“Are branded podcasts effective?”

“Do they deliver a compelling environment for brands?”
Podcast listeners are active
94% of podcast listeners do so while focused on another activity

Q16 During which activities are you most likely to listen to a podcast?

- Tasks at home: 61%
- Relaxing at home: 57%
- Driving: 55%
- Commuting: 54%
- Working: 29%
- Outdoor exercise: 28%
- Running errands: 24%
- Working out at the gym: 21%

Source: BBC Audio: Activated Study, Sept 2019
KEY FINDING #1
For branded podcasts, branding *stands out* from content
Branded podcasts beat the benchmark when compared to radio

COMPARISON OF ENGAGEMENT FOR BRANDED PODCAST TO AUDIO BENCHMARKS

RADIO BENCHMARK

BRANDED PODCAST (AVG ACROSS BRAND MENTIONS)

CONTENT
BRAND
CONTENT
BRAND

0.56
0.53
0.67
0.78

5%
16%

16%

RADIO BENCHMARK SOURCE: Neuro-Insight memory encoding benchmark, based on 4K+ radio spot ads (broadcast and streaming) tested globally for memory encoding performance. Avg length of content: 5-7min. Avg length of ad spot: 30s-60s.
KEY FINDING #2

Listeners create *implicit associations* with the brand based on *words they hear* in the podcast.
Language frequency creates implicit associations with the brand

12 mentions of the word ‘innovative’ in podcast

[BRAND] is ‘innovative’

Implicit Test

Pre: 133 vs Post: 141

6% increase
KEY FINDING #3
Branded podcasts uniquely cut through with ad avoiders
Cutting through with ad avoiders

BRANDED PODCAST GROUP AND GLOBAL TV BENCHMARK IN ENGAGEMENT WITH BRAND MOMENTS

<table>
<thead>
<tr>
<th></th>
<th>TVC Benchmark</th>
<th>Branded Podcast</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEMORY</td>
<td>0.565</td>
<td>0.69</td>
</tr>
<tr>
<td>ENGAGEMENT</td>
<td>0.56</td>
<td>0.71</td>
</tr>
<tr>
<td>EMOTIONAL INTENSITY</td>
<td>0.57</td>
<td>0.70</td>
</tr>
</tbody>
</table>

TVC BENCHMARK SOURCE: Neuro-Insight memory encoding benchmark, based on 25K+ TV ad spots tested globally for memory encoding performance. 15s – 90s duration (avg: 30s).
KEY FINDING #4

Listening to branded podcast whilst engaged in an activity increases engagement, emotional intensity and long term memory of the podcast.
Listening as a secondary activity

LONG TERM MEMORY ENCODING

Activity

Brand Mention

Active (Secondary) Listeners
Inactive (Primary) Listeners
Activity reduces listener wear-out

ENGAGEMENT LEVEL ACROSS DURATION OF PODCAST IN PRIMARY V SECONDARY LISTENING BY BRAND MOMENT

- Inactive (Primary) Listeners
- Active (Secondary) Listeners

Audio:Activated

BBC News GLOBAL

Brand Moment 1  Brand Moment 2  Brand Moment 3  Brand Moment 4  Brand Moment 5  Brand Moment 6  Brand Moment 7
WANT TO KNOW MORE?
Email: internationalsales@bbc.com

BBC AUDIO: ACTIVATED 2019