

# Prove the Power of Audio to Engage and Promote Positive Brand Outcomes

## Case Study

Content: **Audio - Podcast**

Clients: **Podcast producers/networks**

Features: **Live data collection and ad detection**

## Challenge

Audio streaming is increasingly taking a central role in people's lives and has experienced explosive growth in recent years. The medium's rapid growth and the inherent difference in its consumption vs. visual media like video means that there is a scarcity of data available to prove its value to advertisers. A new approach is needed.

### We were challenged by a client to



Prove the positive aspects of audio in promoting emotional engagement and positive outcomes for brands



Set the basis for building the ongoing attention/engagement measurement platform that the audio industry lacks

Building on the fact that Galvanic Skin Response is the single most reliable indicator of emotional arousal or whether and to what extent people are excited to media content, these metrics can be a scalable attention metric for audio formats across platforms.

## Solution

A panel of 200 consumers was incentivized to listen to series of podcasts (client vs. competition) of various genres in their homes, while their biometric responses were monitored and synced with the content. Panelists listened to the content at their pace throughout a month, while also responding to short surveys (ad recall). All ads in each podcast were identified via Audio Content Recognition and tagged.

## Deliverables

The client was able to access over 1500 hours of accumulated data consisting of the emotional engagement timeline across over 25 podcasts episodes and over 30 music playlists. Also, data included the emotional impact of each ad and declarative brand metrics.

With this project, the client was able to

- Understand which elements promote listener engagement with each podcast genre
- Benchmark their shows vs. competitors, and, crucially
- Demonstrate the effective power of audio (in relation to TV) to deliver highly engaged audiences and promote positive brand outcomes