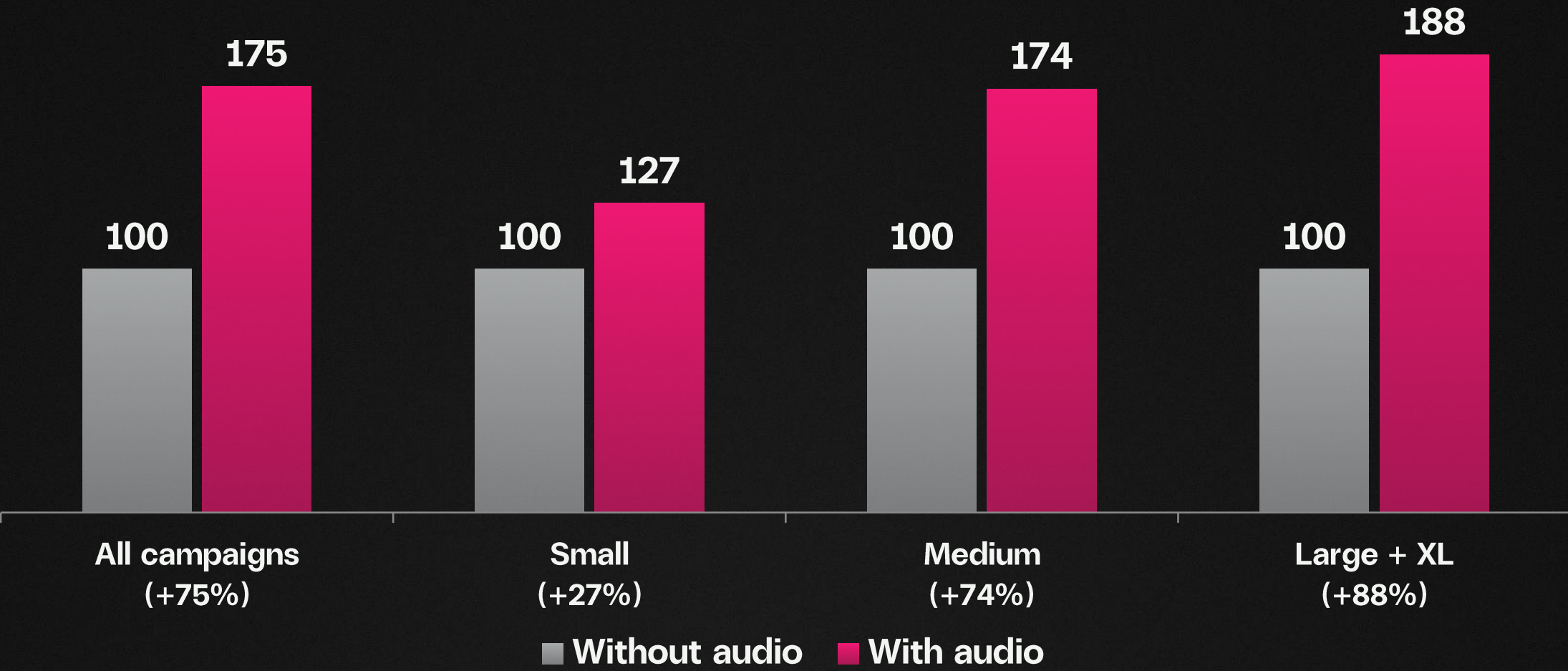
GLOBAL MARKETING CONSULTANT  
& FOUNDER OF MINIMBA

# Acceleration Effect of Audio



Source: Effie x System1 Databank | % of campaigns achieving each outcome (Profit, Trust, Price Insensitivity, Acquisition) - Audio vs No-Audio, indexed to no-audio = 100 | n=1,262 (380 audio, 882 no-audio) | 2007-2023 | Audio = Radio/Podcast coded field

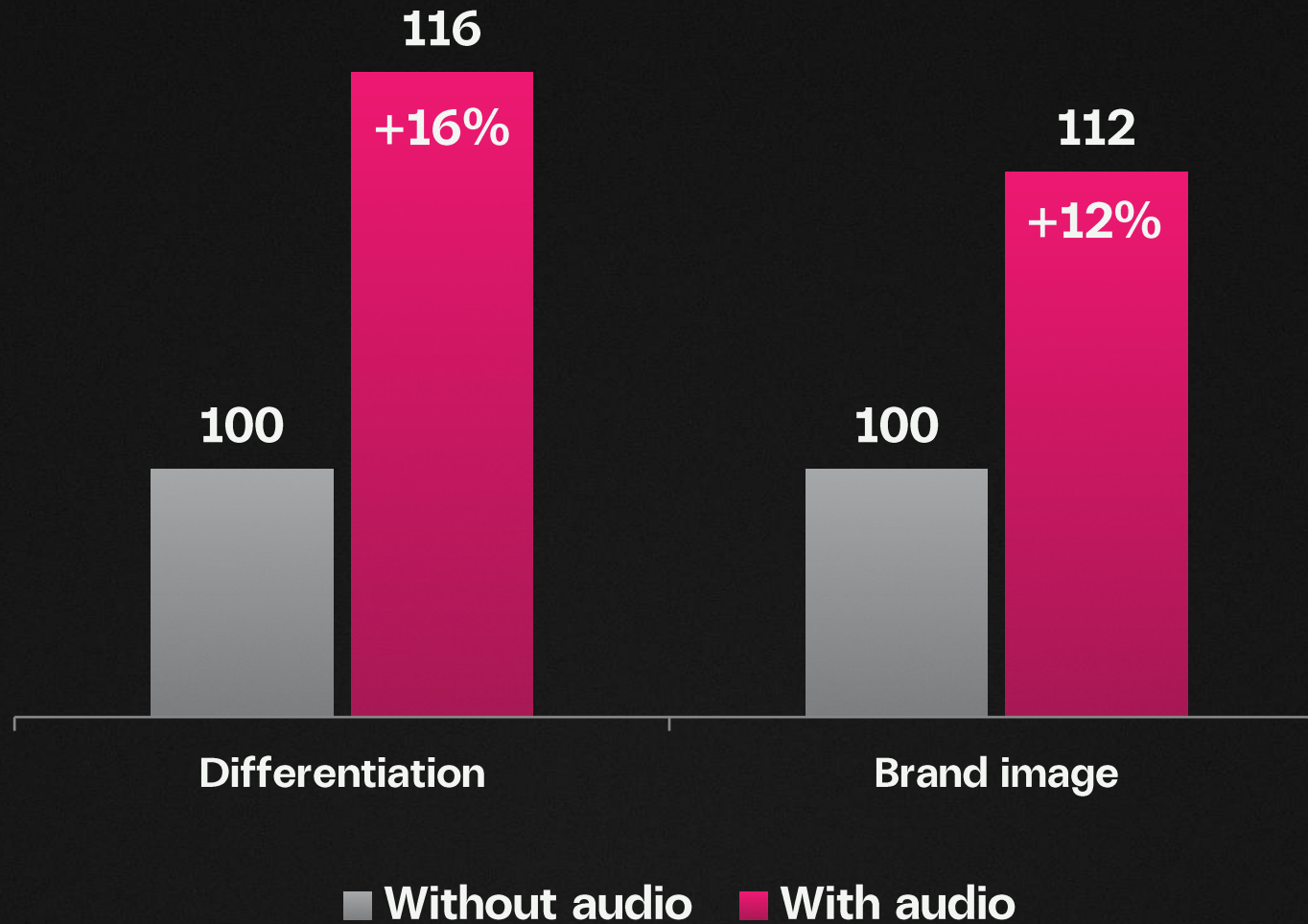
# Audio's Profit Lift Scales With Spend



Source: Effie x System1 Databank | % of campaigns achieving Profit, by media spend band - Audio vs No-Audio, indexed to no-audio = 100 | audio/no-audio: Small 84/214, Medium 128/357, Large+XL 166/301 | 2007-2023 | Audio = Radio/Podcast coded field

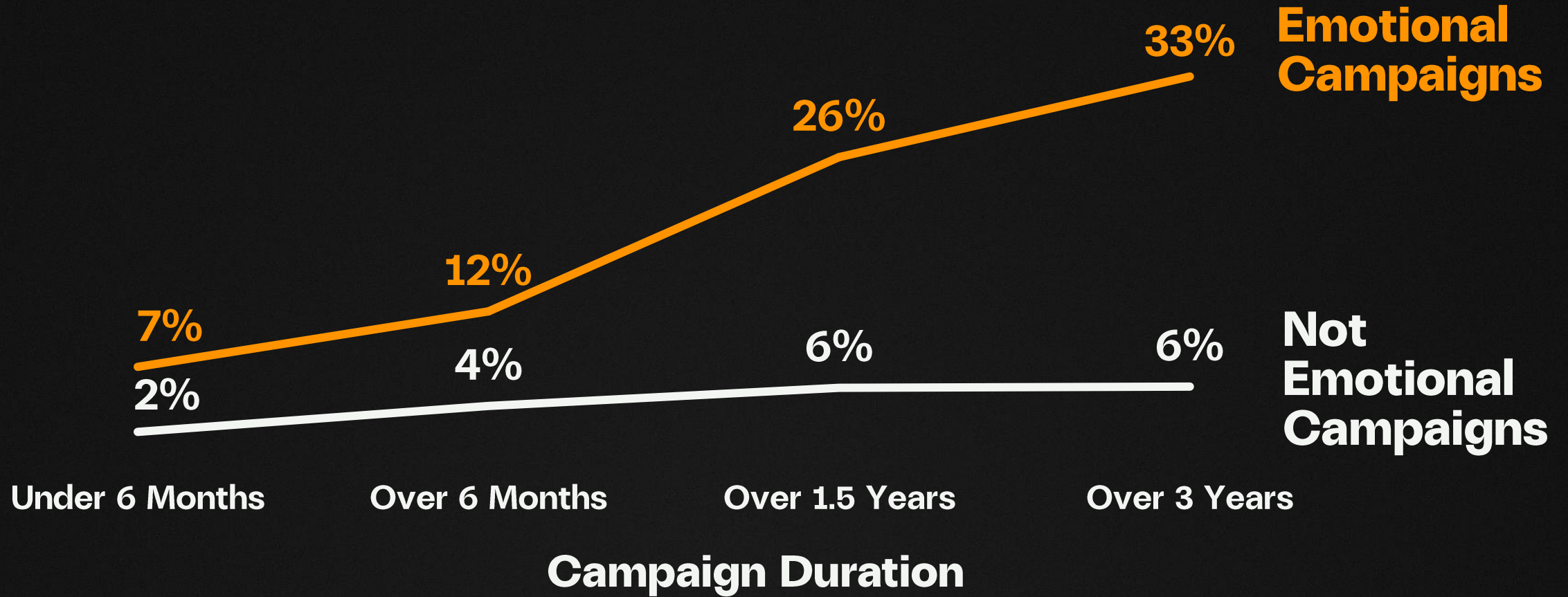


# Differentiation



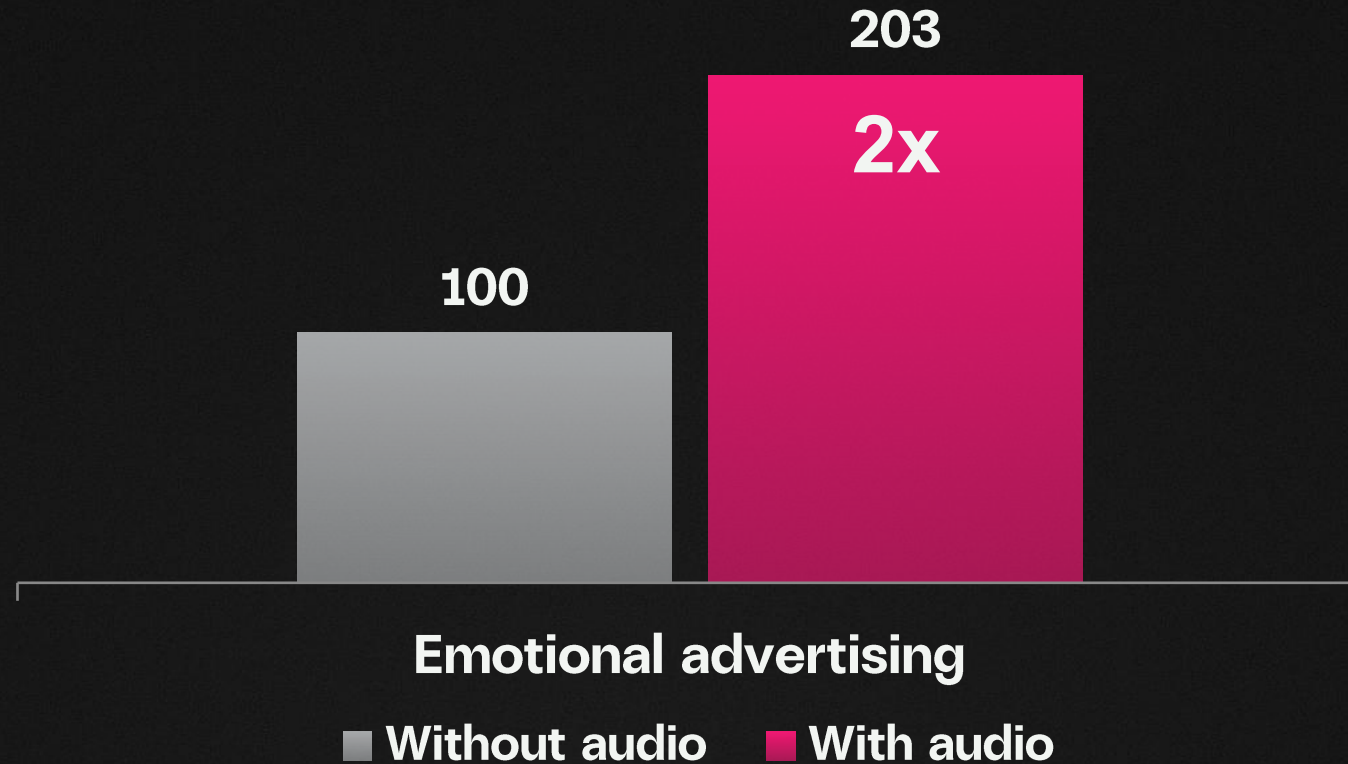
# Emotional Delivery

% campaigns achieving incremental **profit**



# Emotional Delivery

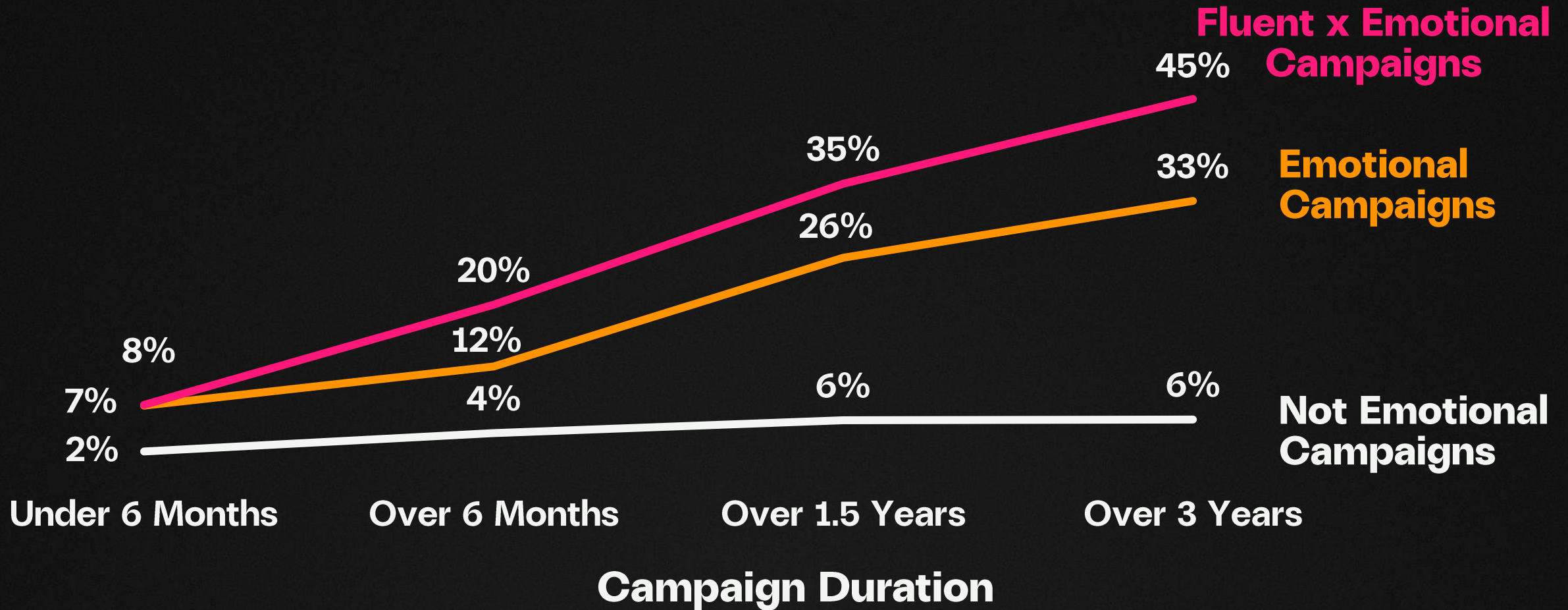
Audio doubles profit for emotional advertising



Source: Effie x System1 Databank | % of campaigns achieving Profit, by emotional quality tier · Audio vs No-Audio, indexed to no-audio = 100 | audio/no-audio: below category 103/253, above 71/204, well above 124/297 | 2007-2023 | Audio = Radio/Podcast coded field

# Emotion x Fluency

% campaigns achieving incremental profit



Source: Effie Case Library | % of campaigns achieving incremental Profit, by campaign duration (fluent and emotional) | n=1,265, ads tested with System1 Test Your Ad (200,000+ global respondents) | 2007-2023

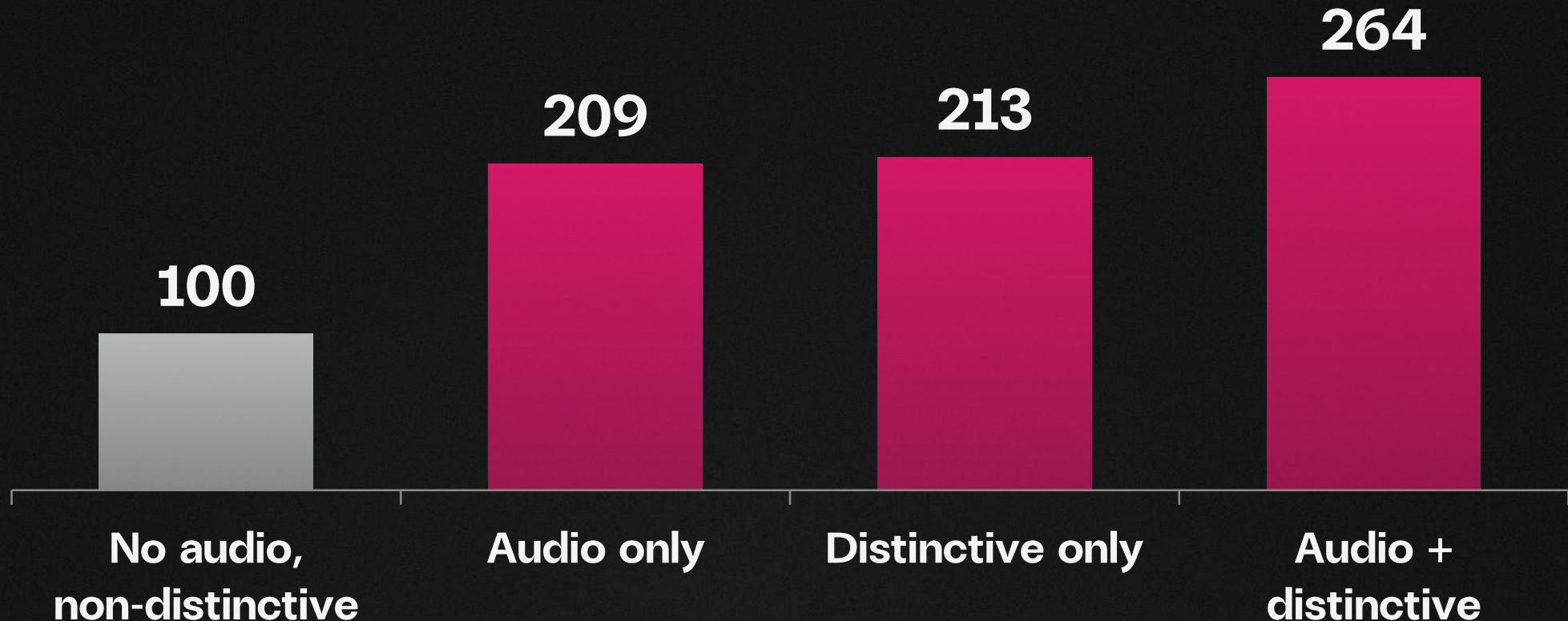


# Fluency Depends on Type of Distinct Brand Asset



# Audio x Codification

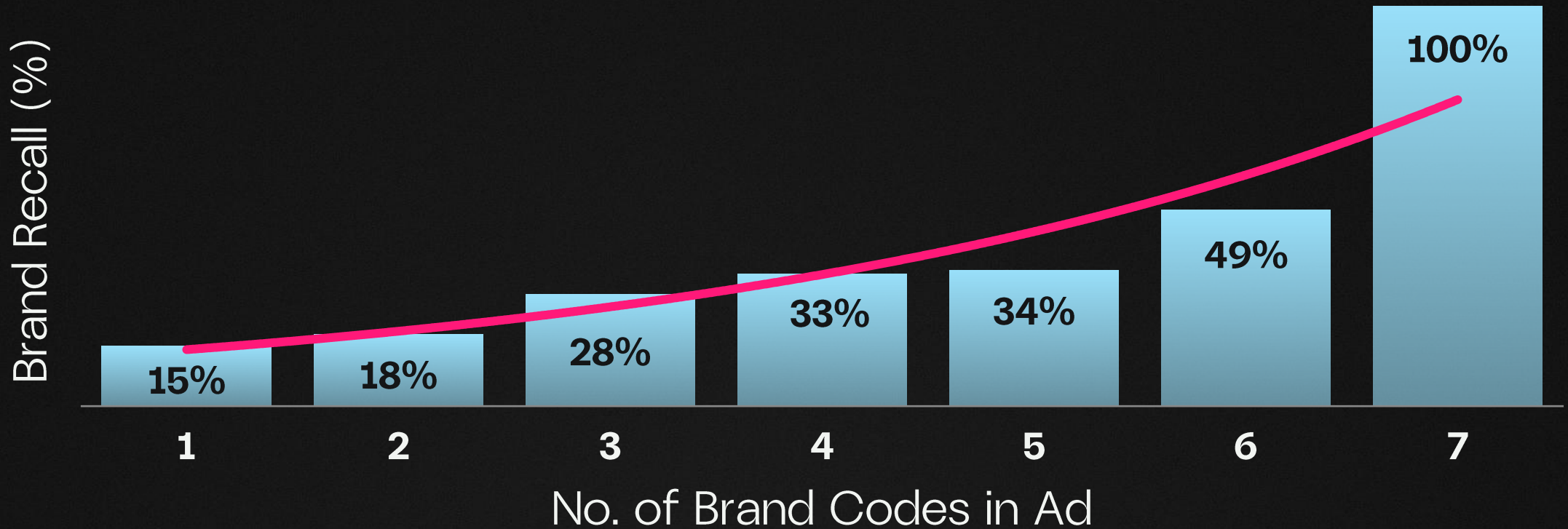
Audio and distinctive assets each roughly double profit, together they go furthest



Source: Effie x System1 Databank | % of campaigns achieving Profit, by audio x distinctiveness · Audio vs No-Audio, indexed to no-audio non-distinctive = 100 | n by cohort: no-audio non-distinctive 686, no-audio distinctive 196, audio non-distinctive 304, audio distinctive 76 | 2007-2023 | Audio = Radio/Podcast coded field



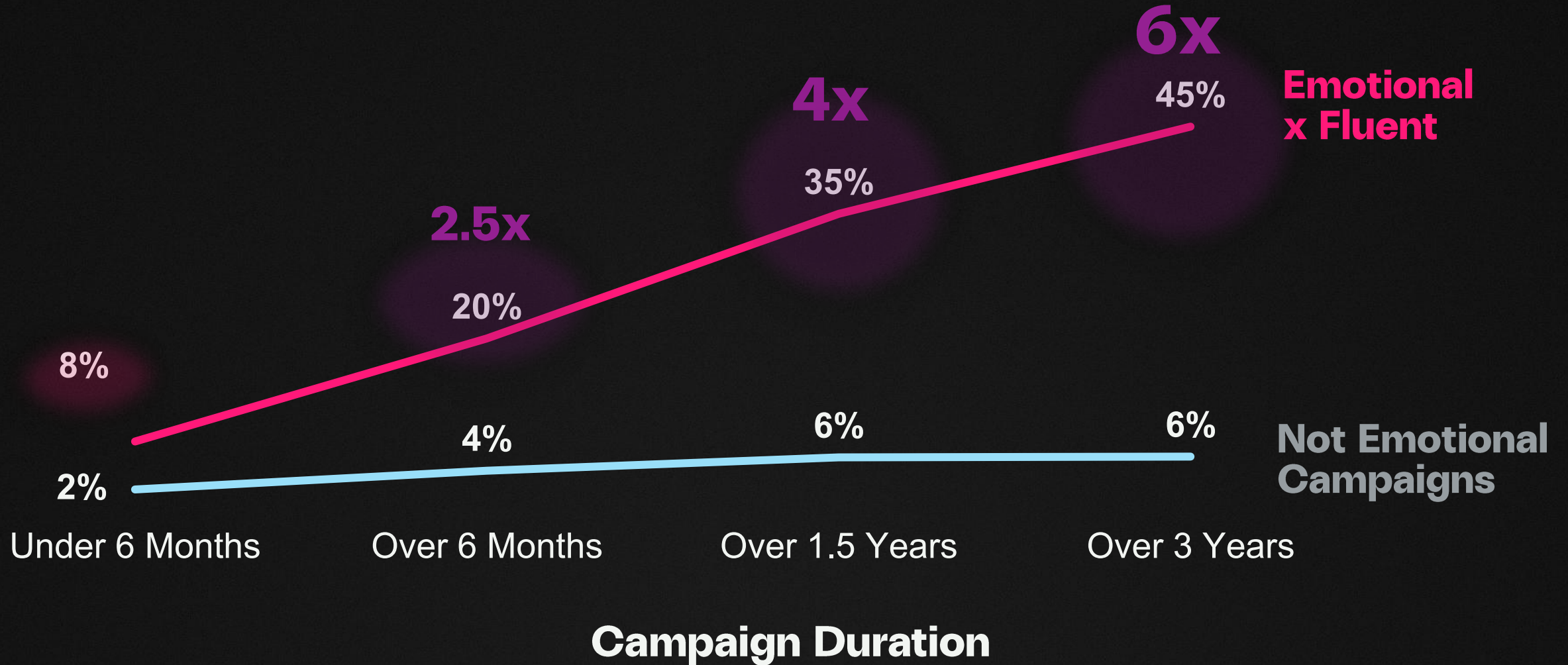
# Fluency Depends on DBA Frequency



Within vertical quartiles: Top vs Bottom quartile Star Rating, with top quartile Fluency Rating. 1265 US, Europe, UK & Ireland campaigns between 2007-2023 from the Effie Case Library (2017-2023 program years). Ads tested with System1's Test Your Ad with 200,000+ Global Respondents.



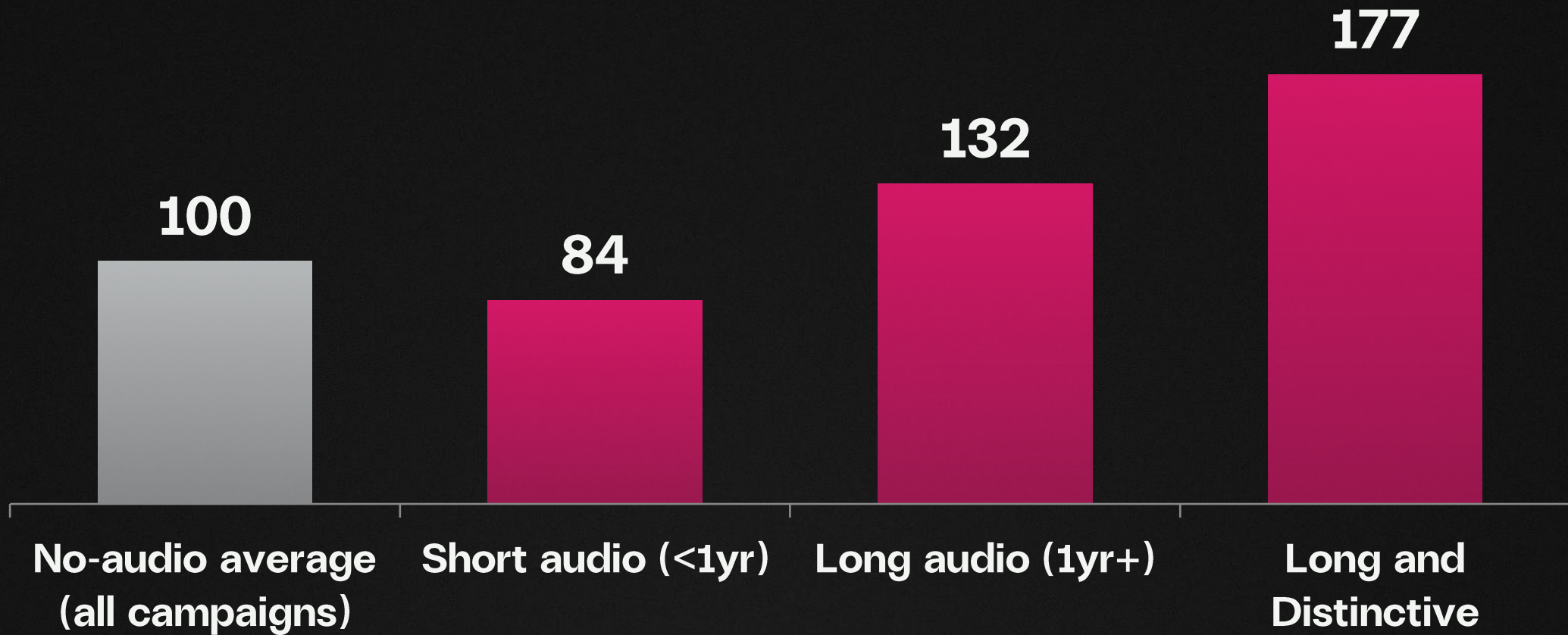
# Emotion x Fluency x Time



Within vertical quartiles: Top vs Bottom quartile Star Rating, with top quartile Fluency Rating. 1265 US, Europe, UK & Ireland campaigns between 2007-2023 from the Effie Case Library (2017-2023 program years). Ads tested with System1's Test Your Ad with 200,000+ Global Respondents.



# Emotion x Fluency x Time



Source: Effie x System1 Databank | % of campaigns achieving incremental Share Gain, by audio duration and distinctiveness - Audio vs No-Audio, indexed to no-audio = 100 | no-audio baseline 882; audio Short <1yr 260, Long 1yr+ 120, Long+Distinctive 25 (directional) | 2007-2023 | Audio = Radio/Podcast coded field





“Across the globe, the data consistently proves **emotional audio campaigns roughly double their profit**. Pair that emotion with distinctive sonic brand assets and run it consistently, and the effect compounds again. It’s simple, yet sound advice.”



**ANDREW TINDALL**  
SYSTEM1 CHIEF GROWTH OFFICER

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