

The Future is Now: Digital Audio Marketing

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Adtima Insider

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The Future is Now: Digital Audio Marketing



AGENDA

AUDIO IN OUR LIVES

WHY AUDIO AS THE NEXT BIG THING

INNOVATIVE AUDIO SOLUTIONS



AUDIO-FILLED MOMENTS IN OUR EVERYDAY LIVES



CAN YOU GUESS WHAT BRANDS ARE THESE 2 ADS?



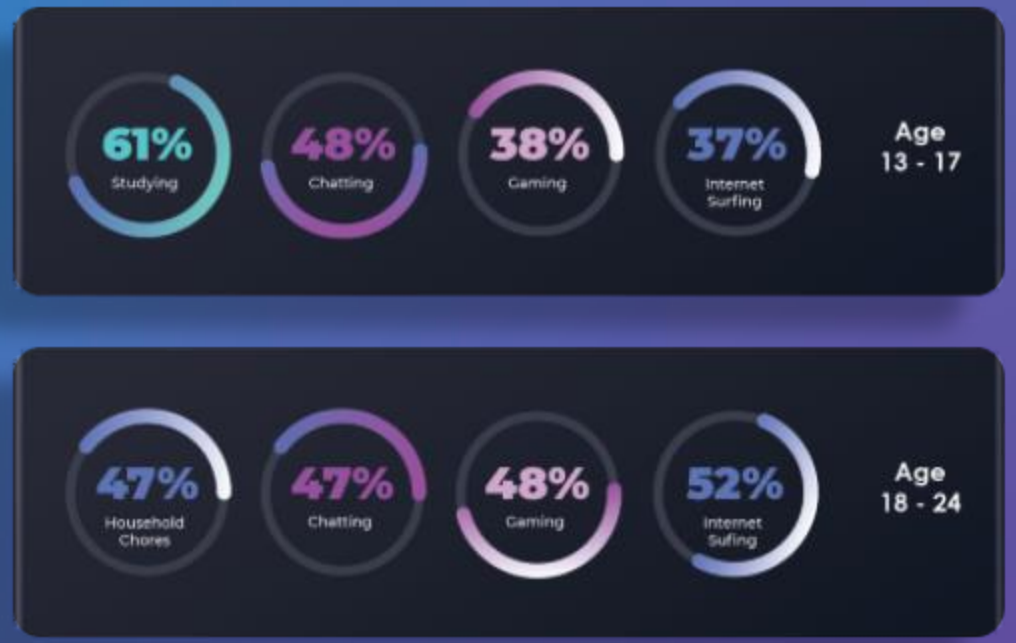


A successful branded song will glue your brand role to people's mind

AUDIO IS PRESENT IN MOST OF OUR DAILY LIVES



Higher engagement with audio among younger generations:



Source:
Adtima Audience Insight - Audio Ad Survey 2018
Vietnam Mobile Report 2017
The median age is 13-34 years old, n = 318

YOUNG PEOPLE and their LISTENING BEHAVIOR THROUGH MOBILE

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78%

of Vietnamese consumers use smartphones to listen to music

92%

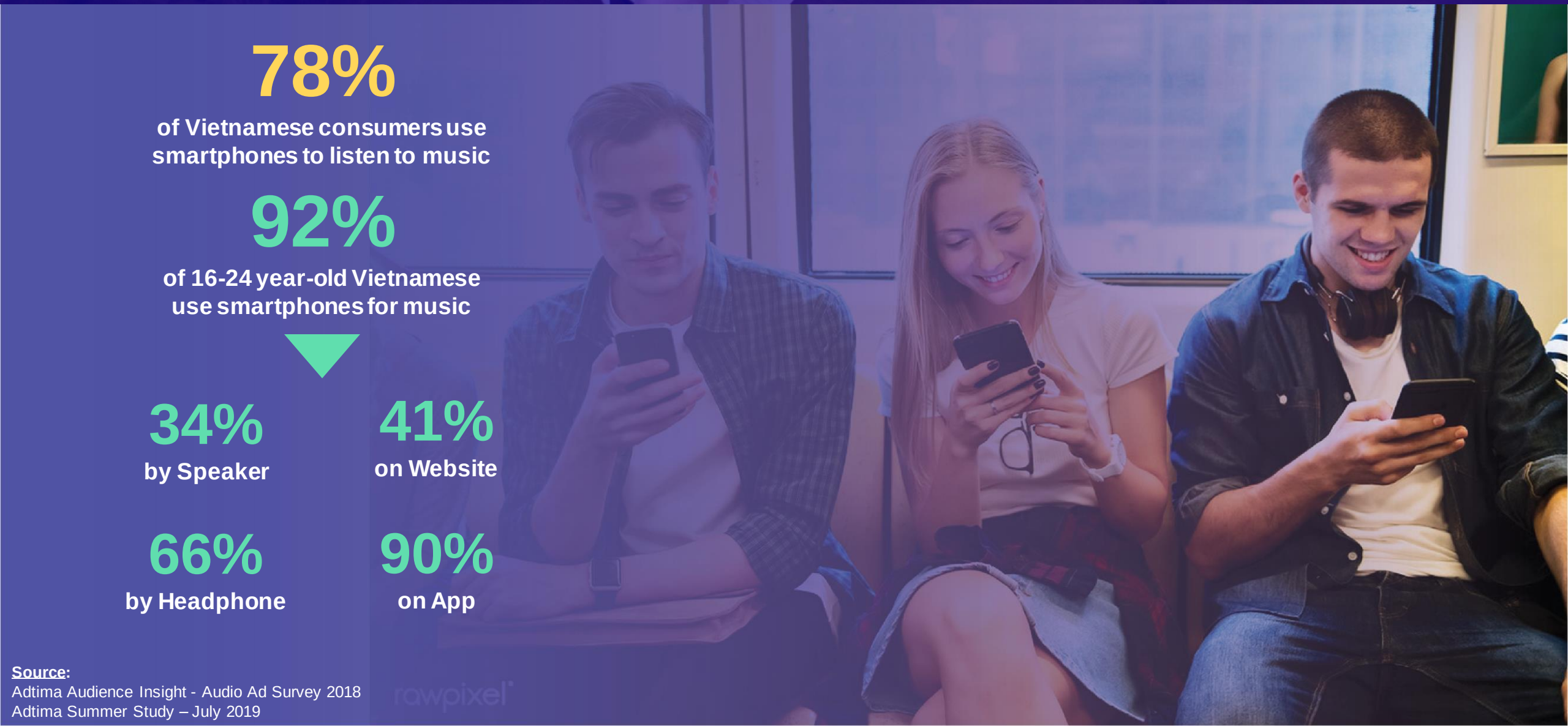
of 16-24 year-old Vietnamese use smartphones for music

34%
by Speaker

41%
on Website

66%
by Headphone

90%
on App



Source:
Adtima Audience Insight - Audio Ad Survey 2018
Adtima Summer Study – July 2019

GROWING AUDIO STREAMING OFFERS NEW EXCITING CHANNEL

From Audience Trends:

	2018	2019
Audio Streaming	48%	52%

From Advertiser Capabilities:

BRAND-SAFE ZONE

Advertisers can control the context of where their ad plays or doesn't play

100% SHARE OF VOICE FOR BRAND

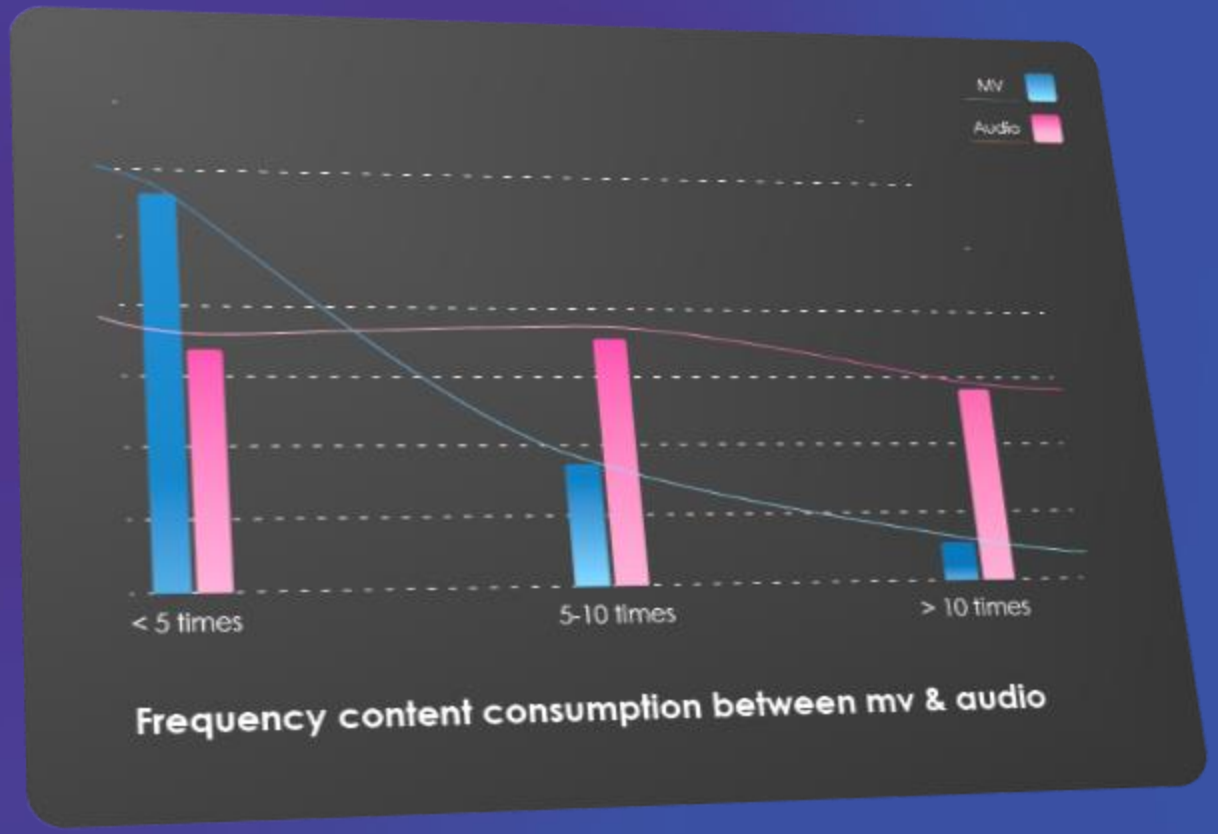
Listeners are only exposed to one message at a time

Source:
IFPI Music Consumer Insight Report – 2018
IFPI Music Listening – 2019

AUDIO BRINGS BRAND PRESENCE BEYOND MUSIC VIDEOS

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Behaviorally:



Neurally:

Audio Ads are:

36% more memorable than **TVC**

29% more memorable than **Mobile Video Ad**

Source:
Adtima Audience Insight - Audio Ad Survey 2018
Neuromarketing: Neuroscience Proves Adjacent Content Increases Ad Recall - 2017

NOT ONLY ACCOMPANY EVERY AUDIENCE'S LIFE MOMENTS BUT ALSO ACCELERATE BRANDS' IMPACT

Out of all users listening to Audio Ads vs other types of Ads:

59%

More likely to remember the slogan of the campaign

10%

More likely to recall the advertisers

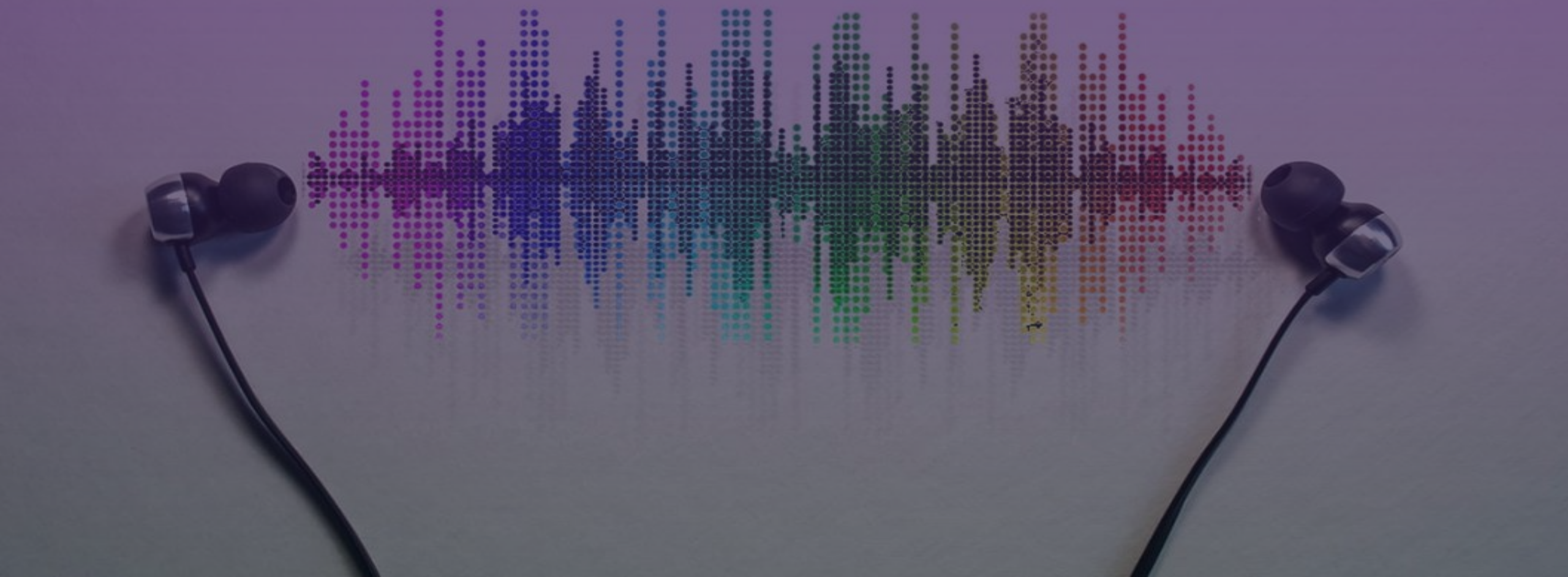
9%

Higher brand awareness

Source: Plug In – Audio Ads Report 2018

AUDIO MARKETING IS THE NEXT BIG THING

Because being present to the consumers in any micro-moments of their everyday life, in the most native and intimate way, is growing faster than ever

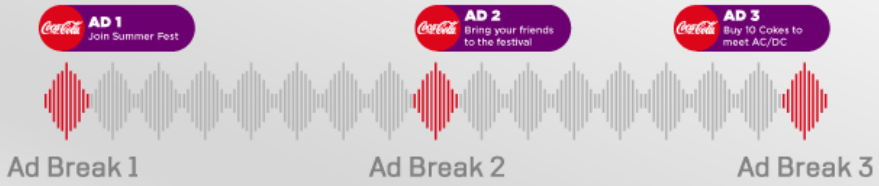



LET’S TAKE A LOOK AT
SOME INNOVATIVE
AUDIO SOLUTIONS

COMBINING AUDIO AND DISPLAY TO ENHANCE IMPACT

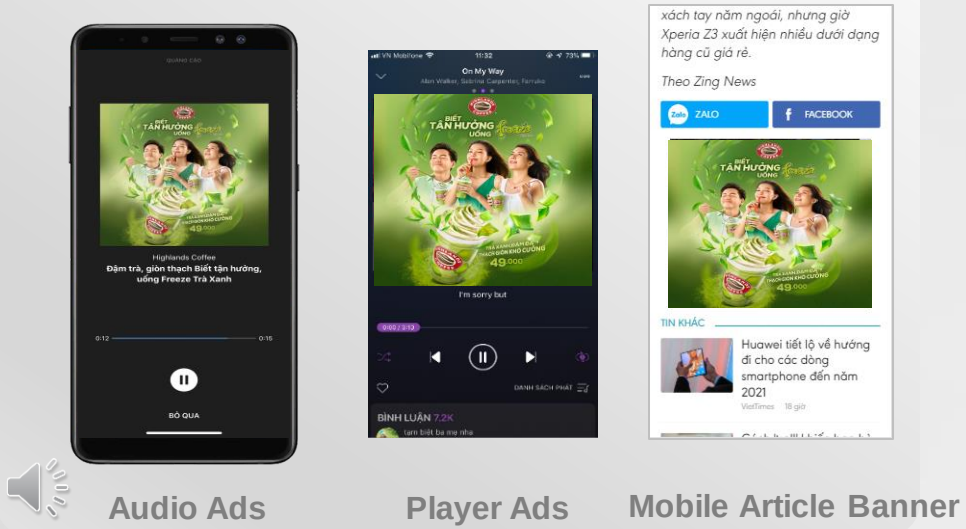
SEQUENTIAL + DYNAMIC AUDIO AD

Tell a fuller story



SEQUENTIAL AUDIO AD

Following up the journey



Audio Ads | Player Ads | Mobile Article Banner

AUDIO

ENHANCE brand awareness/ Recall

+

DISPLAY

3x

Display's CTR compared to normal Display without Audio ads

Source:
Adtima Audience Insight – Internal Ads test 2019

DYNAMIC AUDIO AD as PART OF O2O STRATEGY

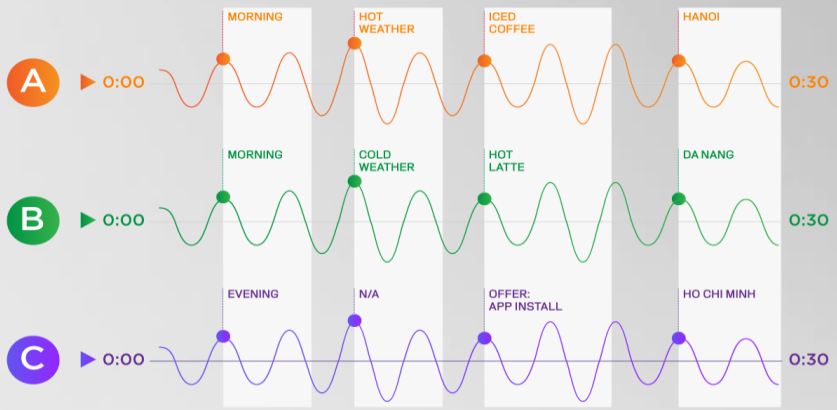
Leverage intelligent targeting to boost the success rate of O2O strategies



Dynamic audio ad Vs. Generic ad

2.36x more visitors to pop-up stores

88% completion rate



Location

Demographics

Date & Time

Micro moments

Music content

BRING YOUR SONG ONTO AN AUDIO PLATFORM



Turn the song into a short audio ad version to reach the listeners whenever they stream music

Video marketing would be more successful,

if continue to be followed up with audio ads

13.2M views on Youtube

6.4M listen turns on Zing MP3

THANK YOU

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