



# The Audio & YouTube Combo

September 2023

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# Introduction

Often described as the voice of the local community, local audio brands hold a special place in the fabric of New Zealand's society.

However, growth in demand on YouTube is starting to put pressure on local audio brands.

This presentation looks at how local audio brands can boost the performance of YouTube campaigns when used in combination, playing to the respective strengths of each channel, to drive stronger reach, resonance and ROI for our advertisers.

This presentation will look for the benefits of a Multi-platform approach, and how to use each channel in isolation to it's best capabilities.



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# Radio is the voice of the local community

Radio delivers local voices who are fluent in engaging with Kiwis. They understand what makes us unique, and the connection they have with their audience will reflect on the brands they promote.

Radio creates local brand advocates and give you access to local activations done by people who represent your target audience.



**Local Voices**

**Local Brand  
Advocates**

**Local  
Activations**

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# Radio delivers brand safe environments

With radio, you are in control of the environments your brand appears in.

Our hosts act with integrity and provide an environment which respects its audience and our advertisers.

This results in high levels of trust and a deep connection with local hosts.

This trust and connection flows on to the brands that local audio brands support.

Campaigns that feature radio generate

**4x**

the level of brand trust than those that don't.

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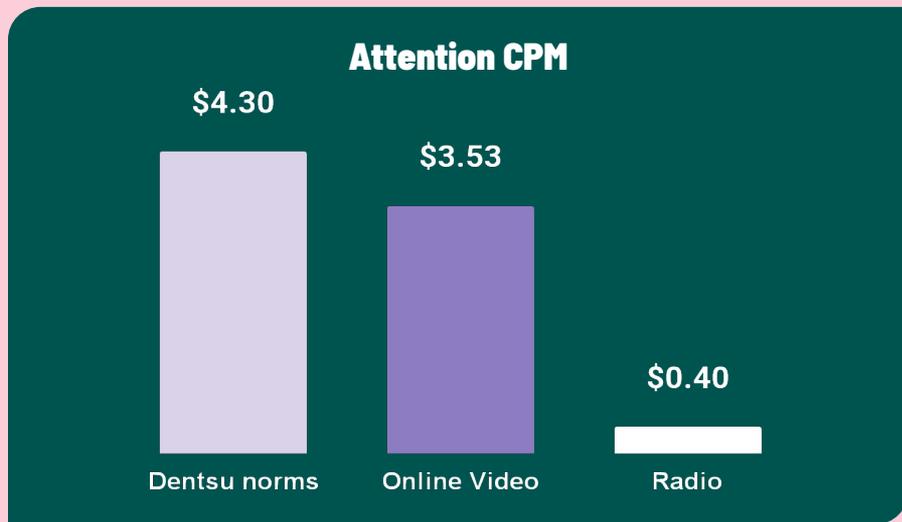


# Radio creative and media is significantly more cost effective than video

Bespoke audio creative can be crafted in a fraction of the time that video takes - usually within days! And, it will be done in the voice of the local consumer, in a tone that resonates best with the nuances of kiwi culture.

The cost of audio creative will often be minimal compared bespoke video creative.

What's more, is that radio's media cost efficiency scores are significantly stronger than online video.



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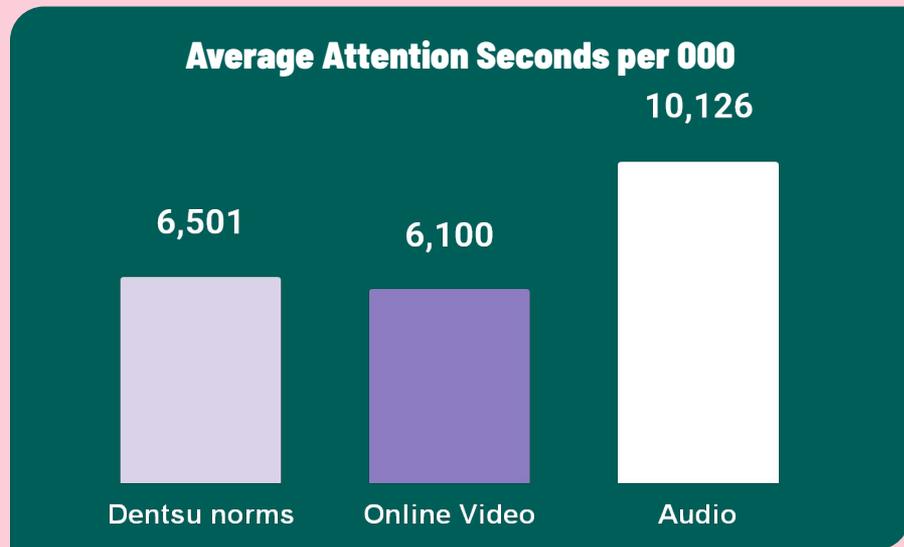


# Radio has higher levels of attention and the ads are less likely to be skipped than online video

The consumer uptake of skippable ads has been massive, with 2 in 3 viewers skipping ads on YouTube.

The issue with this, is that you now only have a 5 second window of opportunity to engage your audience, communicate your message and reinforce your brand.

In contrast, according to the US Media Attention Study, radio ads are **46% less likely to be skipped** than Online Video.



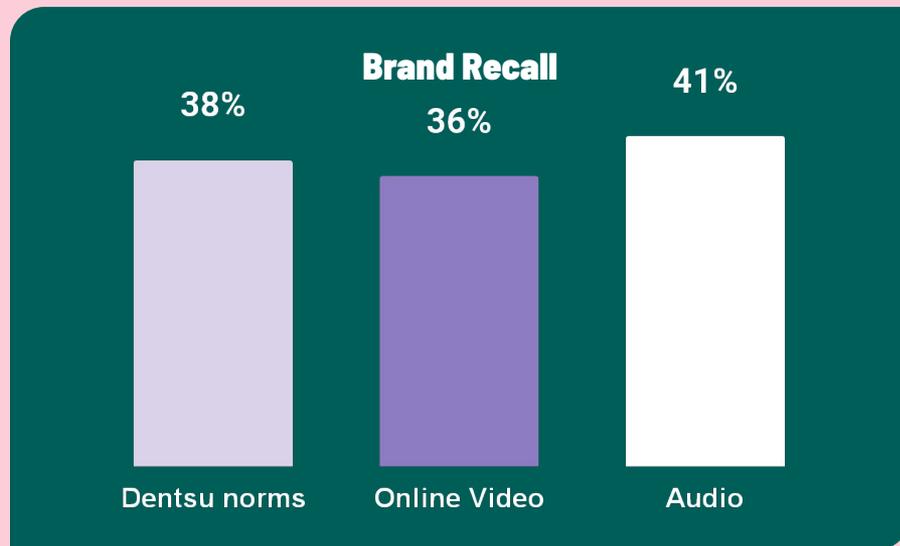
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# Greater attention leads to high levels of brand recall



With higher levels of attention, and a lower propensity for ads to be skipped, radio ads are **14% more likely** to deliver brand recall than online video alone.



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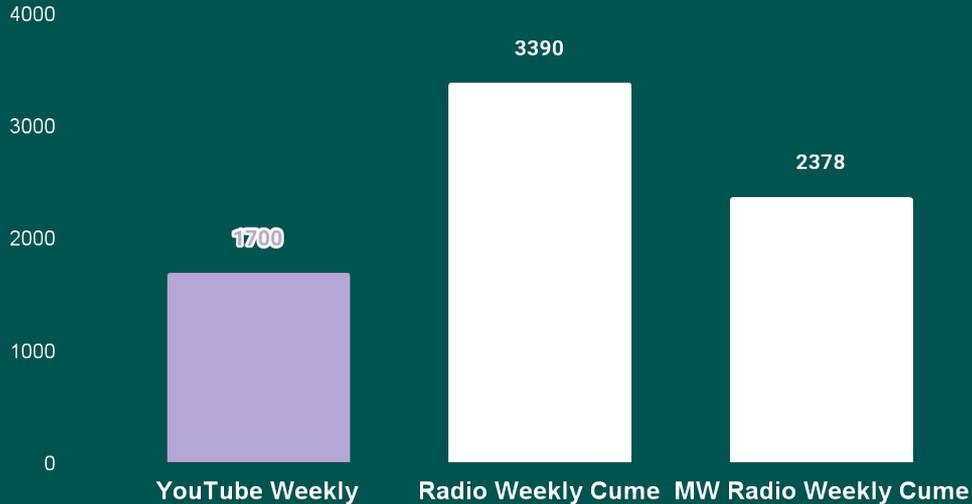
To make  
your **CAMPAIGN FLY**,  
we suggest adding  
local audio to your  
**VIDEO CAMPAIGN**.

# Radio delivers scale across the week



## Weekly Exposure

Weekly Cume Audience / Weekly Online TV viewing



**YouTube** engages with around 1.7M kiwis in a typical week.

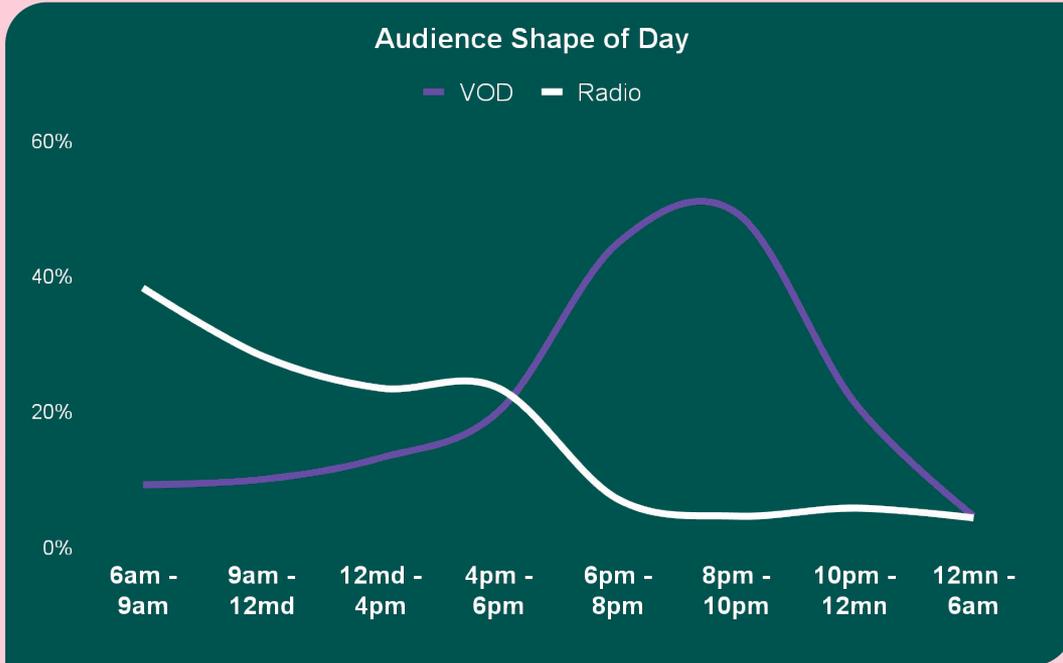
**In total, Radio** delivers close to twice the audience potential across a week.

**Furthermore,** MediaWorks reaches 39% more kiwis than YouTube

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# Extending your influence throughout the day



Along with additional reach, **radio** compliments your **YouTube** campaign by engaging with consumers when people aren't on YouTube.

**When used effectively**, you can prime your audience through the day with radio, and continue this into the evening with VOD.

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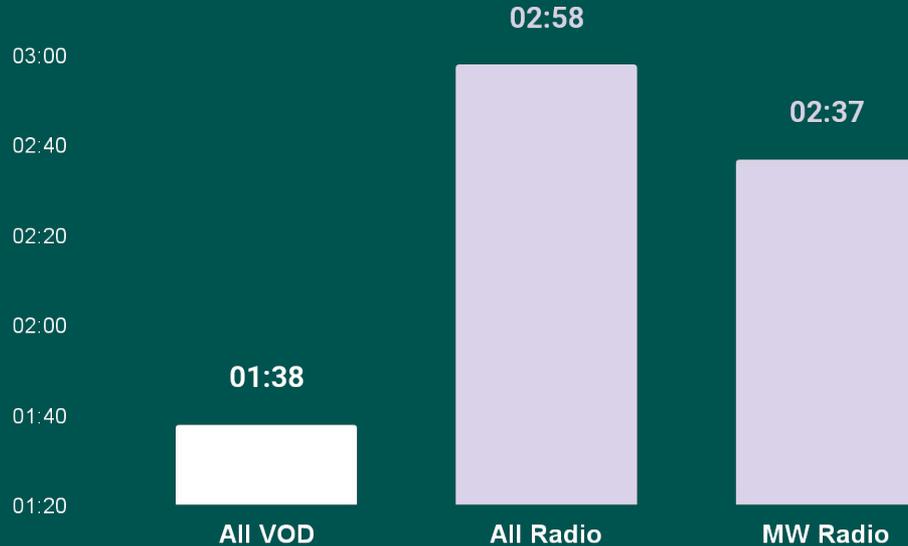
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# Deep daily engagement



## Daily Engagement

Hrs:Min Engaged Per Day



- People are spending on average 1 hour and 38 minutes per day on VOD.
- In comparison, daily TSL for Radio in NZ is just under three hours per day, and over two and a half hours for MediaWorks.

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**Advertisers who also tap  
into MediaWorks' OOH,  
in combination with your  
AUDIO / VISUAL can drive  
campaign performance  
to the NEXT LEVEL.**

# OOH will take your audio / visual campaign to new heights

## More Exposure

OOH delivers incremental reach and frequency to your audio / visual campaign.

Campaigns utilising radio, digital and OOH can deliver up to **+80% greater ad awareness** than single format campaigns

## More Moments

OOH compliments Audio / Visual campaigns with exposure when consumers are out and about through the day. With more exposure potential when consumers are in different **mindsets** through the day.

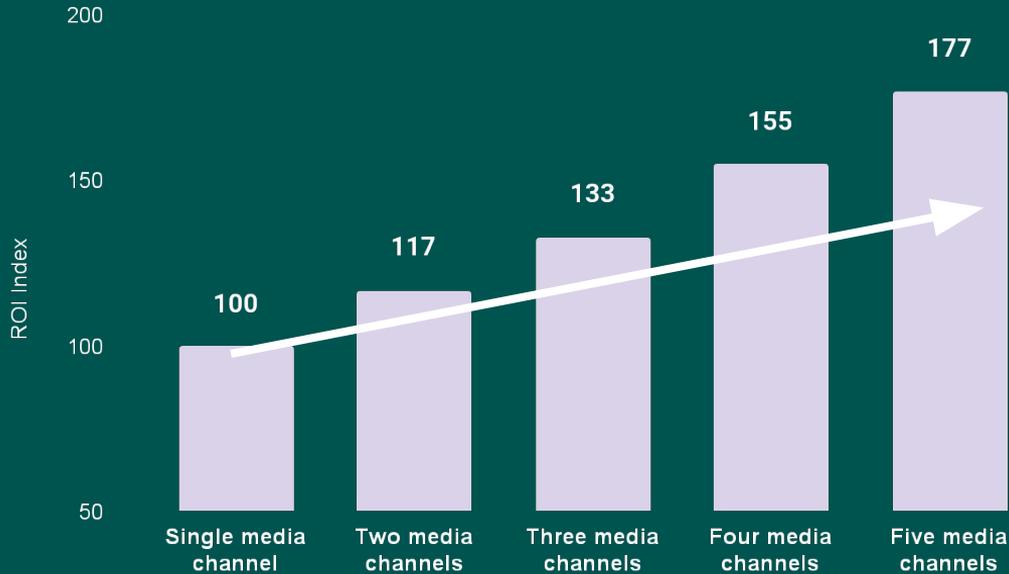
## More Memorable

A presence across three or more channels has been proven to increase **ad ROI by up to +34%**

# Campaign effectiveness tends to increase as you increase your media mix



ROI Index by Number of Media Platforms Utilised



Multiple **studies** from some of the advertising industry's most prominent effectiveness researchers and voices (Les Binet, Peter Field, James Hurman, Mark Ritson, WARC and Analytics Partners) have all proven adding more media channels you add to a campaign leads to an increase in effectiveness.

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# Using radio and outdoor advertising together with digital can supercharge your ad performance

Audio provides the brand voice to the brand image displayed on outdoor. When done in harmony, campaigns that use these channels can drive up to 70% stronger engagement, 40% stronger ad memorability, and 19% greater ROI on average.



## REACH

**+80%**

awareness



## RESONANCE

Tailor messaging at key moments across the day.

**+70%**

engagement

**+40%**

ad recall



## ROI

**+19%**

greater ROI

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**Thank You!**

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