

# How the **sonic boom** can drive business growth





**RADIOCENTRE IRELAND**

# Radiocentre Ireland launches the Irish Audio Awards

Radiocentre Ireland is delighted to launch The Irish Audio Awards to showcase the unique strength and power of audio advertising. The awards will recognise and reward great work in audio, celebrating creativity in audio advertising and championing the teams behind the winning work. The Irish Audio Awards event will take place in the Smock Alley on Thursday, the 30th of November.

[About us](#)

27th JANUARY 2023 **REPORT**

**Radiocentre Ireland CEO Ciáran Cunningham presents insights on audio in the U.S.**

[Find out more →](#)



## What's New?

Irish radio enjoyed revenues of €158.1 million in 2022, up 9% on 2021, growing significantly ahead of the total advertising market.



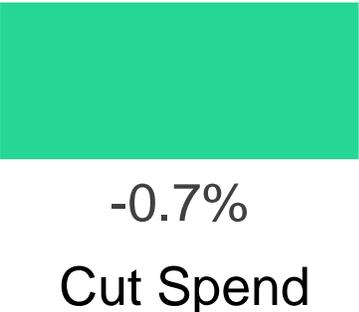
# 1. Investing in your brand

# A wealth of evidence shows that continuing to invest in your brand delivers increased share

Changes in market share (percentage points) for brands cutting and increasing marketing spends during downturns

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Source: PIMS – the Profit Impact Marketing Strategy database, <https://bit.ly/2xws8p5> 8 Peter Field (2008), “Marketing in a downturn: lessons from the past”, Market Leader Issue 42, <https://bit.ly/3bw8zMm> <https://bit.ly/3bw8zMm> 9 Professor John Philip Jones (2001), The Ultimate Secrets of Advertising, SAGE Publications, Thousand Oaks, CA

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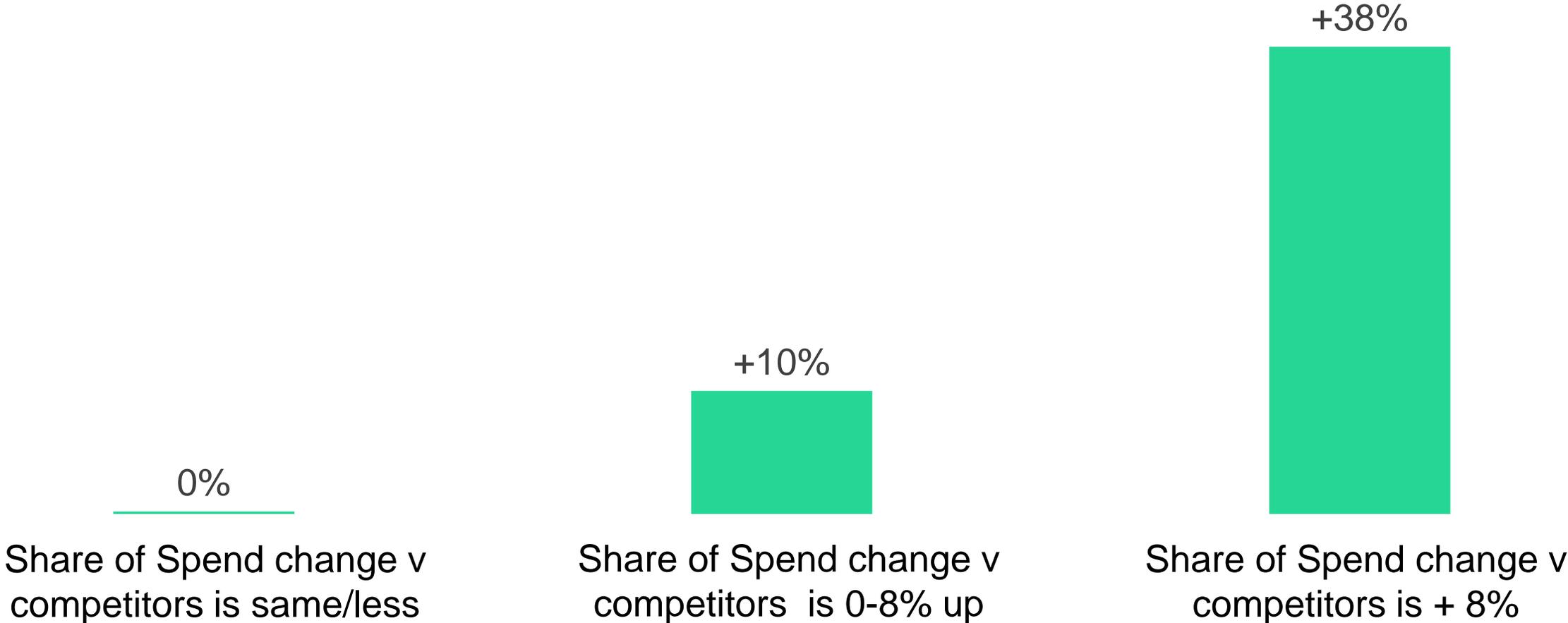
+10%



Share of Spend change v competitors is 0-8% up

# Investing in share of voice drives long term profit growth

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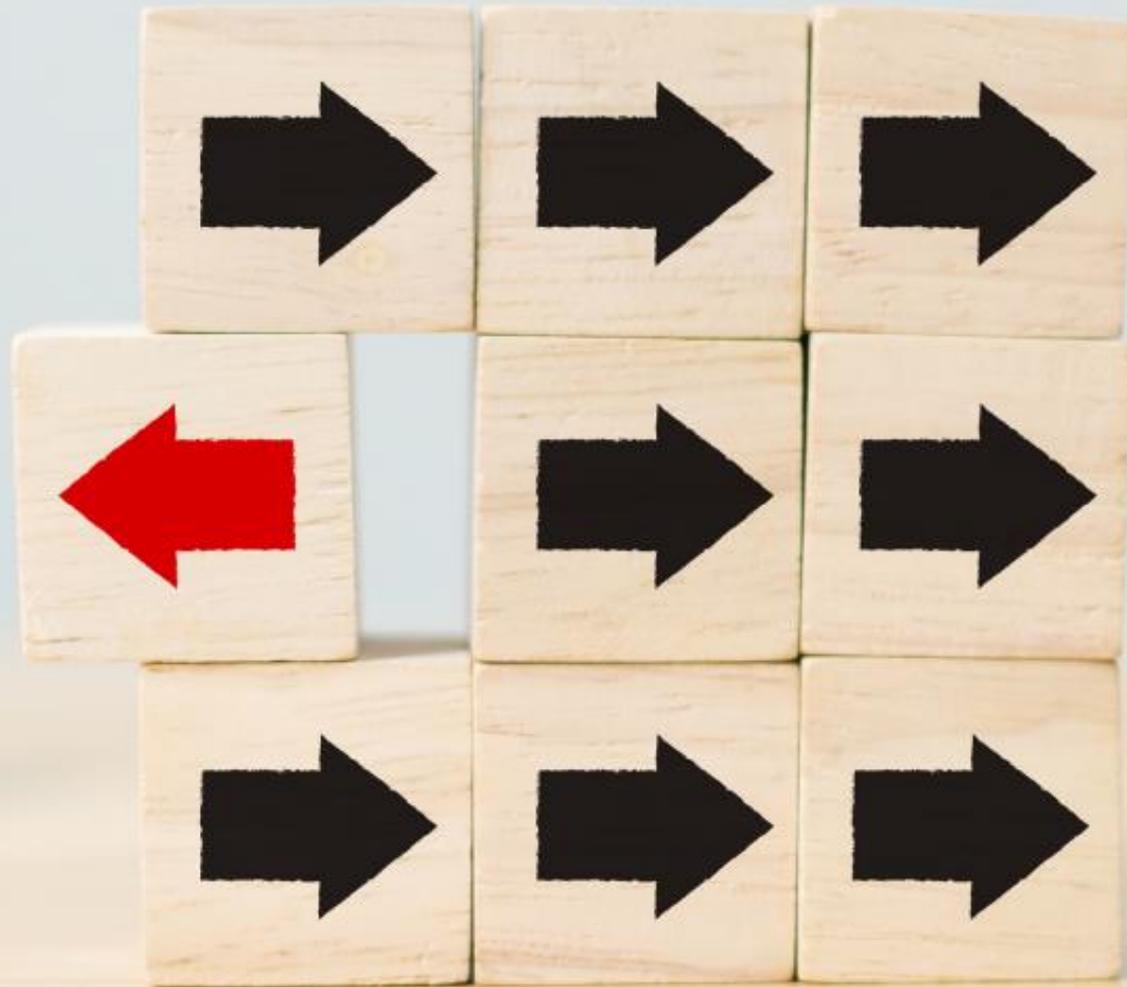
Base: IPA Cases

# 20 years of data analysed by the Ehrenbeg-Bass Institute

## Key Findings

- 🌀 When brands stop mass reach advertising for a year, sales on average fall by 16%
- 🌀 The longer a brand stops advertising for, the more their sales decline

**Need to stimulate demand when things are a little tighter**





## 2. How do brands grow?

# How do brands grow?

A man with a beard and long hair is shown in profile, looking upwards with his eyes closed. He is wearing large, over-ear headphones with a wooden finish. The background is a blurred, colorful mural or graffiti. Two teal circles are overlaid on the image, one on the left and one on the right, containing the text 'Physical Availability' and 'Mental Availability' respectively.

Physical  
Availability

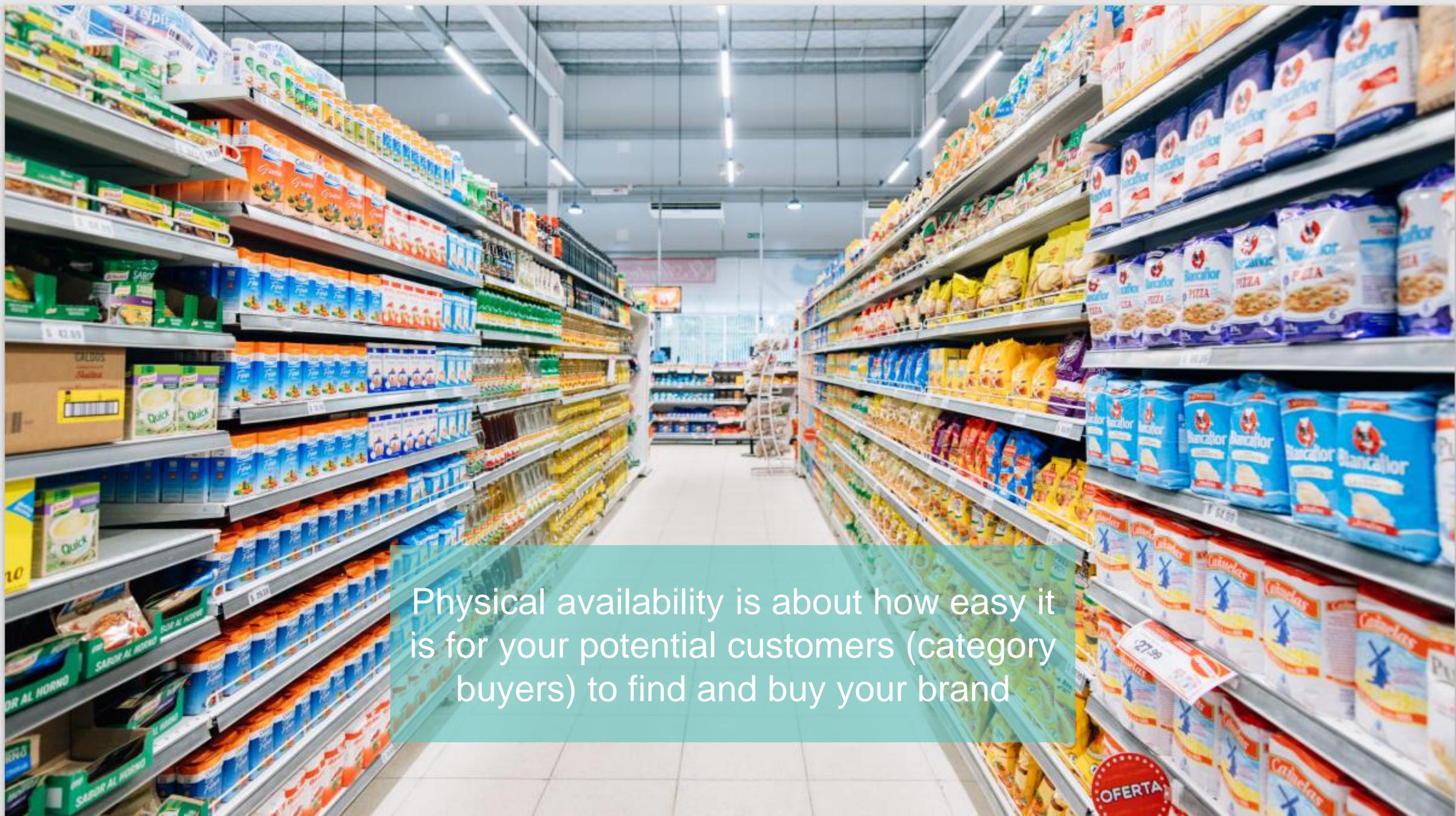
Mental  
Availability

# How do brands grow?

A man with a beard and long hair is shown in profile, wearing large, dark-colored headphones. He has his eyes closed and is looking upwards, suggesting a state of relaxation or immersion in music. The background is a blurred, colorful wall, possibly a graffiti wall. Two teal-colored circles are overlaid on the image: one on the left containing the text 'Physical Availability' and one on the right containing the text 'Mental Availability'.

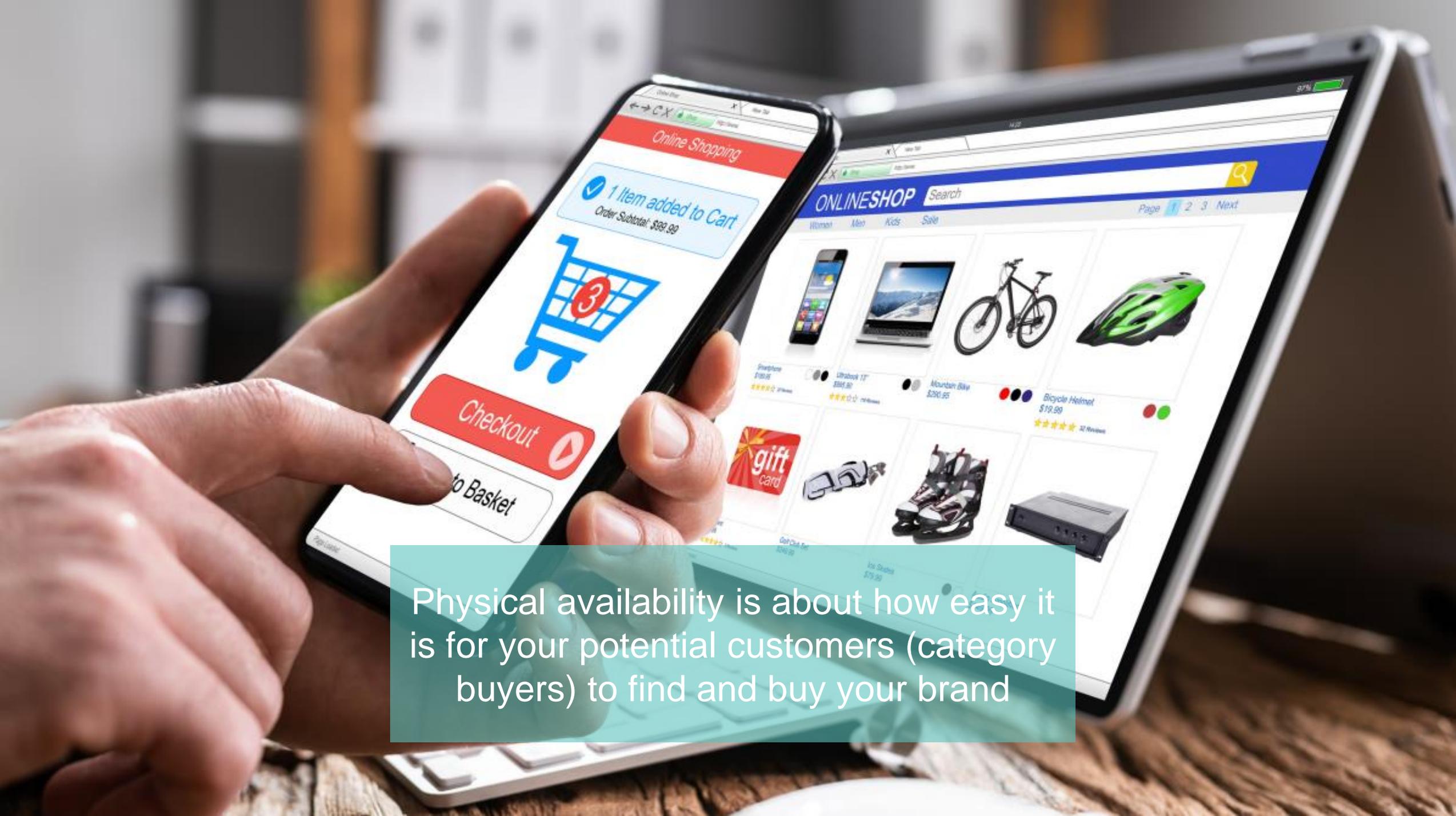
Physical  
Availability

Mental  
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Physical availability is about how easy it is for your potential customers (category buyers) to find and buy your brand

OFERTA



Physical availability is about how easy it is for your potential customers (category buyers) to find and buy your brand

# 3 components of physical availability

## Presence

Is your brand where it should be?

## Prominence

Is your brand easy to find?

## Relevance

Is your brand present and prominent at the most relevant occasions

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## Presence

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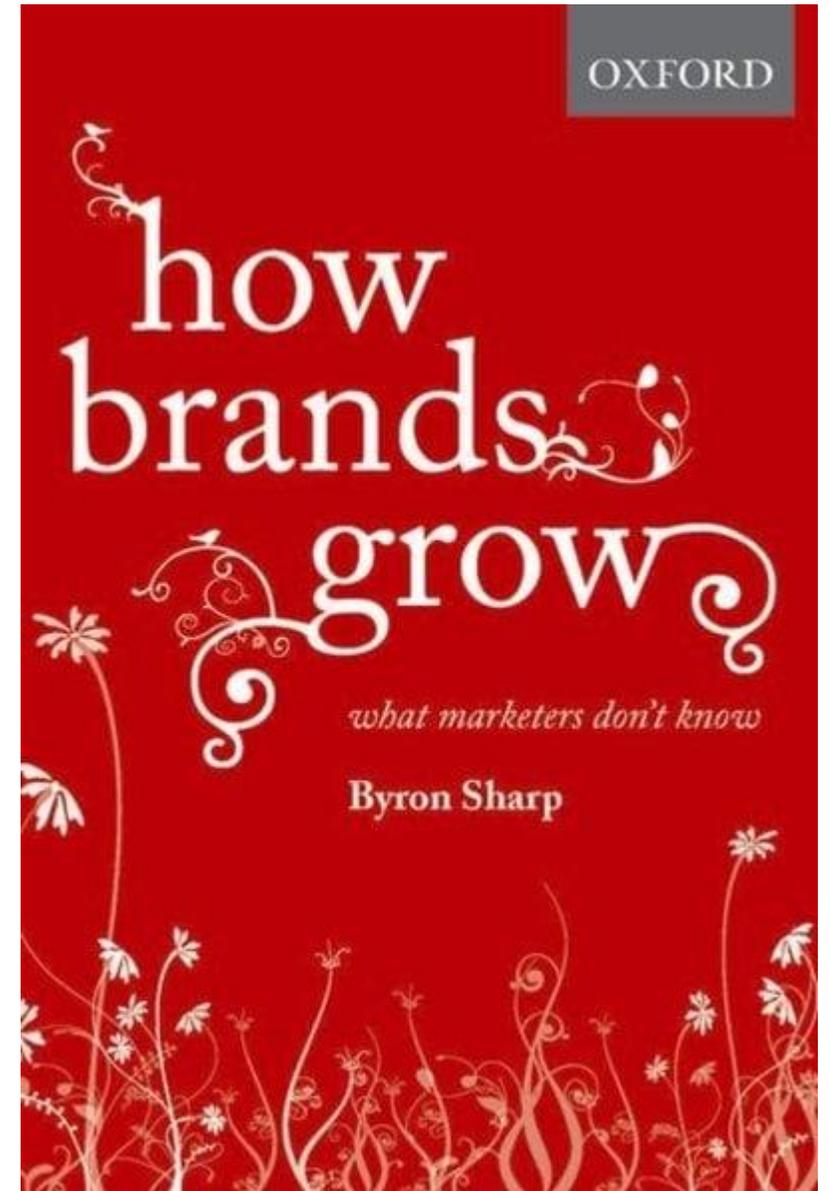
## Relevance

Is your brand present and prominent at the most relevant occasions

A lot of digital activity is only focused on physical availability

“Search advertising isn't advertising at all. **It's physical availability**”

**Byron Sharp**

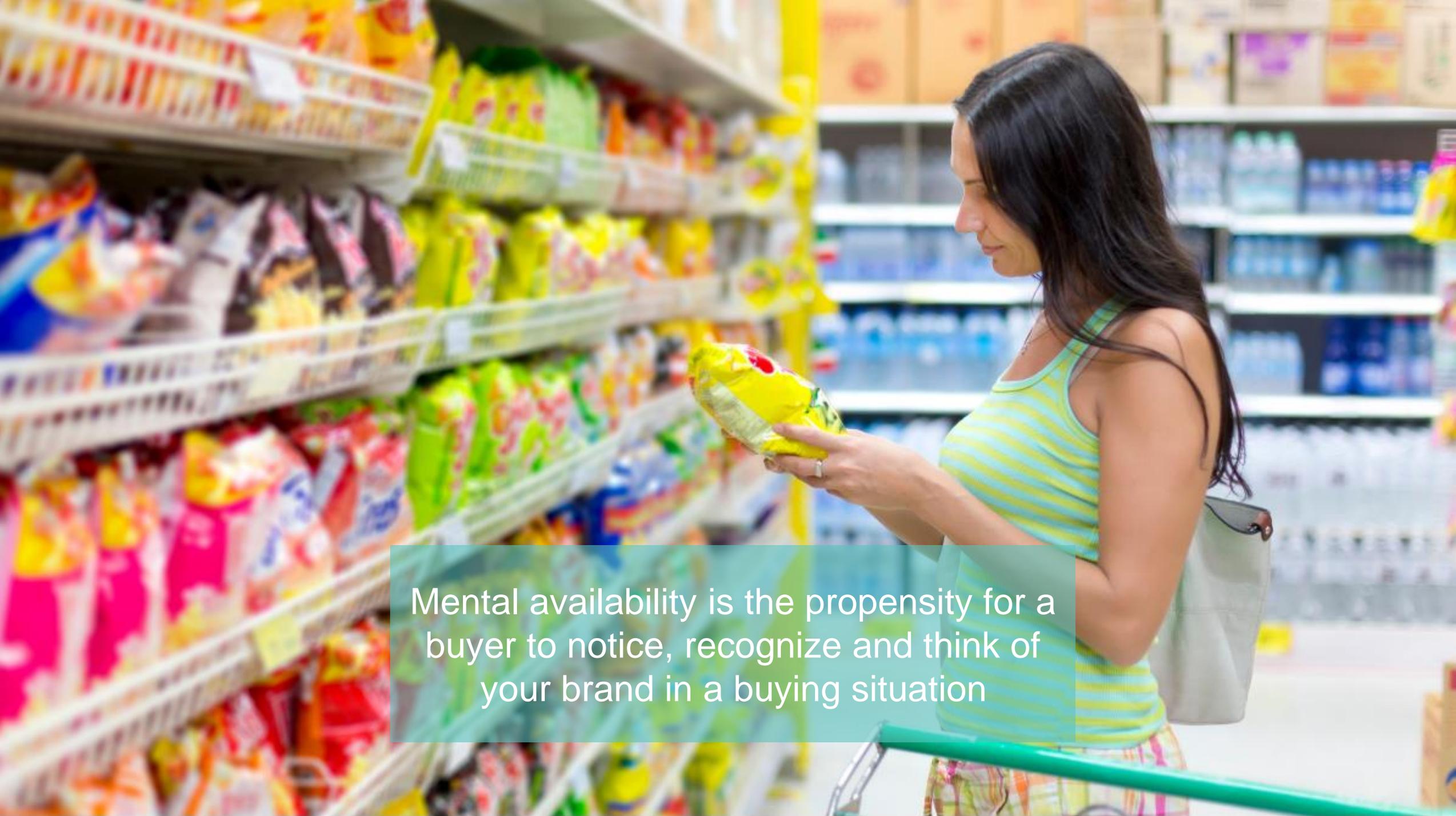


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Mental availability is the propensity for a buyer to notice, recognize and think of your brand in a buying situation

# Mental Availability

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Distinctiveness

Fame

Being remembered at the moment of purchase

# Mental Availability

## Distinctive Brand Assets



Creates shortcuts in  
consumers' minds

# Mental Availability – Distinctive Brand Assets

Logo



Slogans

I'm Loving It

Fluent Devices



Colour



It Could Be You



Sound







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It Could Be You



Sound





# Broadcast Media

# How to grow your brand

Mental Availability  
Thinking of your brand when  
buying

Physical Availability  
Finding your brand when  
buying

# How to grow your brand

Search →  
Social →



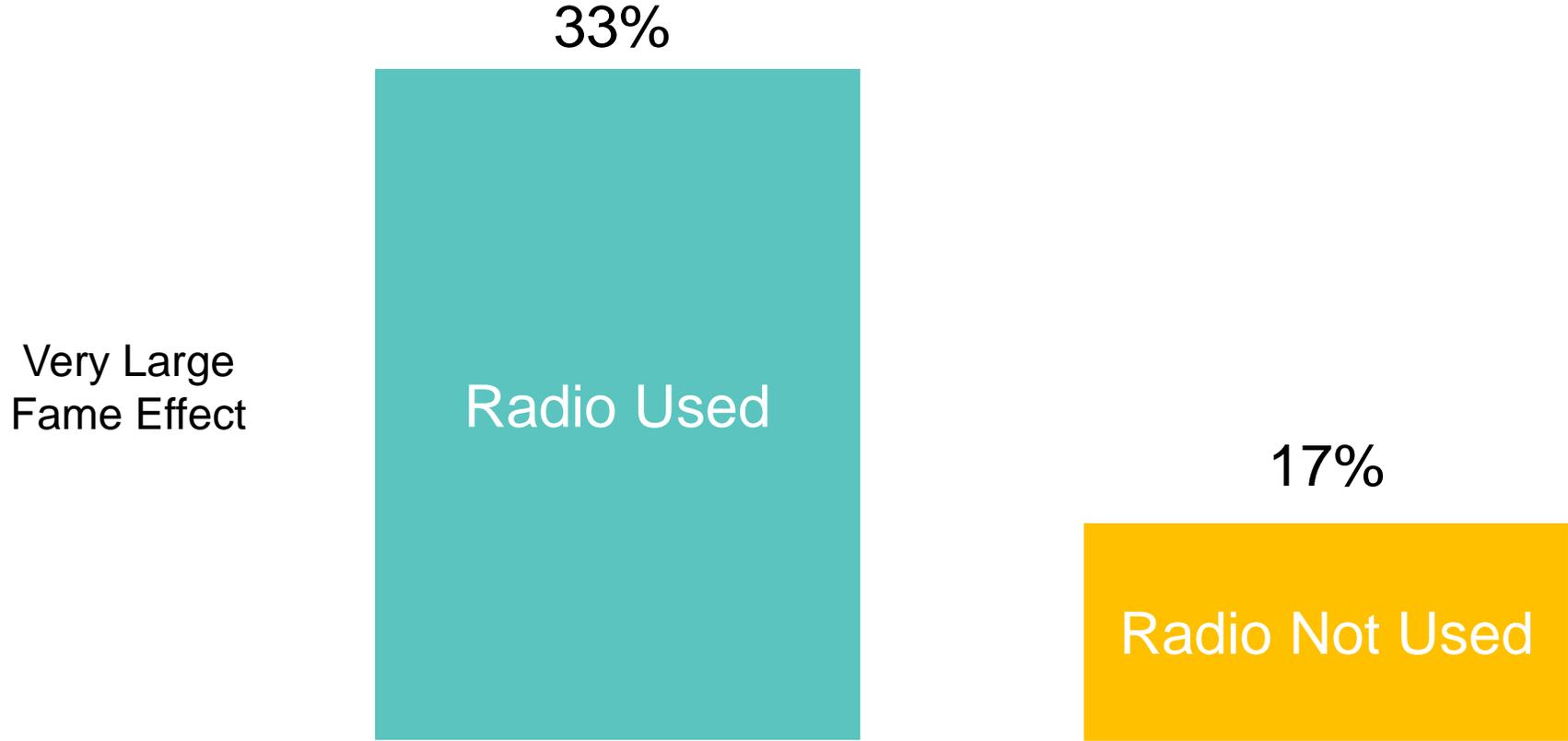
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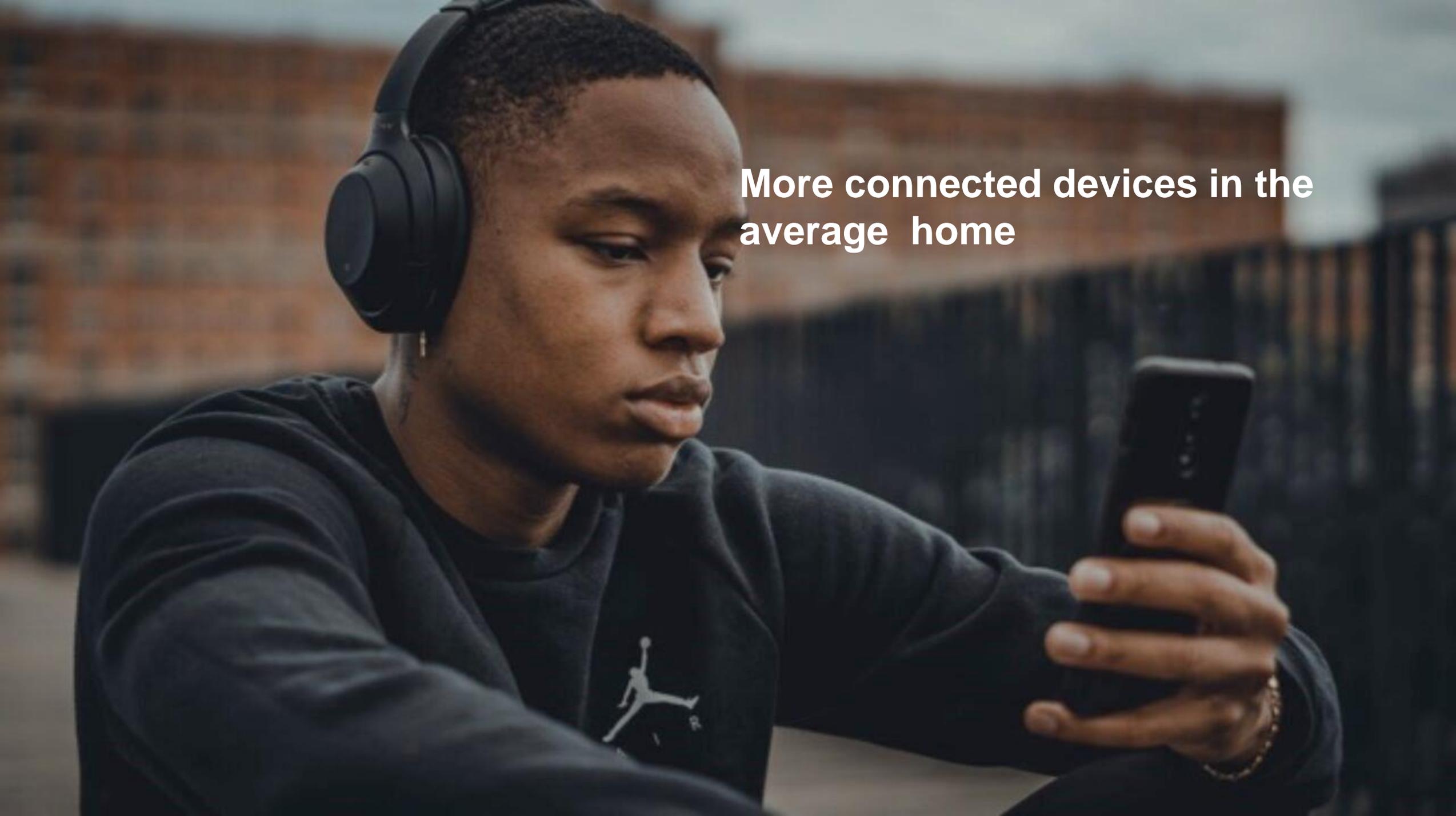
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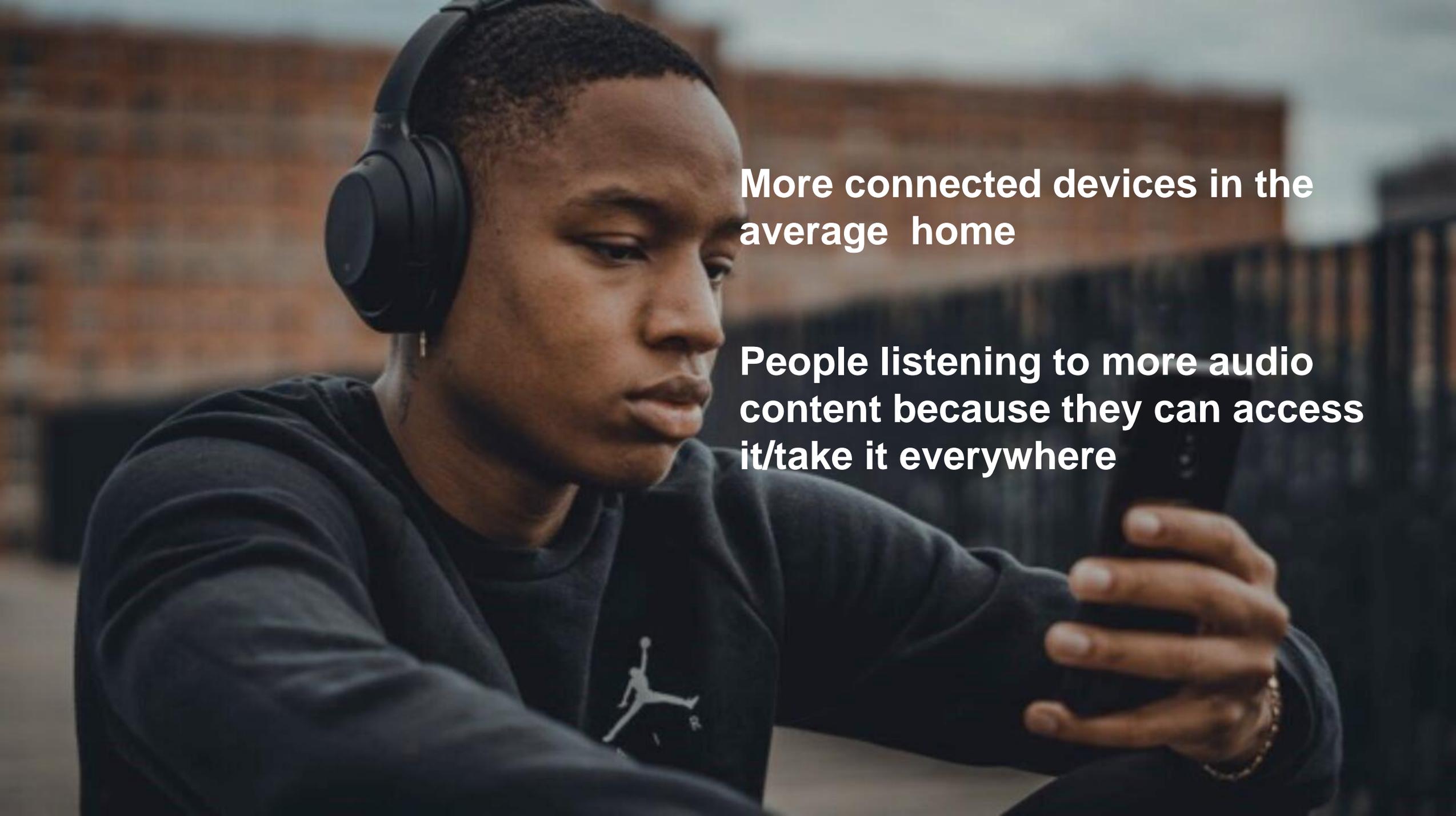
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### 3. Audio to help brands grow

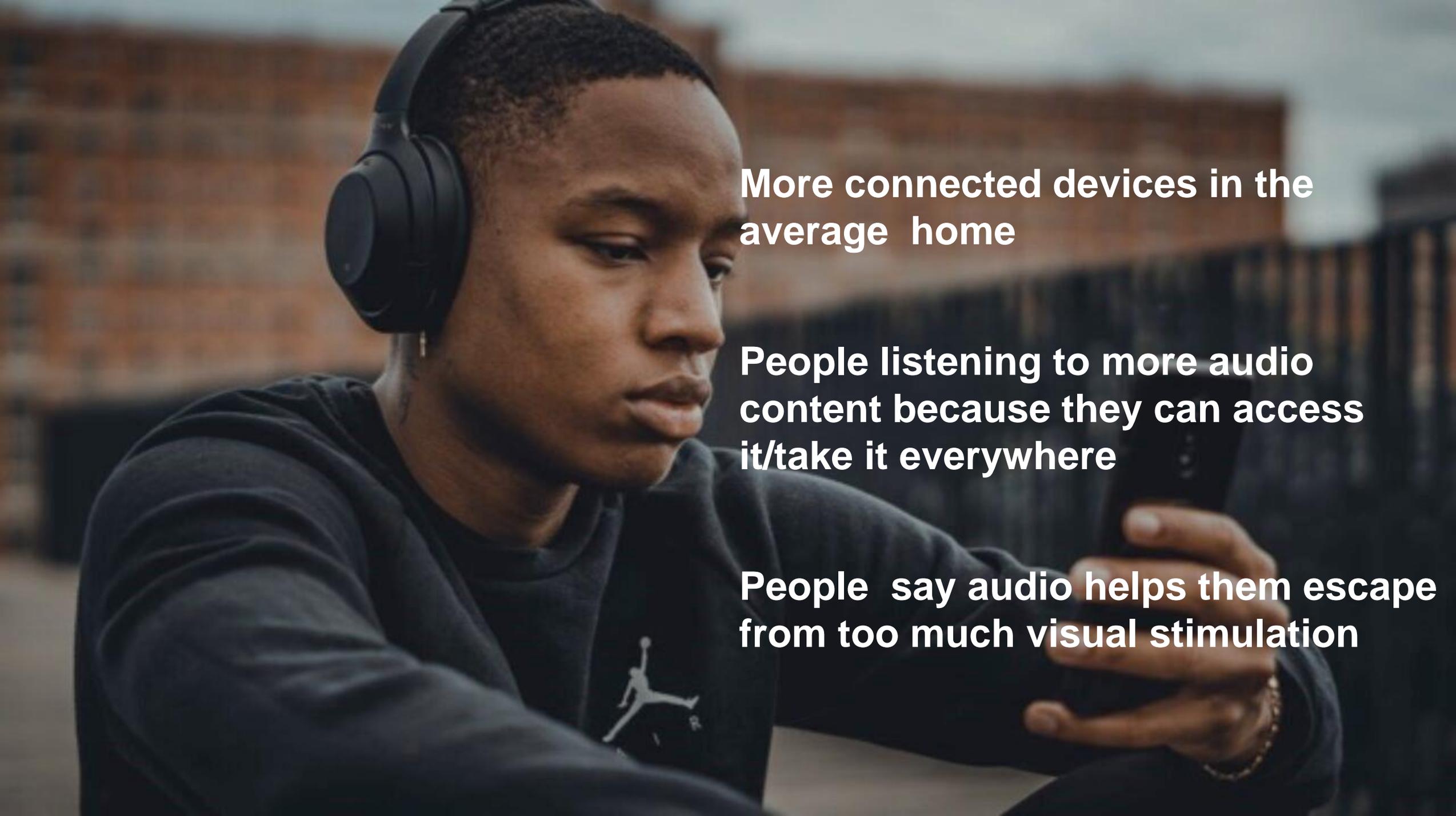
A young man with short dark hair is wearing large black over-ear headphones. He is looking down at a black smartphone held in his right hand. He is wearing a dark blue or black long-sleeved shirt with a white Jumpman logo on the chest. The background is a blurred outdoor setting with a brick wall and a dark metal fence.

**More connected devices in the  
average home**



**More connected devices in the average home**

**People listening to more audio content because they can access it/take it everywhere**



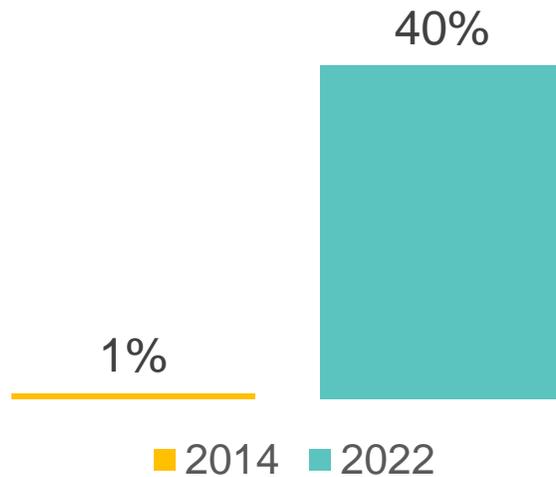
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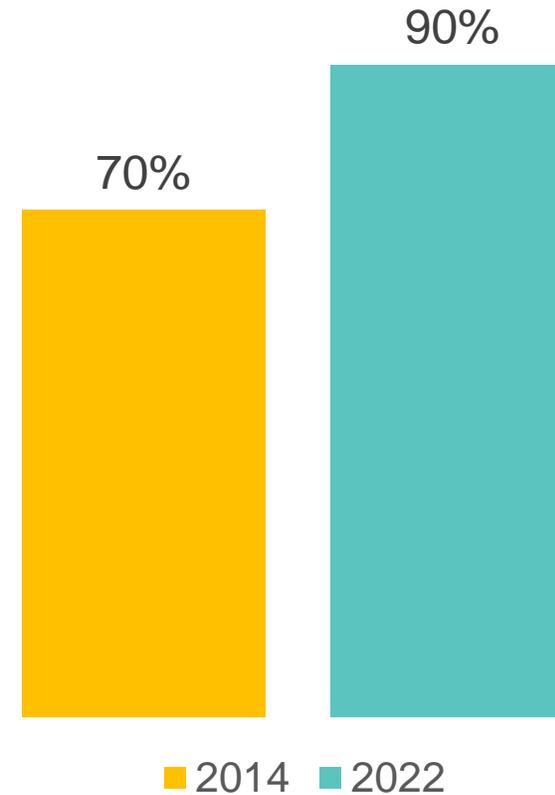
**People say audio helps them escape from too much visual stimulation**

# Increased penetration of connected devices makes audio easier to access

Smart Speaker Penetration



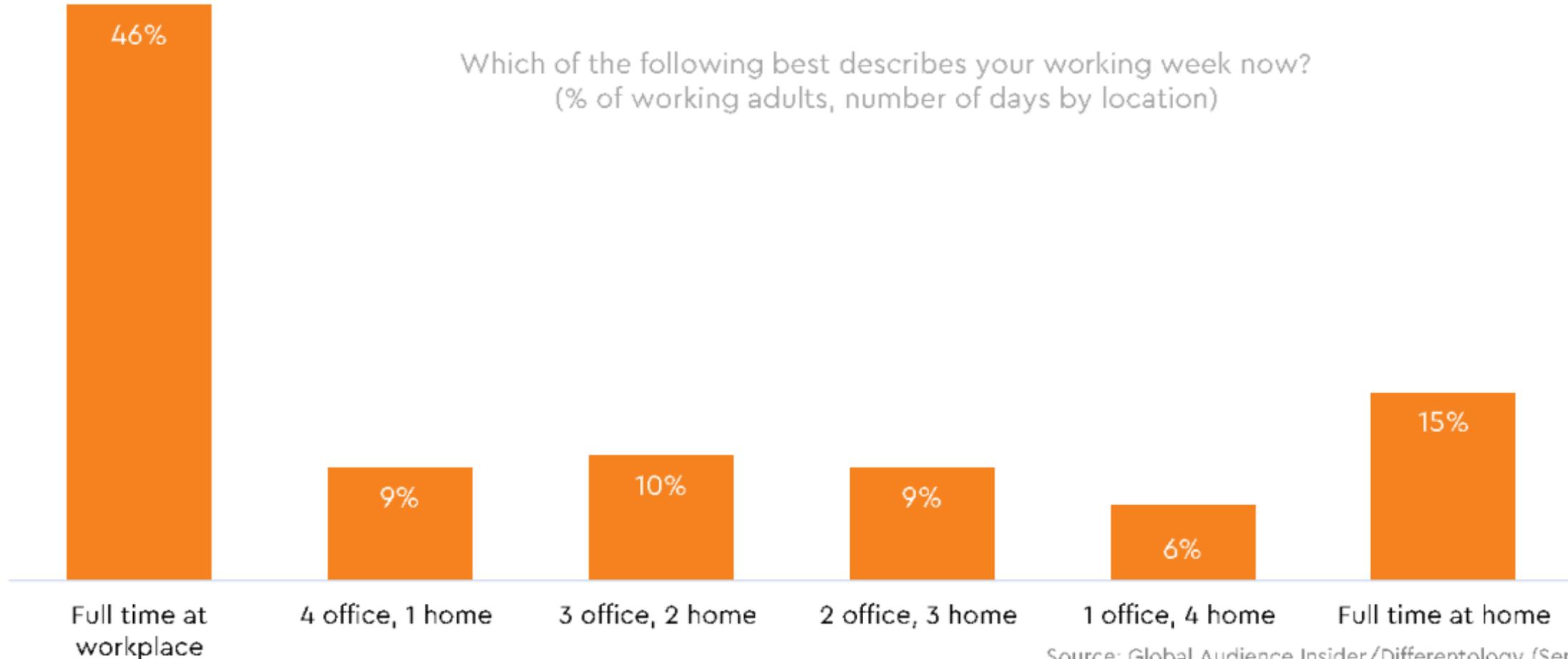
Smartphone Penetration



# Increased availability of audiences

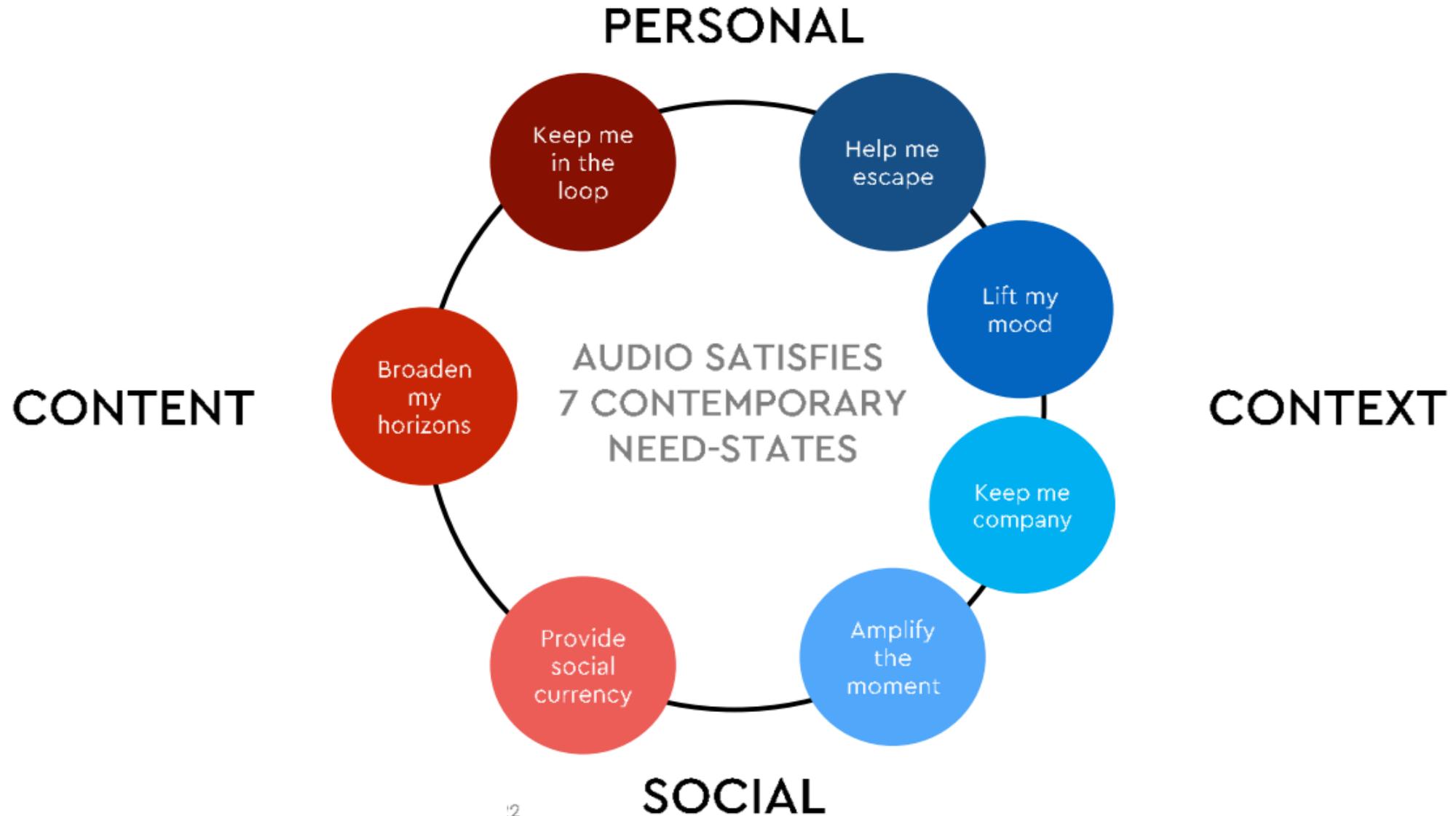
Half of working adults work from home at least one day a week or more

Which of the following best describes your working week now?  
(% of working adults, number of days by location)



Source: Global Audience Insider/Differentology (Sep 2022)

# New research uncovered 7 need states that audio satisfies



12

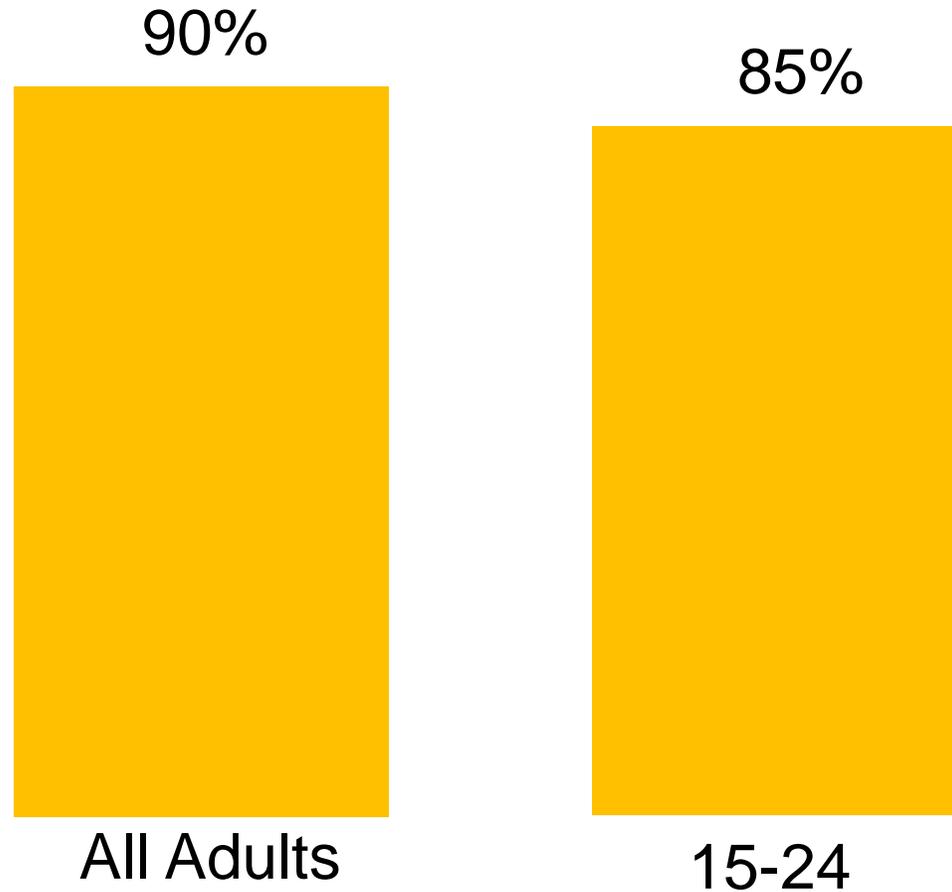
**How many adults does radio reach every week?**



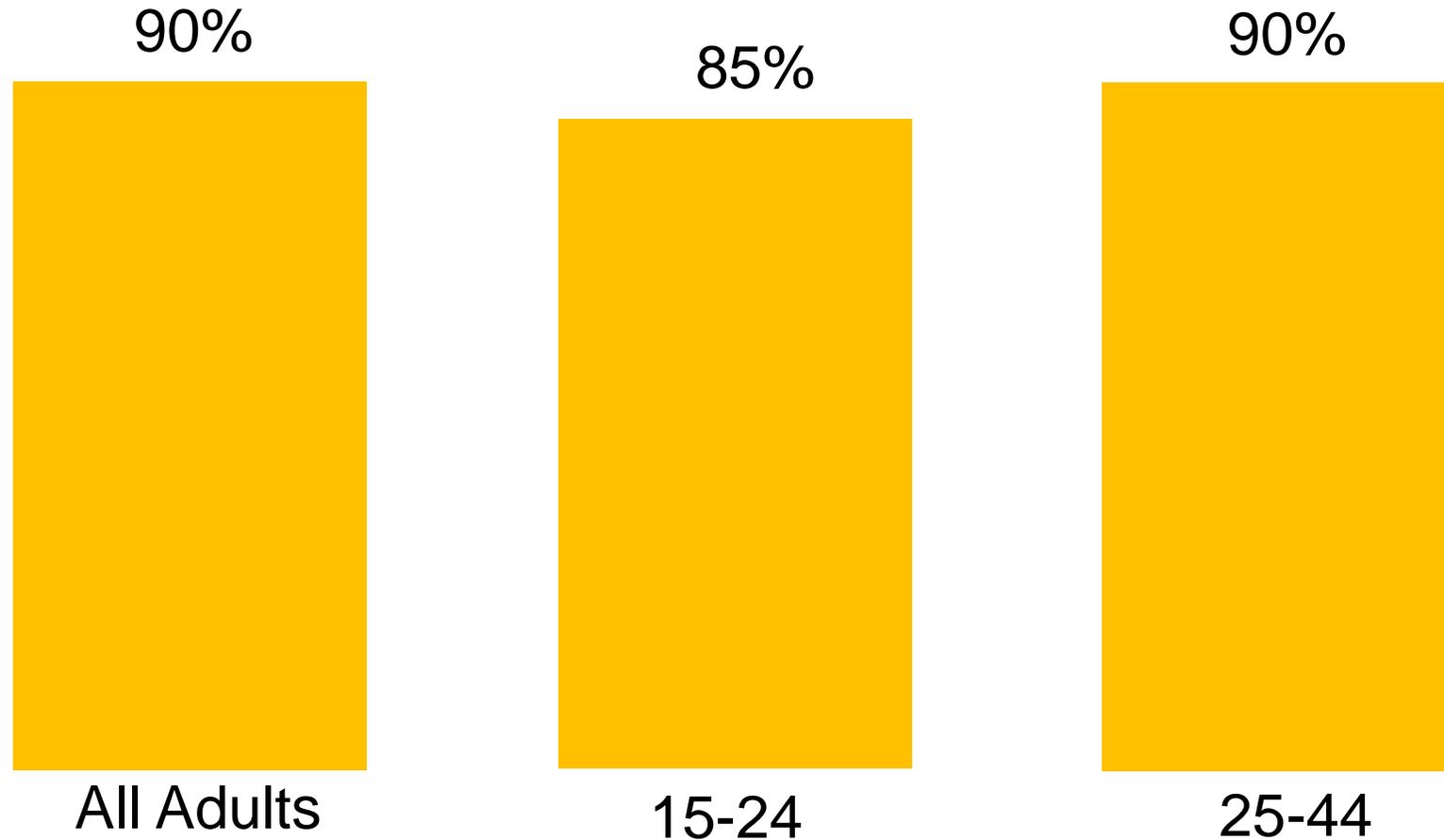
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**How many adults does radio reach every day?**

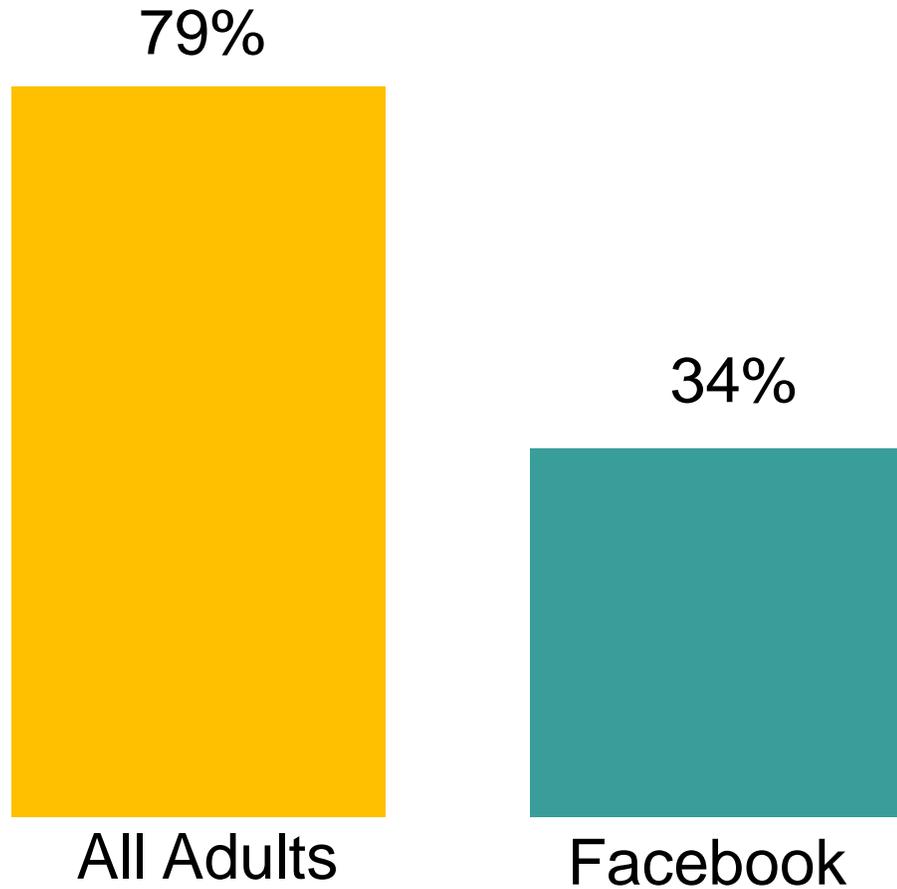


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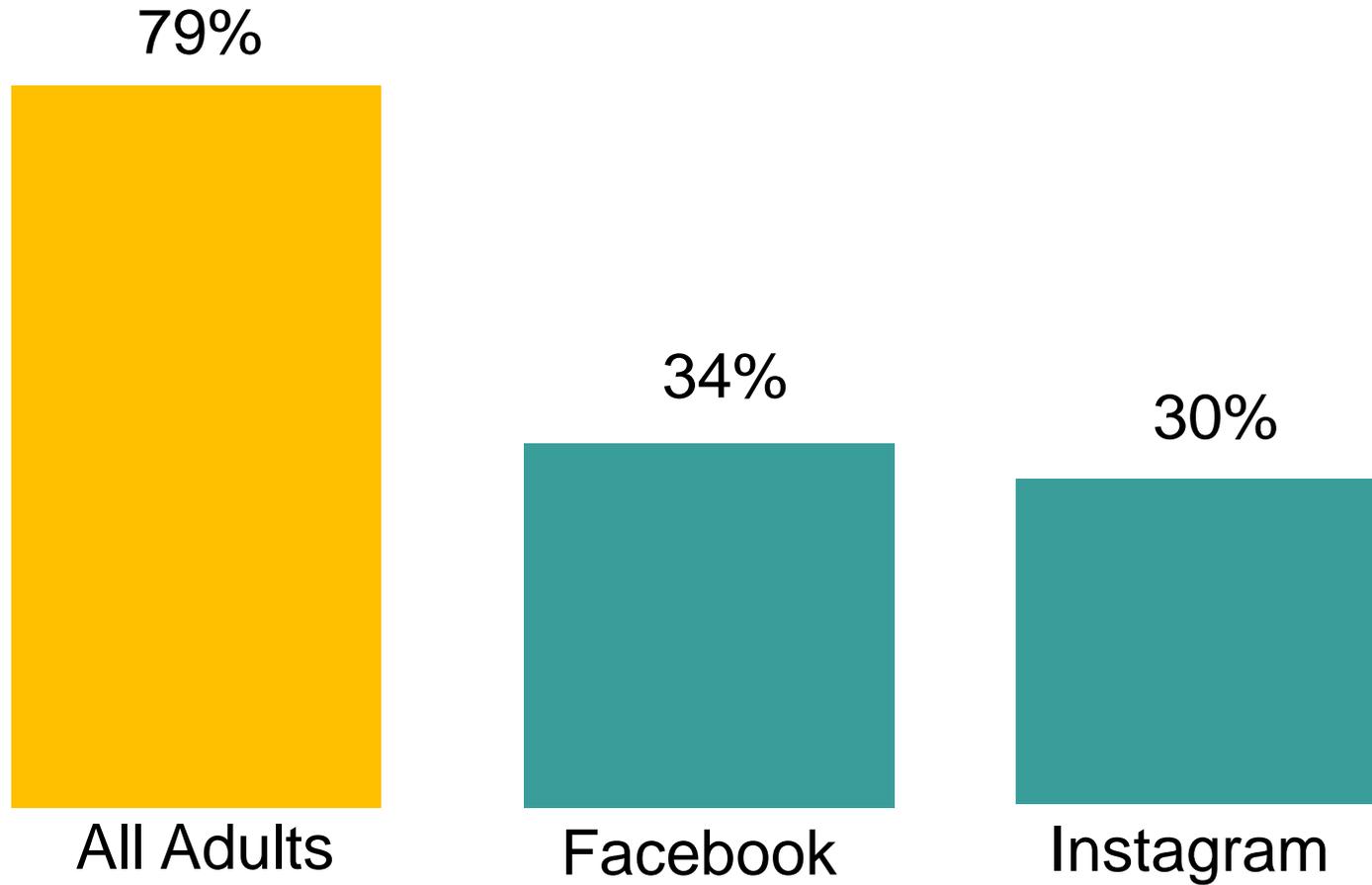


Source: JNLR 2022-2 Audio Module (Apr'22 to Jun'22 – 3 mth data)  
Base: All 15+ x age group

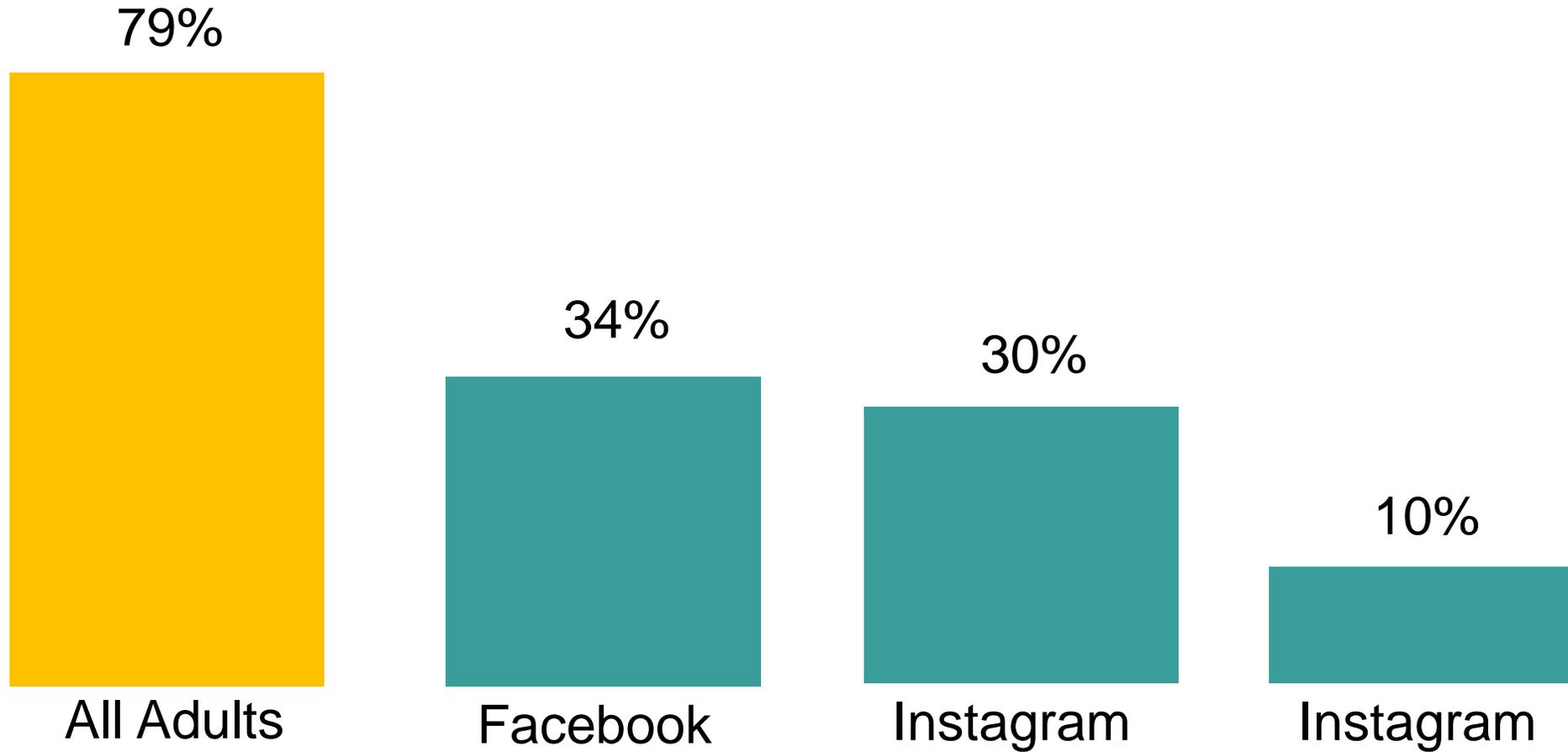
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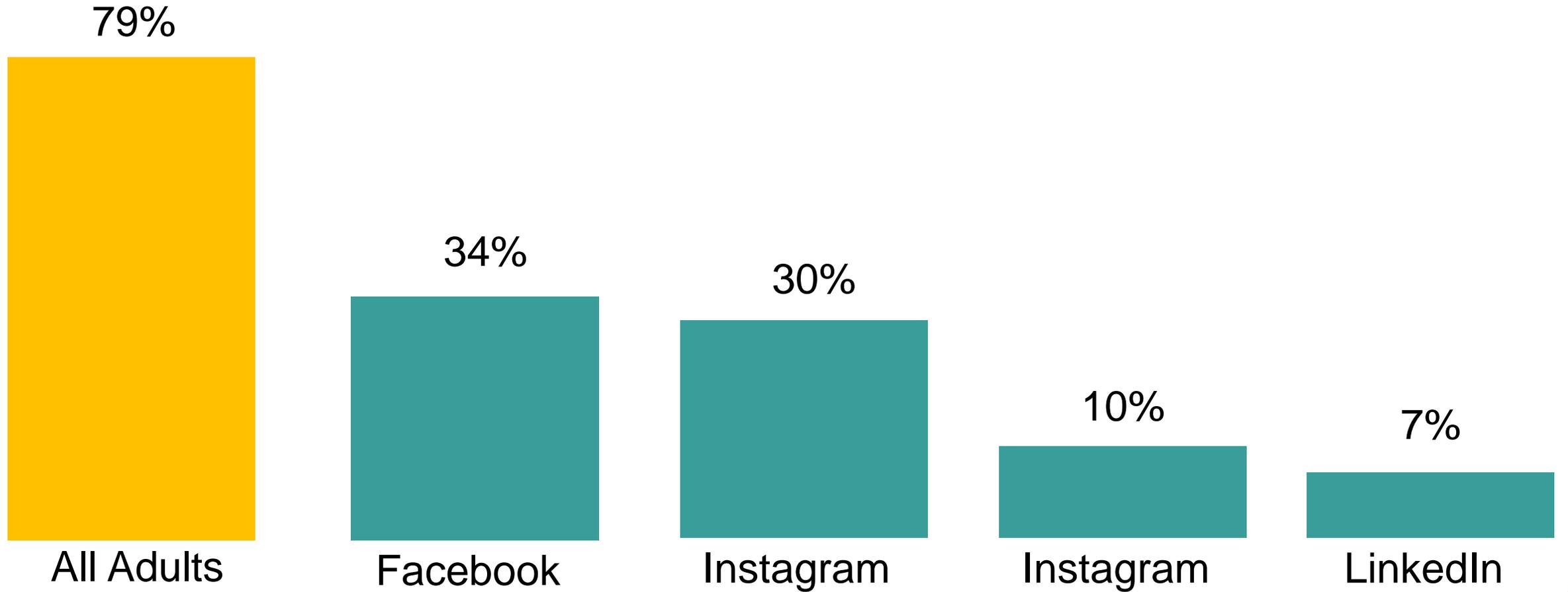
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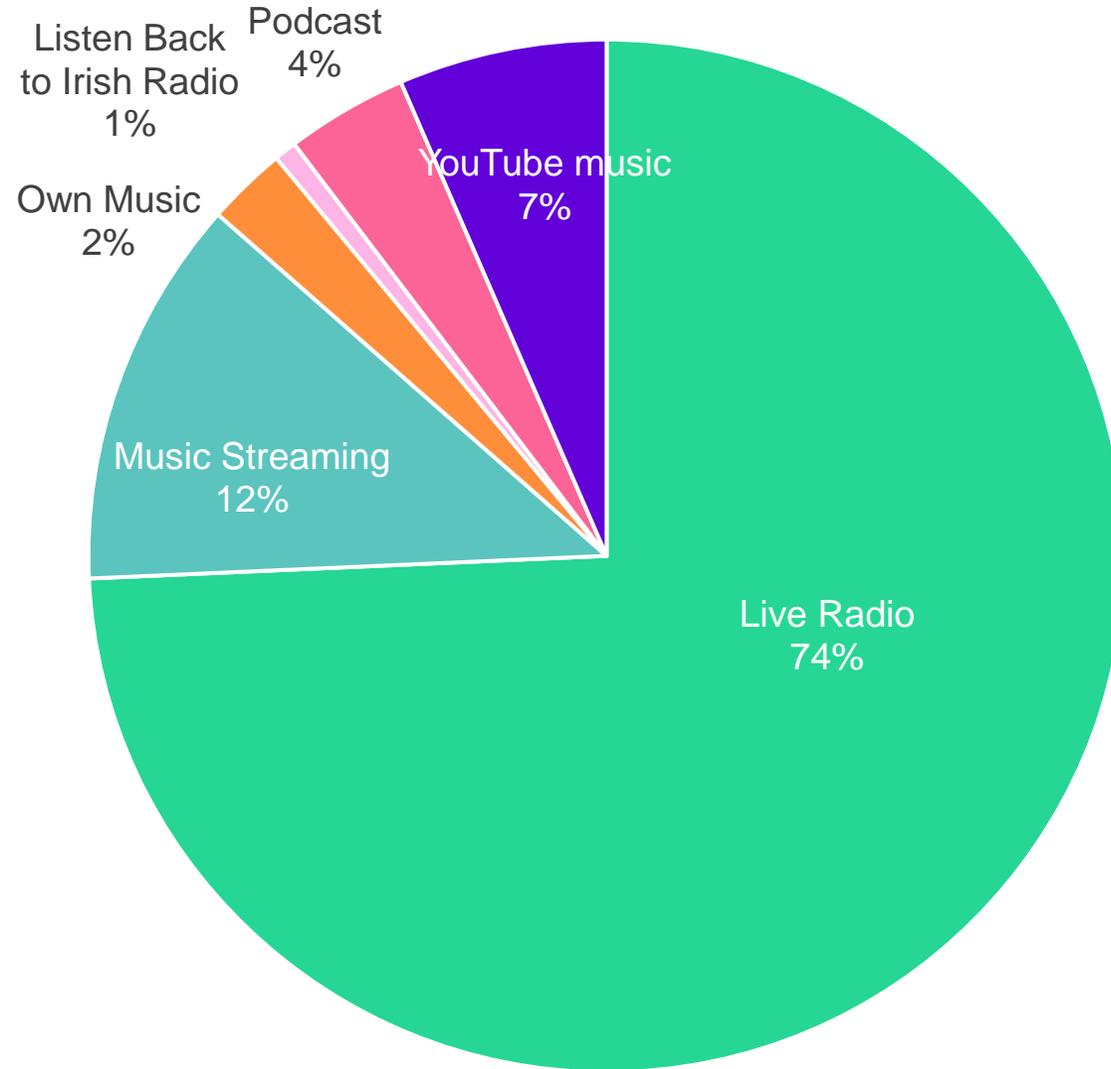
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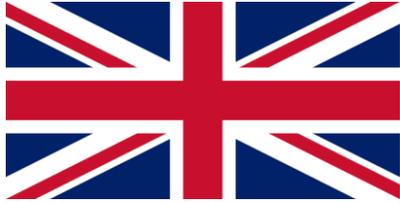
# How many adults does radio reach every day?



# Live radio dominates audio listening



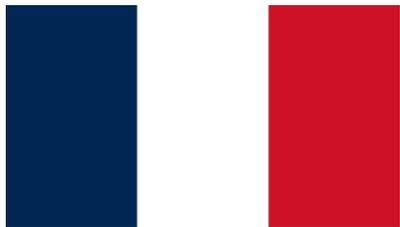
# The evidence shows that radio delivers significant return on investment



£1 investment = £7.12 return



€1 investment = €4.33 return

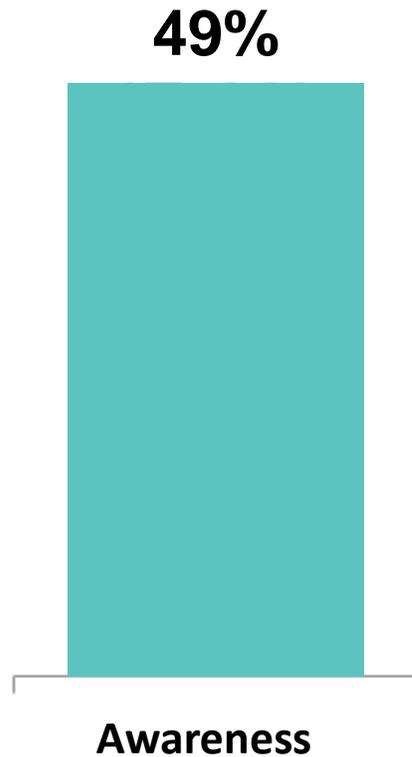


€1 investment = €5.32 return

# Radio drives purchase consideration and drives online response

*“Seen or heard  
advertising for  
this brand recently?”*

Listeners v non- Listeners



# Radio drives purchase consideration and drives online response

*“Seen or heard advertising for this brand recently?”*

Listeners v non- Listeners

**49%**



**Awareness**

*“Strongly agree: This brand is for people like me”*

Listeners v non- Listeners

**24%**



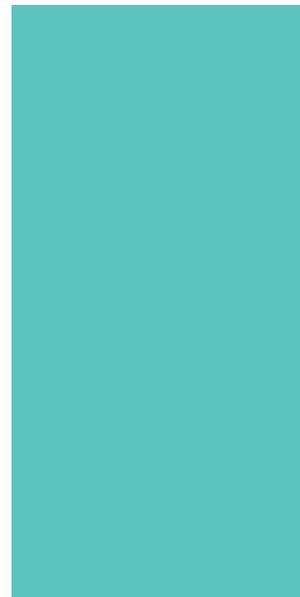
**Consideration**

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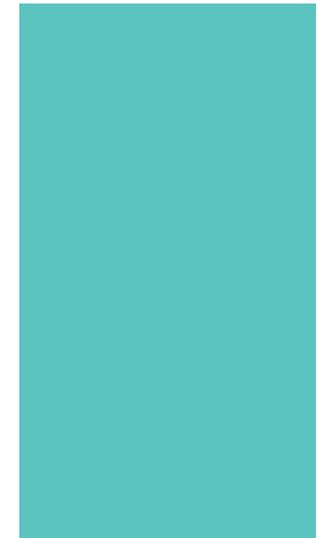


**Consideration**

*“Strongly agree: This is a brand I trust”*

Listeners v non- Listeners

**32%**



**Trust**

# Radio drives purchase consideration and drives online response

*“If you were considering buying  
In this product category today,  
how likely would you be to consider this brand?”*

Listeners v non- Listeners



# Radio drives purchase consideration and drives online response

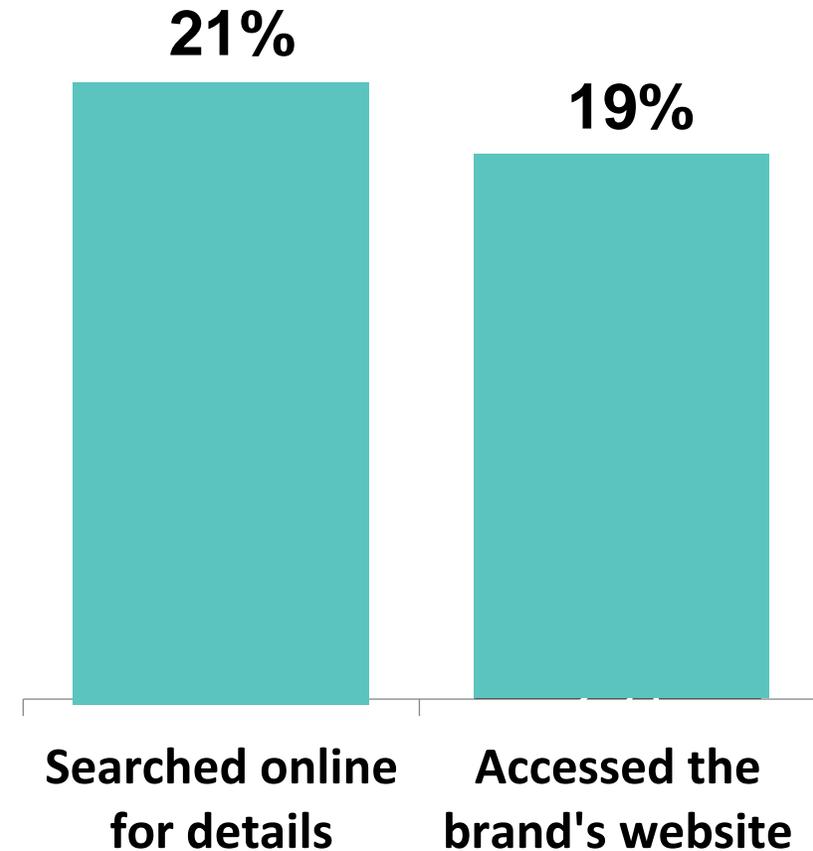
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Listeners v non- Listeners

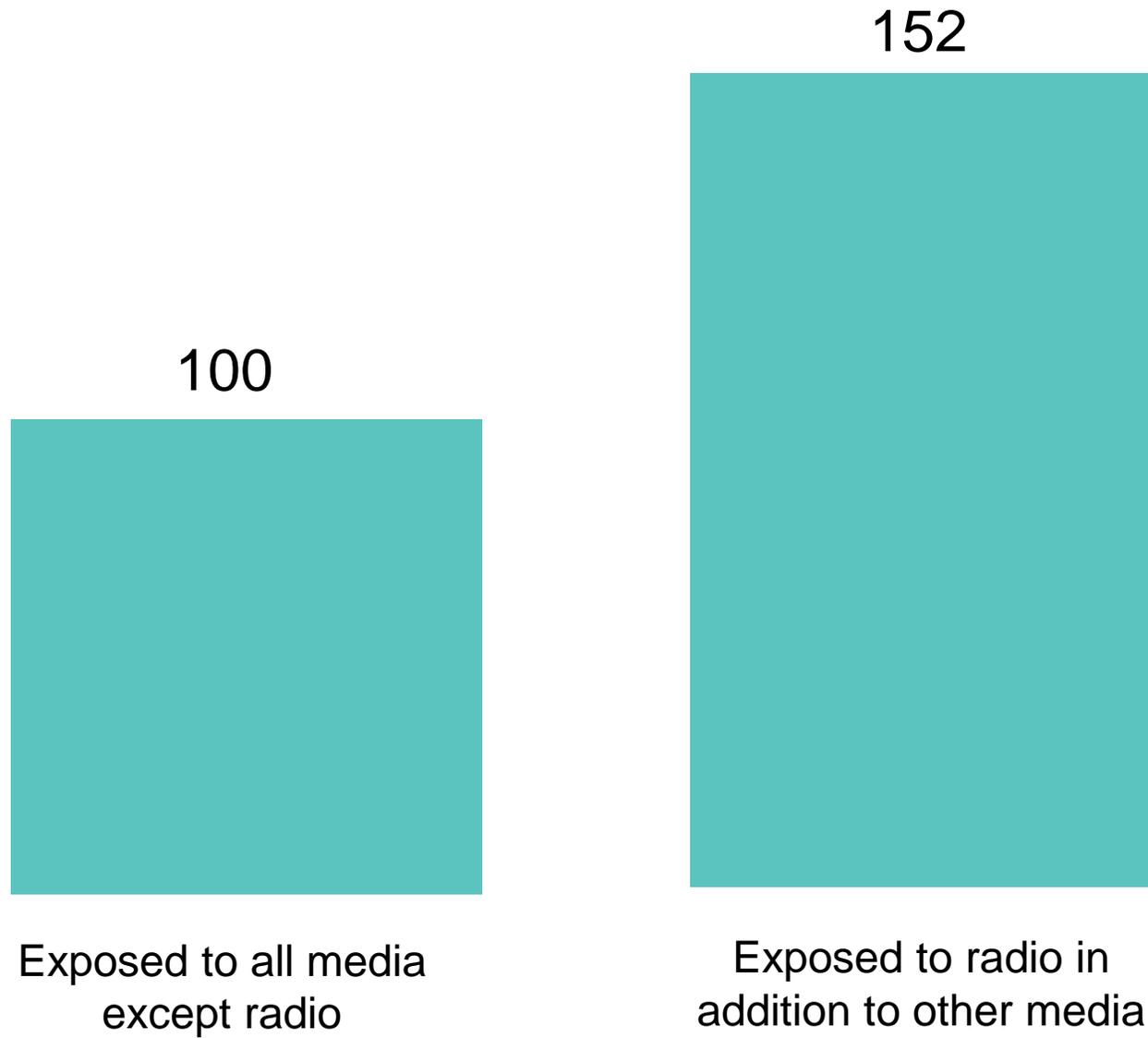


*"Have you taken any of the following actions  
as a result of hearing this ad?"*  
*% of those hearing the ad claiming to respond in this way*

Listeners v non- Listeners



# Exposure to radio boosts brand browsing by 52%



# Ability for brands to currently track radio effectiveness





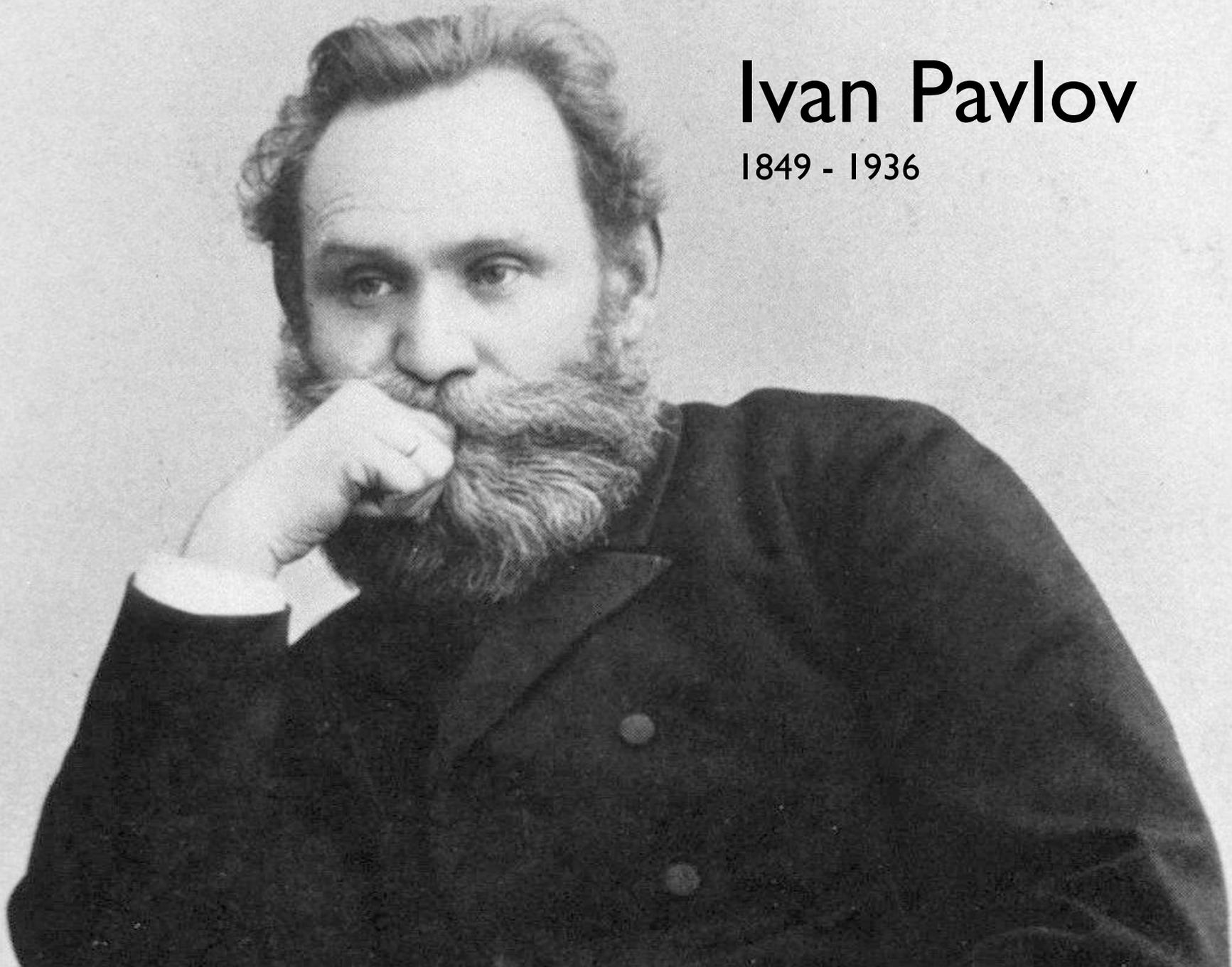
## 4. Innate power of sound







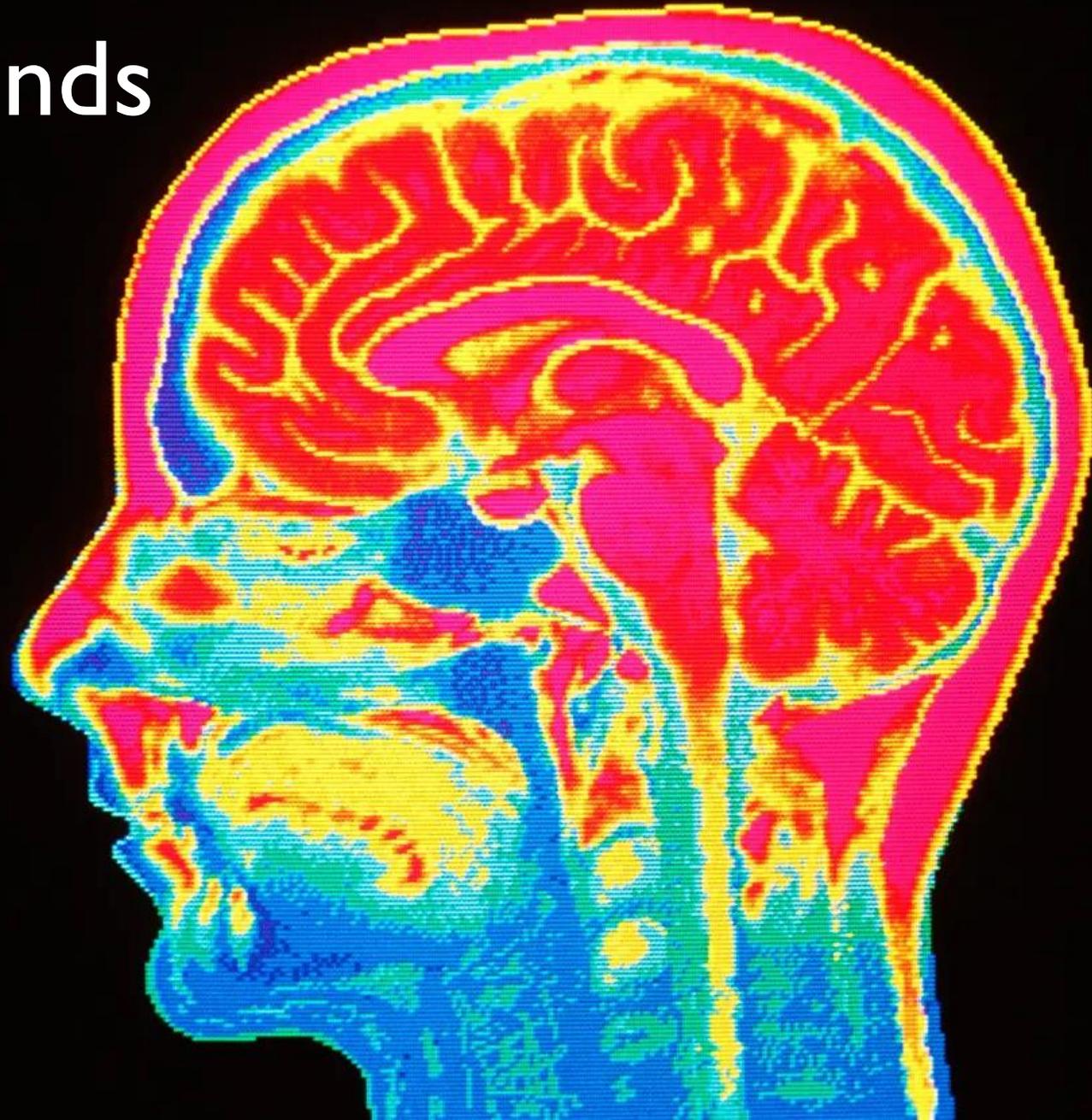




# Ivan Pavlov

1849 - 1936

0.05 seconds





Composed by Bernard Herrmann

# Psycho

1960





Composed by John Williams

# Jaws

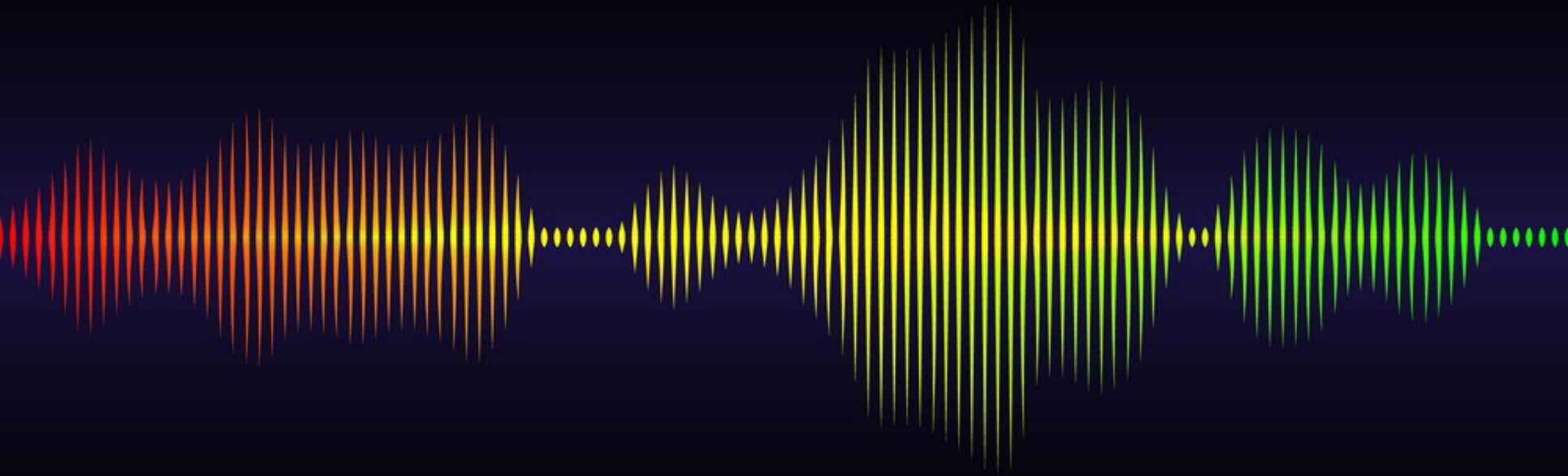
1975



# The Over Communicated World



Brands should harness 'The Power of Audio'





# Summary

All the evidence shows that continuing to invest in your brand when the economic environment is challenging, delivers increased market share



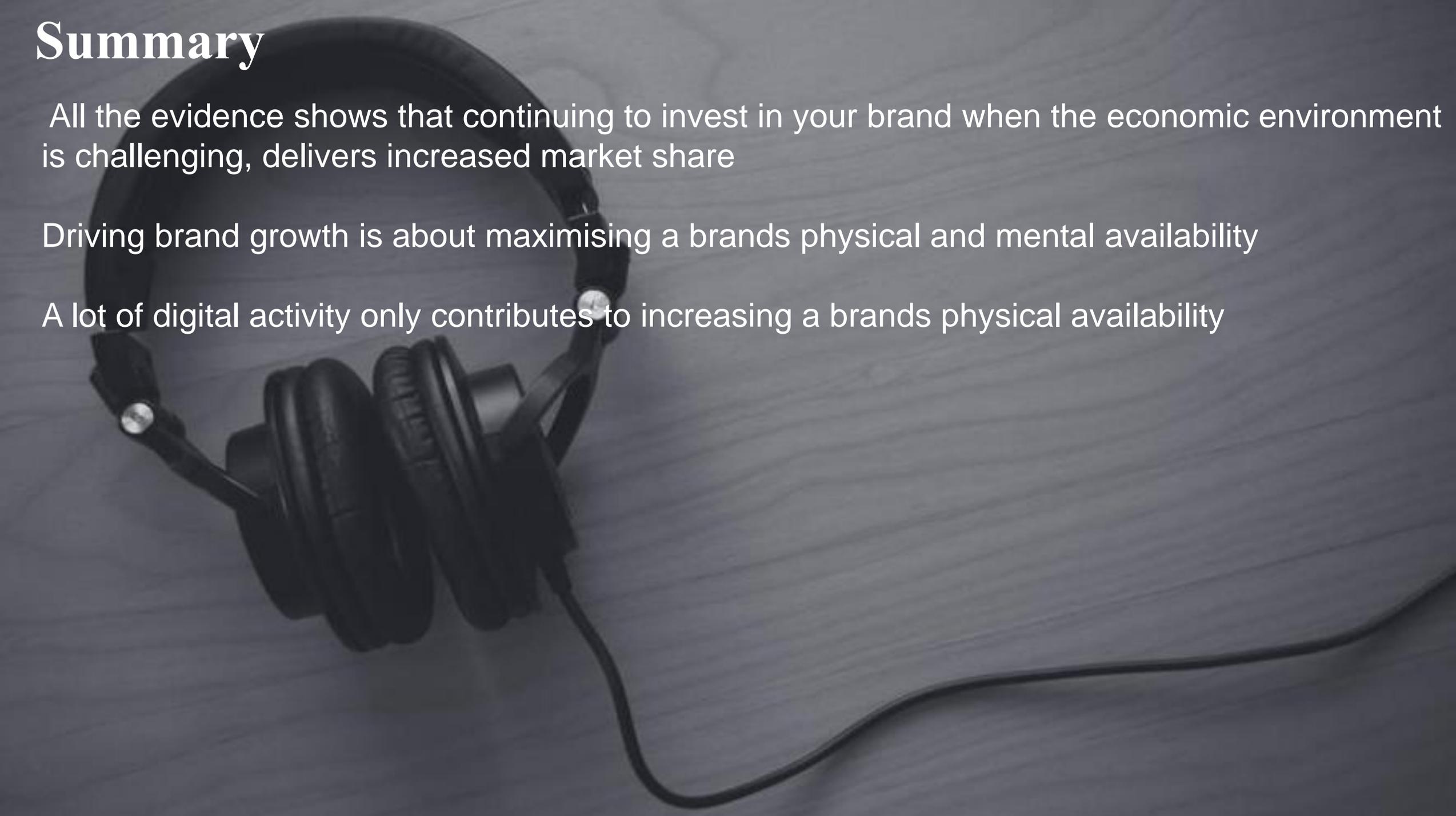
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Driving brand growth is about maximising a brands physical and mental availability



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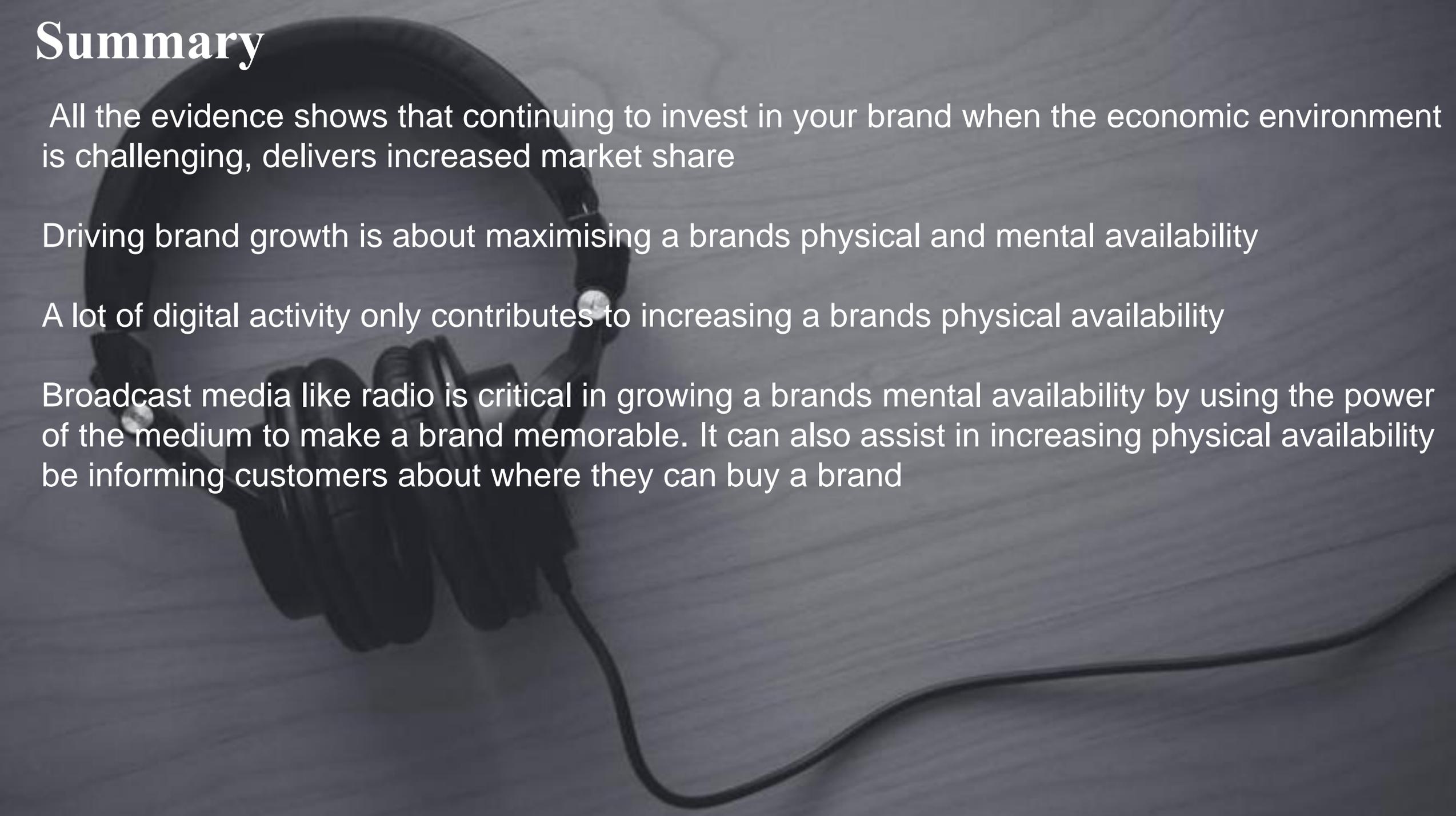


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# Summary



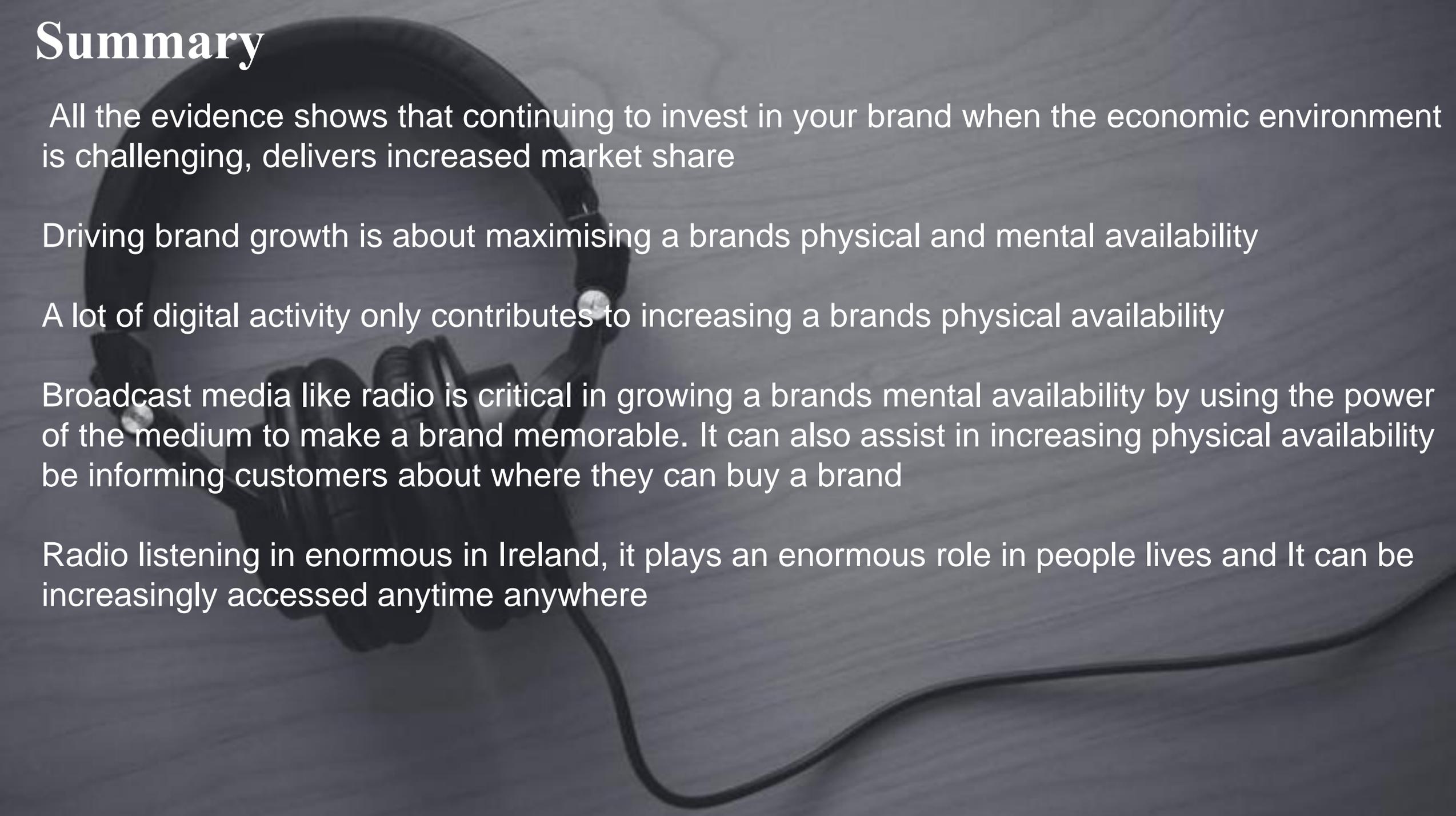
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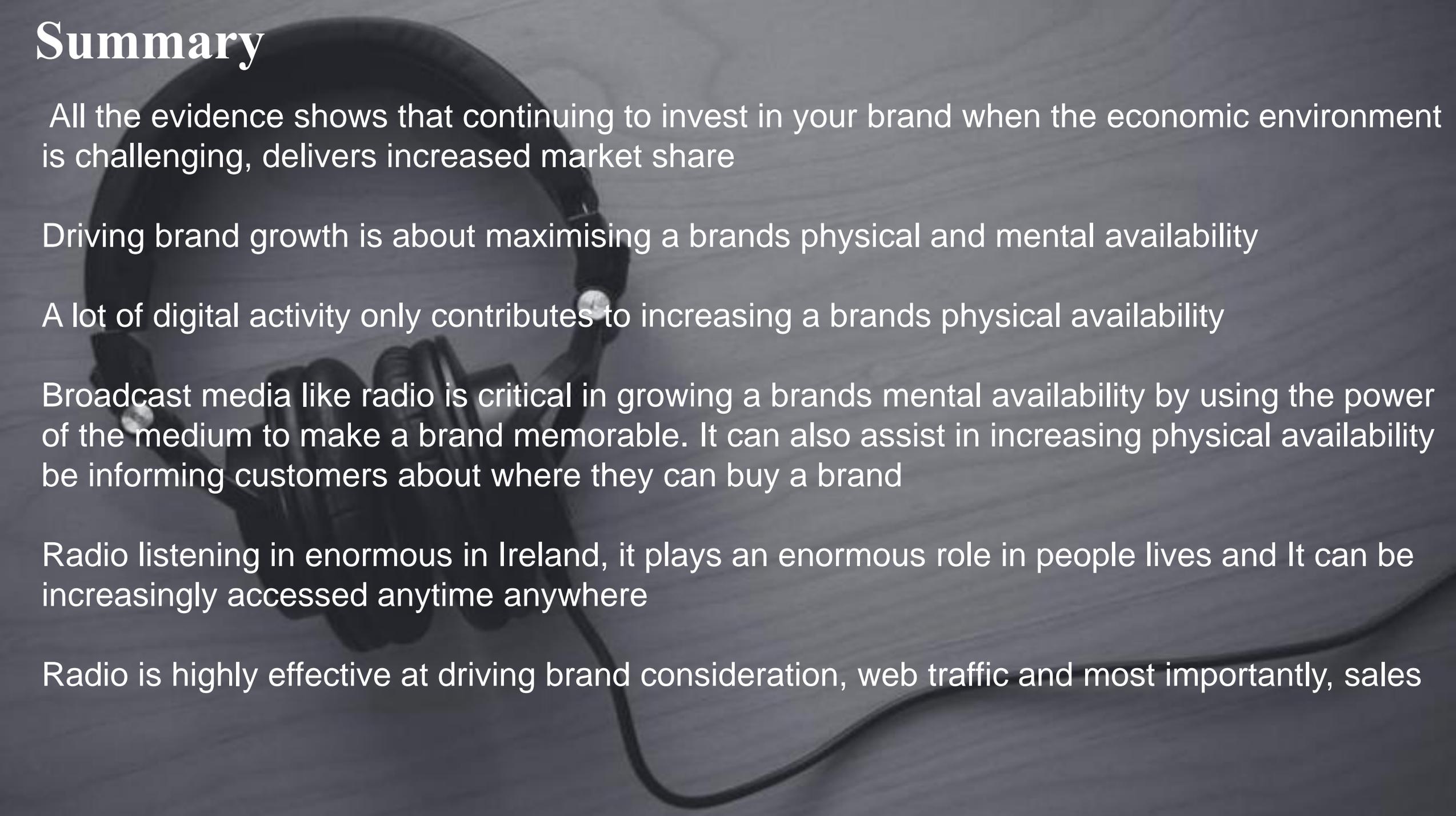
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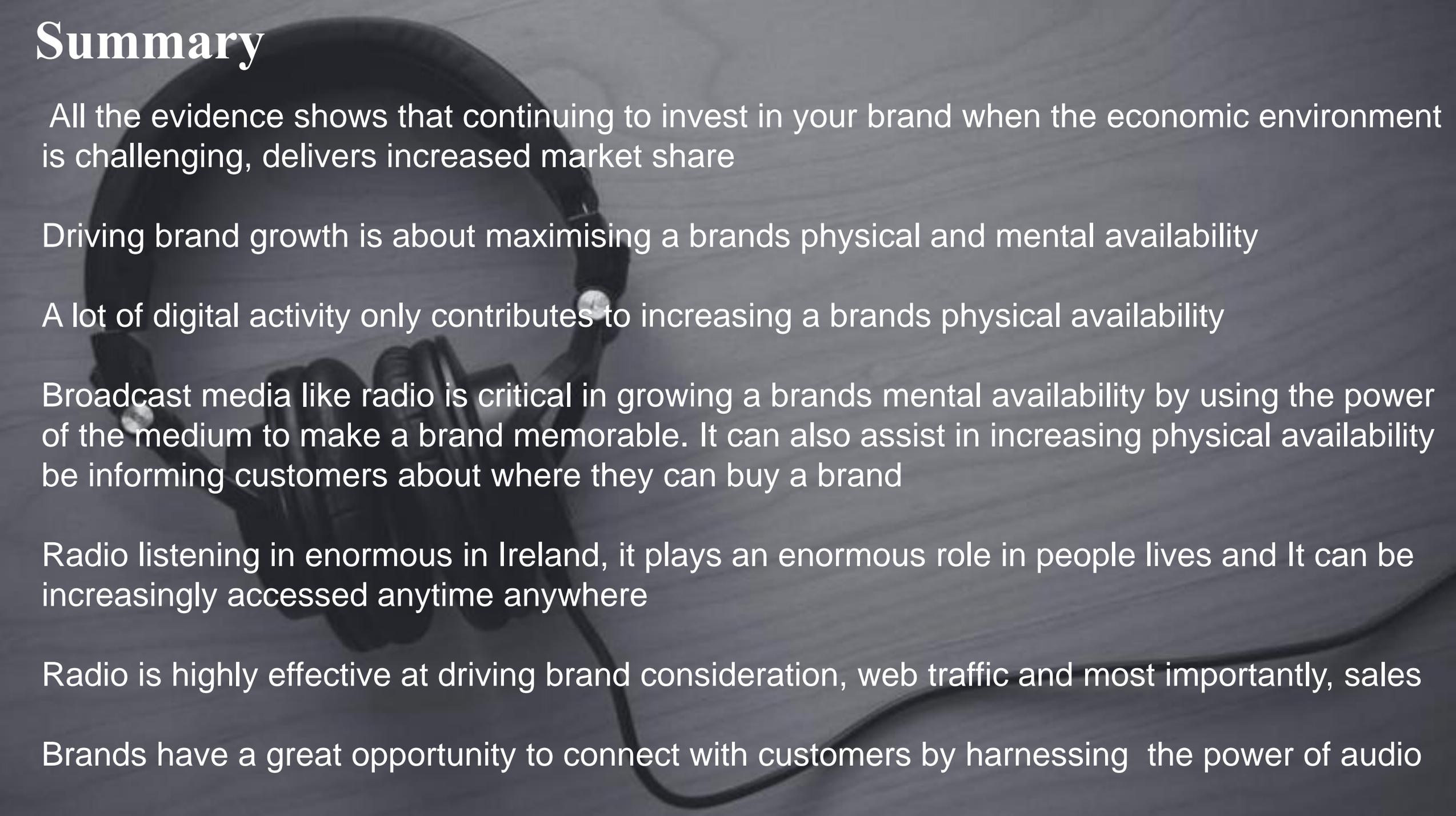
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Brands have a great opportunity to connect with customers by harnessing the power of audio

# Thank You



RADIOCENTRE IRELAND