

AUDIO ADVERTISING GAME CHANGERS

Accelerating brand success by leveraging audio trends.

Purpose:

Explore the audio trends that advertisers are leaning into to accelerate performance of their media investments.

Key Findings:

- Emotionally driven audio ads drive unmatched results
- The buying power of fandom-led communities grounded in authenticity drive brand choice
- AI-powered Audio ads deliver demonstrably stronger results for advertisers.



Key Takeaways:

- Ads with positive emotion drive an 8.2% lift in consumer action.
- 31% of advertisers are increasing investment with creators, while 40% are shifting from one-off campaigns to annual collaborations.
- Radio and podcast publishers are rolling out AI powered enhanced features to supercharge listening experiences and advertising strategies.
- Radio in all forms is the strongest channel in driving meaningful results straight through the marketing funnel.
- With modern measurement capabilities, it's easier for brands to see audio's powerful pull regardless of KPI.

Source: Audacy; Fall 2024 State of Audio: Trends Report, StateofAudio.com