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Creative Execution of Podcast Advertising, Part Two



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AFTER THESE MESSAGES

- A unique analysis of the relative efficacy of live read, scripted host-read, and announcer read advertising in podcasts
- Online survey of 1,049 weekly podcast listeners, age 18 and older
- Respondents were asked to listen to a segment of “The Jordan Harbinger Show,” featuring an interview with Matthew McConaughey. Each segment was followed by one of three different ad treatments for Athletic Greens:
 - A live, “ad-libbed” spot, read by host Jordan Harbinger
 - A scripted spot, read by host Jordan Harbinger
 - The same scripted spot, read by a professional announcer (Ashley Hamer)
- Data weighted to match the weekly podcast listeners from The Infinite Dial 2022, from Edison Research, Wondery, and ART19



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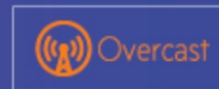


THE **JORDAN HARBINGER** SHOW

The Jordan Harbinger Show

REAL. INTELLIGENT. TALK

455: Matthew McConaughey | Following Life's Greenlights to Success



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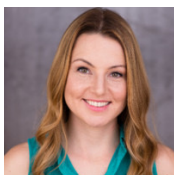
ADVERTISING TREATMENTS



Live Read: Ad-lib ad read by host, Jordan Harbinger



Scripted Read: Scripted ad read by host, Jordan Harbinger



Announcer Read: Scripted ad read by announcer, Ashley Hamer

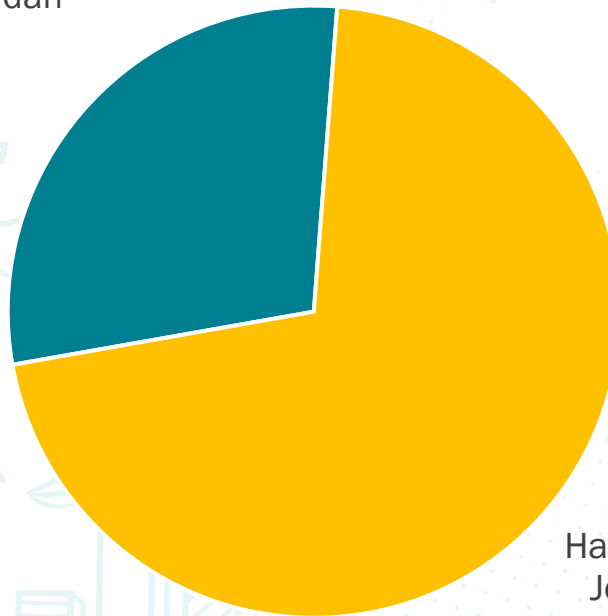


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NEARLY THREE IN TEN RESPONDENTS HAD EVER LISTENED TO "THE JORDAN HARBINGER SHOW"

Ever listened to "The Jordan Harbinger Show"
29%



Have never listened to "The Jordan Harbinger Show"
71%



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PERFORMANCE SUMMARY

Total Weekly Podcast Listeners	Live Read	Scripted	Announcer
Overall Appeal (10-point scale)	6.6	6.4	6.0
Fit with show (5-point scale)	3.7	3.6	3.4
Unaided recall	68%	55%	47%
Interest in learning more	58%	53%	49%
Likelihood to purchase	52%	45%	44%
Likelihood to learn more	54%	55%	48%

Have ever listened to show	Live Read	Scripted	Announcer
Overall Appeal (10-point scale)	7.9	7.5	7.8
Fit with show (5-point scale)	4.4	4.2	4.2
Unaided recall	51	34	33
Interest in learning more	85%	86%	83%
Likelihood to purchase	82%	82%	71%
Likelihood to learn more	79%	84%	82%

Green: Top score

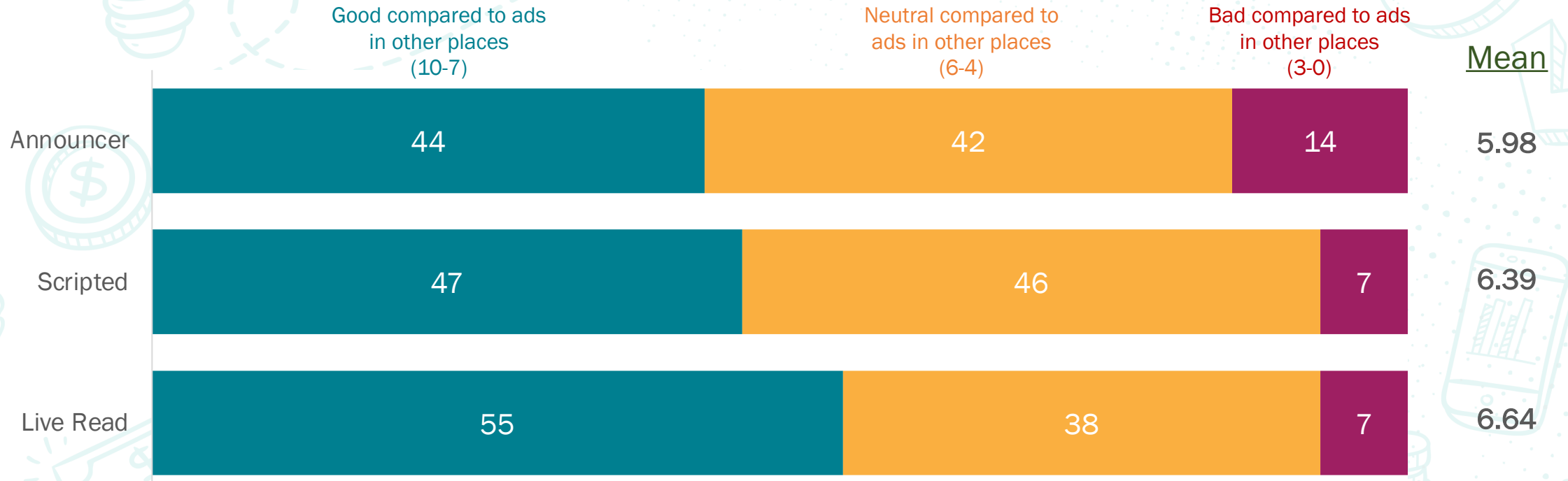


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WHILE HOST-READ ADS WERE PREFERRED, ALL THREE EXECUTIONS SCORED POSITIVELY COMPARED TO OTHER FORMS OF ADVERTISING

Base: Recall hearing an advertisement



“Compared to advertisements you hear in other places, how would you rate the advertisement you just heard?”

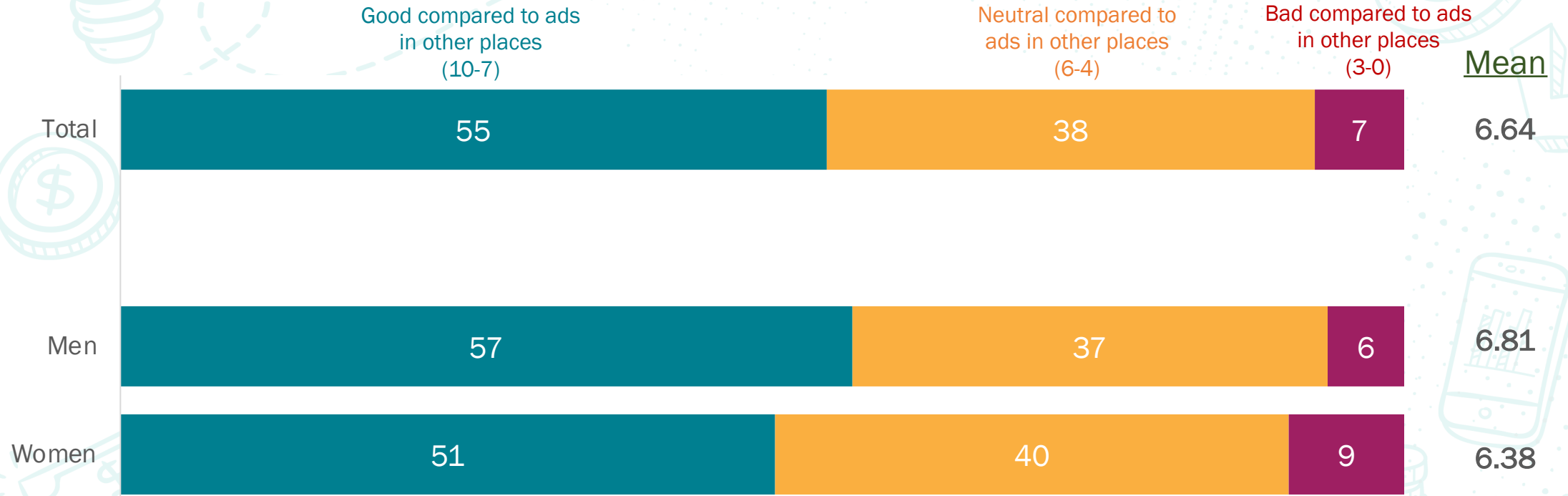


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APPEAL BY GENDER – LIVE HOST READ

Base: Recall hearing an advertisement



“Compared to advertisements you hear in other places, how would you rate the advertisement you just heard?”

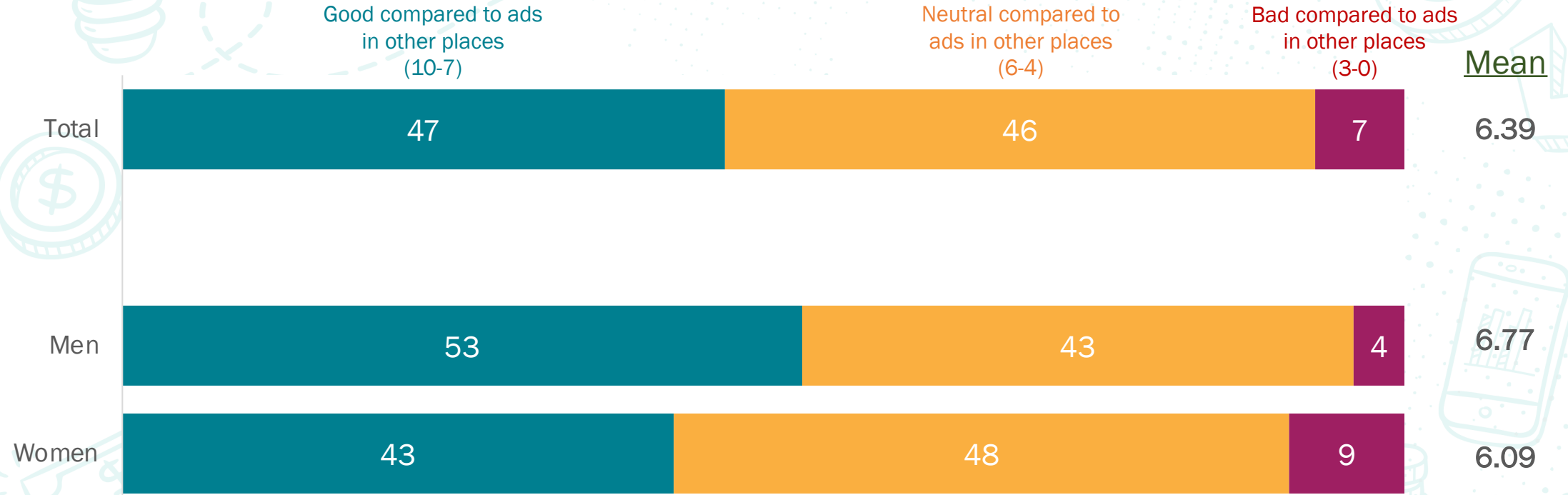


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APPEAL BY GENDER – SCRIPTED HOST READ

Base: Recall hearing an advertisement



“Compared to advertisements you hear in other places, how would you rate the advertisement you just heard?”

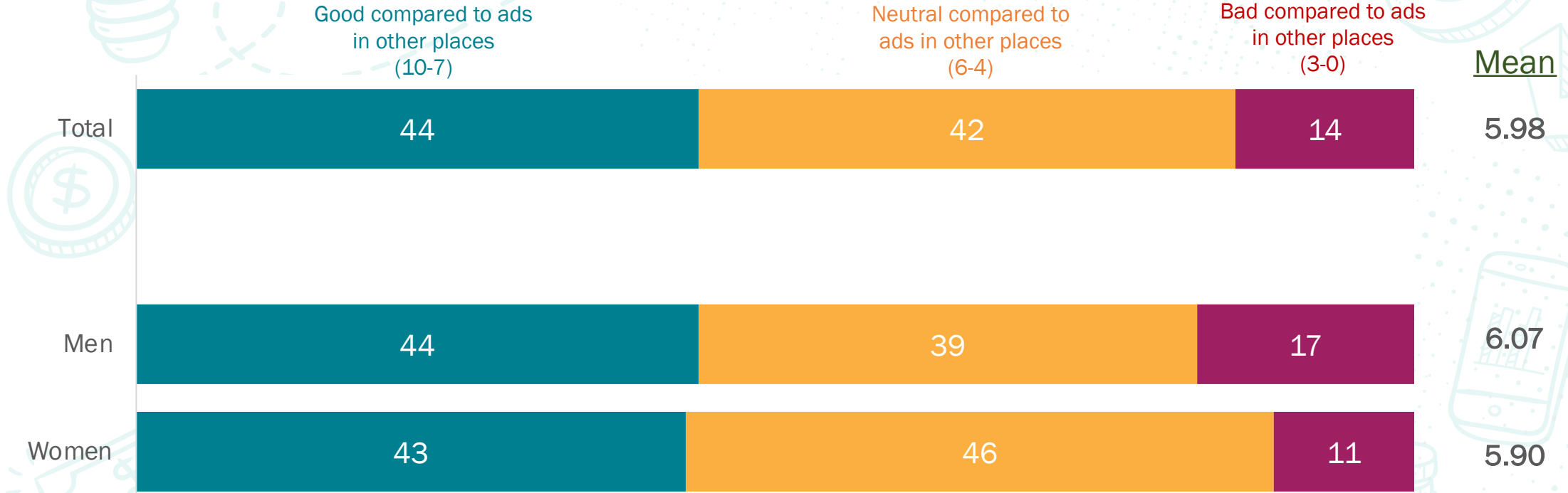


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APPEAL BY GENDER – ANNOUNCER READ

Base: Recall hearing an advertisement



“Compared to advertisements you hear in other places, how would you rate the advertisement you just heard?”

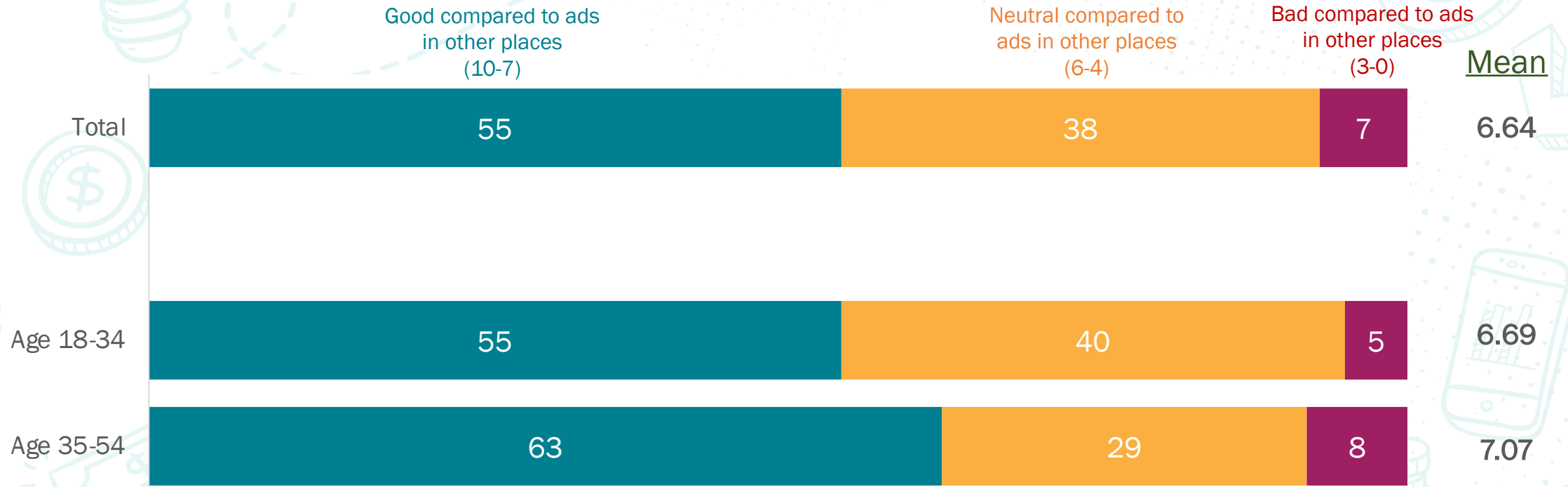


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APPEAL BY AGE – LIVE HOST READ

Base: Recall hearing an advertisement



“Compared to advertisements you hear in other places, how would you rate the advertisement you just heard?”

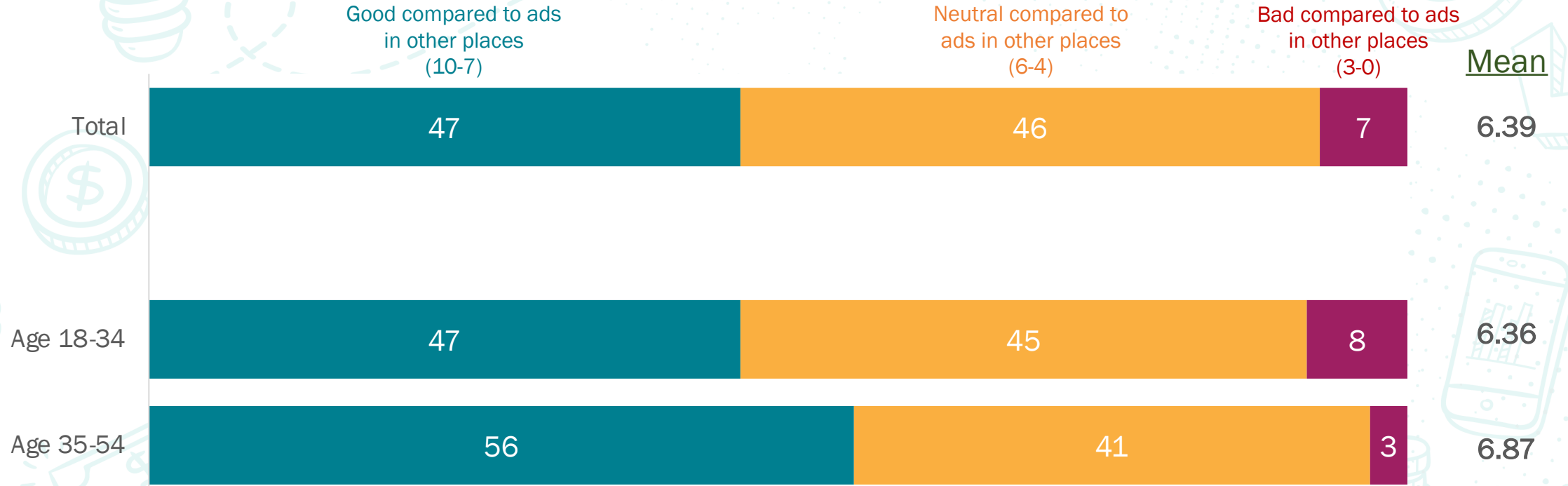


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APPEAL BY AGE – SCRIPTED HOST READ

Base: Recall hearing an advertisement



“Compared to advertisements you hear in other places, how would you rate the advertisement you just heard?”

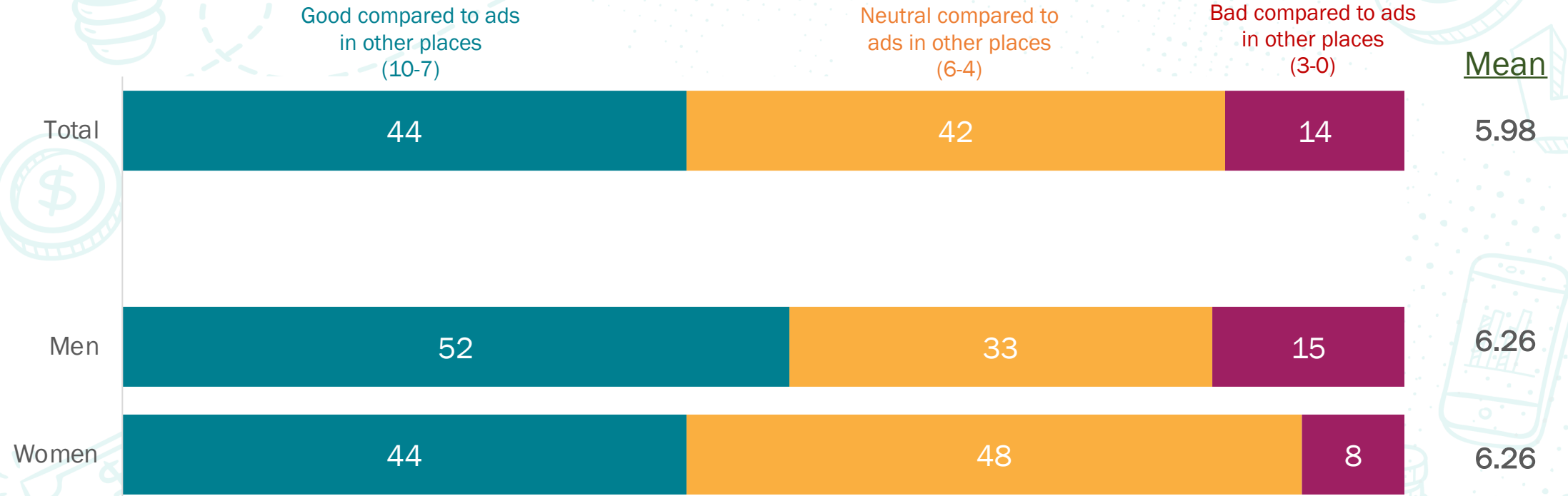


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APPEAL BY AGE – ANNOUNCER READ

Base: Recall hearing an advertisement



“Compared to advertisements you hear in other places, how would you rate the advertisement you just heard?”



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WORD CLOUD – ANNOUNCER READ



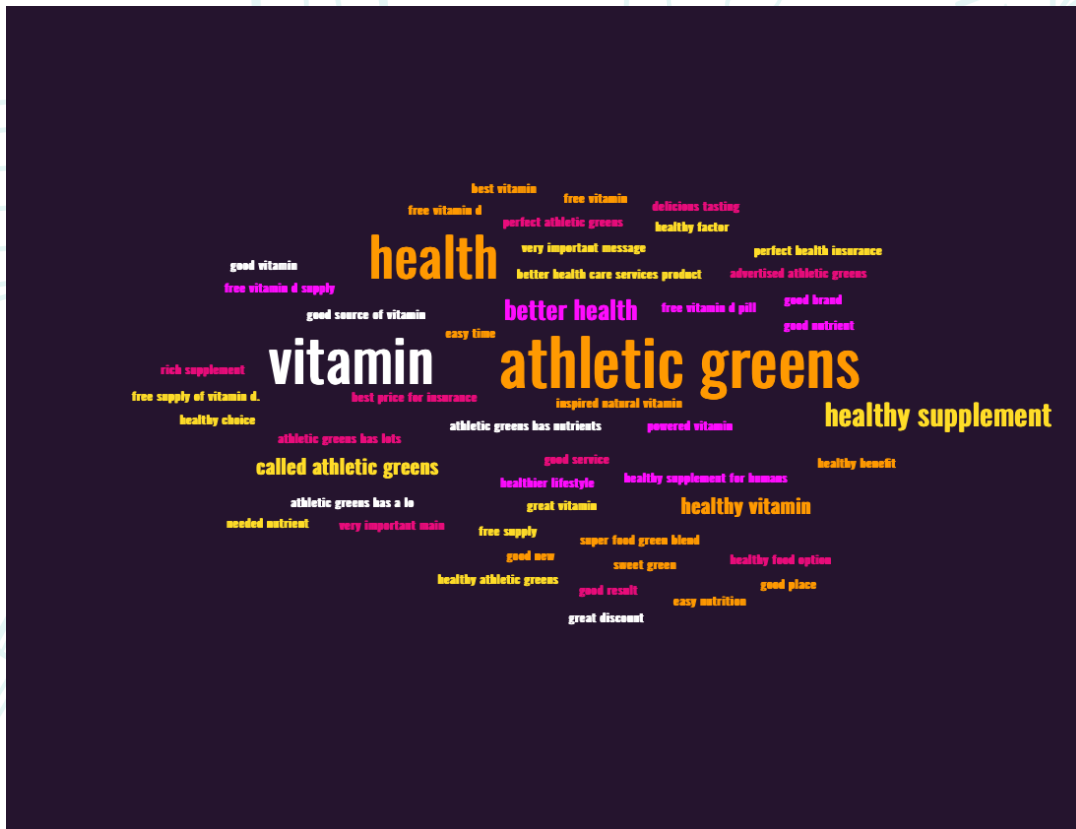
Sentiment – 99.9% positive



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WORD CLOUD – SCRIPTED HOST READ



Sentiment – 95.7% positive



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WORD CLOUD – LIVE HOST READ



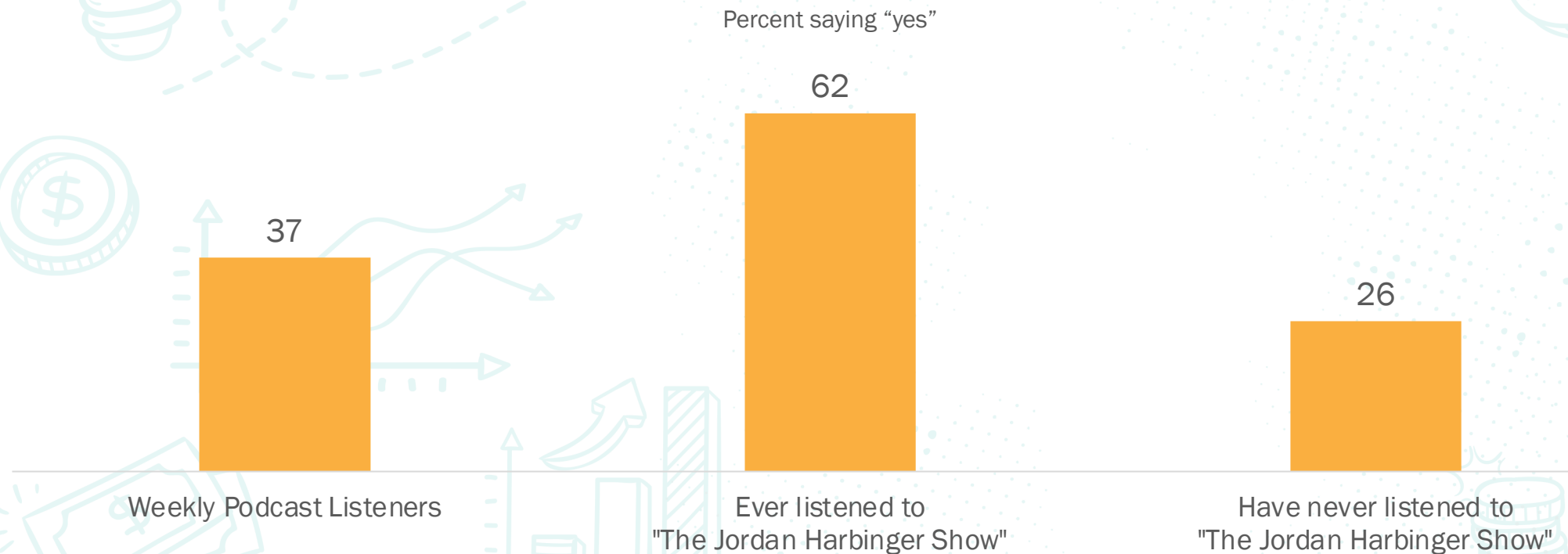
Sentiment – 99.2% positive



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EXISTING LISTENERS TO THE SHOW EXTREMELY FAMILIAR WITH PRODUCT



"Before today, have you ever heard of 'Athletic Greens'?"

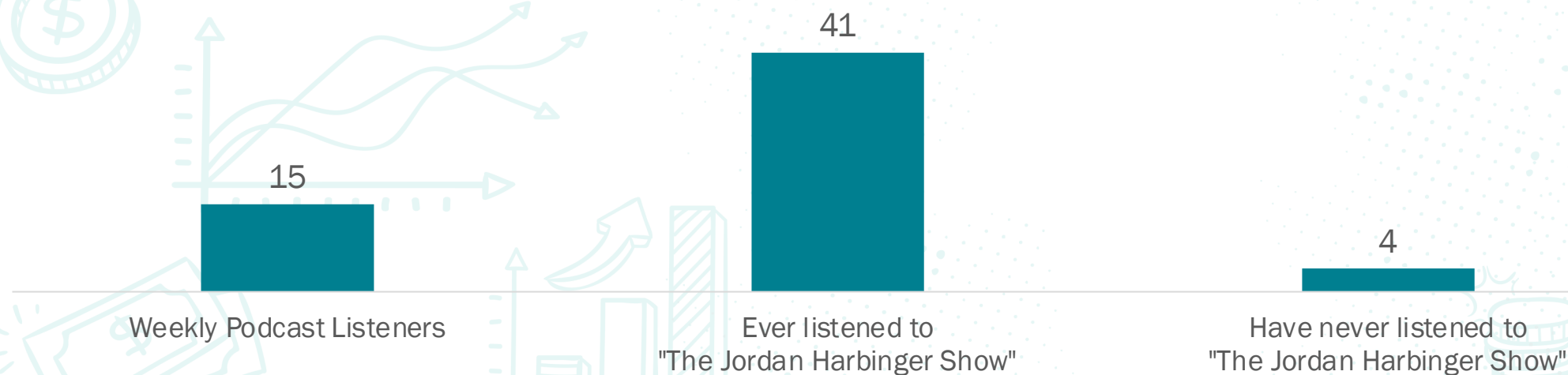


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EXISTING LISTENERS TO THE SHOW MUCH MORE LIKELY TO HAVE PURCHASED PRODUCT

Percent saying "yes"



"Have you ever purchased or used 'Athletic Greens'?"



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OPEN-ENDED RESPONSES – WHAT WAS THE MAIN MESSAGE OF THE ADVERTISEMENT YOU RECALL HEARING?

Sample	Total Number	Number Giving Response	% Recalling Messaging	Number of Promo Code Mentions
Jordan Listeners	300	218	73%	2
Non-listeners	749	573	76%	3



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OBSERVATIONS

Men were more favorable to Jordan's reads, while the announcer-read spot appealed equally to men and women.



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OBSERVATIONS

The host-read ads generally performed better 35-54 than 18-34. The announcer-read spot showed more polarity with 18-34-year-old listeners.



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OBSERVATIONS

Both host-read ads delivered the main message: the brand. The announcer-read spot surfaced slightly higher concentrations of ancillary messages. All three generated extremely positive sentiment.



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OBSERVATIONS

The promo code was not recalled as a part of the main message for any of the three treatments; however, the details of the offer were cited by some respondents.



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