

AUDIO TRUMPS VIDEO

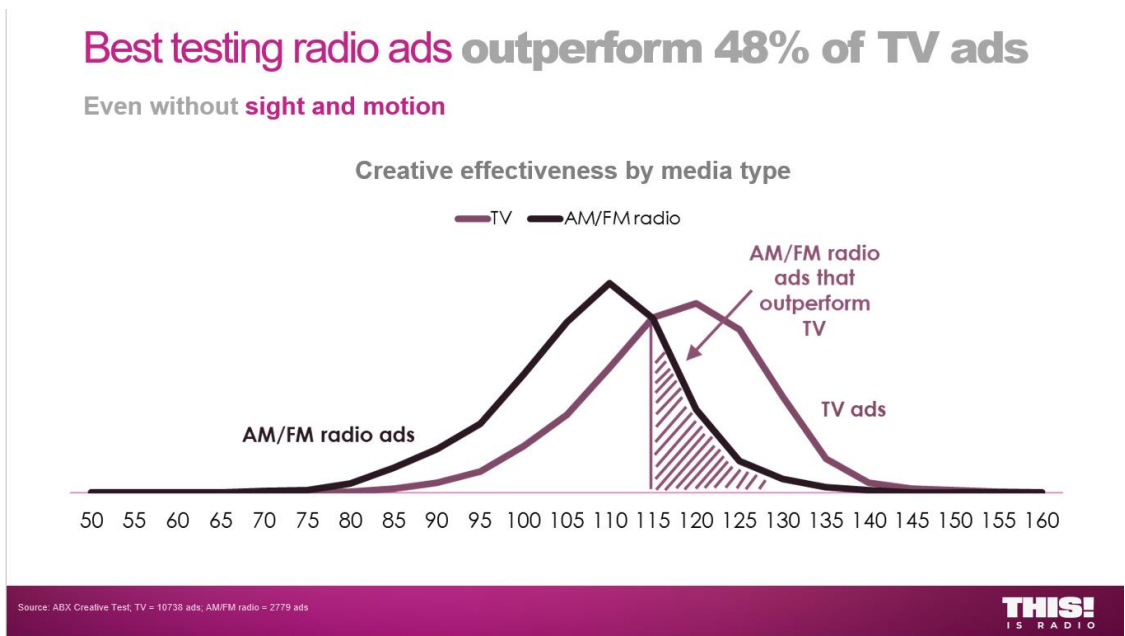
Dispelling the “sight, sound & motion” myth

Purpose:

Compare audio creative to video/visual creative against KPIs for several business categories to determine if effectiveness is tied to sight, sound and motion.

Key Findings:

The commonly accepted wisdom of the superiority of a TV ad’s “sight, sound, and motion” to AM/FM radio ad is a myth



Key Takeaways:

- AM/FM radio creative effectiveness is 92% of TV at one-fourth of the CPM – TV ad “sight sound and motion” superiority is a myth
- Best testing AM/FM radio ads outperform nearly half of all TV ads
- Haircare and skincare: AM/FM radio ads perform very close to TV ad effectiveness for highly visual personal care categories
- Quick service restaurants: AM/FM radio ads perform very closely to TV ads in a category that has valued showing beautiful shots of food
- Nielsen: 61% of TV ads are not seen; most exposures occur when consumers gaze at their phone or are out of the room
- Games of Thrones: Audio trumps video with greater cognitive and emotional processing as audio book beats the TV show in consumer engagement

Source: ABX Creative Test, TV = 10738 ads; AM/FM radio = 2779 ads