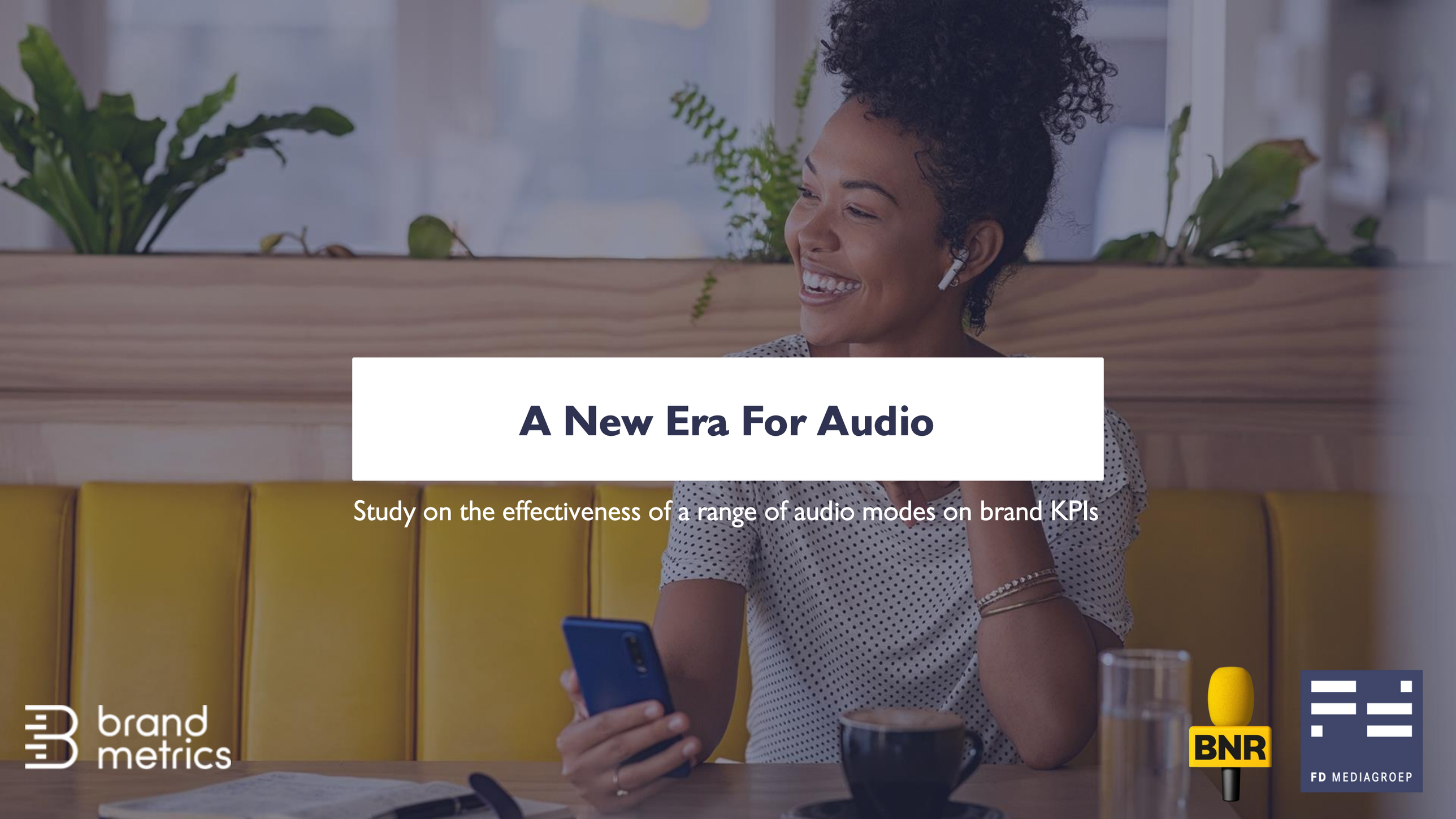


A New Era For Audio

Study on the effectiveness of a range of audio modes on brand KPIs

brand metrics

BNR

FD MEDIAGROEP

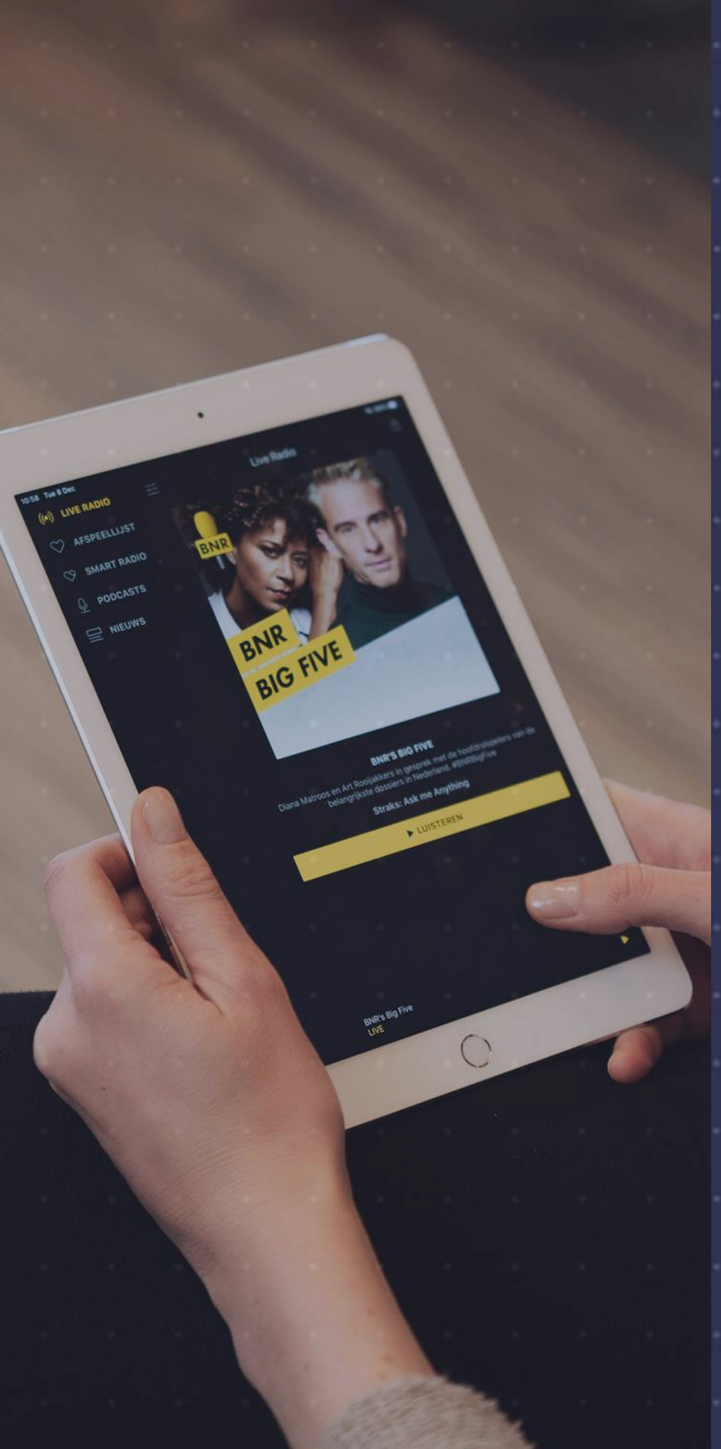
Introduction

The world of audio is going through a deep transformation. New media, new technologies, and new channels are creating new opportunities for listening at new and different times.

On the part of advertisers, these developments are accompanied by growing demand for audio campaigns across the different audio channels: Radio, Podcast & Livestream.

To respond to this demand, Brand Metrics and FD Mediagroep teamed up and surveyed more than 32 campaigns among BNR listeners in the past year.

FD Mediagroep is pleased to share the first realised brand effects of A New Era For Audio in this whitepaper.



Summary

Advertising on BNR has a significant brand impact. What was already assumed intuitively, is now confirmed by this solid study. Because 78% of all listeners listen to BNR with high attentiveness, the medium generates significant results for brand awareness, consideration, and preference. The five key insights are summarised below.

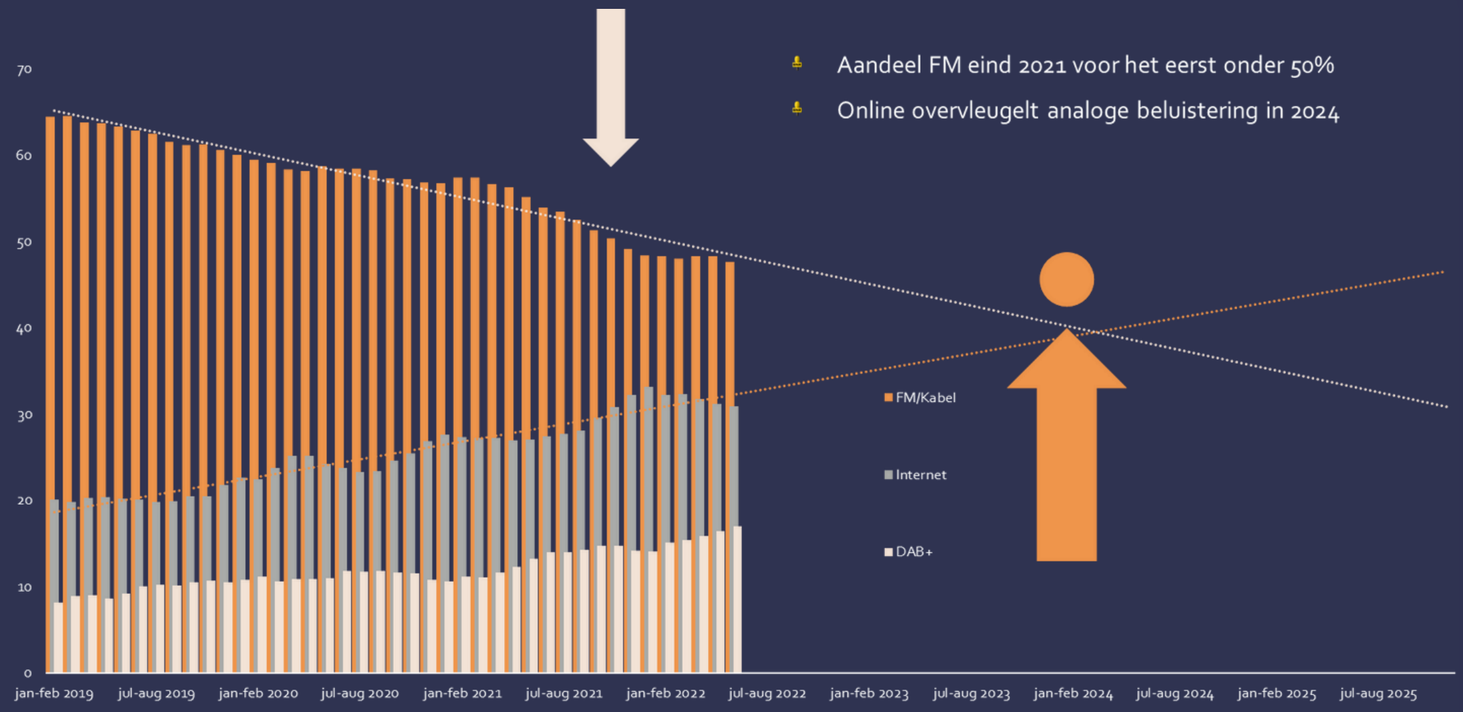
1. *An advertiser combining Radio, Podcast & Livestream in audio campaigns realises the highest brand lift performance at +17.3%.*
2. *The combination of Radio, Podcast & Livestream ensures the highest rise in brand awareness with +10.8%. The combination of Radio & Podcast is the runner-up with +9.1%.*
3. *To grow brand consideration and preference, we see that the combination Livestream & Podcast yields the best results.*
4. *Shorter campaigns (< 20 sec.) show well over twice the brand lift at +19.2% than campaigns longer than 20 seconds.*
5. *The brand lift of audio campaigns is at +15%, nearly twice as high compared to traditional online display at +8%.*

A New Era For Audio

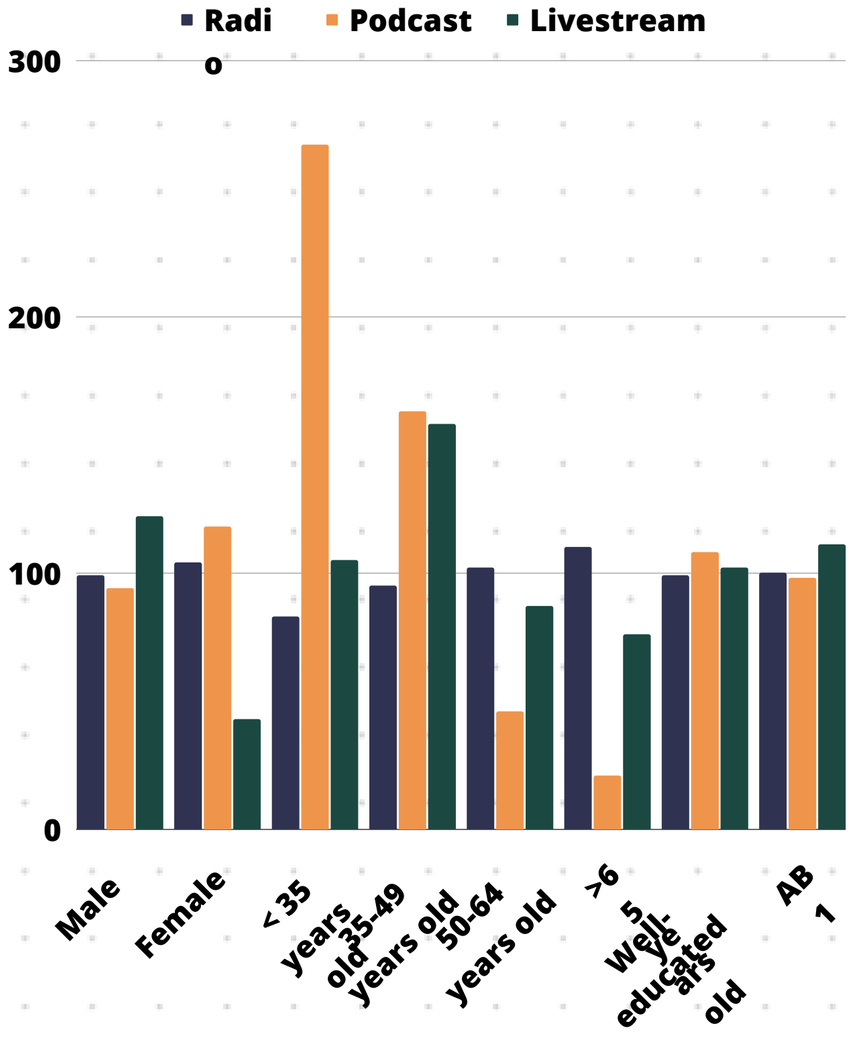
The digital future

Changing audio listening behaviour is leading to a rise in the share of digital listening. In January 2022, digital listening had already increased by 5% compared to August 2021. If that trend continues, Livestream (digital) will outperform FM (analogue) by the spring of 2024.

These developments are a direct reason for FD Mediagroep to re-establish the link within the listeners in relation to age, listening time, listening location, device, and content once again: A New Era for Audio.



Listening profiles



At the same time as the studies with Brand Metrics on the effect of audio campaigns, FD Mediagroep initiated a comprehensive study on listening profiles within ‘A New Era For Audio’ in collaboration with the reputable research agency Motivaction.

What stands out is the young target audience that has found its way to BNR. They mainly listen to BNR Podcasts and BNR Livestream.

We also found that people are listening much more during the day: at work, on the move, and even in the gym and before going to sleep. With these developments, BNR listeners have become more accessible in their private lives.

Source: Motivaction Het Nieuwe Luisteren - FDMG 2022

Audio channels

The audio landscape is split up into the following forms to map the listening profiles and effect of the different forms of audio:

Radio

DAB+, FM & Analogue

Podcast

BNR & FD Podcasts

Livestream

Digital, IP & On Demand

BNR Radio listeners

82%

listen to BNR while on the road

56%

are well-educated

69%

work more than 32 hours

62%

earn more than the median income

Source: Motivaction Het Nieuwe Luisteren - FDMG 2022

BNR Livestream listeners

Index 158

35-49 years old

64%

are decision-makers

68%

listen at home to BNR

50%

earn more than the median income

Source: Motivaction Het Nieuwe Luisteren - FDMG 2022

BNR Podcast listeners

Index 266
Aged under 35

61%
are decision-makers

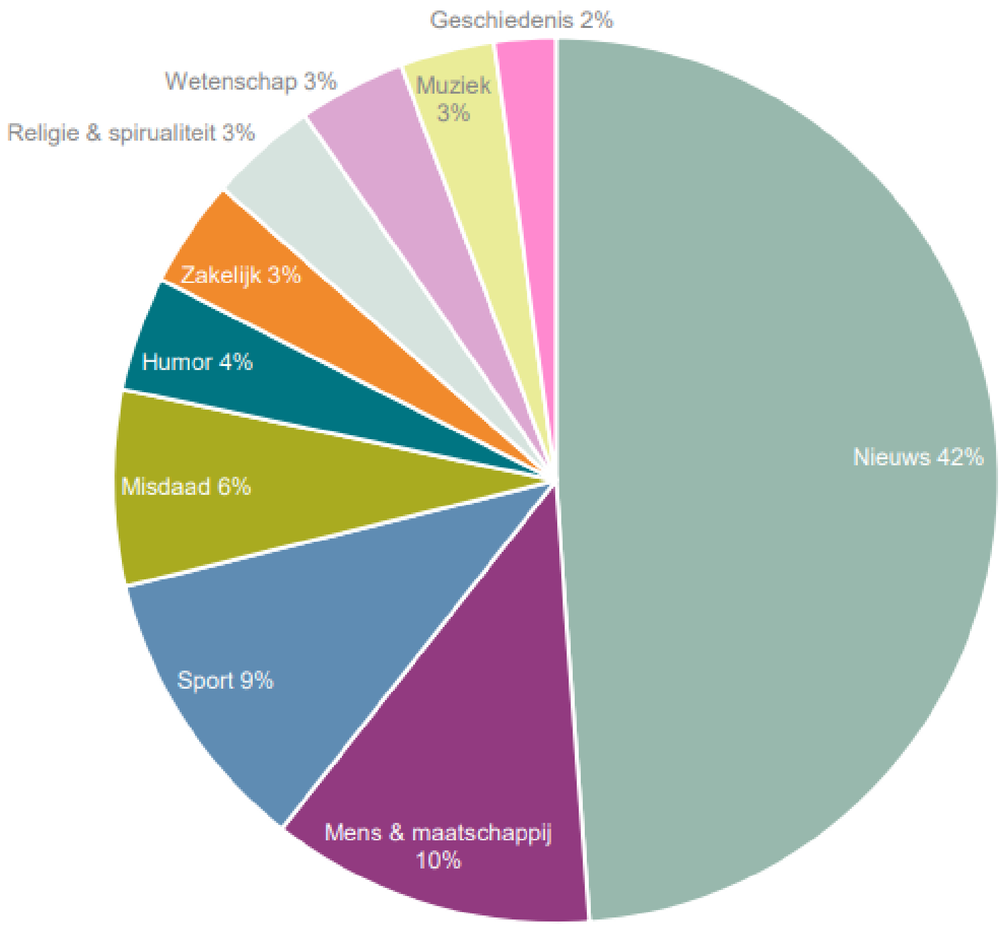
96%
listen attentively

54%
are well-educated

Source: Motivaction Het Nieuwe Luisteren - FDMG 2022

Podcast trends

At this time, 49% of all Dutch adults listen to podcasts from time to time. With the trend continuing to rise, you could call every year the 'Year of the Podcast'.



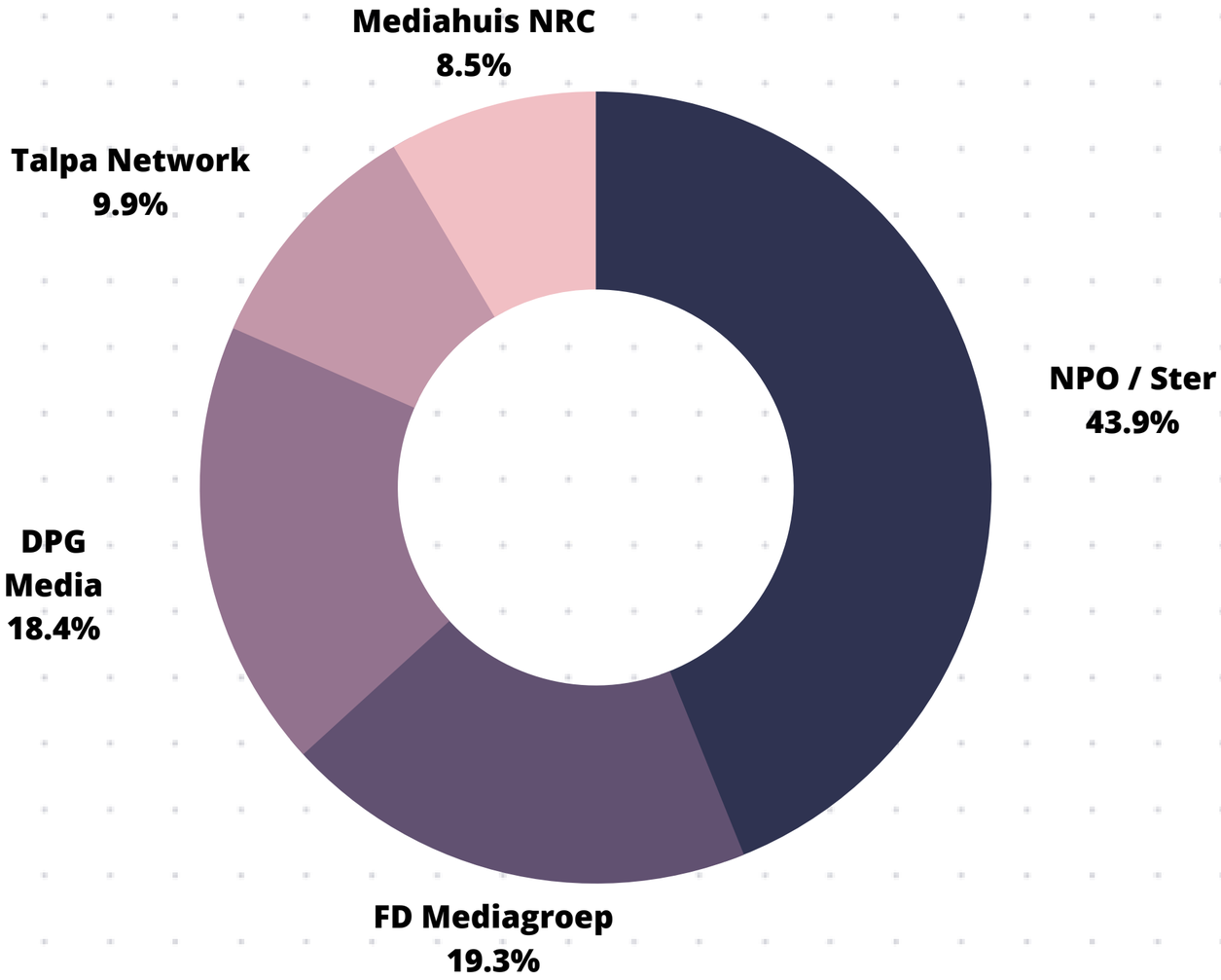
- Most podcasts are downloaded during morning peak hours (07.00-09.00), with evening peak hours (16.00-19.00) coming in second. The time window in between generates about one million downloads per hour.
- 'News' is by far the most popular category with a 37% download share in Q1 and as much as 42% in Q2.
- Users download nearly 3.5 podcasts per week on average. The average duration of a podcast is half an hour.
- Reasons for listening to podcasts include for relaxation (58%) or to learn something (46%).

Sources: Audify NLO *Podcast Standaard halfjaarrapport 2022* and
FD Podcastmarkt krijgt voorzichtig de baard in de keel 2022

Download share per network

FD Mediagroep is an expert at creating audio. In addition to BNR Nieuwsradio, we have produced and distributed a range of FD and BNR podcasts. Both on owned channels and on third-party platforms like Spotify, iTunes, and Google Podcasts.

The number 1 podcast in terms of downloads is *Boekestijn & de Wijk* by BNR Nieuwsradio. The FD podcast *Achter gesloten deuren* was elected best podcast of the year 2022 in the Dutch Podcast Awards.



Source: Audify NLO Podcast Standaard - December 2022

1.1 million weekly downloads

With 116 podcasts, more than 1.1 million weekly downloads, and well over 400,000 listeners per week, FD Mediagroep is a market leader.

Insights

Insights

The five key insights from the studies are described in this chapter.

In all, we covered 32 audio campaigns by advertisers from 12 different industries implemented between October 2021 and November 2022.

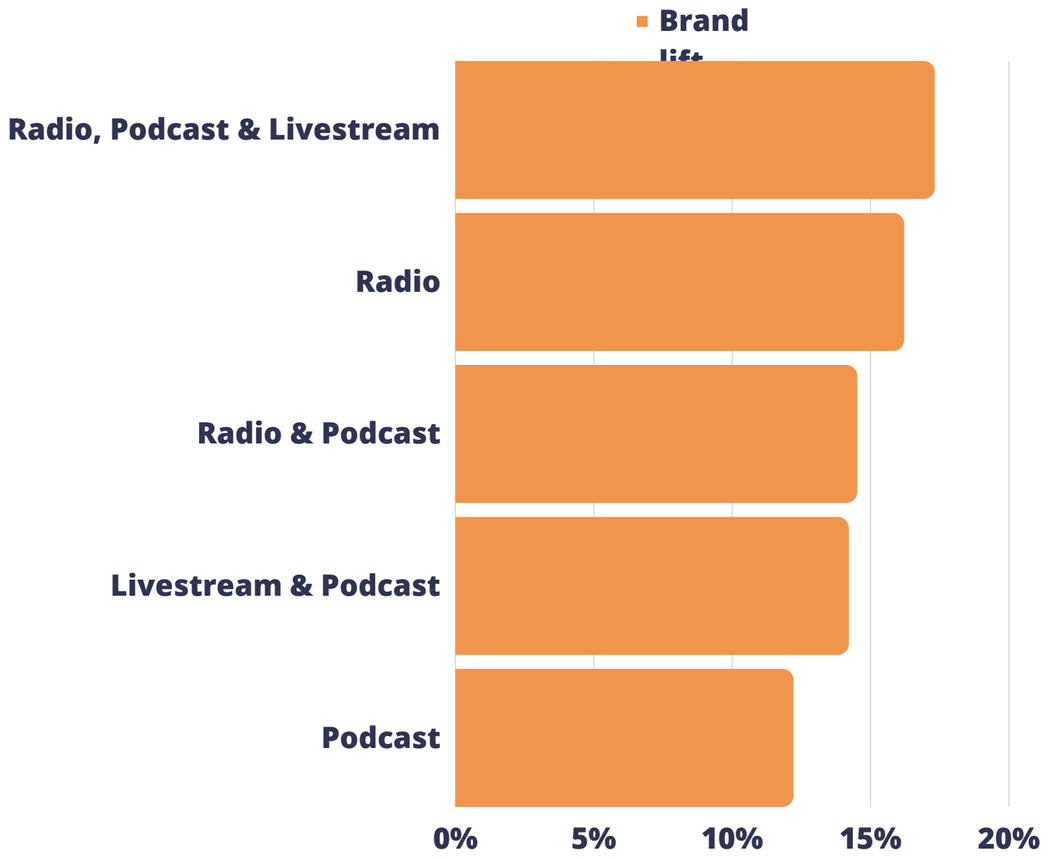
Brand Metrics mapped the various audio channels and the effect on the brand KPIs.

Insight #1

Radio, Podcast & Livestream combined realise the highest brand lift performance with +17.3%.

When the three audio channels are deployed together, the brand lift is +17.3%. Stand alone, radio realises a +16.2% brand lift (8% above the study's average).

This high uplift may be explained by the fact that 78% of all BNR listeners listen attentively. Media channels with a higher attention level score 2.5 times better for conversion compared to media channels with a lower attention level.



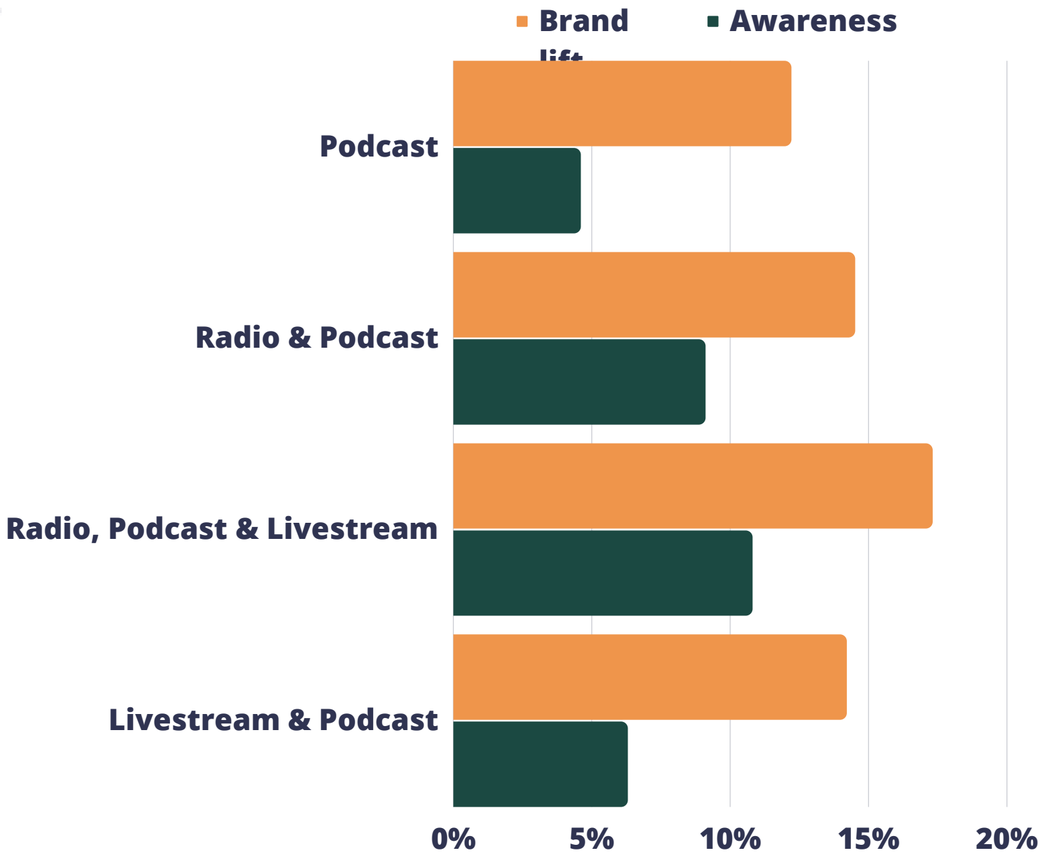
Source: Motivaction Het Nieuwe Luisteren - FDMG 2022
Whitepaper *The Attention Council*

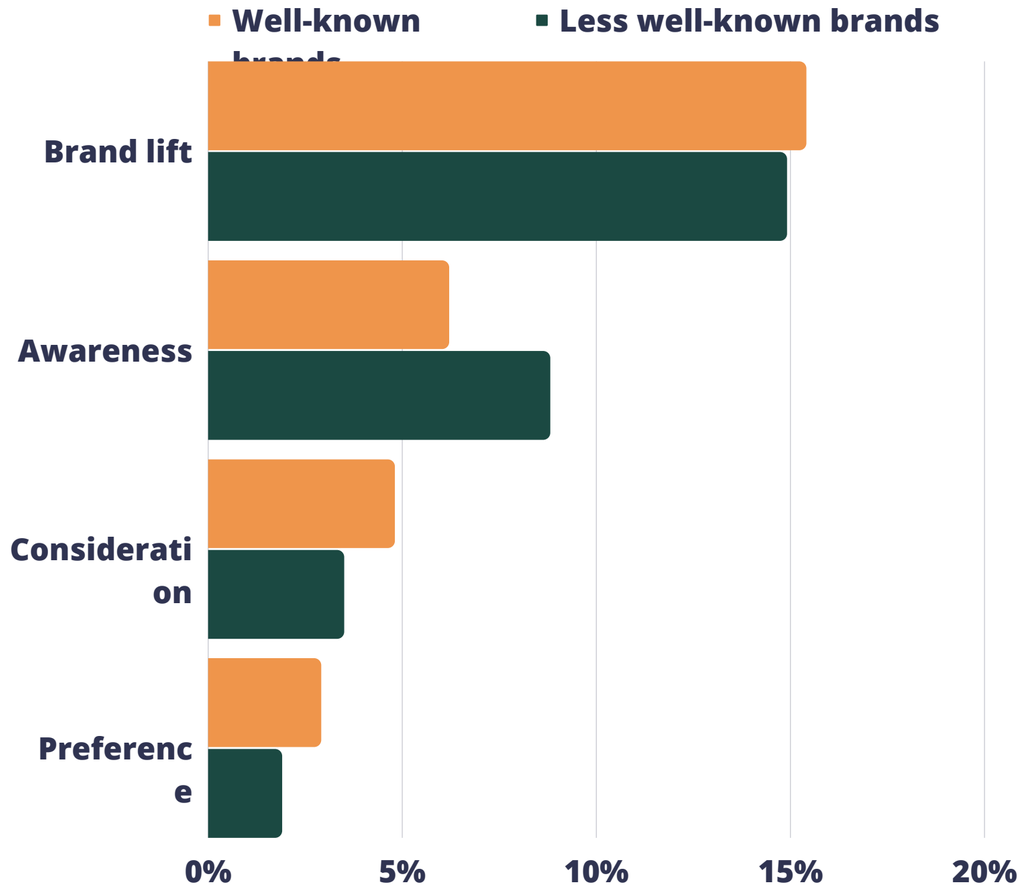
Insight #2

Is increasing brand awareness the campaign objective? In this case, the combination of Radio, Livestream & Podcast ensures the best result with an average uplift of +10.8%.

We tested different audio combinations. We see that if we add digital (Podcast & Livestream) to the traditional Radio campaign, reach and recognition improve. As a result, total brand awareness scores more than 33% higher than the average for all audio combinations tested.

The studies measure a wide range of campaigns, so it is possible to gain insight into the difference between well-known and less well-known brands.





Both groups had virtually the same brand lift result (15.4% vs. 14.9%), but the individual KPIs within that brand lift varied significantly:

- The average awareness uplift around less well-known brands was +8.8%, Being 42% higher than the average awareness uplift for well-known brands.
- It represents 59% of the overall uplift realised by these less well-known brands.
- Well-known brands realised a higher advertising effect on consideration (+4.8%) and preference (+2.9%).

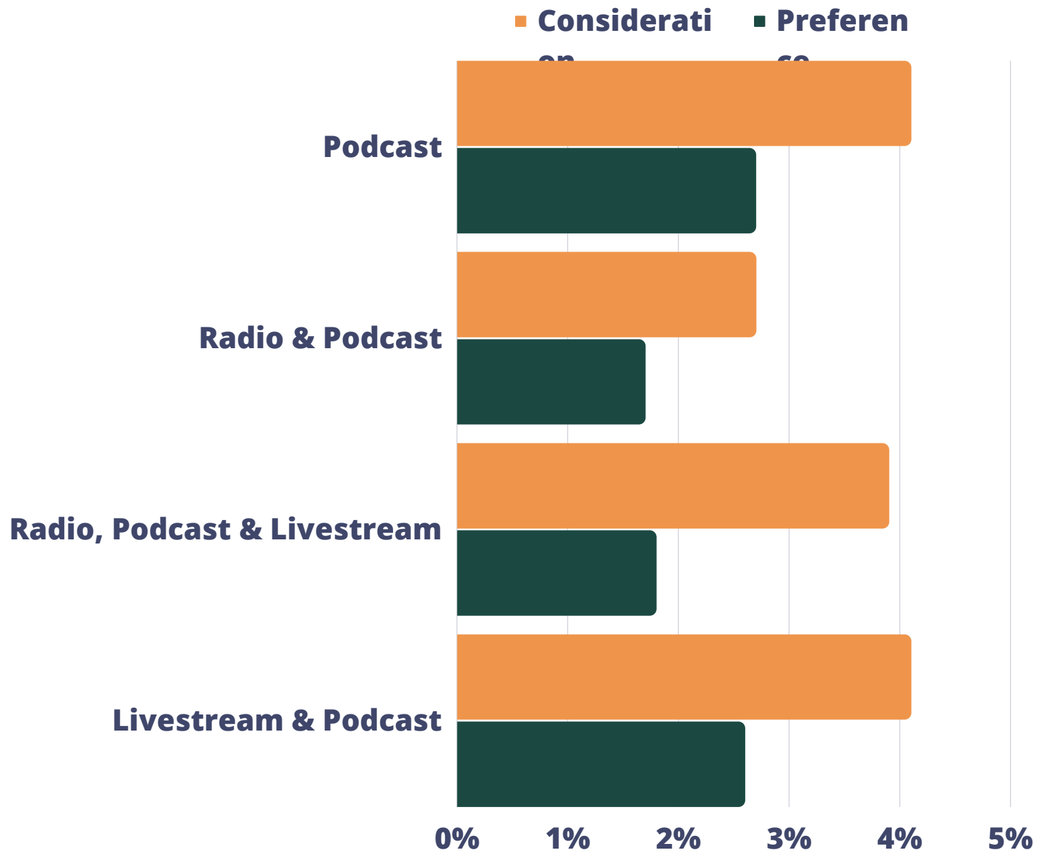
Less well-known brands < 50% brand awareness
Well-known brands > 50% brand awareness

Insight #3

To grow brand consideration and preference, Digital Audio channels deliver the best results.

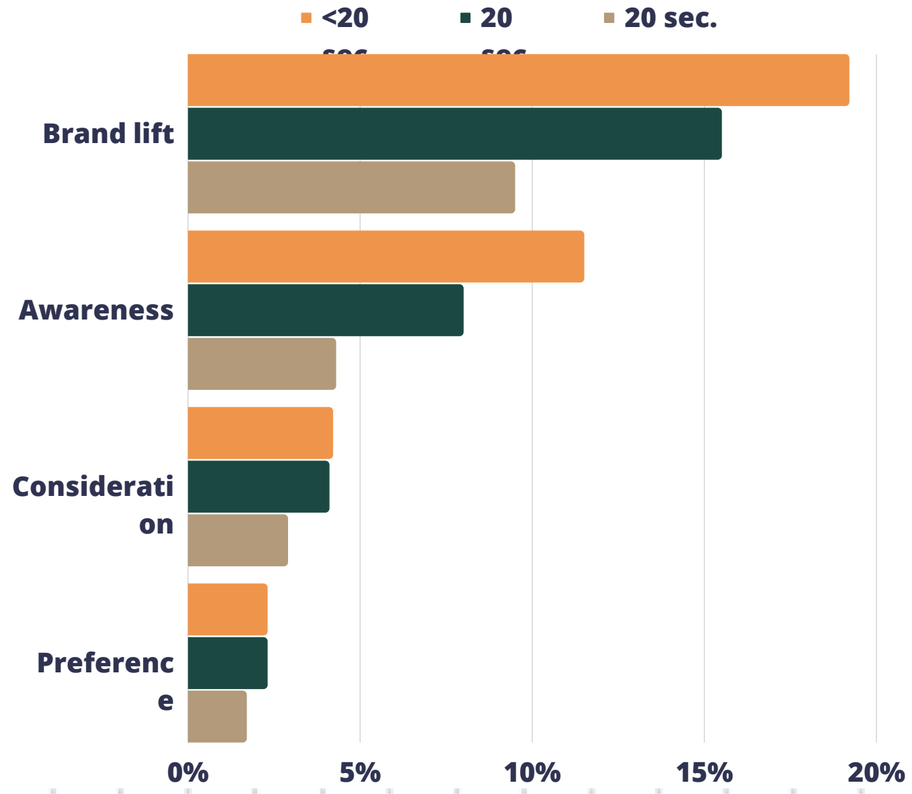
On average, the combination of Livestream & Podcast ensures the highest uplift (+4.1%) in brand consideration and preference (+2.6%).

FD Mediagroep assumes that this can be explained by the high level of attentiveness displayed by Podcast and Livestream listeners. Research shows that 96% of all Podcast listeners are (very) attentive when listening to BNR's podcasts.



Source: Motivaction Aandachtonderzoek - FDMG 2021

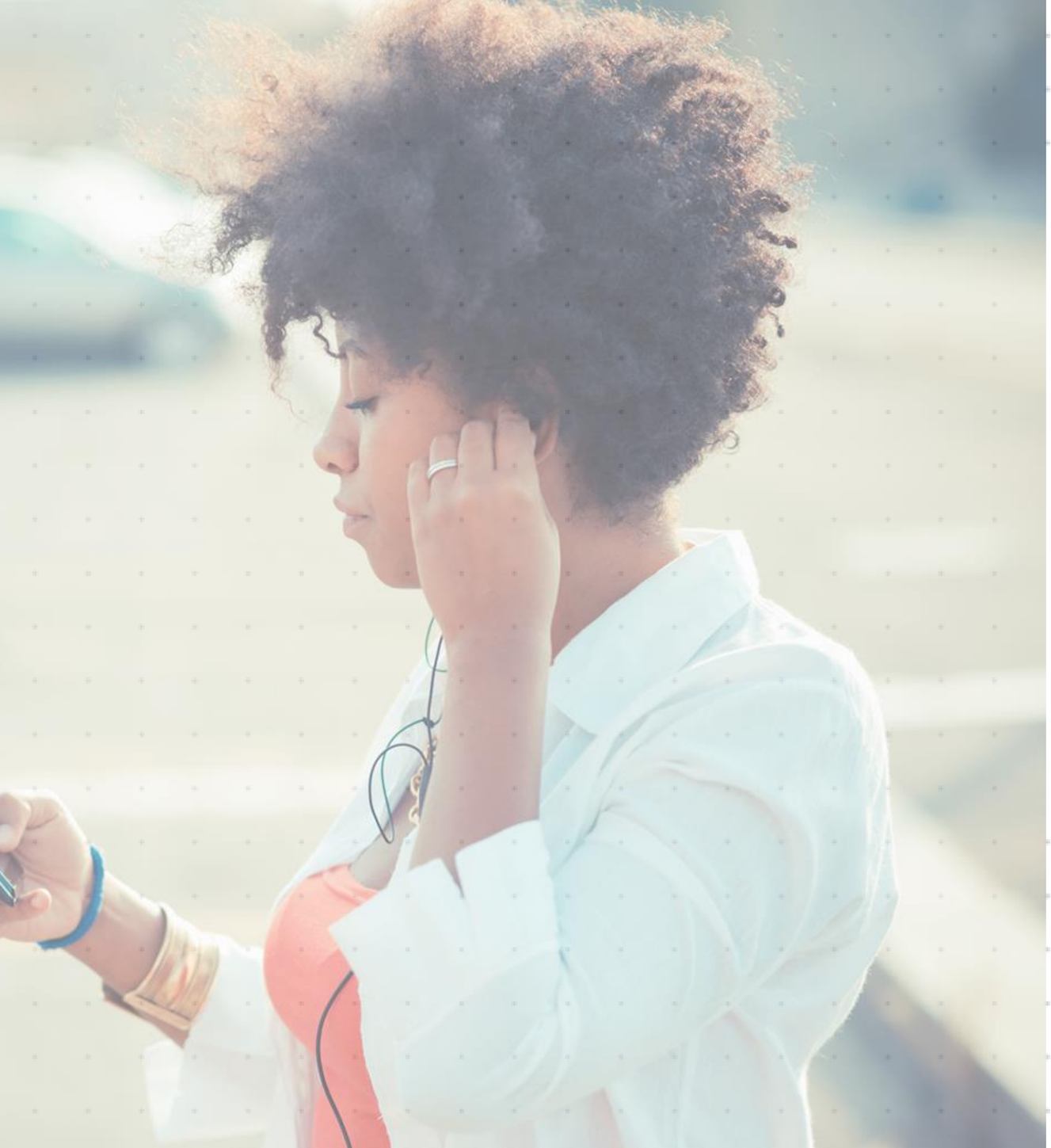
Insight #4



Shorter campaigns (< 20 sec.) show well over twice the brand lift at +19.2% than campaigns longer than 20 seconds.

In addition, shorter ads also yield higher uplift for the brand KPIs awareness, consideration, and preference.

These insights emphasise how important it is to carefully consider the creation of an audio spot. The attention level of the audio has a direct impact on the brand KPIs, an important factor to keep in mind when planning future audio campaigns.



Insight #5

Compared to traditional online display campaigns, the effect of audio campaigns is twice as high.

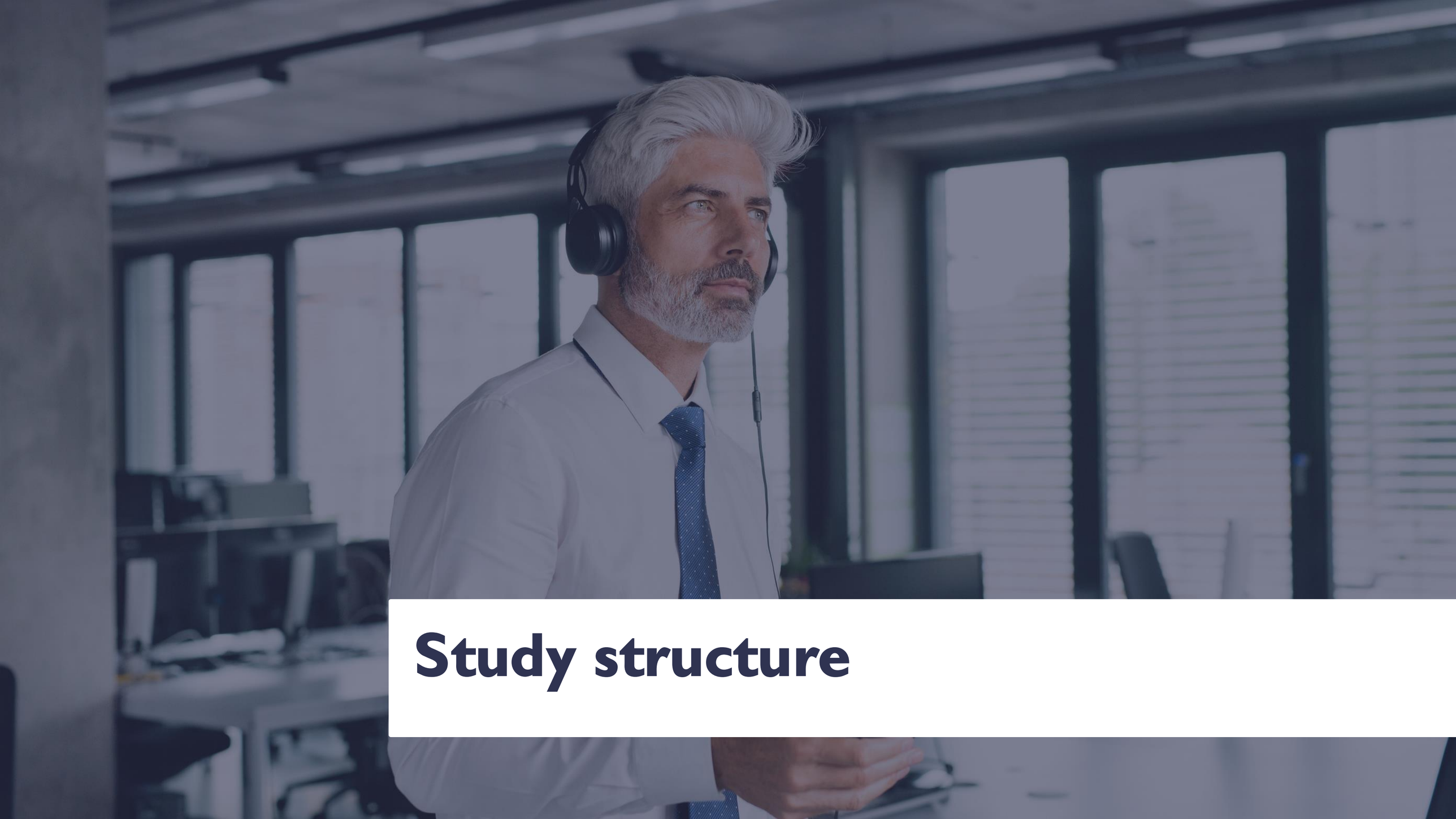
Based on the Brand Metrics benchmark (>6,000 campaigns in Europe in 2021-2022), the effect of audio campaigns on the brand KPIs of awareness, consideration, and preference is nearly twice as high at 15% as for traditional online display campaigns.

Anne-Marie Streng
Marketing Mogelijk

How our advertising budget is deployed is highly transparent; we see not just the impressions but also the measurable effects immediately. Such insights are not as readily available for analogue radio, of course. After the campaign, we receive a comprehensive, well-structured report we can use to decide on new campaign choices.

Opting for BNR makes sense for MKB Brandstof, and our partnership has been good for several years now. We always see a rise in visitors on our own online channels around our BNR audio campaigns. The BM study has also given us insight into the impact on brand preference and intent to buy. The results confirm our chosen deployment, strongly simplifying our choice of deployment for future campaigns.

Maaike Kammerman
MKB Brandstof

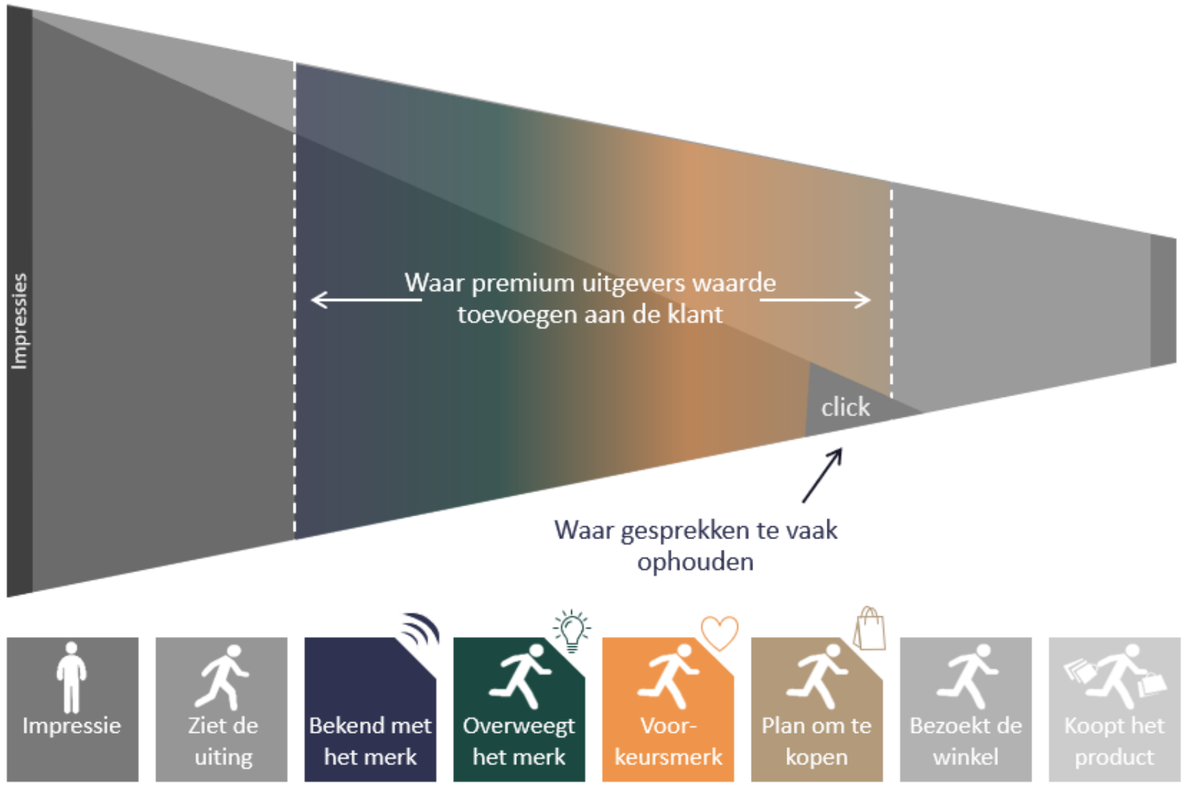


Study structure

Our ambition is to enable the advertising industry to shift the dialogue from clicks to the actual purpose of the campaign.

From brand impact to intent to buy.

brand metrics



Research structure summary

Simplicity - For every campaign, Brand Metrics measures four aspects (awareness, consideration, preference, and intent to buy) with three survey questions served to bnr.nl visitors in a pop-up survey

Efficiency - This research method ensures good response rates, even among audiences that do not frequently participate in surveys, with a targeted approach that allows even very small campaigns to be measured.

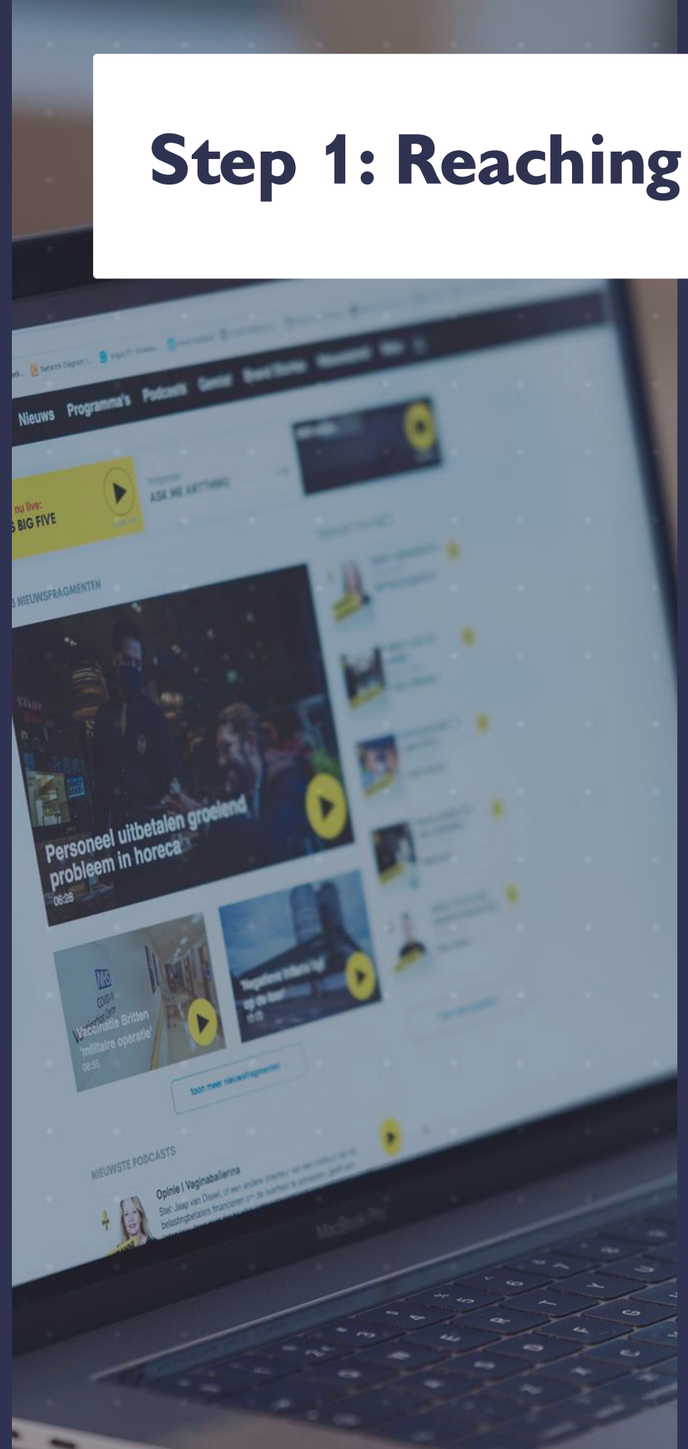
Exposure - Brand Metrics' traditional approach is based on contact frequency (exposure) versus the visitor's attitude to the brand. Brand Metrics believes that 'exposed vs. non-exposed' methods are too binary and do not take account of the actual exposure data, an important factor in a campaign's success. If you are exposed to a campaign, this has an impact on the user's perception of the advertiser.

No panels - All surveys are done on bnr.nl, with non-exposed levels computed via Brand Metrics' regression algorithm. As such, there is no risk of sampling bias due to non-exposed panel groups.

Consistent - This simple, consistent approach guarantees compatibility between campaign measurements, so BNR benchmarks can be developed quickly. These can then be compared against Brand Metrics' general benchmarks that have been established based on thousands of other campaigns.

The survey steps

1. Reaching Radio, Livestream and Podcast listeners in an online environment.
2. Involving a difficult-to-reach audience in the survey.
3. Mapping possible exposure.
4. Calculating brand lift results based on the derived ad contacts.



Step 1: Reaching listeners in an online environment

Our Radio, Livestream and Podcasts are distributed on owned channels as well as third-party platforms, such as Spotify, iTunes, and Radio.nl.

We have decided to publish the Brand Metrics survey on bnr.nl, so we can ask questions about consumption behaviour on BNR's audio channels. We provide more information on the next page.

1. FD Mediagroep divides the bnr.nl visitors into two groups. One of these is selected as the ‘Brand Metrics survey group’. A visitor to the bnr.nl/play page is automatically included in the Brand Metrics survey group. As a visitor,
you are a part of this group for a maximum of four days.

2. Every visitor in the Brand Metrics survey group can be served a survey and is approached three times to participate in a survey.

3. The Brand Metrics script also sets a number of conditions, limiting the total number of surveys shown and the time between surveys to any one visitor.

This process yielded the highest chance of reaching visitors that listen to the BNR content in addition to reading it on the site. We also continuously monitor the user experience of our platform visitors.

Step 2: Involving a difficult-to-reach audience in the survey

Senior professionals and entrepreneurs are difficult to reach via traditional survey panels. They often have no time or desire to become standard panel members and participate in standard surveys.

So how do we achieve good response rates for this survey with our audience?

- Identifying potential survey respondents that have a higher likelihood of consuming the relevant audio campaigns.
- Re-approaching these individuals to a limited extent (max. 3x per week).
- Summarising the information in three simple, consistent questions.
- Designing the survey with FD Mediagroep branding to increase commitment and the likelihood of participation.

9,159
surveys
total

286
surveys per campaign

While FD Mediagroep's audience is generally difficult to reach for surveys, this approach is a good example of how a targeted approach can be very successful.

With the total respondent volume, we can deliver convincing arguments to provide insight into the effectiveness of audio.

Step 3: Mapping possible exposure

The standard Brand Metrics methodology calculates brand lift based on two pieces of information about brand attitude and exposure. The latter is mapped using technical data in display campaigns.

The standard brand lift question reflects the stages in the brand funnel and assesses the ‘relationship’ of a respondent with the brand with answers in the following hierarchical structure:

Awareness > **Consideration** > **Preference** > **Intent to buy**

For this survey, the brand relationship can be established in the normal way through the survey answers, but a ‘proxy’ must also be created for exposure. There is limited access to technical data since campaigns can also be heard via third-party distributors. It is therefore unknown what spot was actually heard.

To determine whether a bnr.nl visitor actually heard an audio spot, we must gain insight into the brand attitude, listening behaviour, and ad recall. So Brand Metrics expanded the brand lift question with the three questions below to calculate a brand attitude score and create a proxy for contact frequency.

Based on these questions, we can make a statement about the number of times the spot was heard vs. the visitor's attitude towards the brand.

1 *Brand*

How well do you know brand X?

- ◯ I do not know this brand
- ◯ I know it but am not interested
- ◯ It is a brand I would consider
- ◯ It is a brand I find very relevant
- ◯ I intend to visit the brand

2 *Listening behaviour*

Do you ever listen to BNR via:

	Every day 5	4	3	2	Never 1
Analogue (FM Radio)	◯	◯	◯	◯	◯
Digital (Livestream)	◯	◯	◯	◯	◯
Podcast	◯	◯	◯	◯	◯

3 *Ad recall*

Have you recently head brand X's ad on:

	Regularly 5	4	3	2	Never 1
Analogue (FM Radio)	◯	◯	◯	◯	◯
Digital (Livestream)	◯	◯	◯	◯	◯
Podcast	◯	◯	◯	◯	◯

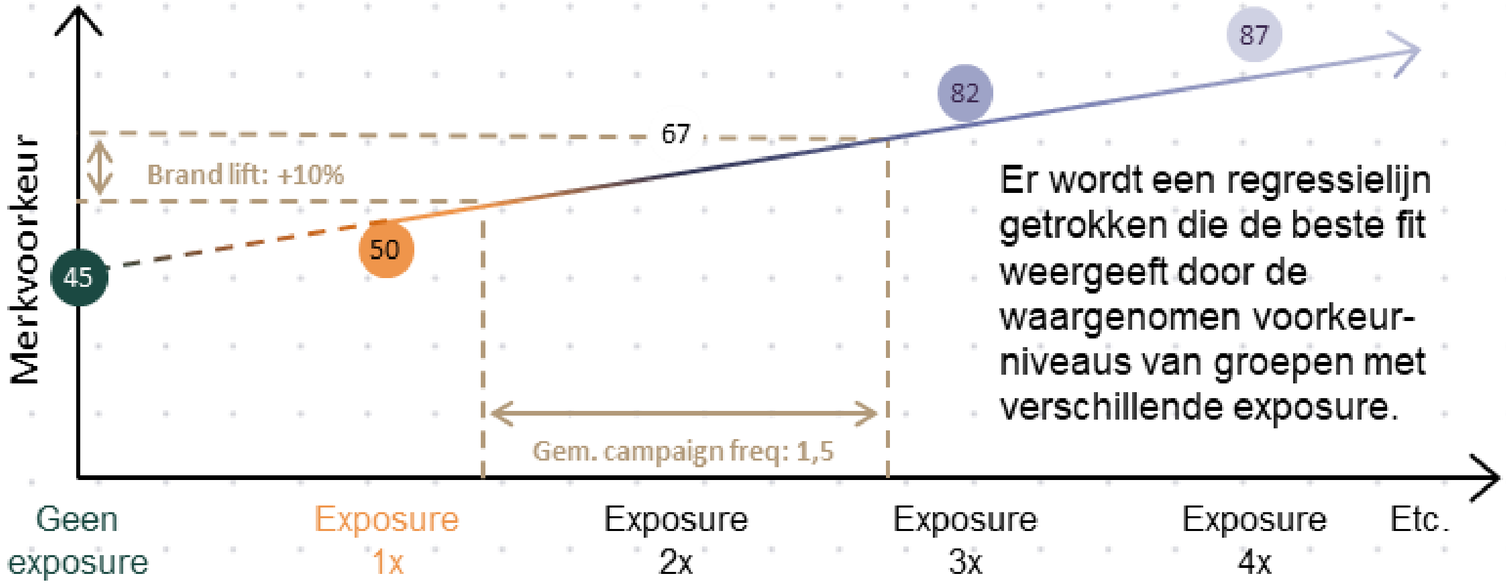
Can we ask you a question?

Can we ask you a question?

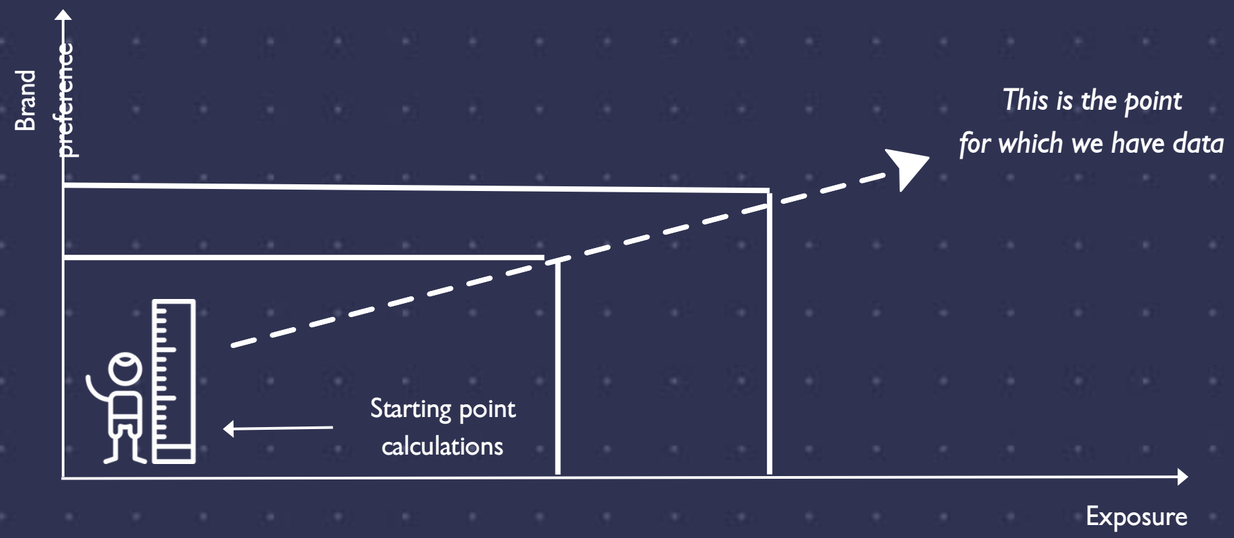
Can we ask you a question?

Step 4: Calculating brand lift results based on the derived ad contacts

The diagram below shows a schematic view of how the exposure score is used as an independent variable in the regression algorithm. The more exposure, the higher the brand lift. The curve is then calculated, on the basis of a linear regression model, to 0 contacts (brand standing), to generate the unexposed group.



Regression model in day-to-day practice



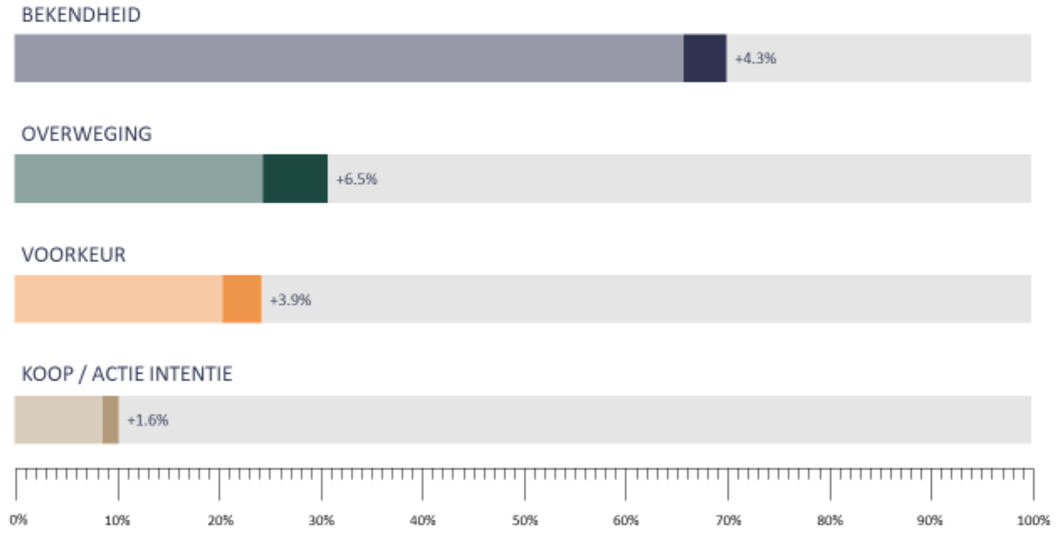
The brand standing is calculated by tracing the regression line back to zero contacts. The illustration here visualises in a simple manner how the starting point is calculated.

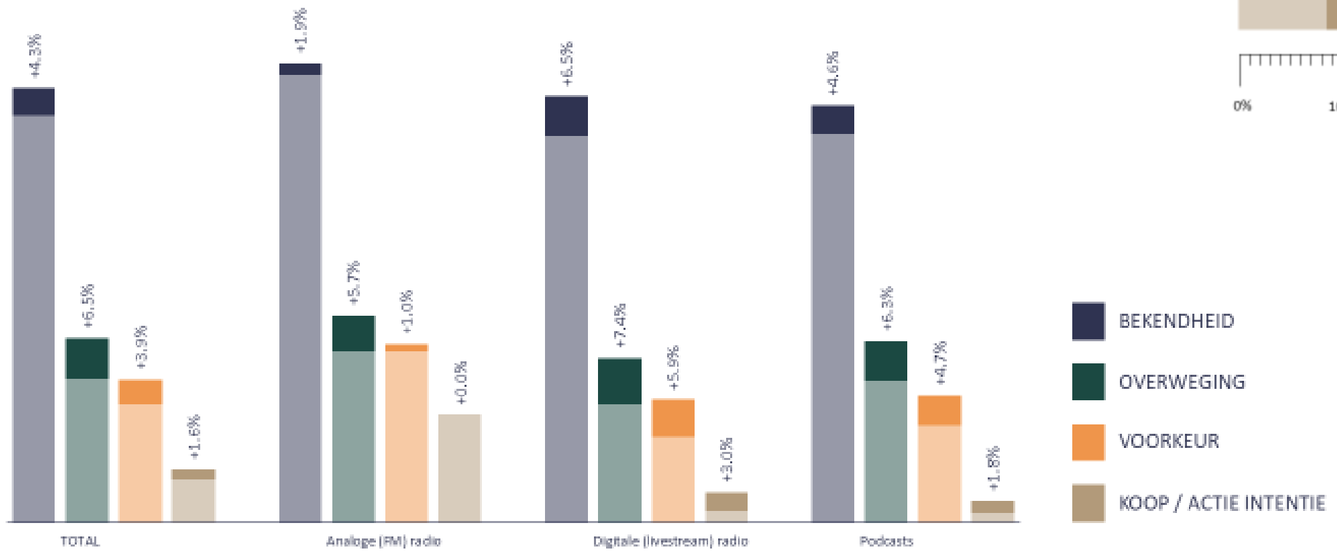
Similar techniques are used internationally, not just for brand surveys but also for predictive models.

The brand lift is then a sum of the weighted brand KPIs.

Example of FDMG - Brand Metrics Effects Study

A Brand Metrics measurement contains the key aspects of campaign impact. Some campaigns create brand awareness, others consideration and preference, and again others have the biggest impact on the intent to take action.





After the measurements, our advertisers receive a comprehensive report mapping the effects of Audio. The uplift is shown in percentage points above the starting points of the four brand KPIs for the campaign.

Jacomien van Doorn
Manager Digital Advertising FDMG

In collaboration with Brand Metrics, we now offer evidence of brand effects of BNR audio campaigns. We are also building a database that offers insights on the effects of audio as a medium type, required volumes per channel, and audio spot length. I am proud that we can compare the various audio types and offer them on a per campaign basis,
to advertisers, even for small campaigns. This has never been done
internationally.

There is no Brand Metrics user more appreciated than one who pushes us into uncharted territory. Developing a scalable measurement solution for podcasts and audio, in a pioneer partnership with FD Mediagroep, has meant interesting and important innovation for us as an organisation. Now that development is in place, it has enabled a major study like this, which clearly demonstrates the brand building power of the audio medium.

Anders Lithner
CEO Brand Metrics

About FD Mediagroep

About FD Mediagroep

FD Mediagroep is the leading information provider for professionals in the Netherlands. With strong brands like *Het Financieele Dagblad*, BNR Nieuwsradio, *FD Persoonlijk*, *FD Business* and Company.Info, we help entrepreneurs, executives, and professionals to keep up with the most important news from a financial and economic perspective.

We consider it our mission to help decision-makers in the Netherlands make the best decisions by offering insights, overview, and prognoses with journalistic brands and quality products.

About Brand Metrics

About Brand Metrics

FD Mediagroep has been working with Brand Metrics since early 2021.
Brand Metrics is a global company that measures brand lift and collaborates with fifty of the most prominent publishers to help them measure the impact of digital advertising in their media environments.

Brand Metrics' mission is to expand the dialogue on digital advertising from performance, such as impressions and clicks, to effectiveness measures, such as awareness, consideration, preference, and intent to act.

The company's method is automated and developed to scale up the collection of brand lift data, which means it is seen as a consistent benchmark instead of an ad hoc survey.

Contact

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