

**BBC AUDIO:ACTIVATED 2019** 

# Audio:Activated

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"Are branded podcasts effective?"

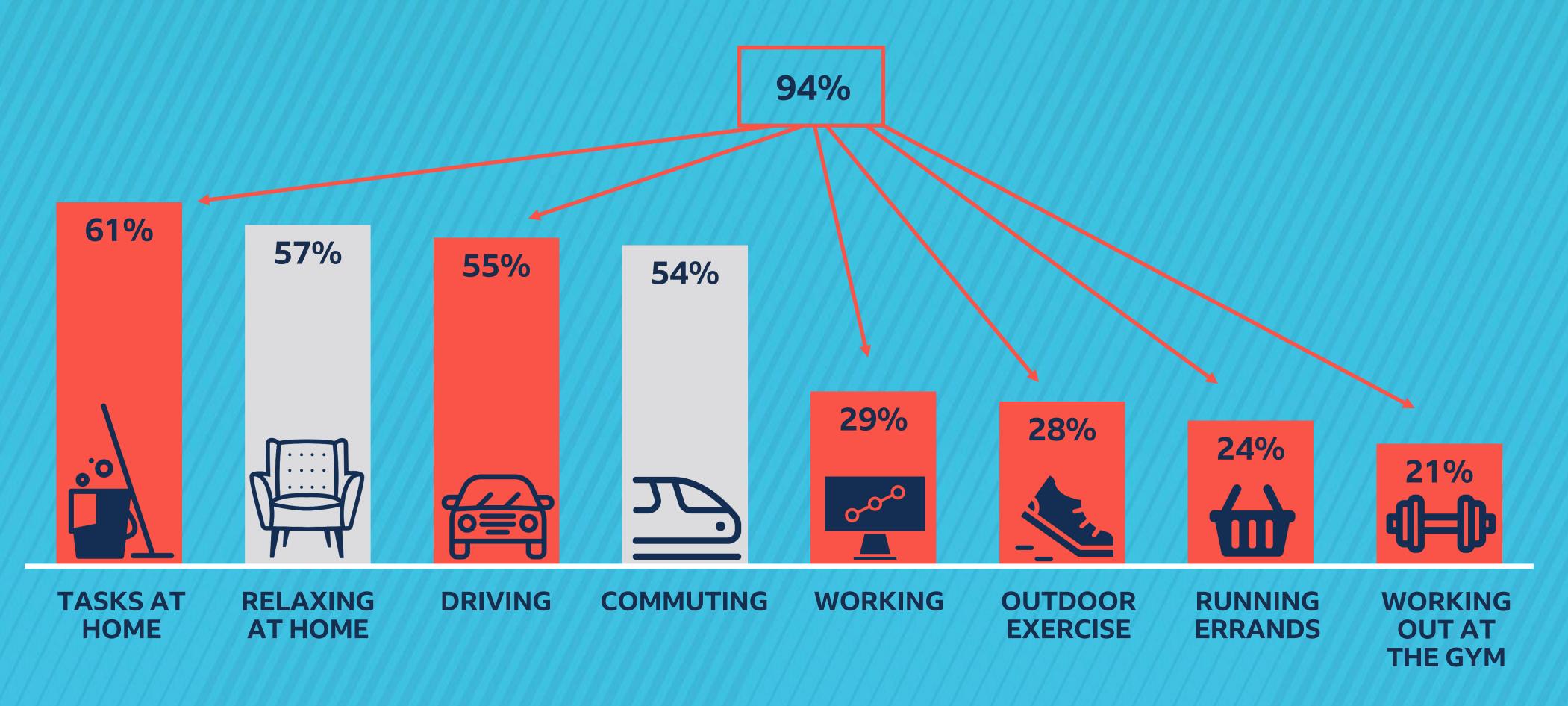


"Do they deliver a compelling environment for brands?"





## Podcast listeners are active 94% of podcast listeners do so while focused on another activity





Source: BBC Audio: Activated Study, Sept 2019 Q16 During which activities are you most likely to listen to a podcast?





## **KEY FINDING #1** For branded podcasts, branding *stands out* from content

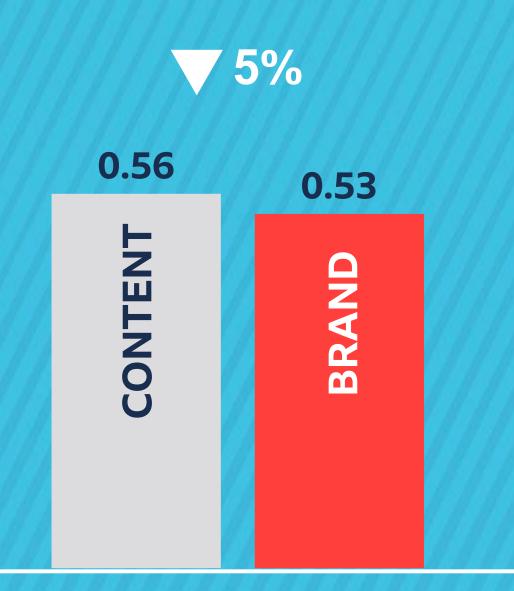








# Branded podcasts beat the benchmark when compared to radio

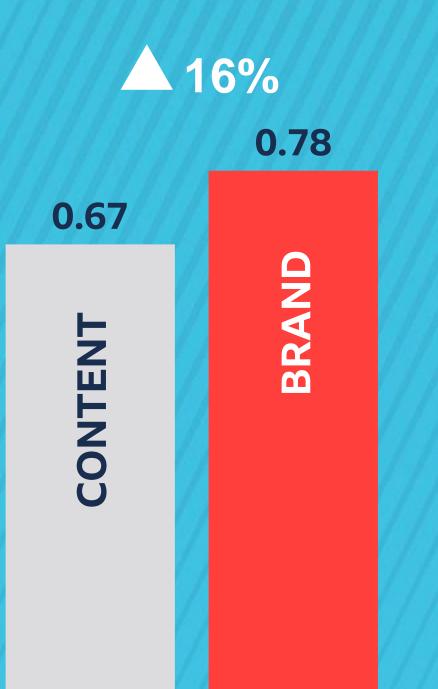


#### **RADIO BENCHMARK**

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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.

#### **COMPARISON OF ENGAGEMENT FOR BRANDED PODCAST TO AUDIO BENCHMARKS**



#### **BRANDED PODCAST** (AVG ACROSS BRAND MENTIONS)





## **KEY FINDING #2** Listeners create *implicit associations* with the brand based on *words they hear* in the podcast

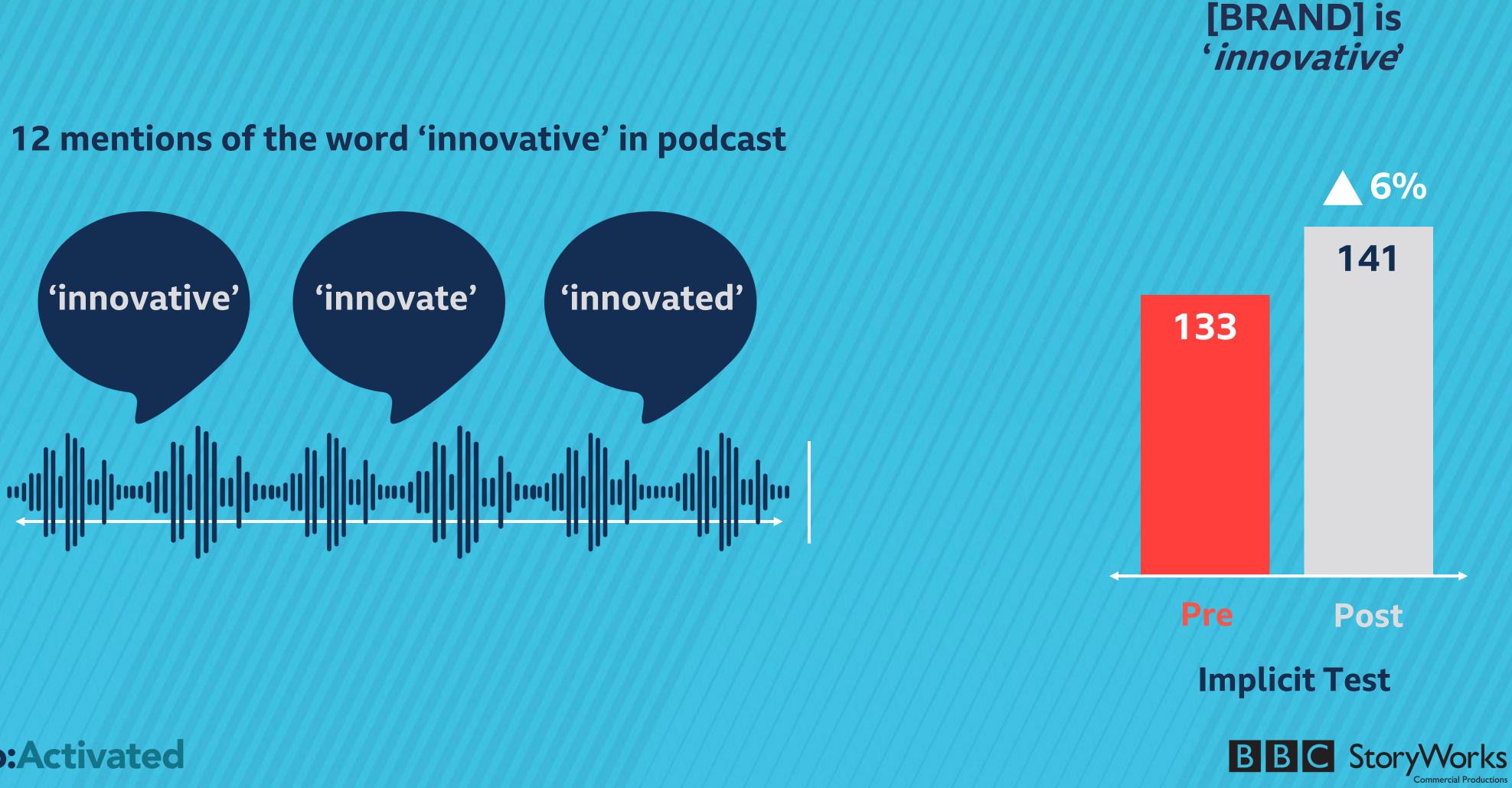








# Language frequency creates implicit associations with the brand











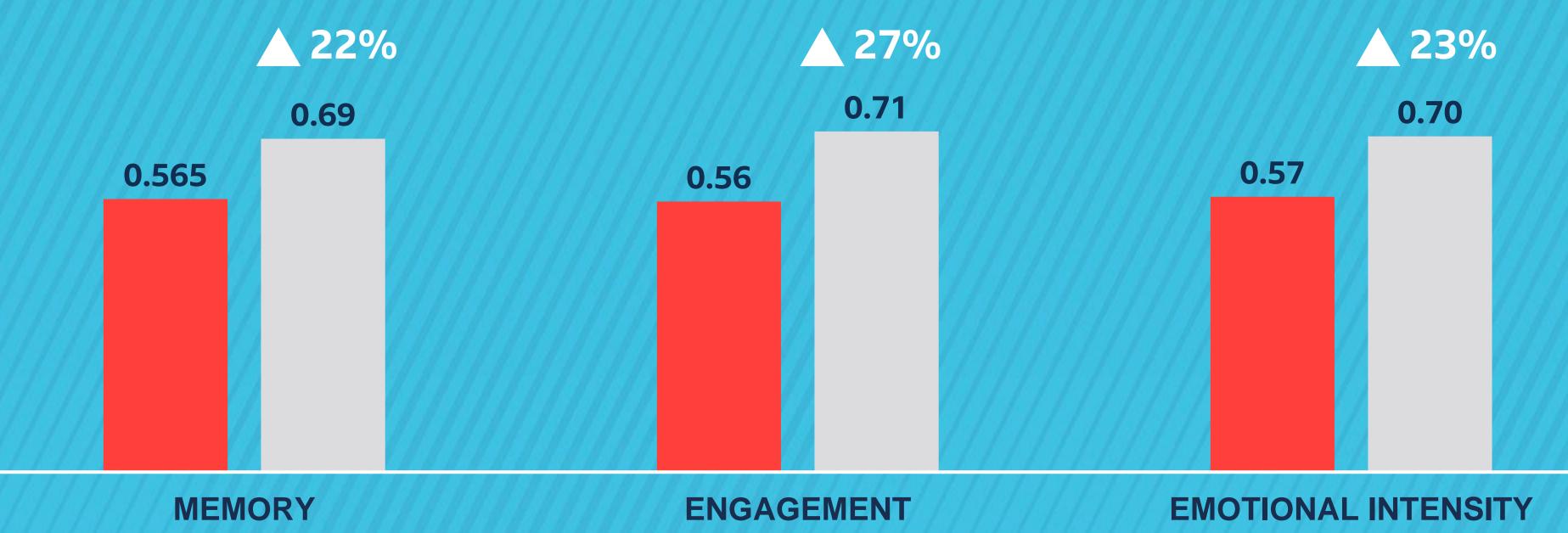
# **KEY FINDING #3** Branded podcasts uniquely *cut through* with ad avoiders





# Cutting through with ad avoiders

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



#### **TVC Benchmark**

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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).



Branded Podcast





## **KEY FINDING #4** Listening to branded podcast whilst engaged in an activity increases engagement, emotional intensity and long term memory of the podcast



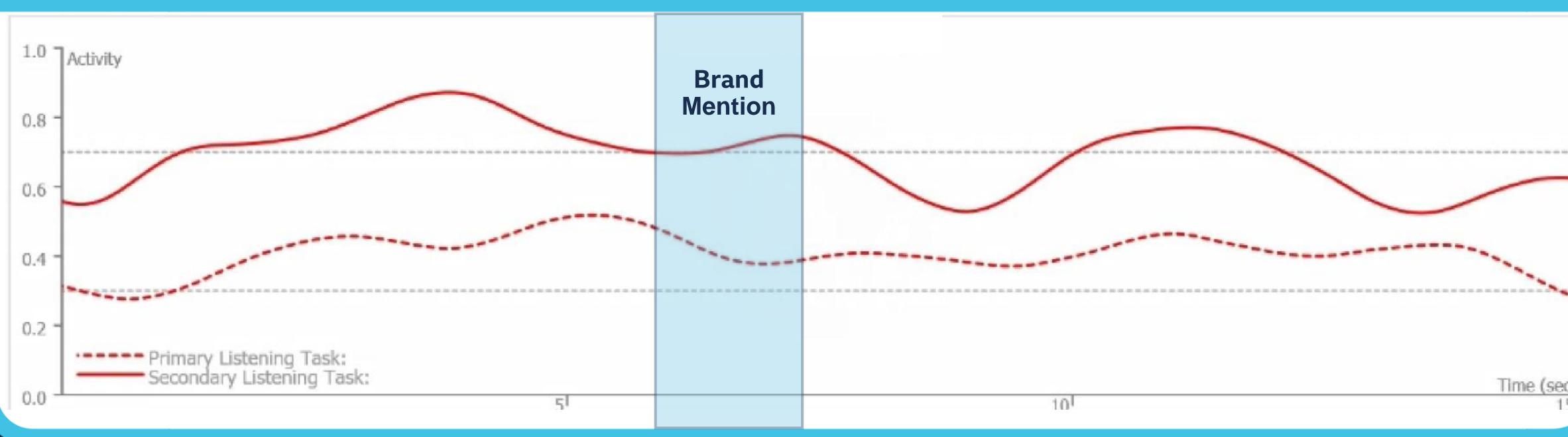






# Listening as a secondary activity

### LONG TERM MEMORY ENCODING







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

Brand Moment 1 Brand Moment 2 Brand Moment 3 Brand Moment 4 Brand Moment 5 Brand Moment 6 Brand Moment 7

Active (Secondary) Listeners Inactive (Primary) Listeners







WANT TO KNOW MORE? Email: internationalsales@bbc.com

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