

# RADIO COMMANDS ATTENTION

Audio ads outperform video for attention and brand recall

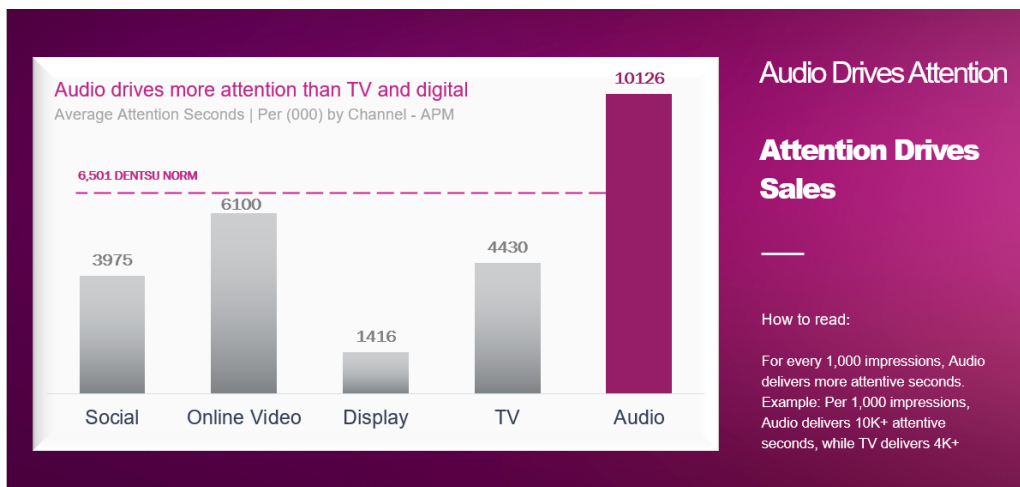
## Purpose:

Measure the attentiveness of AM/FM radio ads and podcasts as compared to all visual advertising.

*Note:* Attentiveness is defined by the Advertising Research Federation as “the degree to which those exposed to the advertising are focused on it.”

## Key Findings:

AM/FM radio and podcast ads have the highest attentiveness of all media formats, surpassing online display, online video, social, and TV.



## Key Takeaways:

- Attention is important: The greater the time duration that an ad is heard and seen, the greater the sales conversion.
- Audio has +56% greater attentiveness scores versus Dentsu norms, +128% stronger than TV.
- Audio generates +8% higher brand recall versus Dentsu norms, +14% greater than online video and display.
- AM/FM radio is eight times more cost effective than TV and eleven times more cost efficient than Dentsu’s “attention cost per thousand” media benchmark. Podcasts are +43% more cost efficient than Dentsu’s “attention CPM” norm.

Source: Dentsu Attention Economy Study 2023, conducted by Lumen, P13-69