



HOW TO BE IN PODCASTS

'MUST KNOWS' FOR EFFECTIVE ADVERTISING

M/GNA MEDIA TRIALS



Podcasts: A Gateway to Engaged and Passionate Listeners

Passion - % Strong Passion
(Top 4 Box on 10 Pt. Scale)



63%

Strong Passion For Favorite Podcast*

Lean-Forward Listening
% Selected



68%

Listen Leaned-Forward**
(actively engaged in content)

*Source: "Peak Openness - Leveraging Digital To Reach People When Most Willing To Consider", Magna, Spotify
**Listen Leaned-Forward n=3,247

Given the unique listening experience of podcasts...

WHAT CREATIVE
STRATEGIES HELP
BRANDS PUT THEIR BEST
FOOT FORWARD?

RESEARCH GOAL

Provide marketers with advice for advertising in podcasts



AD STRATEGIES

- Ad Length
- Music
- Voiceover Tone
- Contextual Alignment



Research Overview

METHODOLOGY

Ad effectiveness testing, leveraging experimental design, amongst an online panel of podcast listeners

Test or control ads served in a wide range of podcasts

Post-exposure survey measuring impact on brand KPIs

Total N=2,010



BRANDS

rico

Dove

The testing framework

Creative strategies tested via experimental design

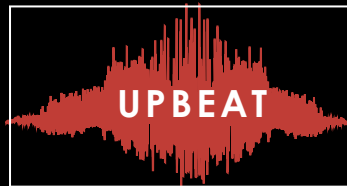
AD LENGTH

Same ad,
shorter or longer versions



MUSIC

Same ad,
with/without different types of
music



VOICEOVER TONE

Same ad,
different voiceover tones



Mellow



Upbeat

CONTEXTUAL ALIGNMENT

Same ad,
aligned with contextually
relevant content

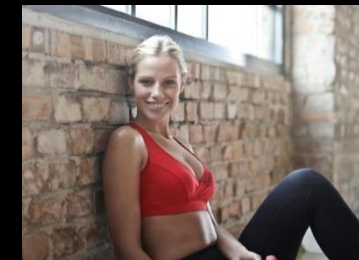


Ad for fitness apparel



Podcast about health and fitness

Aligned



Ad for fitness apparel

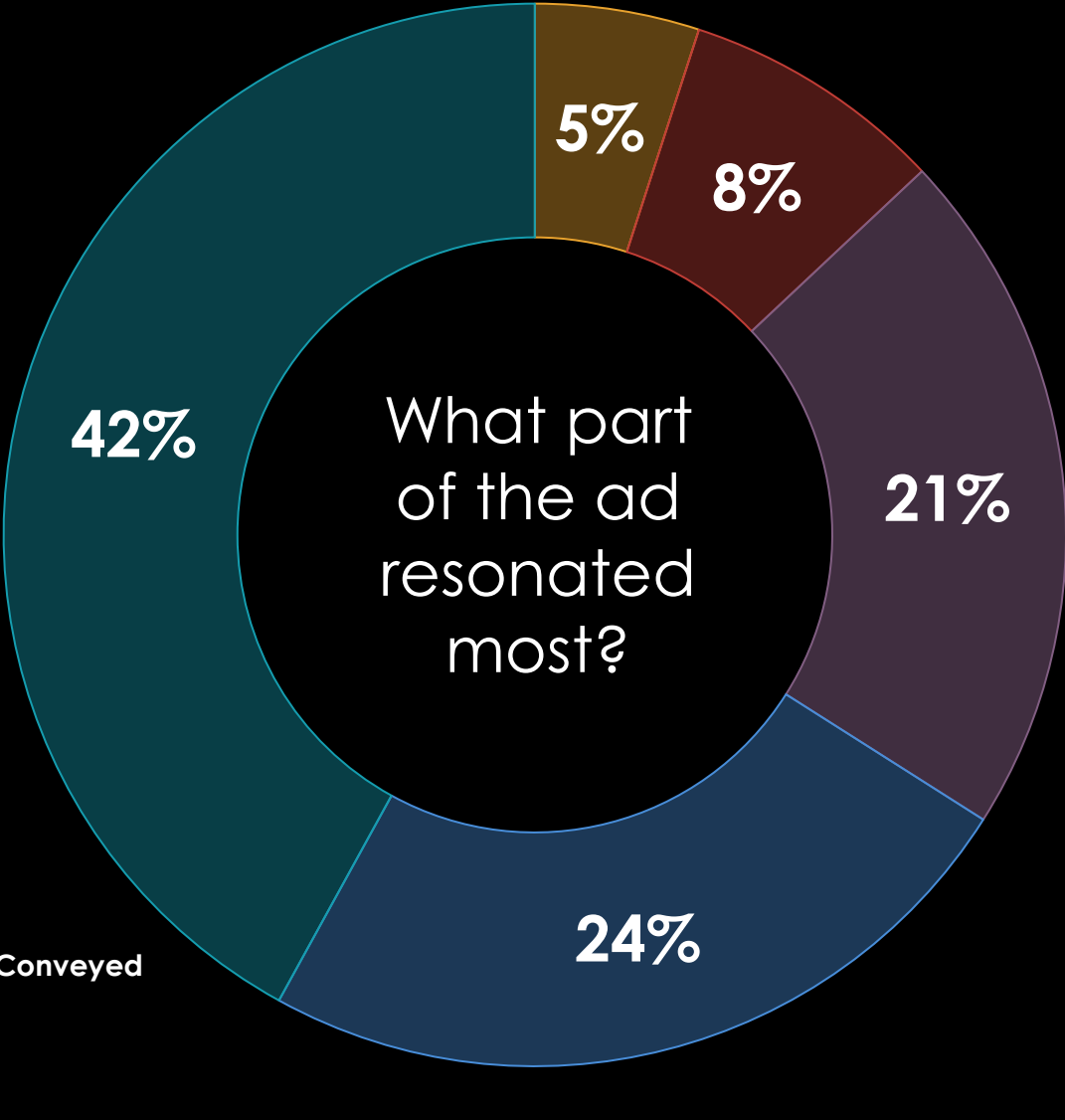


Any podcast genre/topic

Not Aligned

Brands should carefully consider all aspects of podcast ads

Pay special attention to aspects of the ad that allow brand information to shine (e.g. ad length)



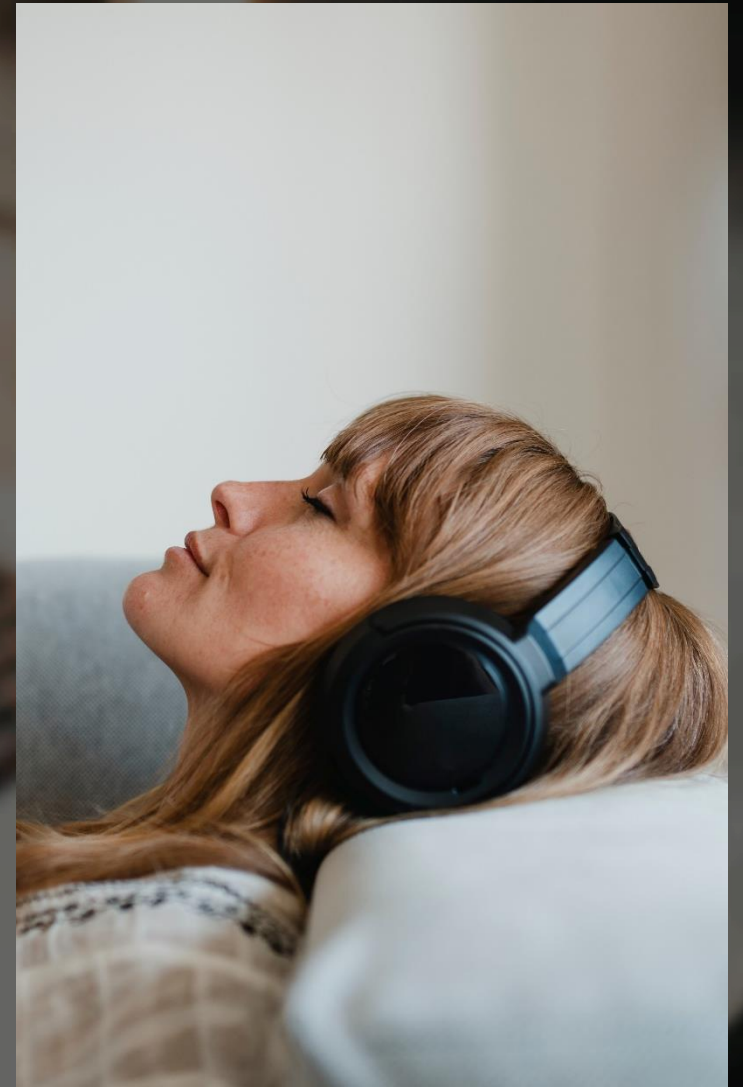
Aspects of Podcast Ads that Resonate Most
% Selected

- Information Conveyed
- Narrator
- Product
- Tone
- Music



HOW DOES AD LENGTH MATTER?

Creative Strategies:
Short vs. long audio ads



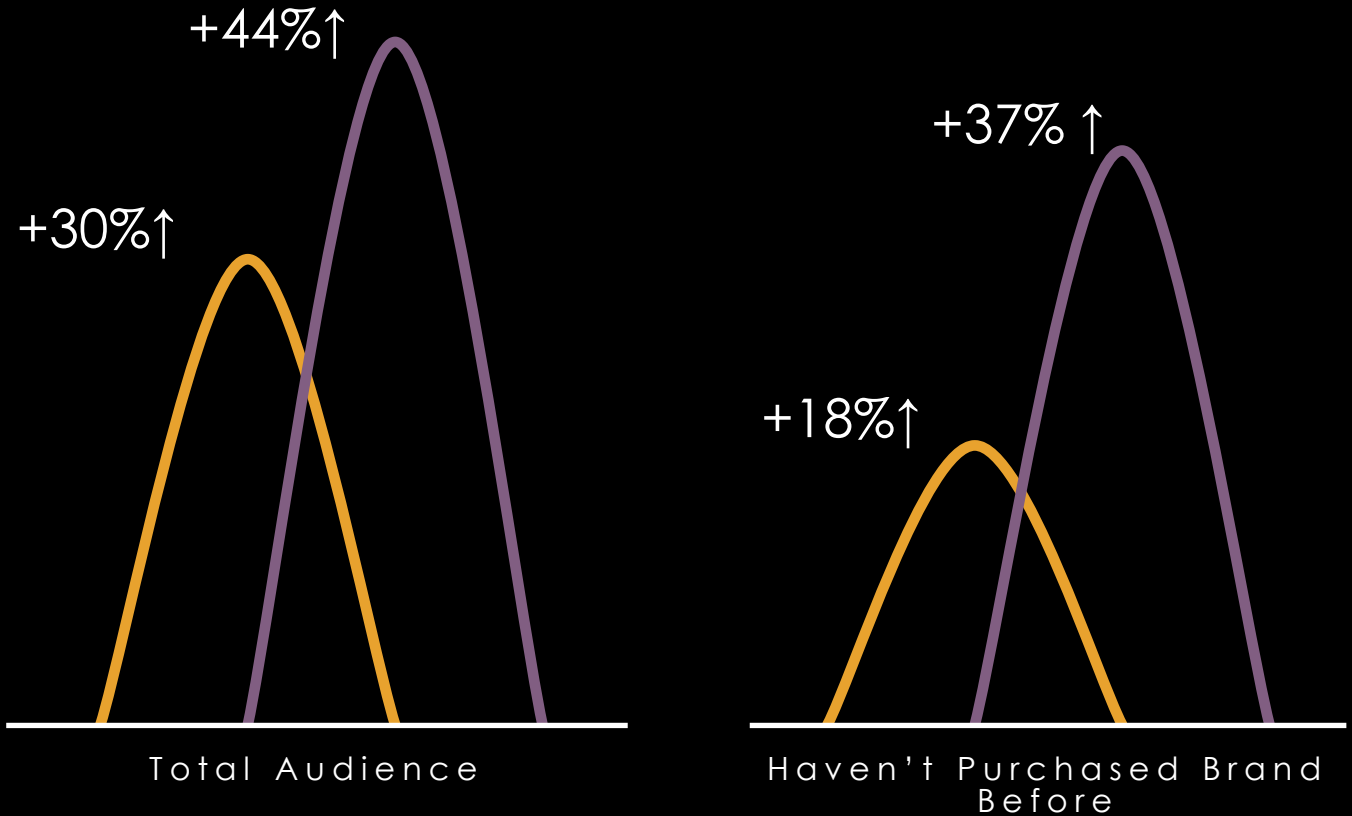
Longer ads create lasting impressions on new audiences

Impact on Aided Ad Recall, By Audience

Delta (% Exposed – % Control)

● :15 Sec Ads ● :30 Sec Ads

Depth > Brevity



Total Audience: Control n=201; 15 Seconds n= 202; 30 Seconds n=200
Haven't Purchased Brand Before: Control n=75; 15 Seconds n=84; 30 Seconds n=82
↑: Significant difference at >= 90% confidence between exposed and control
Q: Which of the following brands, if any, do you recall hearing during the podcast?

Listeners are open to longer ads in podcast content

Ad Format Preference, Among Total Audience
% Preferred

● :15 Sec Ads ● :30 Sec Ads

Ad Format Preference



Those who haven't ever purchased the brand before were even **open to longer ads** in podcasts

63%
Prefer the :30 second ad format

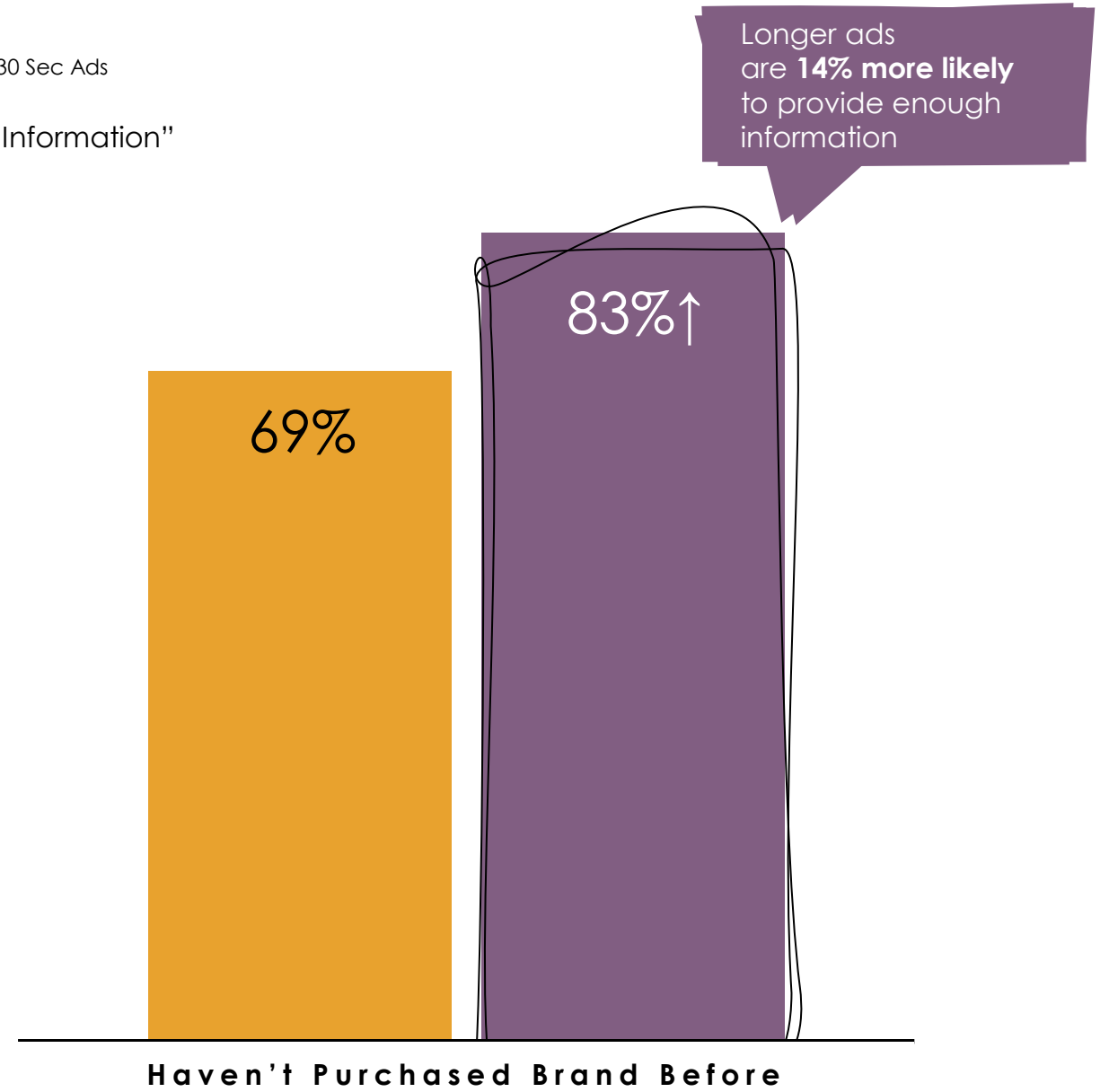
15 Seconds n=93; 30 Seconds n=156
Q: If you had the choice, which ad would you have preferred to hear during the podcast today?

In fact, longer ads are more likely to provide sufficient information to potential new customers

Ad Perception, Among Those Who Haven't Purchased Brand Before
% Strongly/Somewhat Agree

● :15 Sec Ads ● :30 Sec Ads

"Provided Enough Information"



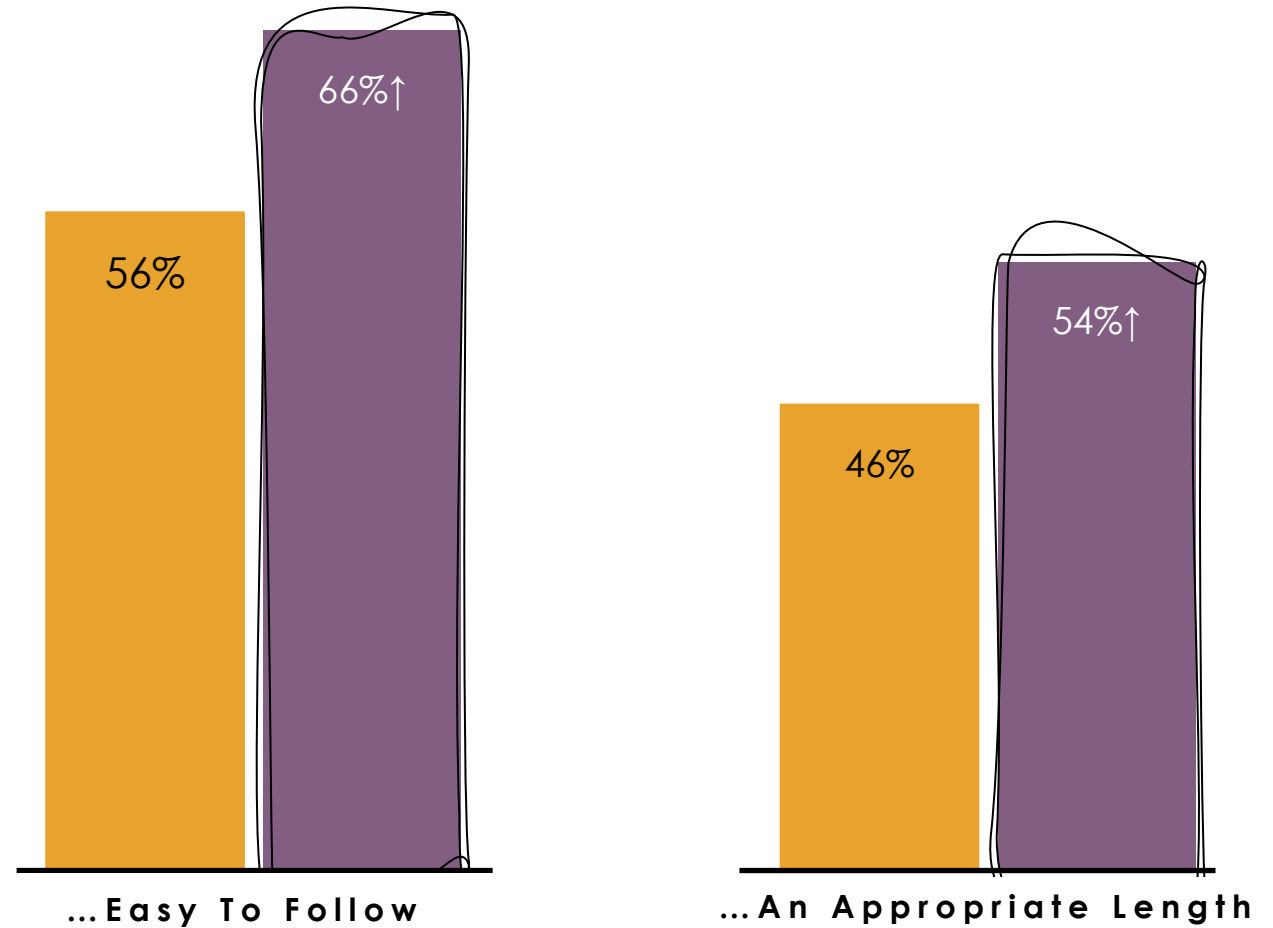
Haven't Purchased Brand Before: 15 Seconds n=84; 30 Seconds n=82
↑: Significant difference at >= 90% confidence between :15 second and :30 second ads
Q: How much do you agree or disagree with the following statements about the ad?

Leaned-in listeners found :30 sec ads easier to follow and a more appropriate length

Ad Perceptions,
Among Those Primarily
Focused on the Podcast
% Strongly/Somewhat Agree

● :15 Sec Ads ● :30 Sec Ads

The Ad Was...

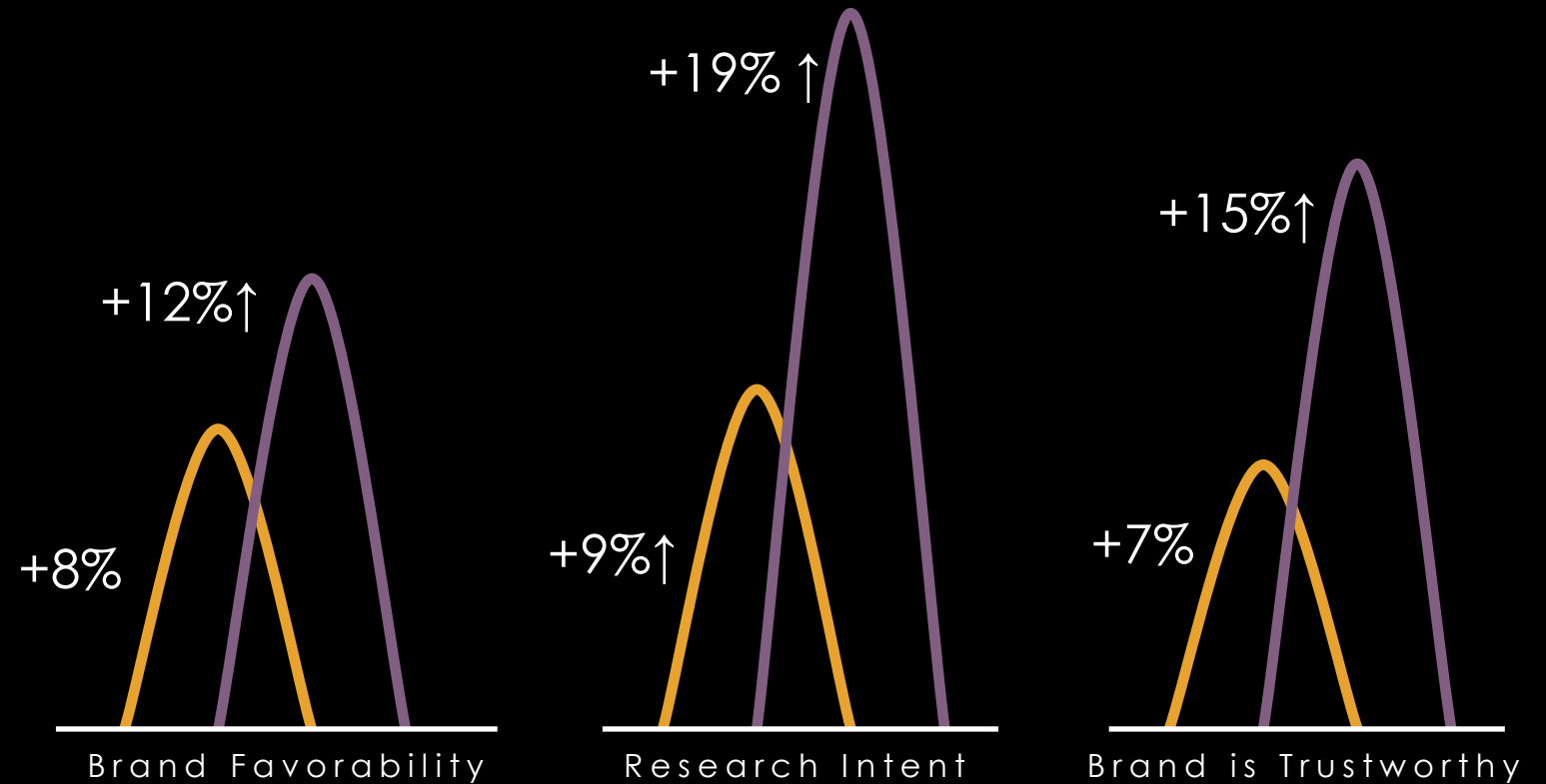


Mostly on podcast 15 Seconds n=159; 30 Seconds n=161
↑: Significant difference at >= 90% confidence between :15 second and :30 second ads
Q: While the podcast was playing, where were you focusing your attention?
Q: How much do you agree or disagree with the following statements about the ad?

Gen Z responded particularly well to the more detailed information in longer audio ads

Impact on Persuasion Metrics, Among Adult Gen Z
Delta (% Exposed - % Control)

● :15 Sec Ads ● :30 Sec Ads



Adult Gen Z audience: Control n=78; 15 Seconds n=82; 30 Seconds n=69
↑: Significant difference at >= 90% confidence between exposed and control
Q: What is your overall opinion of the following brands??
Q: How likely are you to research products for the following brands?



WHAT KIND OF MUSIC, IF ANY, SHOULD AUDIO ADS INCLUDE?

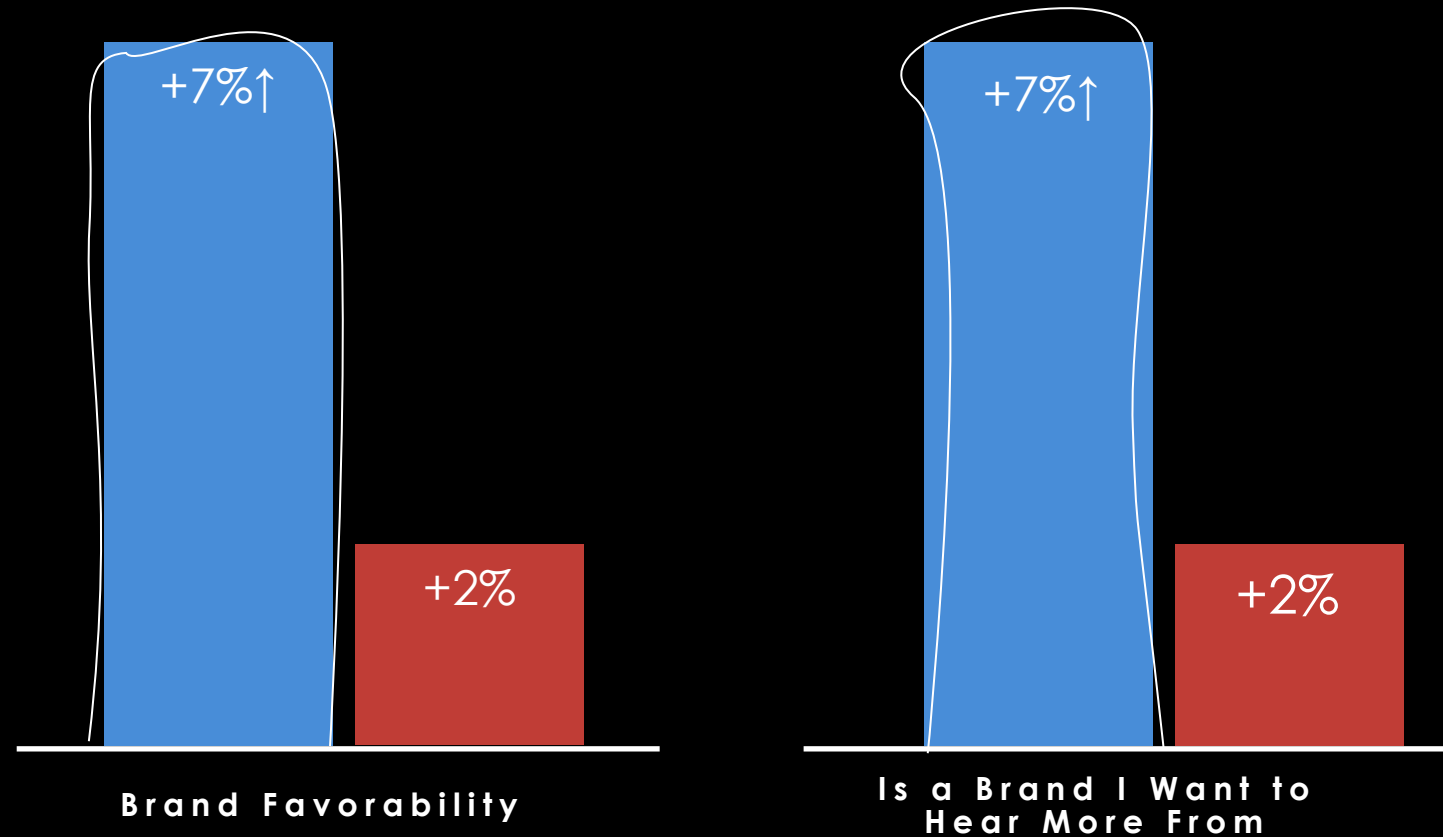
Creative Strategies:
No music vs. mellow music vs.
upbeat music



Inclusion of music in podcast ads works harder

Impact on Persuasion Metrics, Among Total Audience
Delta (% Exposed – % Control)

● Music ● No Music



Music n= 401; No music n=202; Control n=201

↑: Significant difference at >= 90% confidence between music and no music

Q: What is your overall opinion of the following brands??

Q: How likely are you to research products for the following brands?

Mellow music adds to the podcast without distracting from the brand information

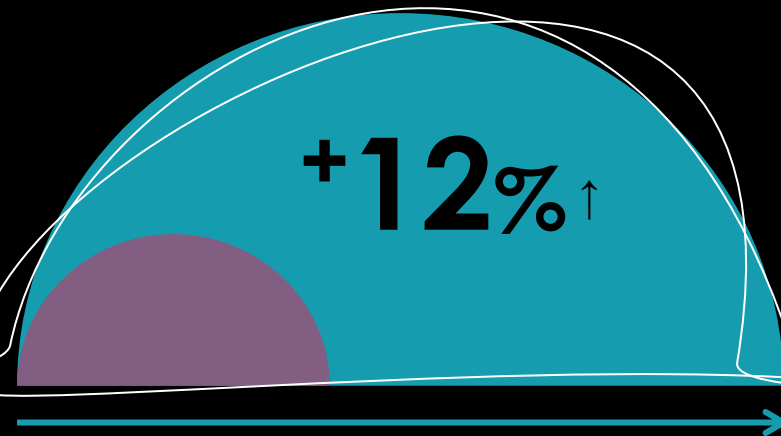
Slow and soothing, mellow music eases into the rhythm of the podcast effortlessly

Ad Perceptions, Among Total Audience

Delta (% Mellow Music – % Upbeat Music)

● Upbeat Music ● Mellow Music

The Ad Was Easy To Follow



Mellow music sets the tone and aids concentration

Why Ads With Mellow Music Are Preferred



“

I adore the soothing melodies of mellow music; they have a way of calming my soul

The gentle rhythms and soft harmonies of mellow music are simply delightful

Loud music tends to give me a headache; I much prefer the tranquility of mellow tunes

I found the background music softer and it helps me concentrate more when listening

I can't stand the constant barrage of noise from loud music; it's just too much for me

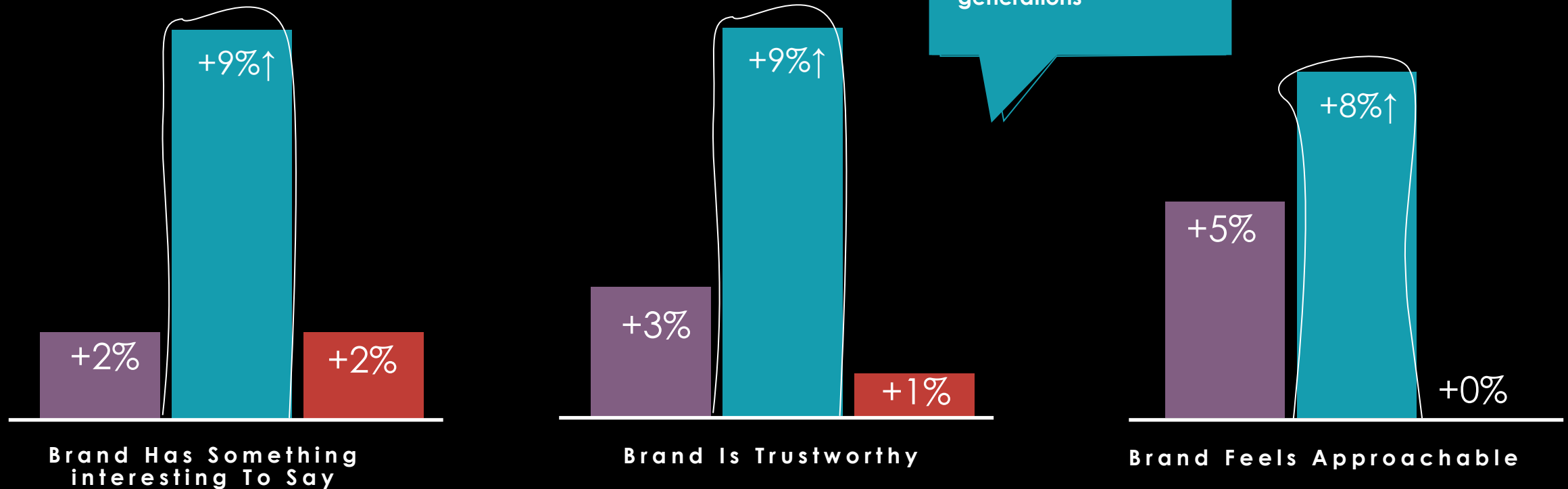
Because during the podcast, we get into a concentration mood and suddenly hearing a very fast announcement ends up distracting

”

With clearer communication, mellow music drives brand perception

Impact on Brand Attributes, Among Total Audience
Delta (% Exposed – % Control)

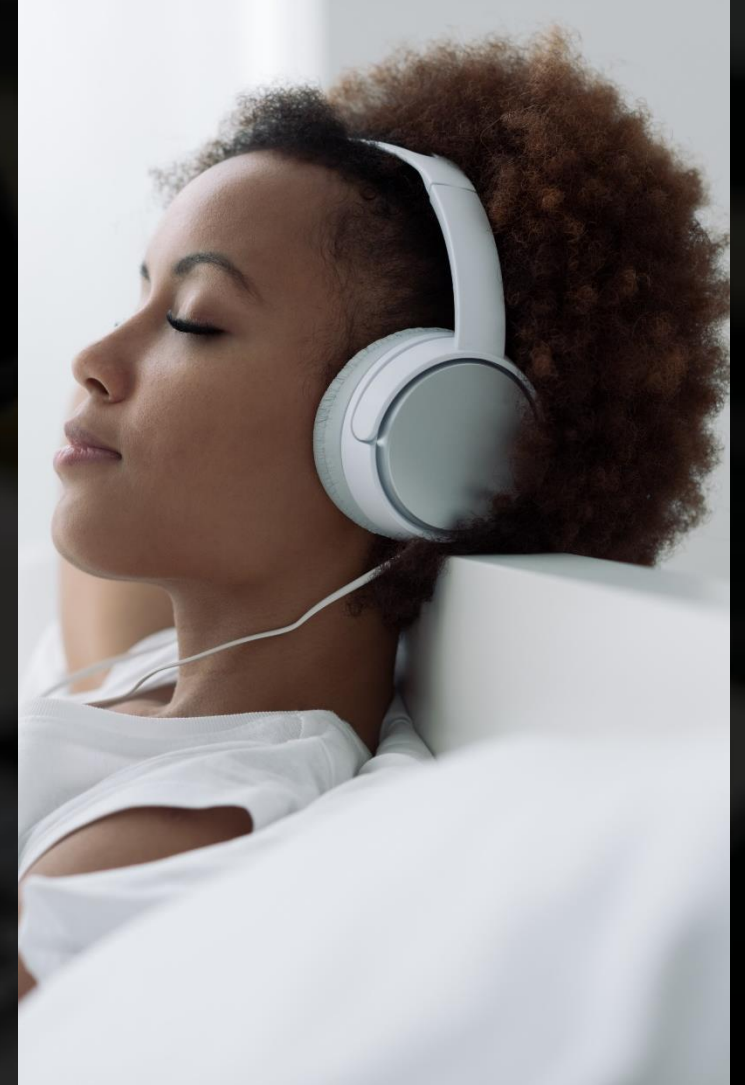
● Upbeat Music ● Mellow Music ● No Music





WHAT SHOULD THE TONE OF THE VOICEOVER BE?

Creative Strategies:
Mellow vs. upbeat voiceovers

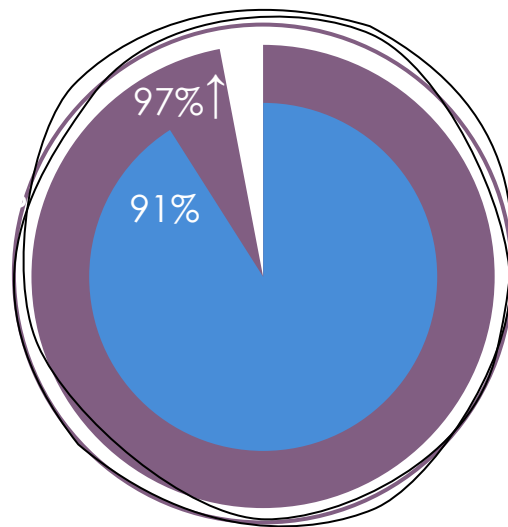


Ads with an upbeat voiceover capture attention and are easier to follow

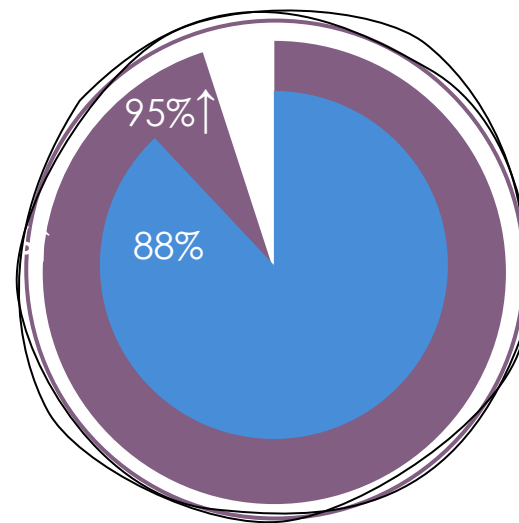
Ad Perceptions, Among Those In-Market for Product

% Strongly/Somewhat Agree

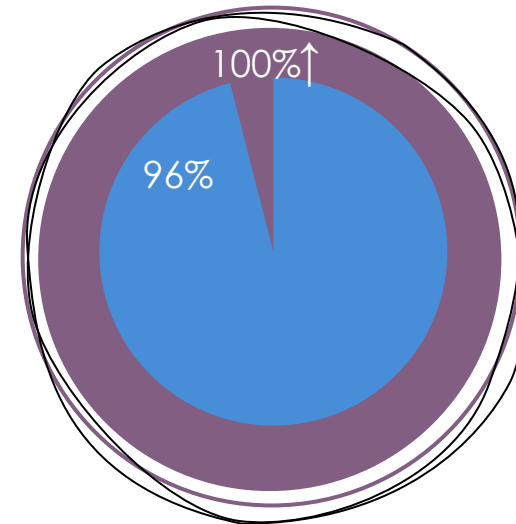
● Upbeat Voiceover ● Mellow Voiceover



Was Likeable



Caught My Attention

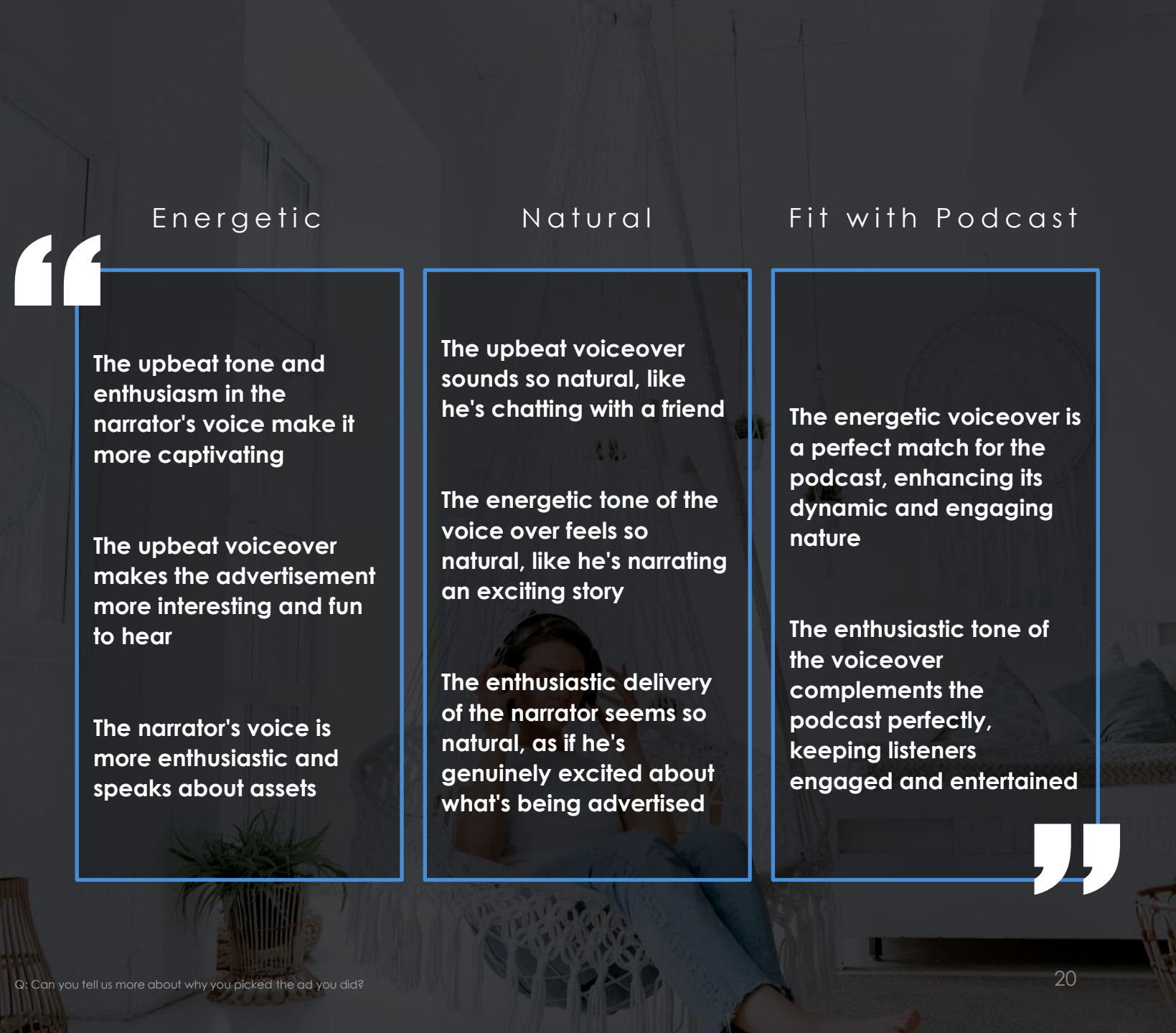


Was Easy To Follow

In Market Mellow voiceover n=116; Upbeat voiceover n=107
↑: Significant difference at >= 90% confidence between upbeat and mellow voiceover
Q: Overall, how did you feel about the ad?
Q: How much do you agree or disagree with the following statements about the ad?

Listeners appreciated the energy of upbeat voice overs

Why Ads With Upbeat Voiceovers Were Preferred



Energetic

The upbeat tone and enthusiasm in the narrator's voice make it more captivating

The upbeat voiceover makes the advertisement more interesting and fun to hear

The narrator's voice is more enthusiastic and speaks about assets

Natural

The upbeat voiceover sounds so natural, like he's chatting with a friend

The energetic tone of the voice over feels so natural, like he's narrating an exciting story

The enthusiastic delivery of the narrator seems so natural, as if he's genuinely excited about what's being advertised

Fit with Podcast

The energetic voiceover is a perfect match for the podcast, enhancing its dynamic and engaging nature

The enthusiastic tone of the voiceover complements the podcast perfectly, keeping listeners engaged and entertained

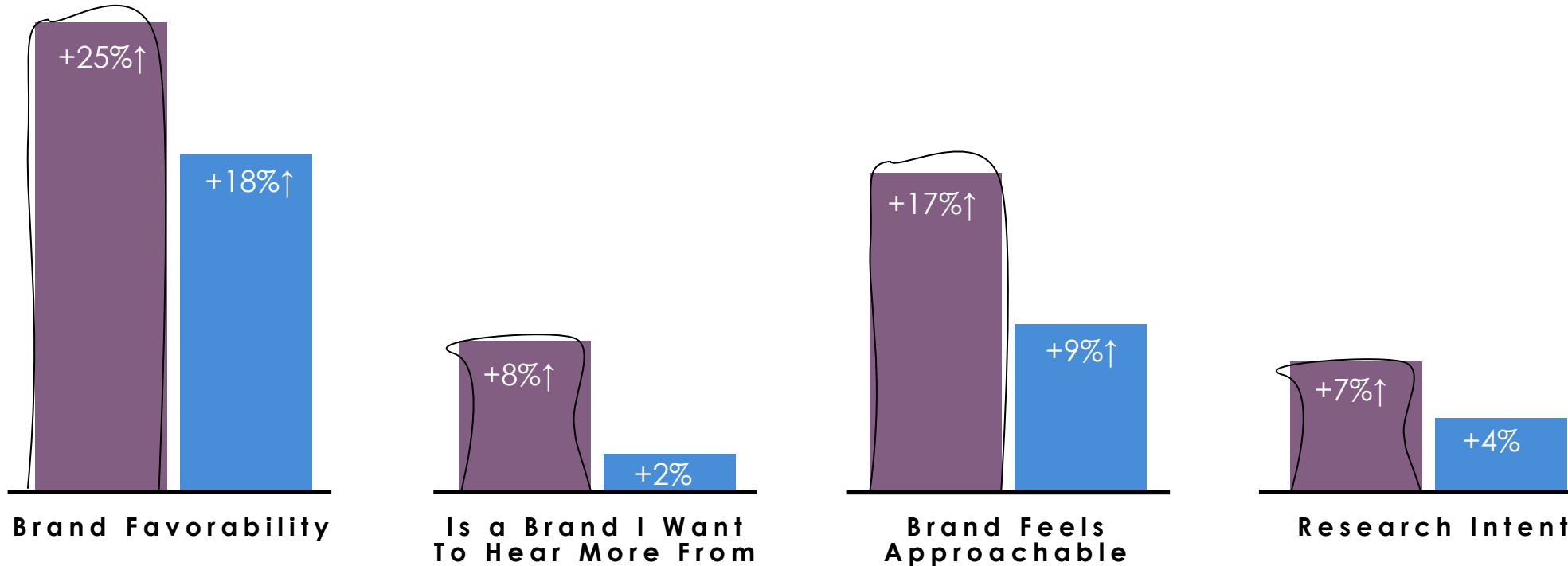


Ultimately, ads with an upbeat voiceover are more effective across branding KPIs

Impact on Brand Metrics, Among Those In-Market For Product

Delta (% Exposed – % Control)

● Upbeat Voiceover ● Mellow Voiceover

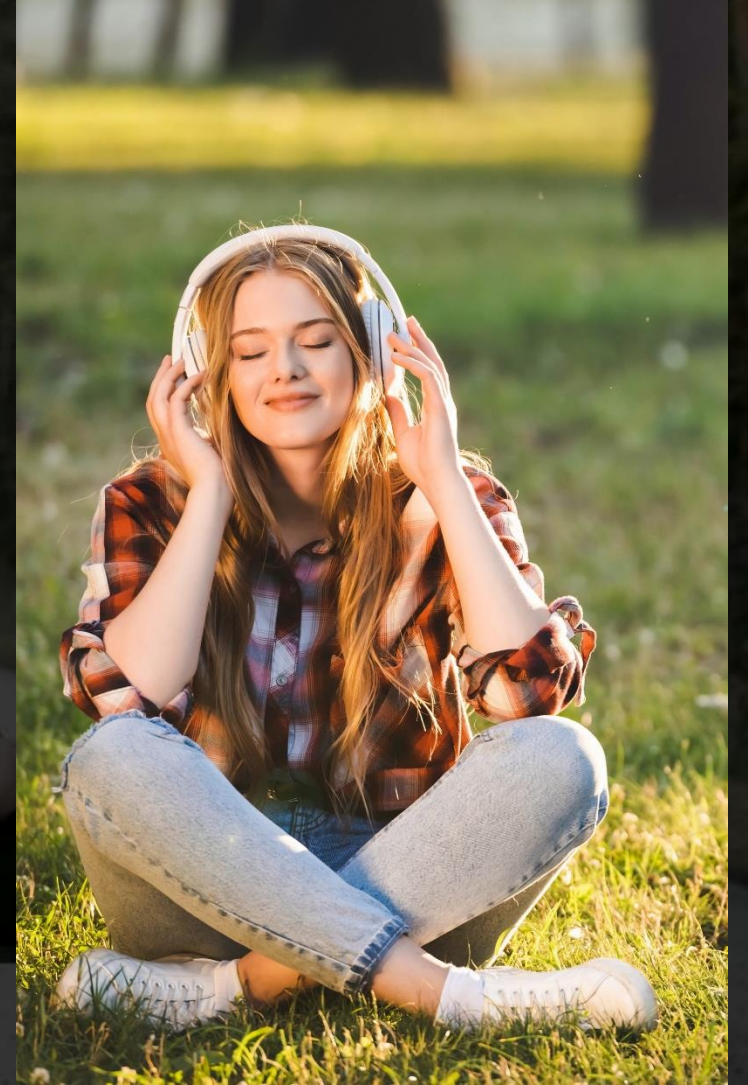


In Market Mellow voiceover n=116; Upbeat voiceover n=107; Control n=110
↑: Significant difference at >= 90% confidence between control and exposed
Q: Which of the following brands, if any, do you recall hearing during the podcast?
Q: How much do you agree or disagree with the following statements about [brand]?
Q: The next time you are [actioning], how likely are you to purchase the following?



WHAT ROLE DOES CONTEXTUAL ALIGNMENT PLAY?

Creative Strategies:
Contextually aligned with podcast genre vs. not



Contextual alignment comparisons

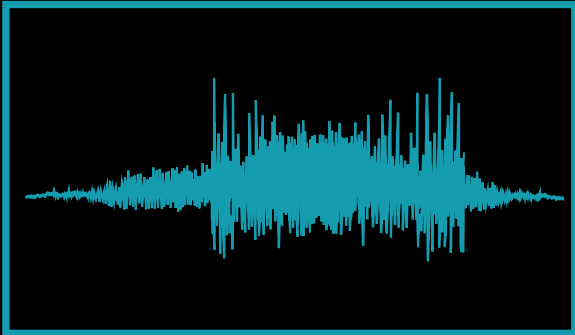
An Example

CONTEXTUAL ALIGNMENT

Ad is served into content genres/topics that are relevant to the product being advertised



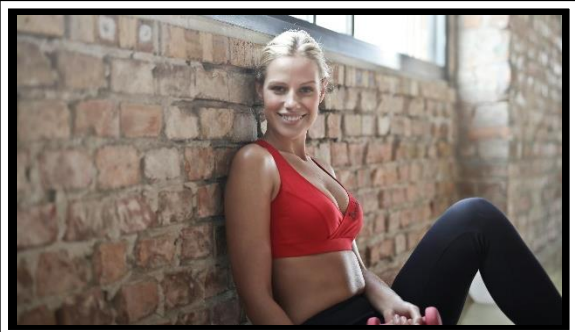
Ad for fitness apparel



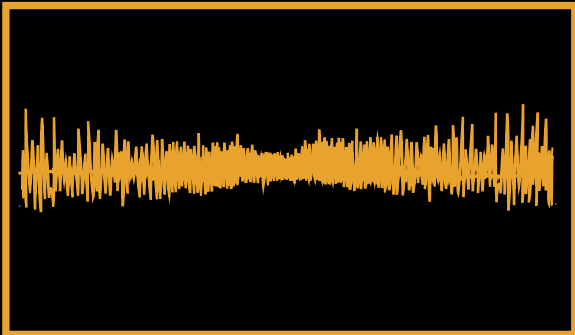
Podcast about health and fitness

NO CONTEXTUAL ALIGNMENT

Ad is served into any popular content genres/topics



Ad for fitness apparel



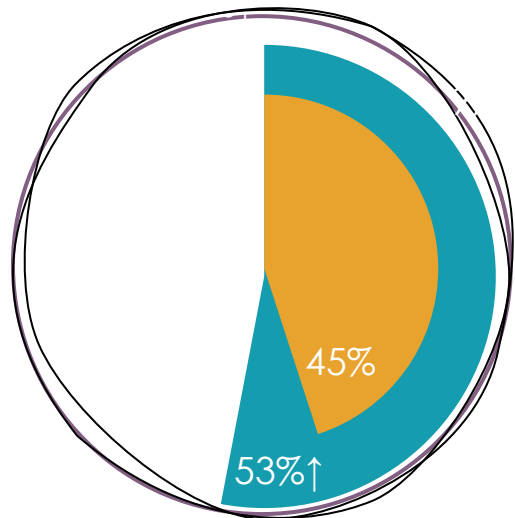
Any podcast genre/topic

Content surrounding the ad has a profound impact on how it's perceived

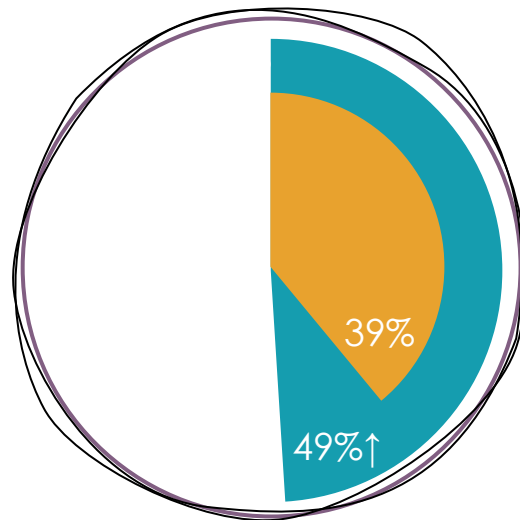
Ad Perceptions, Among Total Audience

Delta (% Exposed - % Control)

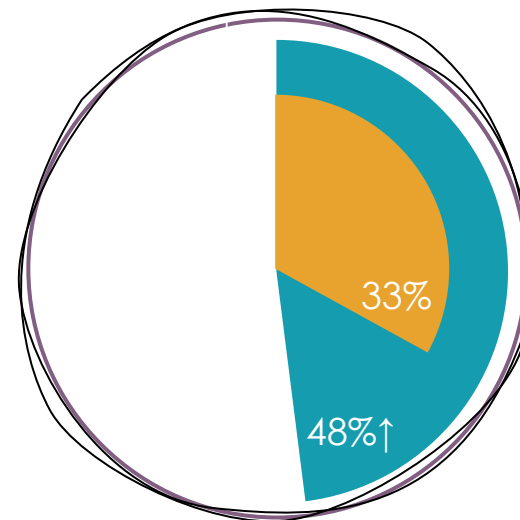
● No Alignment ● Contextual Alignment



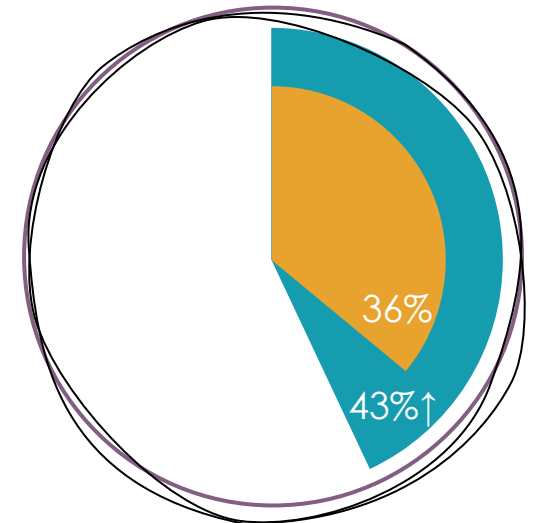
Ad Caught My Attention



Ad Resonated With Me



Ad Vibed Well With The Podcast



Ad Got Me Excited About The Brand

Contextual alignment amplifies ad performance x2

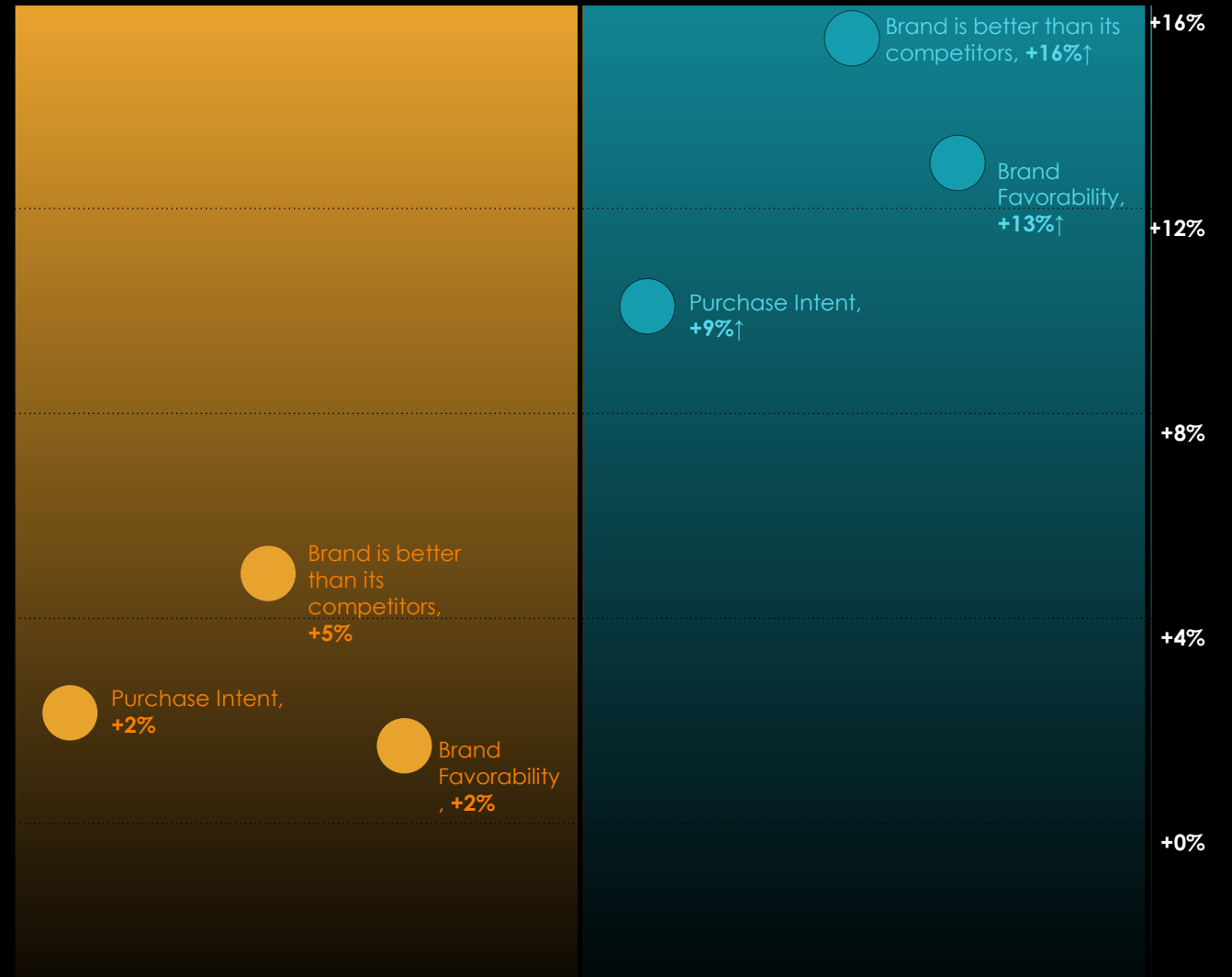
Impact of Contextual Alignment, Among Total Audience
Delta (% Exposed - % Control)

● No Alignment ● Contextual Alignment

+

IMPACT ON BRAND

-



Contextual alignment control n=200 exposed n = 203 ; No alignment control n = 201 exposed n = 202
 †: Significant difference at >= 90% confidence between exposed and control
 Q: What is your overall opinion of the following brands?
 Q: How much do you agree or disagree with the following statements about [brand]?

A man and a woman are seated at a dark table in a studio environment. The man, on the left, is wearing a light-colored shirt and a brown vest. The woman, on the right, is wearing a patterned top and a long brown skirt. They are both looking towards each other. The background is dark with studio lighting fixtures and plants. The text "IN SUMMARY" is overlaid in the center in a yellow, sans-serif font. Several white, wavy lines are drawn across the image, framing the central scene.

IN SUMMARY

Creative strategies for **effective podcast ads**



	RECOMMENDATION	RATIONALE
AD LENGTH	When available, consider using :30 sec ads, especially for driving acquisition	Listeners are in the mindset for detailed information and brands should deliver on this expectation
MUSIC	Consider mellow music over upbeat for a calming and soother ambiance	Mellow music helps listeners concentrate as key brand information is being conveyed
VOICEOVER TONE	Consider upbeat voiceover tone over a mellow one, resonating better with listeners' preference for lively and energetic content	An upbeat voiceover adds dynamism and excitement to the ad, capturing the attention of Brazilian audiences more effectively
CONTEXTUAL ALIGNMENT	Contextual alignment is worth a premium; brands can expand to other types of content to continue building reach	Contextual alignment has the power to change the way people perceive the ad – simply because the ad fits in with the listeners mindset during exposure

A dark, semi-transparent overlay covers a photograph of two women sitting at a table in a podcast studio. They are both looking towards each other and smiling. In front of them are two professional microphones on stands. The background shows a window with a decorative grid pattern. Overlaid on the center of the image is a large, white, circular graphic with the words 'THANK YOU' in bold, white, sans-serif capital letters. The graphic is surrounded by several thin, wavy lines in red, cyan, and yellow. At the bottom of the image, there are three logos: 'M/GNA MEDIA TRIALS', the Spotify logo, and the Spotify brand name.

**THANK
YOU**

M/GNA MEDIA TRIALS

