



**Audio – Always the bridesmaid,  
never the bride.  
Until now.**

Les Hollander - Chief Growth Officer



# Always the bridesmaid Never the bride

“With the exception of TV,  
advertisers undervalue traditional  
media, especially Audio”

**ebiquity**



# Audio has been underrated for its ability to elicit an emotional response and drive brand salience

Most important media attributes	Market perception	Evidence
Short term <b>sales</b> response	2nd	2nd
Increases campaign <b>ROI</b>		
Creates positive <b>emotional</b> response	4th	2nd
Increases brand <b>salience</b>	7th	

**Now...**

**More and more marketers  
are talking about audio**



“Audio is set to have a huge year in 2020”

# Forbes

“audio can be your  
campaign’s secret weapon”

 **theTradeDesk**

“Use programmatic audio for  
hard to reach millenials”

 **Adobe**



# More than ever, we need the connection audio brings



Shared passion for music



Shared interest in a podcast topic



Live 24/7 local, nature of radio

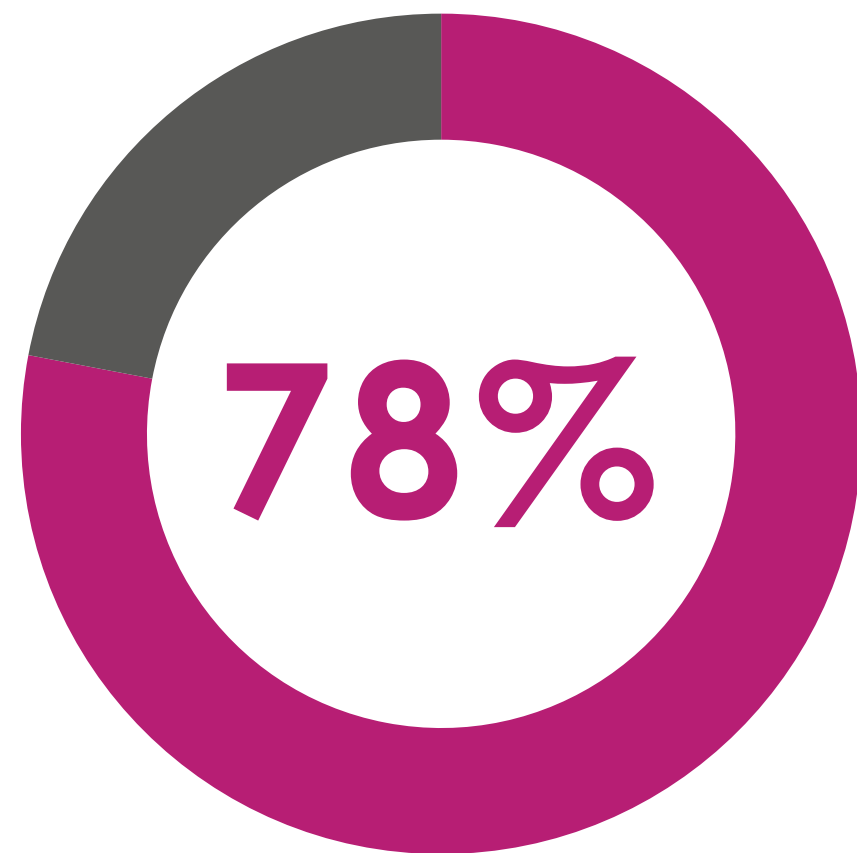
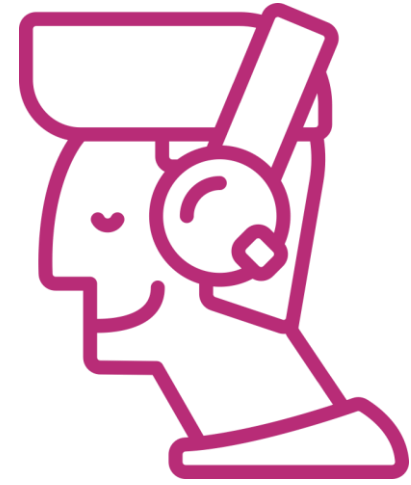




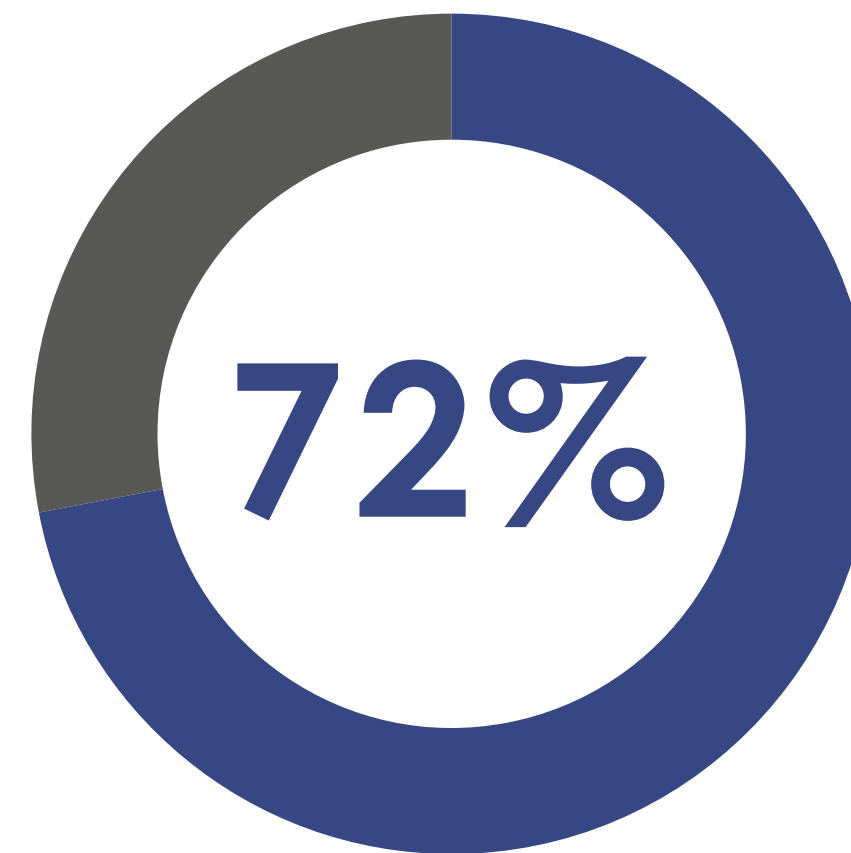
**Audio is an always on medium**

“You can close your eyes  
but not your ears”

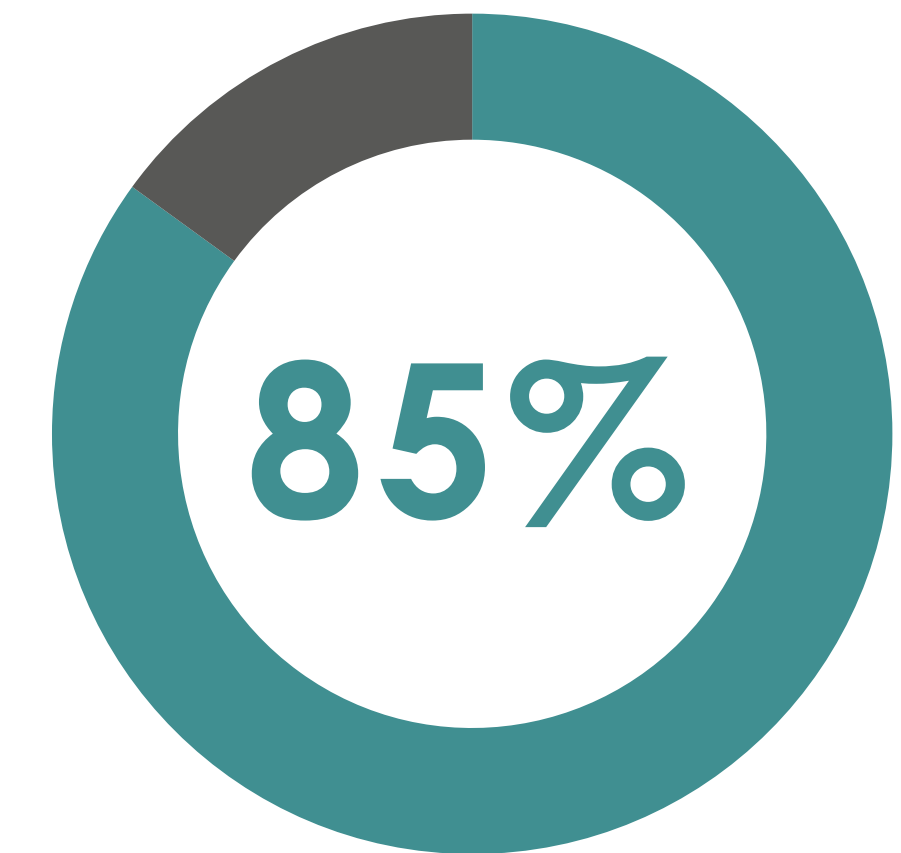
# Audio has always accompanied our day and activities



believe listeners are highly engaged with digital audio



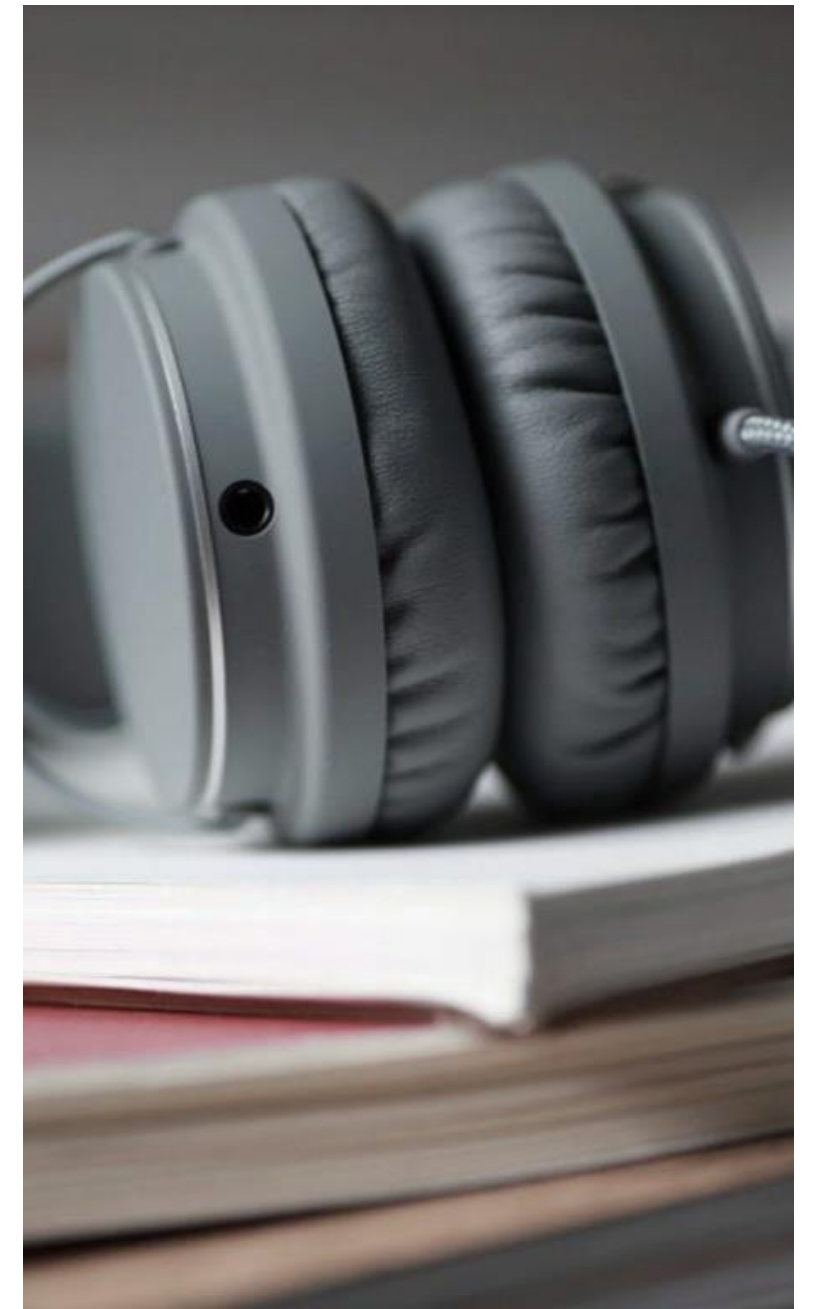
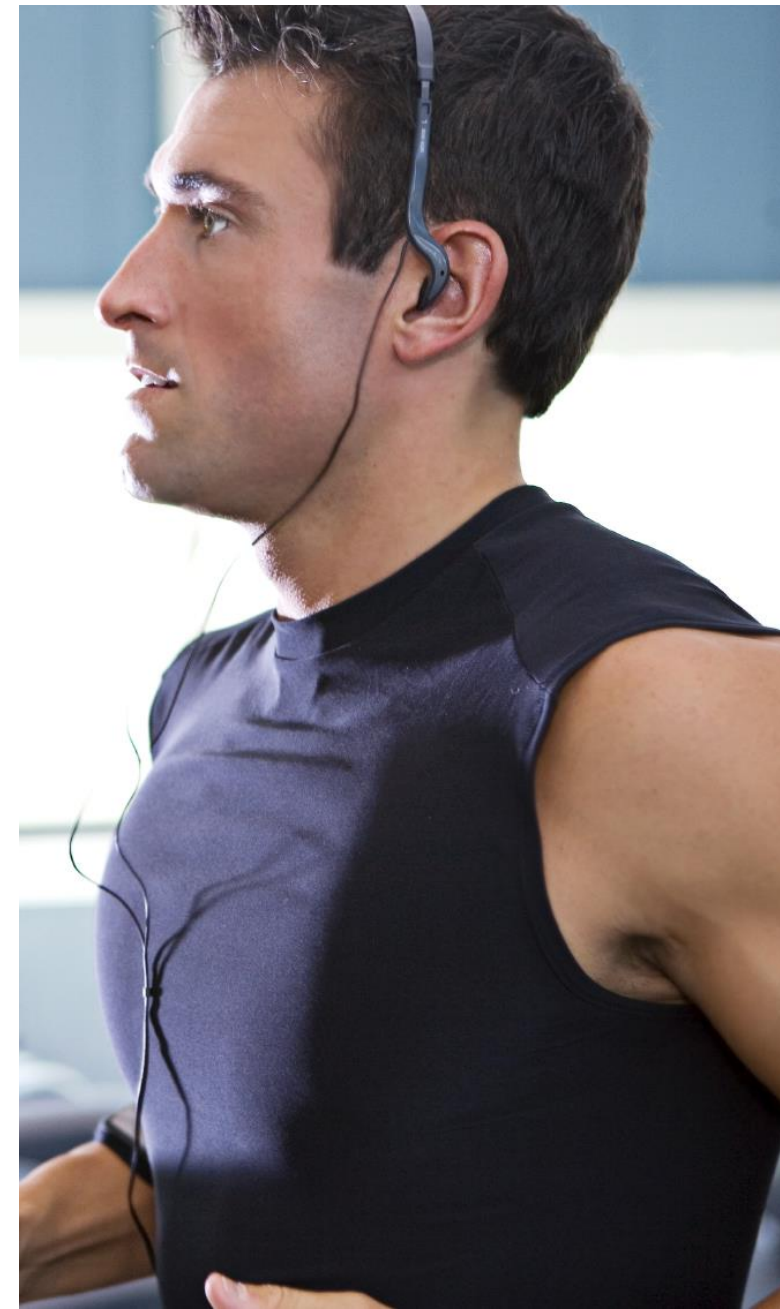
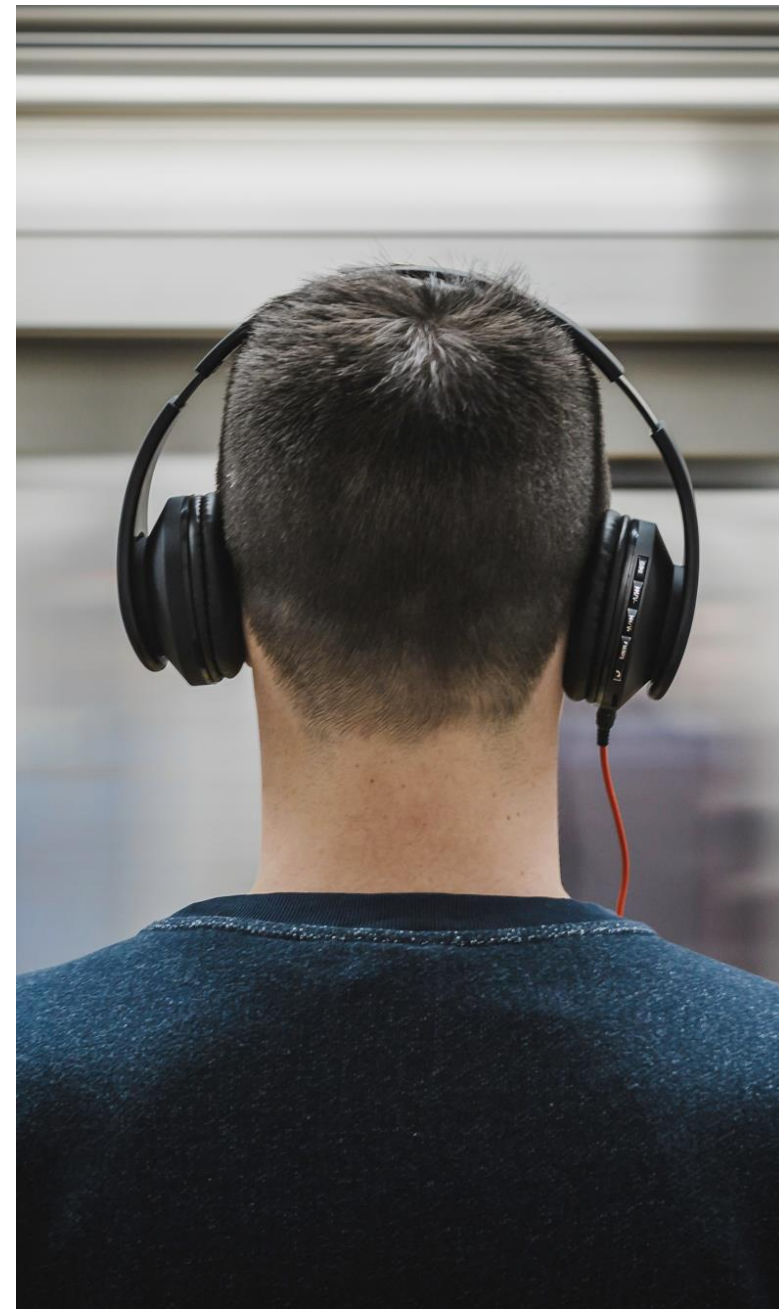
agree digital audio is a great way to build brand trust



agree digital audio is a great way to reach consumers on the go



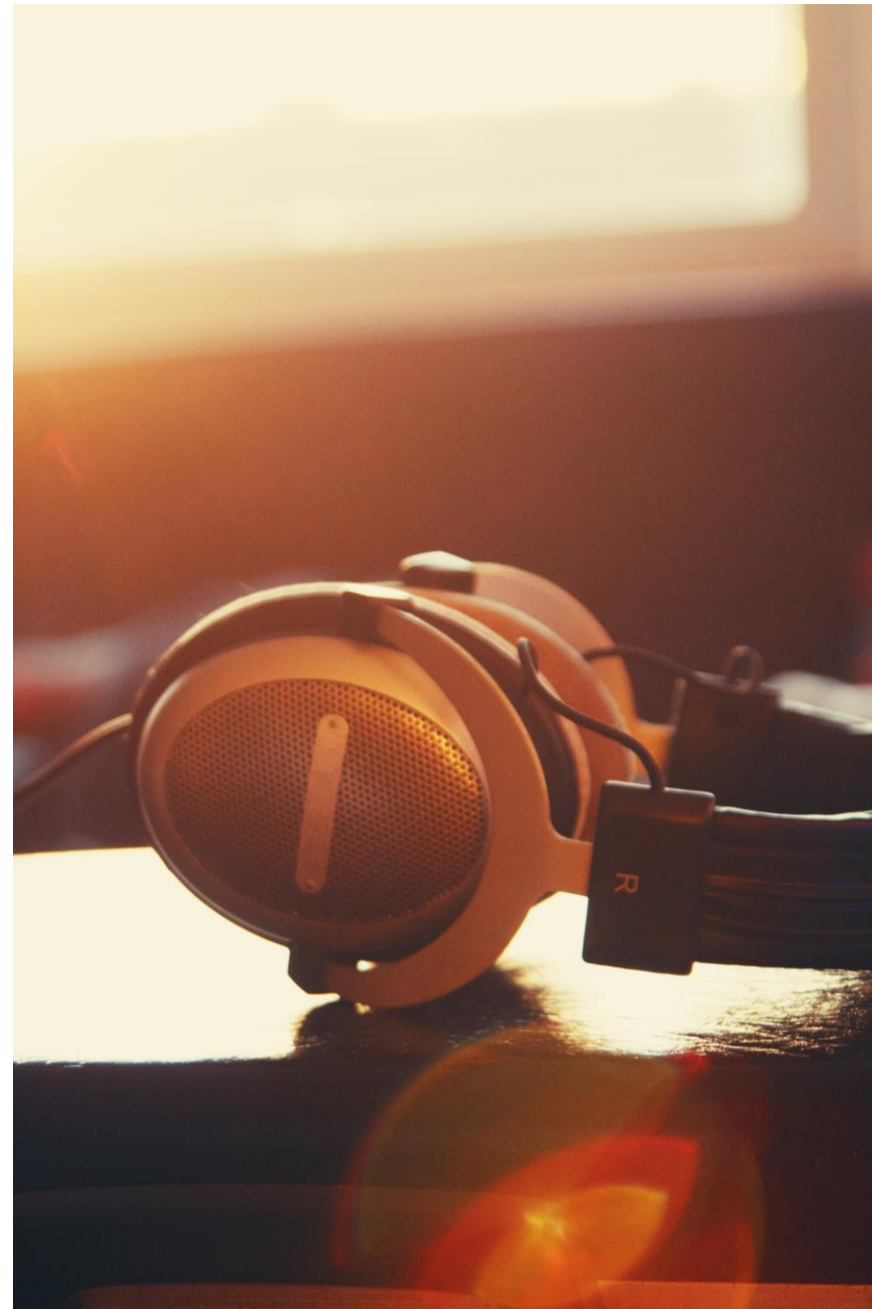
# Digital accompanied the active day in the Pre Covid Consumer Listening Journey



**98% listening while participating in another activity**

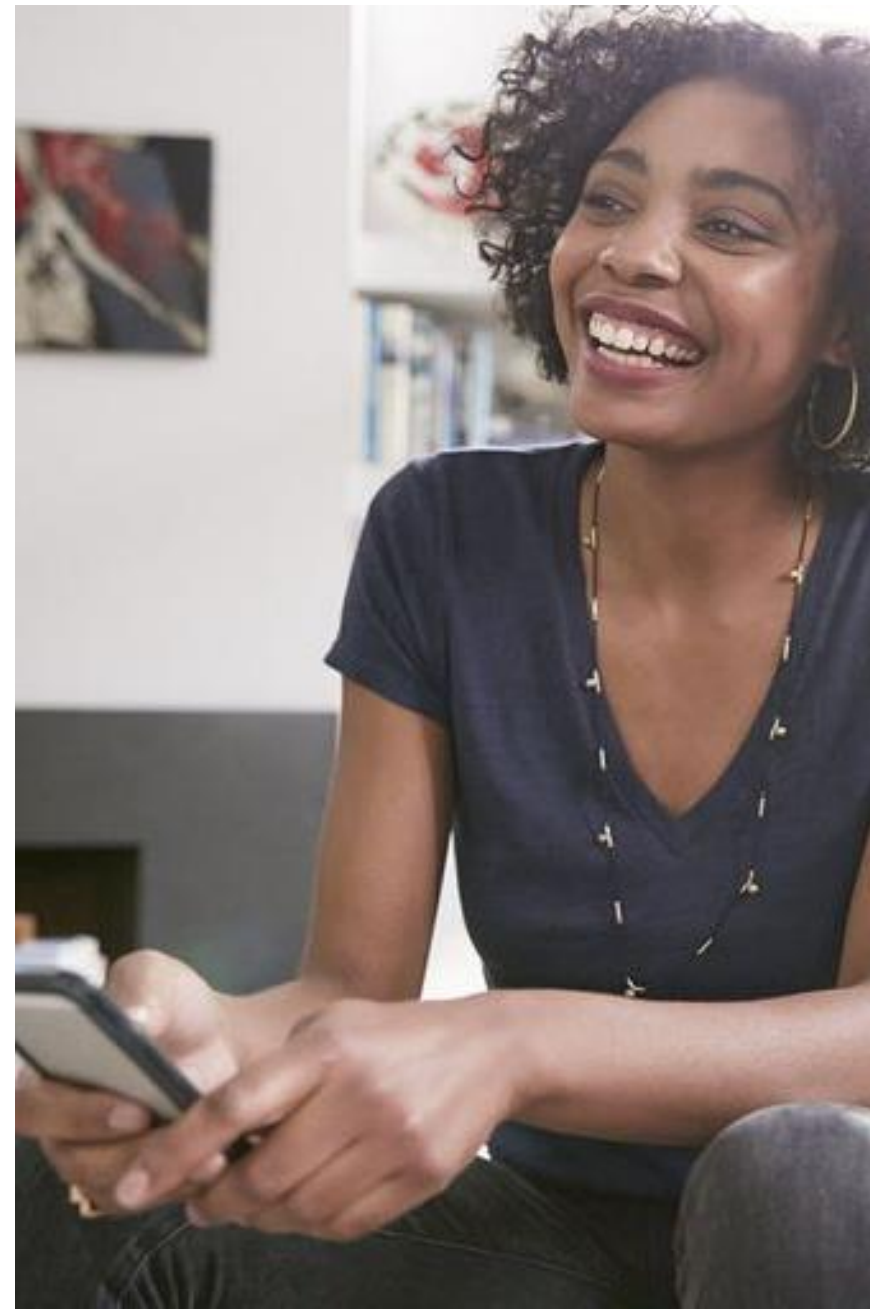


# Consumer listening journey has been dramatically altered



**+ 26%**

At home



**+ 19%**

Smart  
Phones



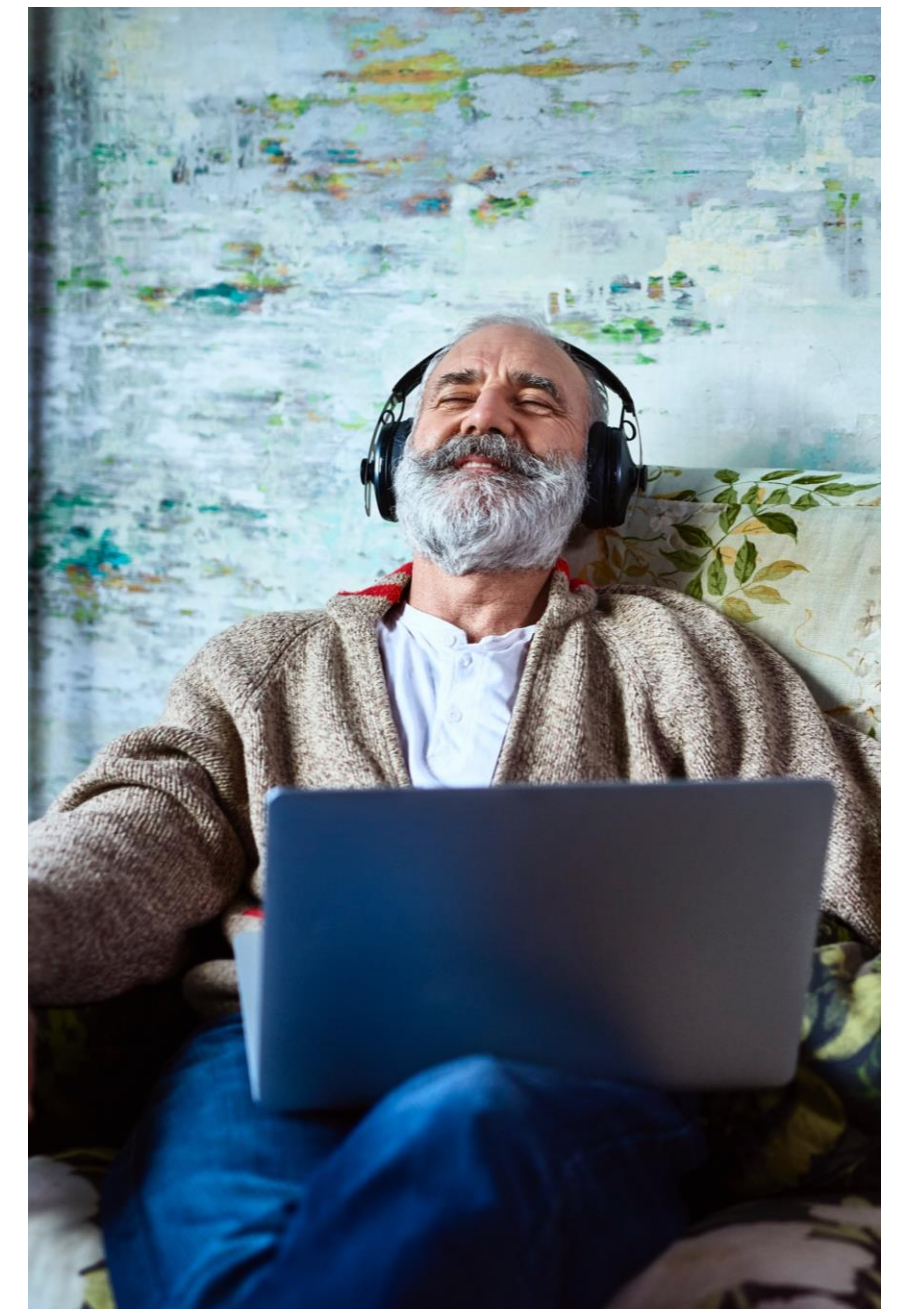
**+ 12%**

Desktops



**+ 10%**

Smart  
Speakers



**+ 14%**

Podcasts



# Creating new opportunities to reach people in different moods and moments





# Now audio has cemented its role

Information  
&  
Explanation

Reassurance  
&  
Connection

Distraction  
&  
Escape



# Audio Generates Trust

Information  
&  
Explanation

# Audio Generates Trust

## AUDIO #1



UP  
40-50%

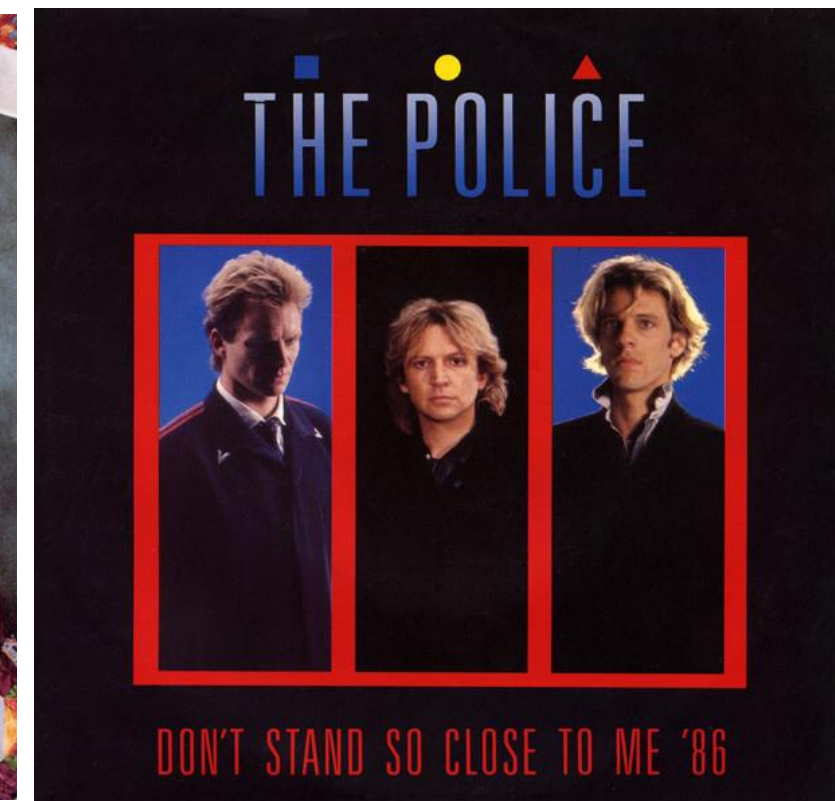
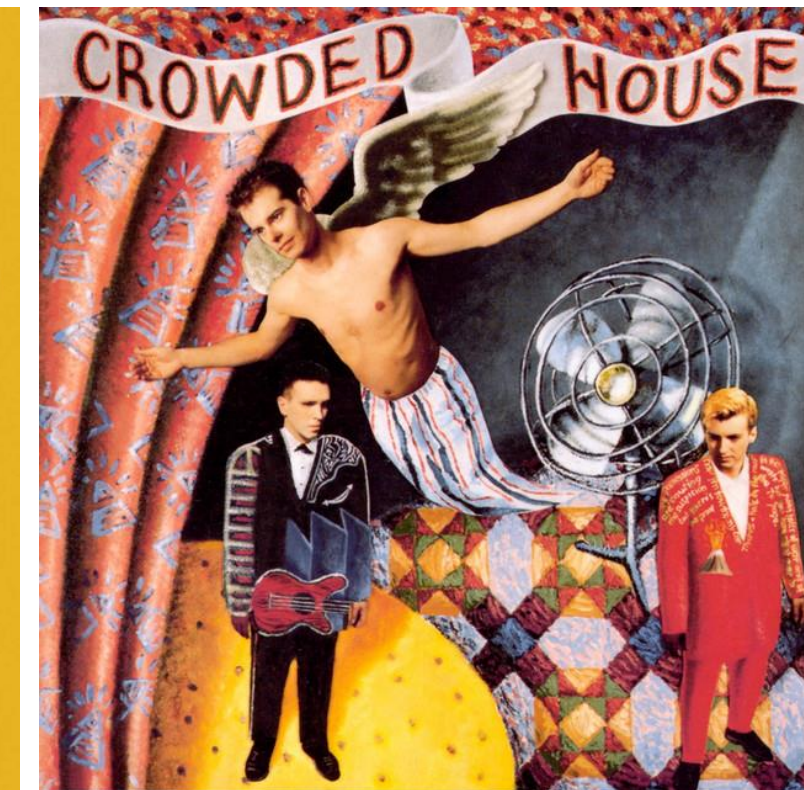
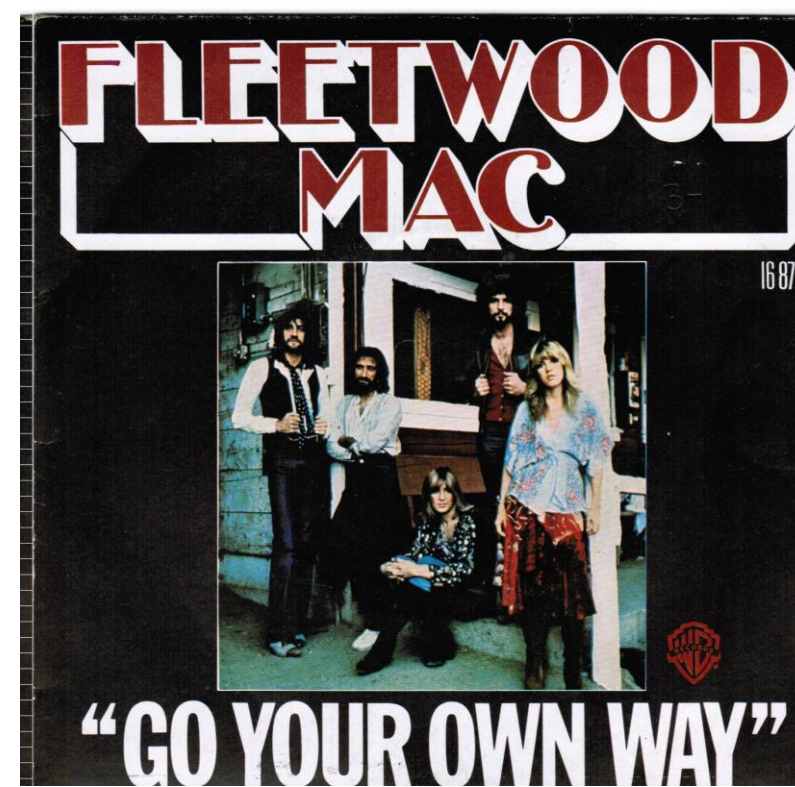




Audio is the emotional multiplier

Reassurance  
&  
Connection

Music is like comfort food



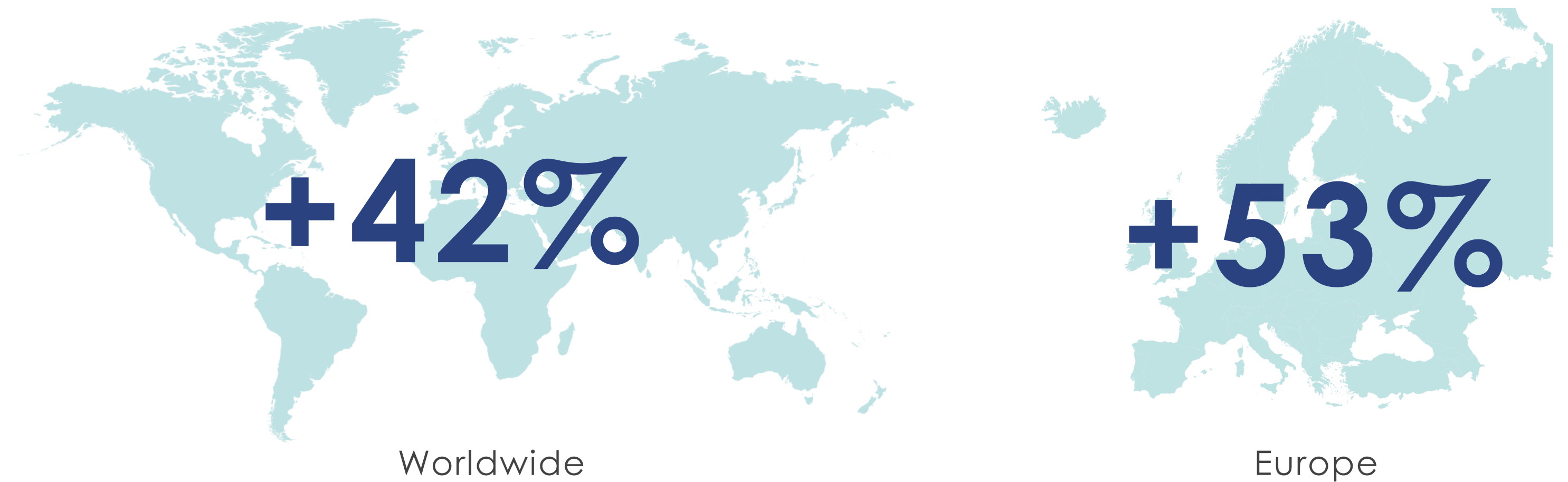
Top Tracks Played during Covid Global / Spotify





# Podcasts are an alternative to screen time

Distraction  
&  
Escape







# Long form content is an escape

In the US growth in listening is a varied affair



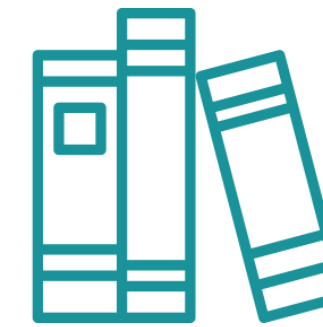
Comedy



Food



Music  
Interviews



General  
Knowledge



Dramas



**Audio's success will continue  
be how it connects with people**



**AutoZone**®







19



Lumber

Sanded Plywood

MDF

Siding

**BUILT TO POWER BUSINESS**  
FUEL DISCOUNTS\*  
60 DAYS TO PAY  
WITH NO INTEREST  
EAR RETURNS\*



Drywall

22



Lumber

Deck Accessories

Pressure Treated

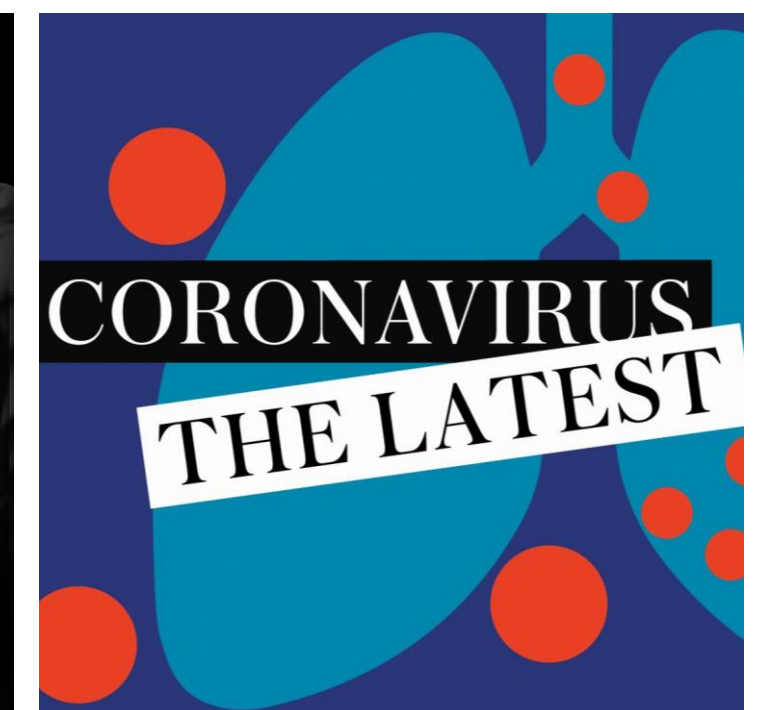
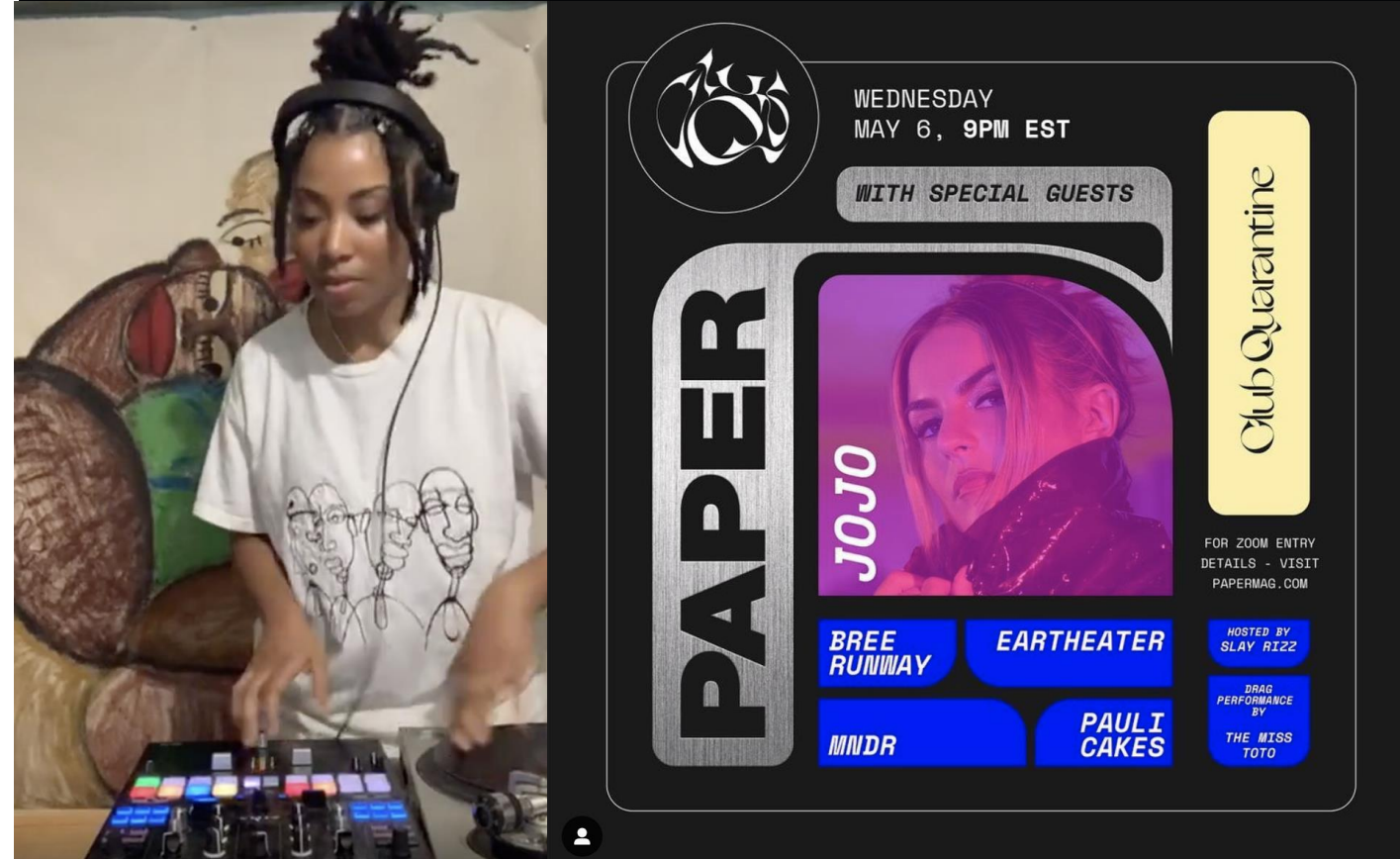
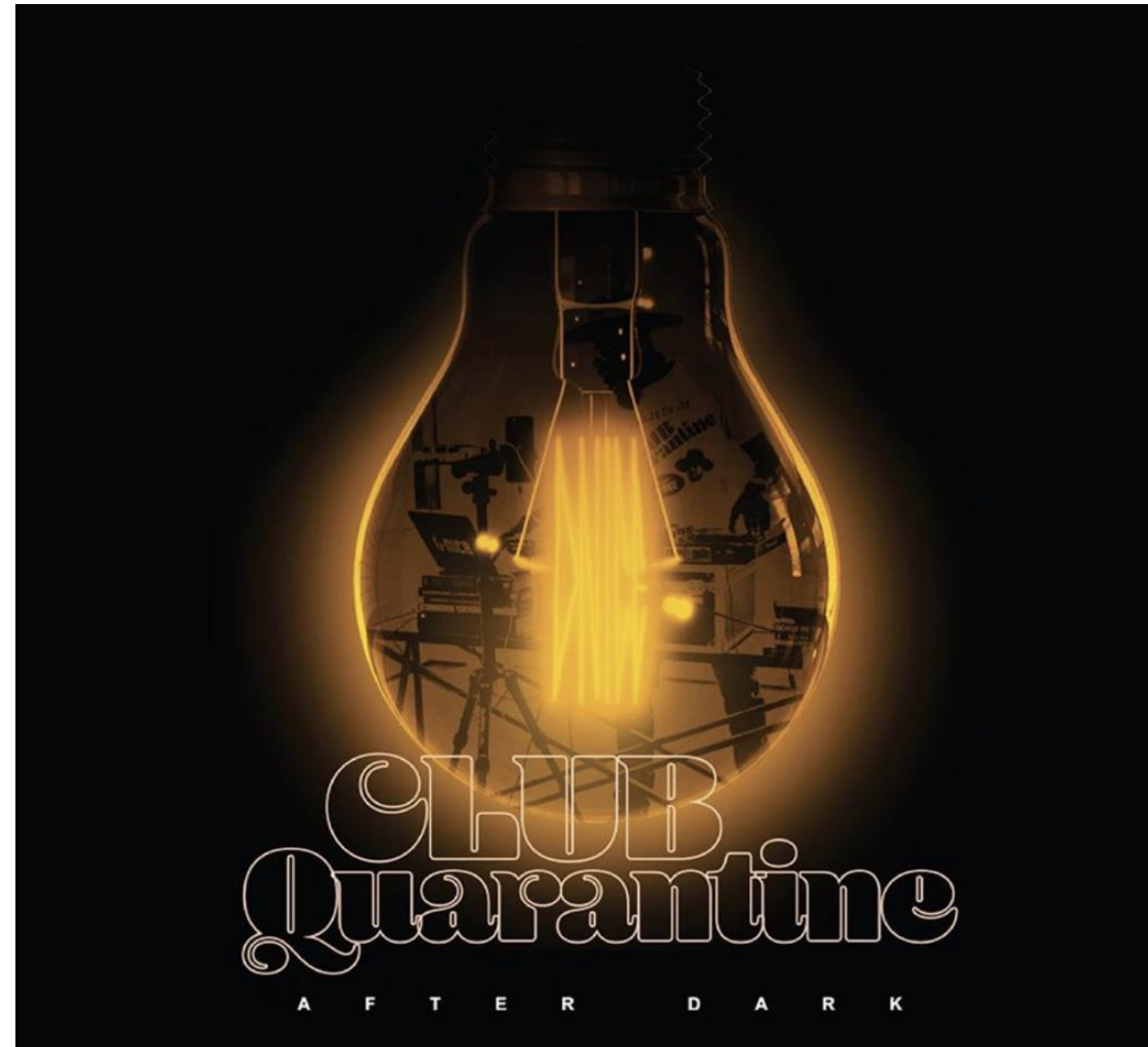
Treated Lumber

**Nobody beats our prices.**  
Guaranteed.



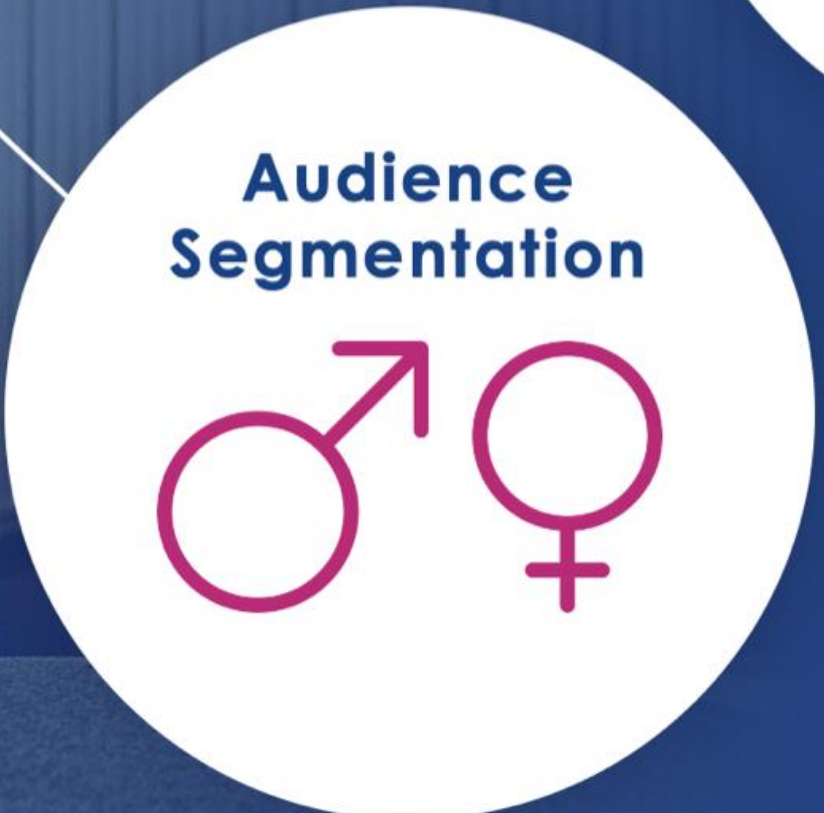


# Now it is finding new ways to connect





And connecting the dots of your campaign...



Environment



# Why Audio is now the bride!

Audio connects people and elicits **trust** and **emotion**

Audio **adapts** to changes in lifestyle

Build personal relationships by **reaching people in the home**

And understand their **need states** when listening on different devices and content

**Creative** is easy and cost efficient to **align with need states**

More brands will start to understand how their **audio identity** is the most powerful tool in the new normal