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
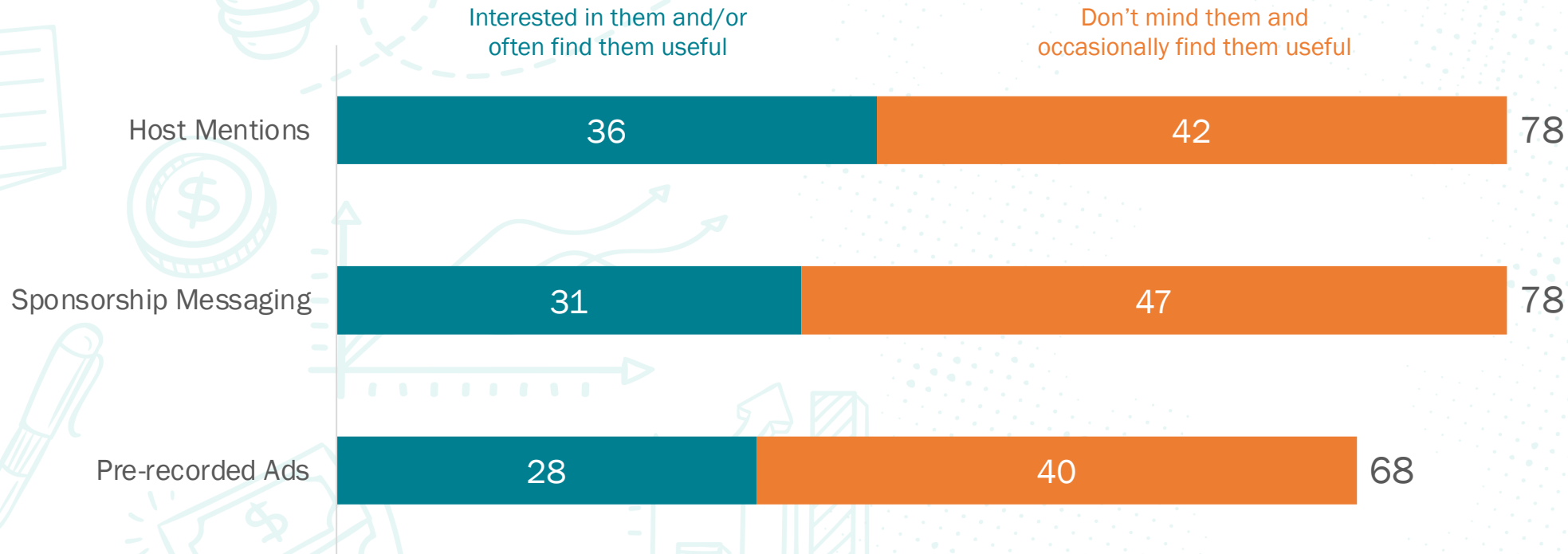
THE PODCAST LISTENER AND ADVERTISING

PODCAST LISTENERS ARE GENERALLY MORE POSITIVE ABOUT HOST MENTIONS, THOUGH PRE-RECORDED ADS ARE ALSO USEFUL

Interested in them and/or often find them useful

Don't mind them and occasionally find them useful

	Interested in them and/or often find them useful	Don't mind them and occasionally find them useful	Total
Host Mentions	36	42	78
Sponsorship Messaging	31	47	78
Pre-recorded Ads	28	40	68

"How do you feel about (type of ad) when you hear them on podcasts you regularly listen to?"

MAJORITY OF PODCAST LISTENERS TRUST PODCAST ADS

Percent agreeing with statement

Trust host recommendations — 81

Trust podcast ads more than other ads — 71

"How much do you disagree or agree with the following statements?"

PODCAST ADS PROMPT ACTION
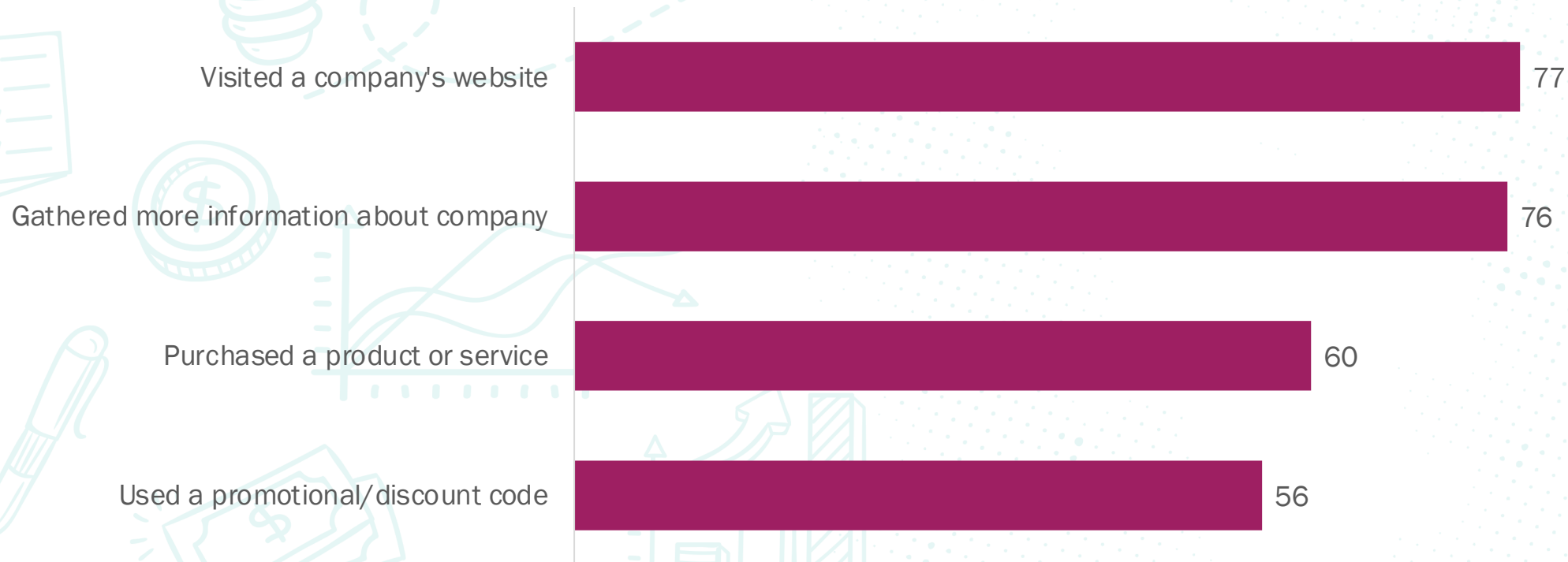
Percent who have ever engaged in activity based on podcast advertising

Activity	Percent
Visited a company's website	77
Gathered more information about company	76
Purchased a product or service	60
Used a promotional/discount code	56

"As a result of hearing a sponsorship or advertisement on a podcast you regularly listen to, have you ever...?"

AFTER THESE MESSAGES - STUDY DESIGN

THE JORDAN HARBINGER SHOW
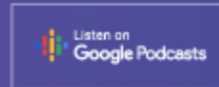
The Jordan Harbinger Show

REAL. INTELLIGENT. TALK

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

THE JORDAN HARBINGER SHOW
MATTHEW MCCONAUGHEY #455

Listen on Apple Podcasts   STITCHER   Listen on Google Podcasts   Spotify   Overcast   pandora
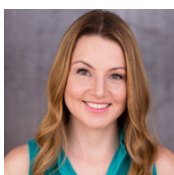
$OUNDS PROFITABLE   edison research

ADVERTISING TREATMENTS

<u>Live Read:</u> Ad-lib ad read by host, Jordan Harbinger

<u>Scripted Read:</u> Scripted ad read by host, Jordan Harbinger

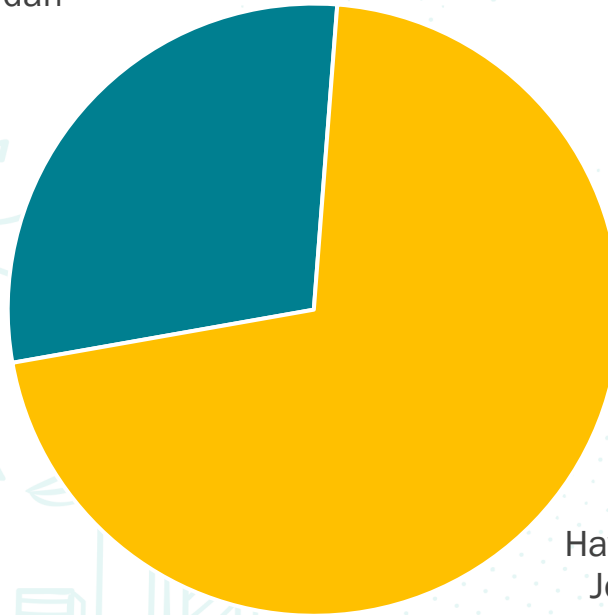<u>Announcer Read:</u> Scripted ad read by announcer, Ashley Hamer

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"
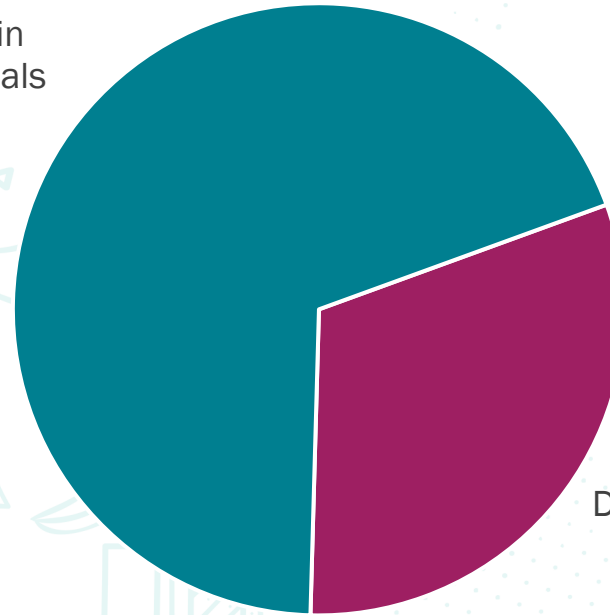71%

ALMOST 70% OF WEEKLY PODCAST LISTENERS USE PRODUCT CATEGORY

Use supplements in
addition to daily meals
69%

Do not use supplements in
addition to meals
31%

"Do you currently ever consume nutritional supplements in addition to your daily meals?"

AFTER THESE MESSAGES - PERFORMANCE

OVER HALF OF PODCAST LISTENERS WERE POSITIVE ABOUT THE ENTIRE SEGMENT, WITH LITTLE REJECTION

	Like segment (4 or 5)	Neutral (3)	Dislike segment (1 or 2)	Mean
Weekly Podcast Listeners	51	34	15	3.6
Have ever listened to "The Jordan Harbinger Show"	88	12		4.4
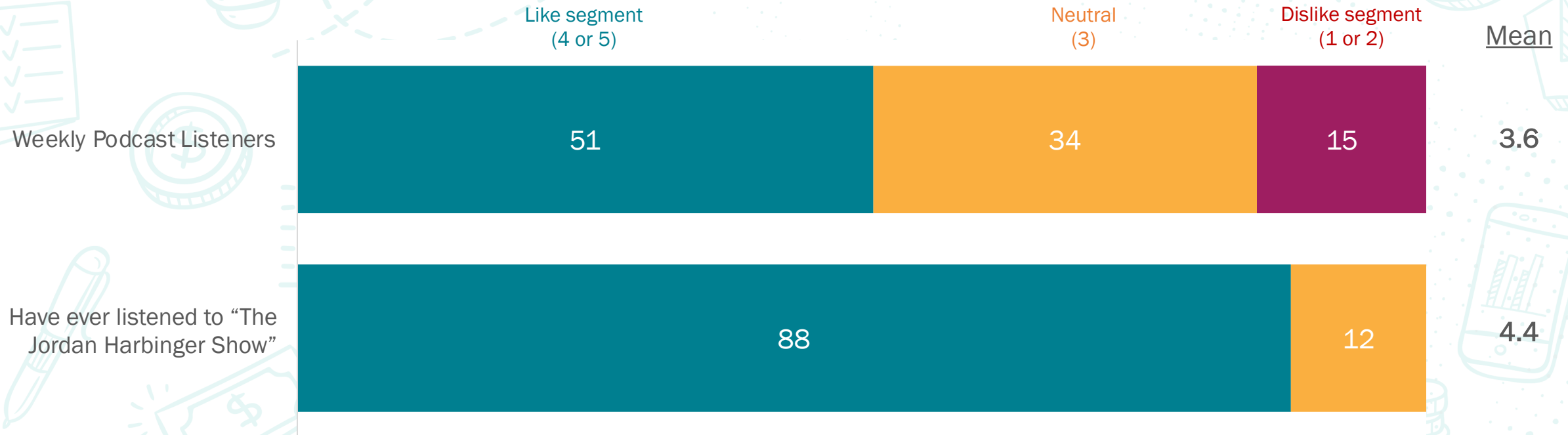
"Overall, how much did you like listening to the audio segment you just heard from 'The Jordan Harbinger Show?'"

MAJORITY OF LISTENERS RECALLED PRESENCE OF ADVERTISEMENTS

Recalled hearing
an advertisement
85%
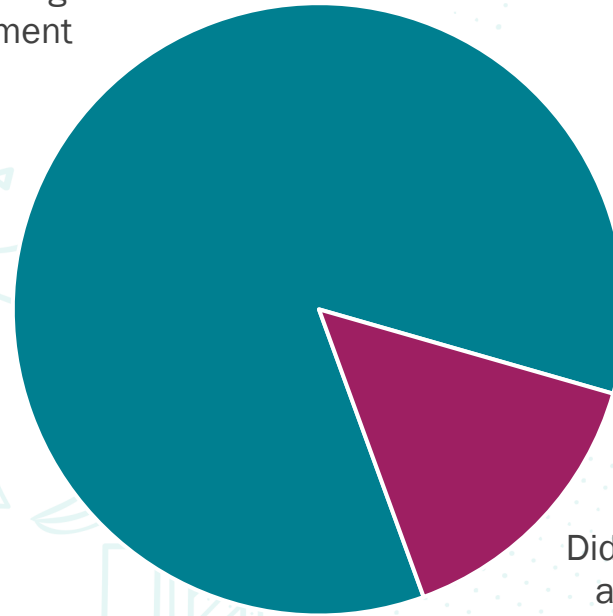
Did not recall hearing
an advertisement
15%

UNAIDED BRAND RECALL STRONGEST WITH LIVE READ

Base: Recall hearing an advertisement and gave a response

Legend:
- Recalled part of brand name
- Recalled entire brand name

Category	Weekly Podcast Listeners	Live Read	Scripted Host	Announcer
Total	75	80	76	67
Recalled part of brand name	18	12	21	20
Recalled entire brand name	57	68	55	47
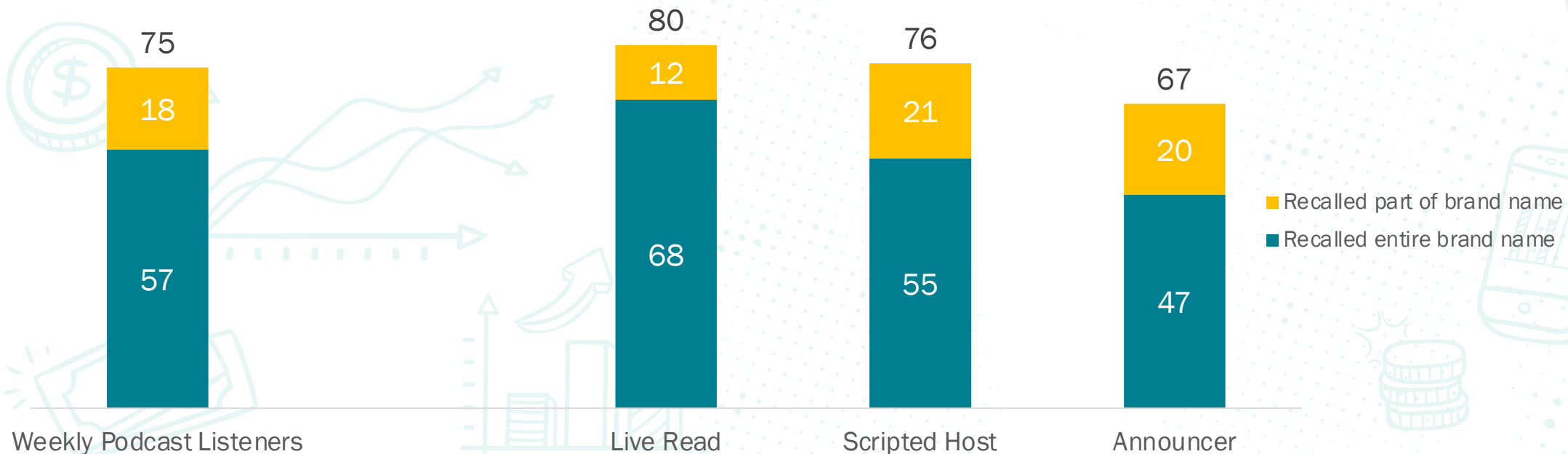
AIDED BRAND RECALL:

Base: Recall hearing an advertisement
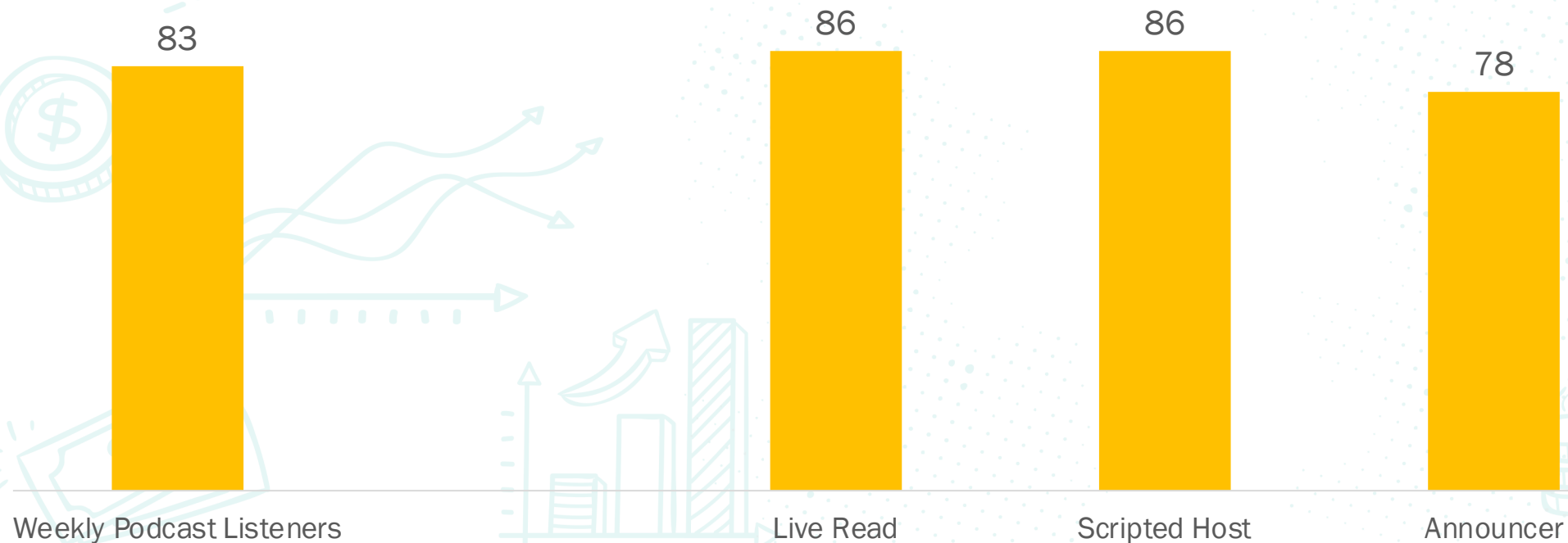
Weekly Podcast Listeners	Live Read	Scripted Host	Announcer
83	86	86	78

HOW WELL DID THE ADVERTISEMENT FIT THE REST OF THE SHOW?

Base: Recall hearing an advertisement

	Fit well ("4" or "5")	Neutral ("3")	Did not fit well ("1" or "2")
Announcer	44	35	21
Scripted	50	33	17
Live Read	54	35	11
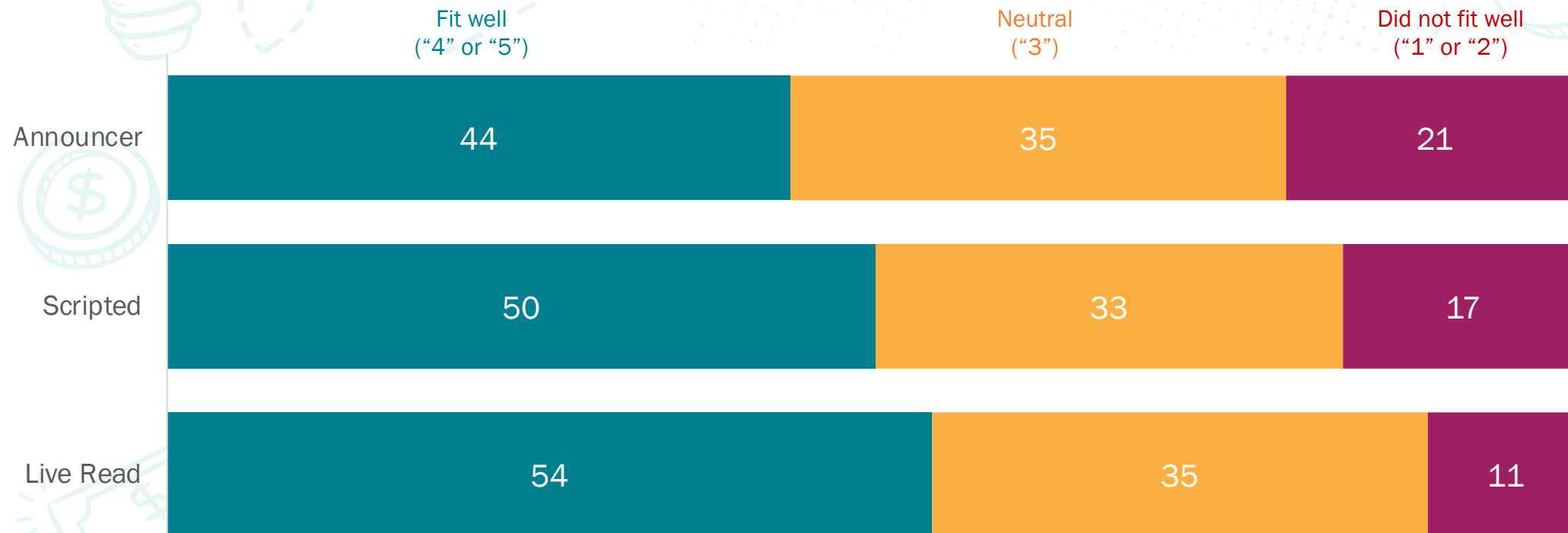
HOW WELL DID THE ADVERTISEMENT FIT THE REST OF THE SHOW?
(EVER LISTENED TO "THE JORDAN HARBINGER SHOW")

Base: Recall hearing an advertisement

Fit well ("4" or "5") | Neutral ("3") | Did not fit well ("1" or "2")

Announcer — 82 | 14 | 4
Scripted — 83 | 11 | 6
Live Read — 82 | 15 | 3

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

HOW WELL DID THE LIVE READ ADVERTISEMENT FIT THE REST OF THE SHOW?

Base: Recall hearing an advertisement

	Fit well ("4" or "5")	Neutral ("3")	Did not fit well ("1" or "2")
Weekly Podcast Listeners	54	35	11
Have ever listened to "The Jordan Harbinger Show"	82	15	3

HOW WELL DID THE SCRIPTED ADVERTISEMENT FIT THE REST OF THE SHOW?

Base: Recall hearing an advertisement

	Fit well ("4" or "5")	Neutral ("3")	Did not fit well ("1" or "2")
Weekly Podcast Listeners	50	33	17
Have ever listened to "The Jordan Harbinger Show"	83	11	6

HOW WELL DID THE ANNOUNCER ADVERTISEMENT FIT THE REST OF THE SHOW?

Base: Recall hearing an advertisement

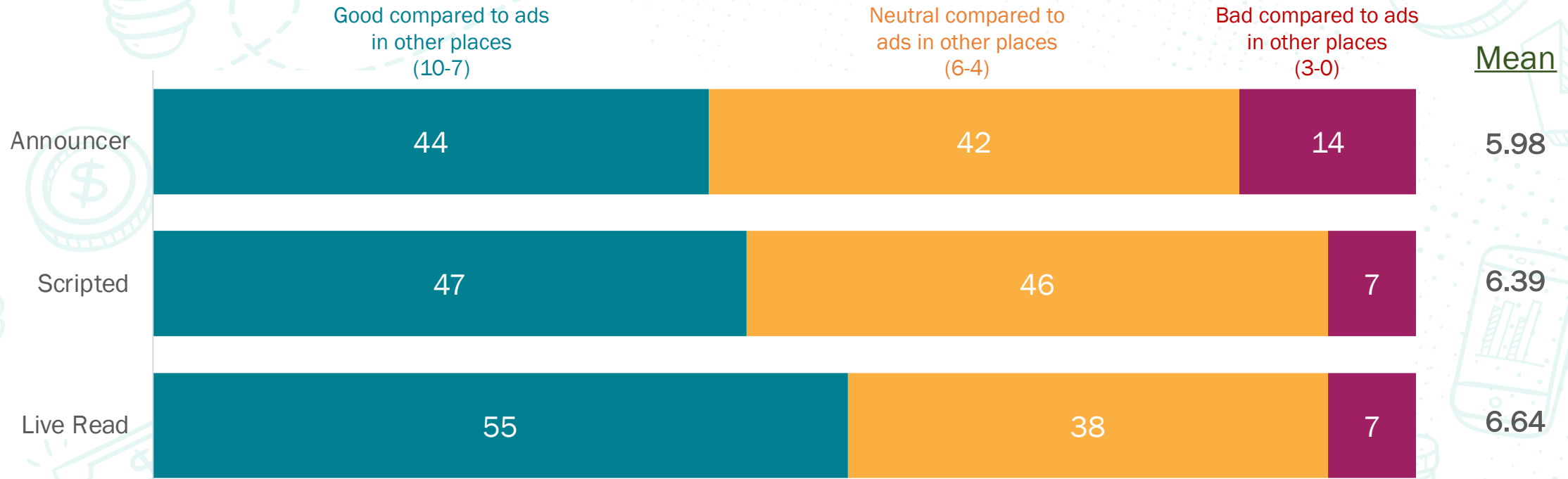|	Fit well ("4" or "5")	Neutral ("3")	Did not fit well ("1" or "2")
Weekly Podcast Listeners	44	35	21
Have ever listened to "The Jordan Harbinger Show"	82	14	4

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

Base: Recall hearing an advertisement

	Good compared to ads in other places (10-7)	Neutral compared to ads in other places (6-4)	Bad compared to ads in other places (3-0)	Mean
Announcer	44	42	14	5.98
Scripted	47	46	7	6.39
Live Read	55	38	7	6.64

"Compared to advertisements you hear in other places, how would you rate the advertisement you just heard?"
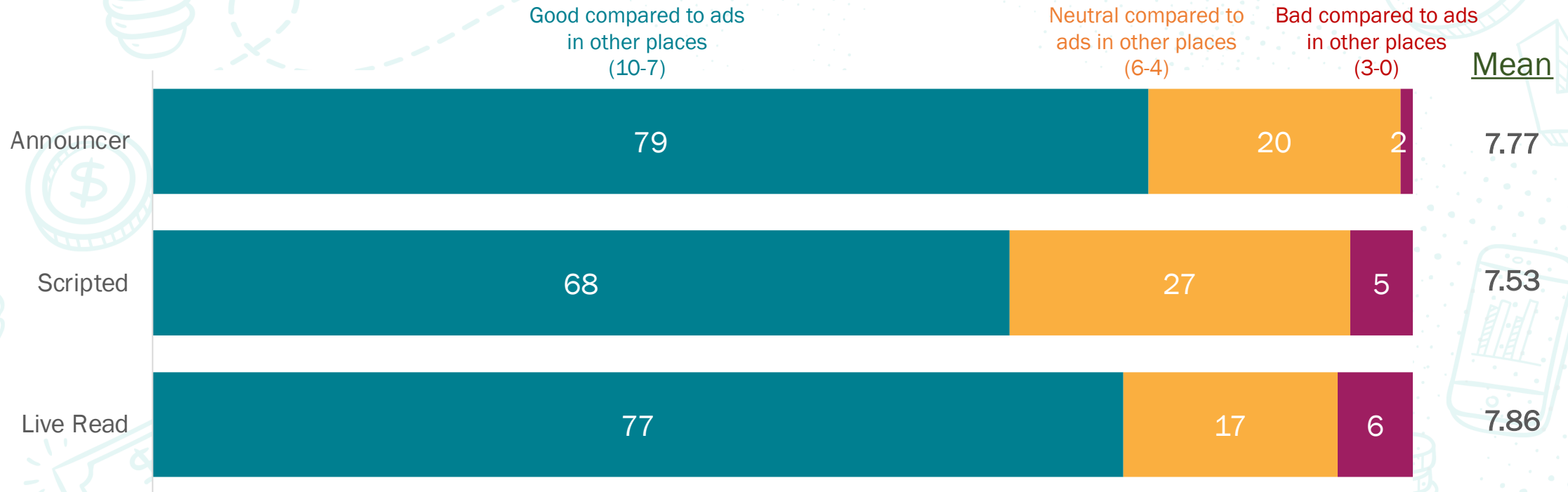
LISTENERS TO THE SHOW WERE POSITIVE ABOUT ALL THREE TREATMENTS

Base: Recall hearing an advertisement, have ever listened to show

	Good compared to ads in other places (10-7)	Neutral compared to ads in other places (6-4)	Bad compared to ads in other places (3-0)	Mean
Announcer	79	20	2	7.77
Scripted	68	27	5	7.53
Live Read	77	17	6	7.86

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

COMPARISON TO 'TYPICAL' AD

Base: Recall hearing an advertisement

% agreeing	Live Read	Scripted	Announcer
More informative	75%	68%	64%
More enjoyable	61%	52%	52%
More memorable	60%	49%	48%
Less annoying	58%	61%	52%
More compelling	57%	51%	51%
More likely to consider product	51%	44%	45%
More entertaining	50%	44%	42%

"Compared to advertisements you hear in other places, was the advertisement you just heard...?"

COMPARISON TO 'TYPICAL' AD – LIVE READ
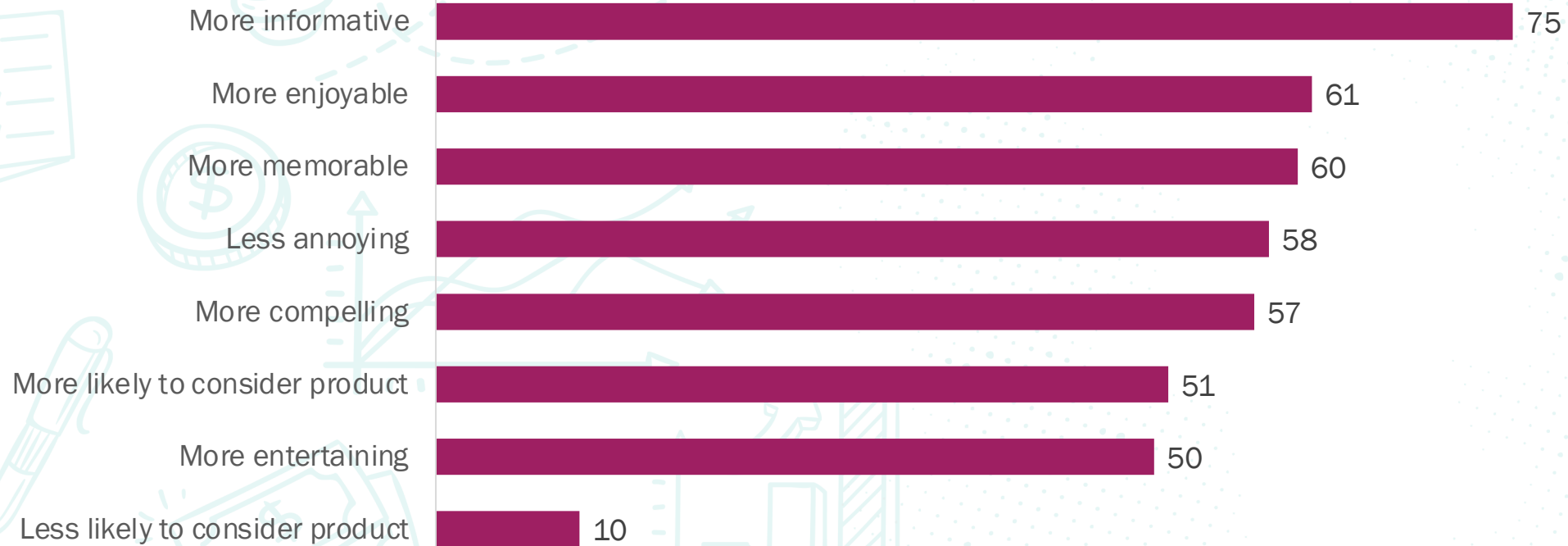
Base: Recall hearing an advertisement

Percent agreeing

More informative	75
More enjoyable	61
More memorable	60
Less annoying	58
More compelling	57
More likely to consider product	51
More entertaining	50
Less likely to consider product	10

"Compared to advertisements you hear in other places, was the advertisement you just heard…?"

COMPARISON TO 'TYPICAL' AD – SCRIPTED

Base: Recall hearing an advertisement
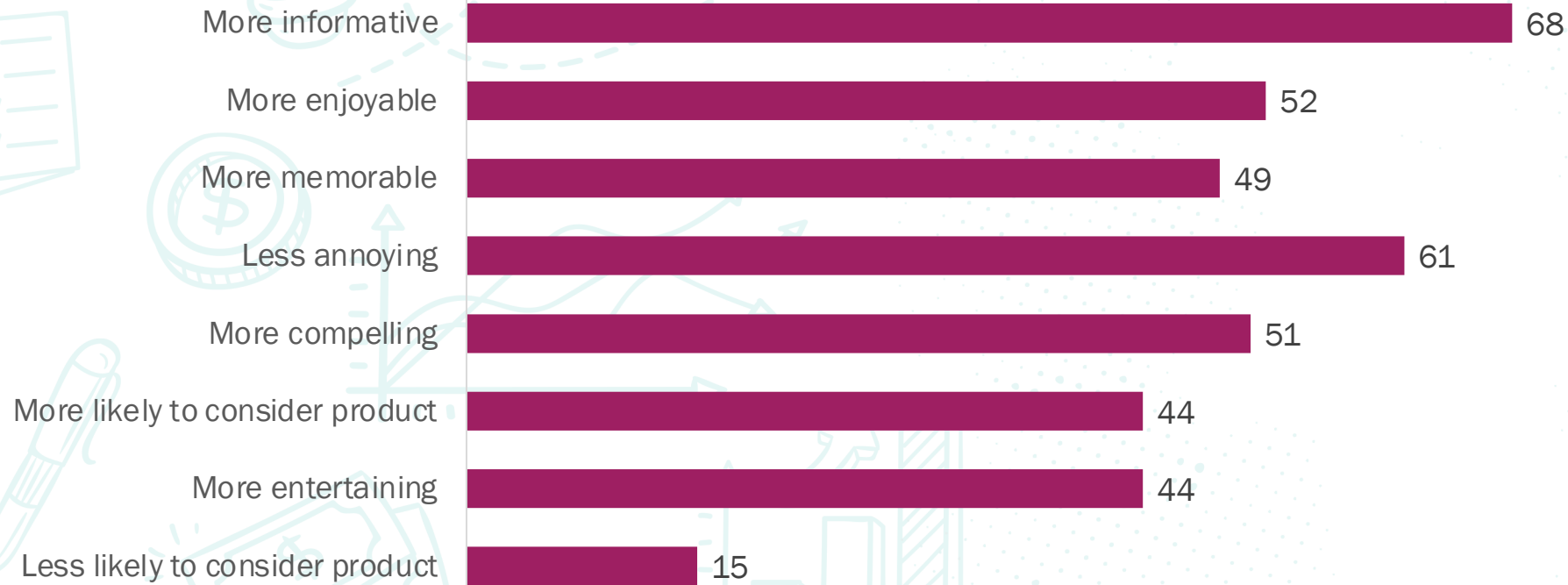
Percent agreeing

Category	Value
More informative	68
More enjoyable	52
More memorable	49
Less annoying	61
More compelling	51
More likely to consider product	44
More entertaining	44
Less likely to consider product	15

"Compared to advertisements you hear in other places, was the advertisement you just heard…?"

COMPARISON TO 'TYPICAL' AD – ANNOUNCER

Base: Recall hearing an advertisement
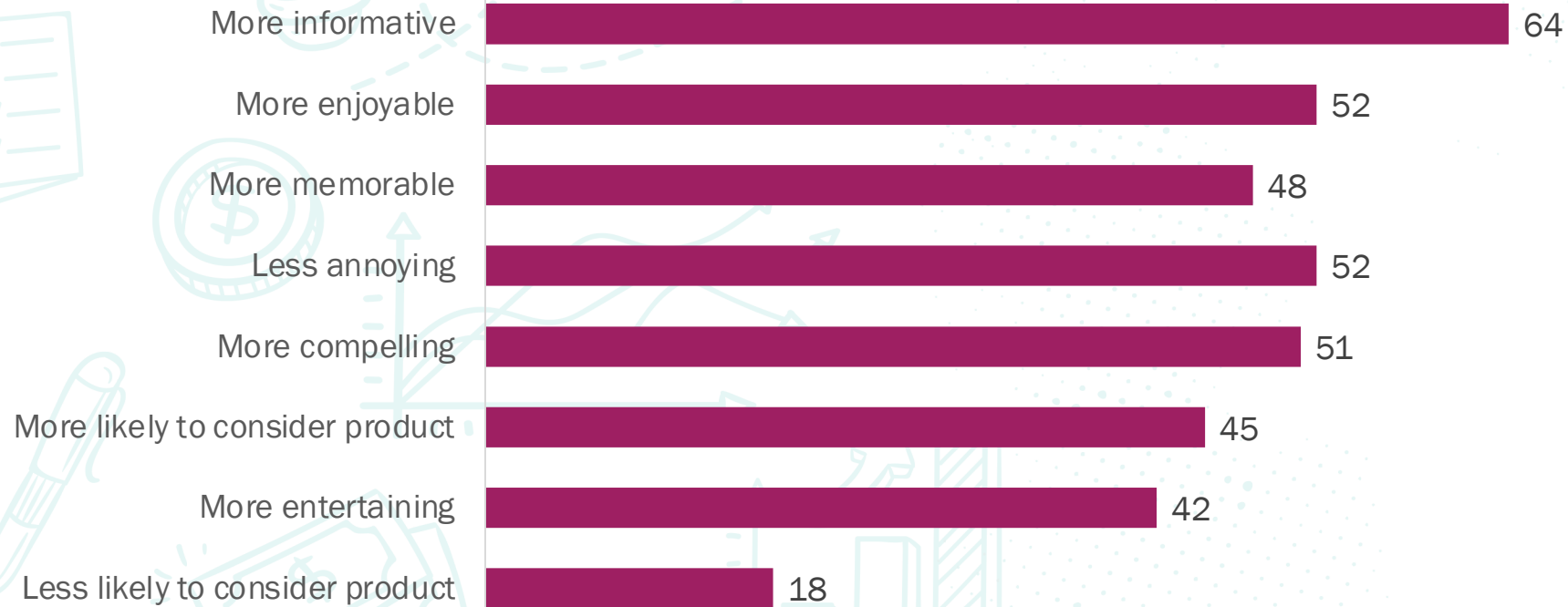
Percent agreeing

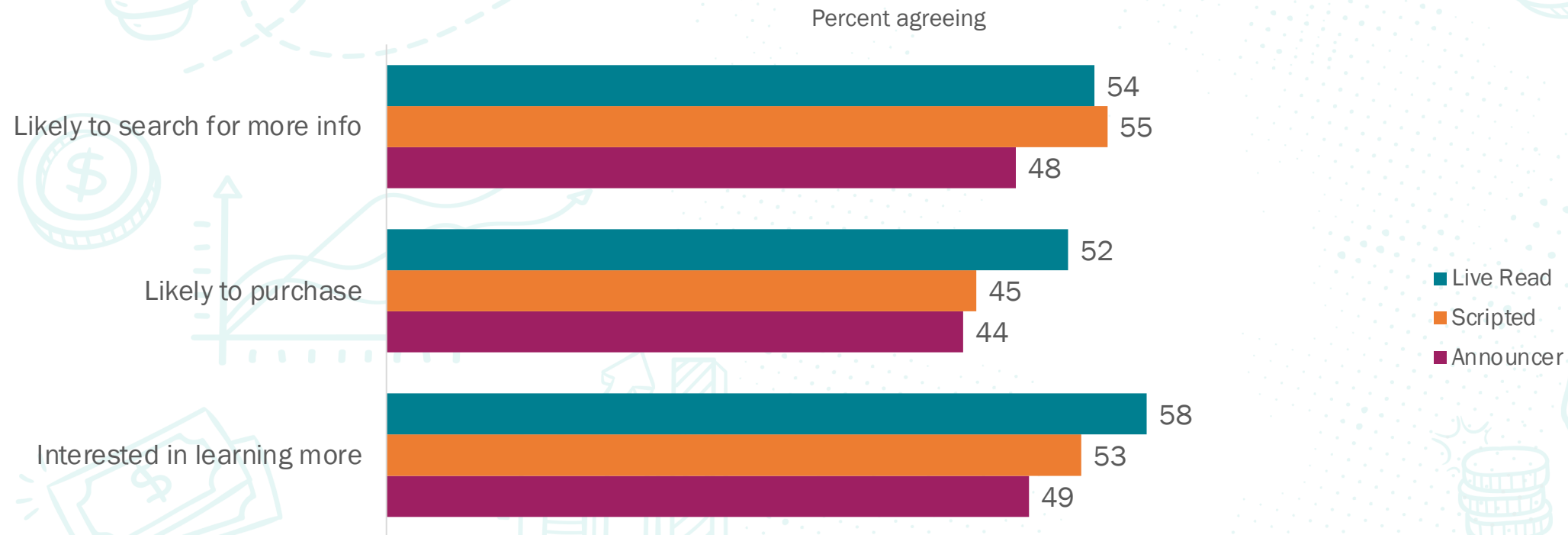| Category	Value
More informative	64
More enjoyable	52
More memorable	48
Less annoying	52
More compelling	51
More likely to consider product	45
More entertaining	42
Less likely to consider product	18

"Compared to advertisements you hear in other places, was the advertisement you just heard...?"

POST-EXPOSURE INTEREST IN THE PRODUCT

Percent agreeing
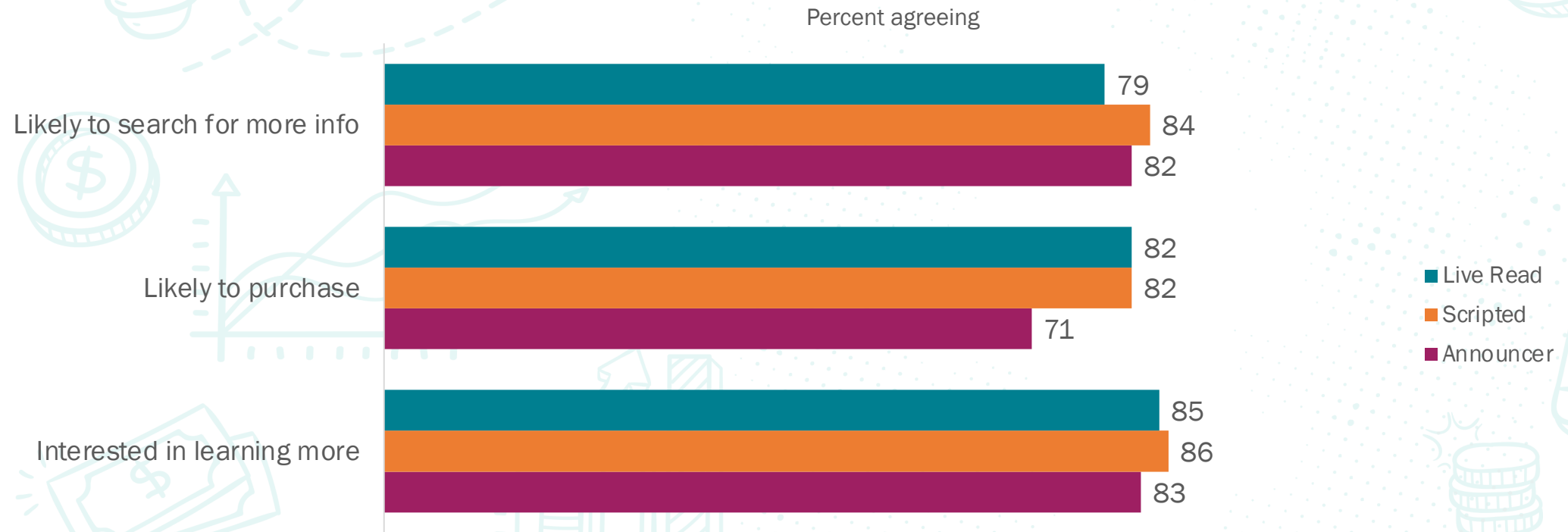
Likely to search for more info
- Live Read: 54
- Scripted: 55
- Announcer: 48

Likely to purchase
- Live Read: 52
- Scripted: 45
- Announcer: 44

Interested in learning more
- Live Read: 58
- Scripted: 53
- Announcer: 49

Legend:
- Live Read
- Scripted
- Announcer

POST-EXPOSURE INTEREST IN THE PRODUCT
(EVER LISTENED TO "THE JORDAN HARBINGER SHOW")

Percent agreeing

Likely to search for more info
- Live Read: 79
- Scripted: 84
- Announcer: 82

Likely to purchase
- Live Read: 82
- Scripted: 82
- Announcer: 71

Interested in learning more
- Live Read: 85
- Scripted: 86
- Announcer: 83

Legend:
- Live Read
- Scripted
- Announcer

AFTER THESE MESSAGES – ONE LAST TWIST...
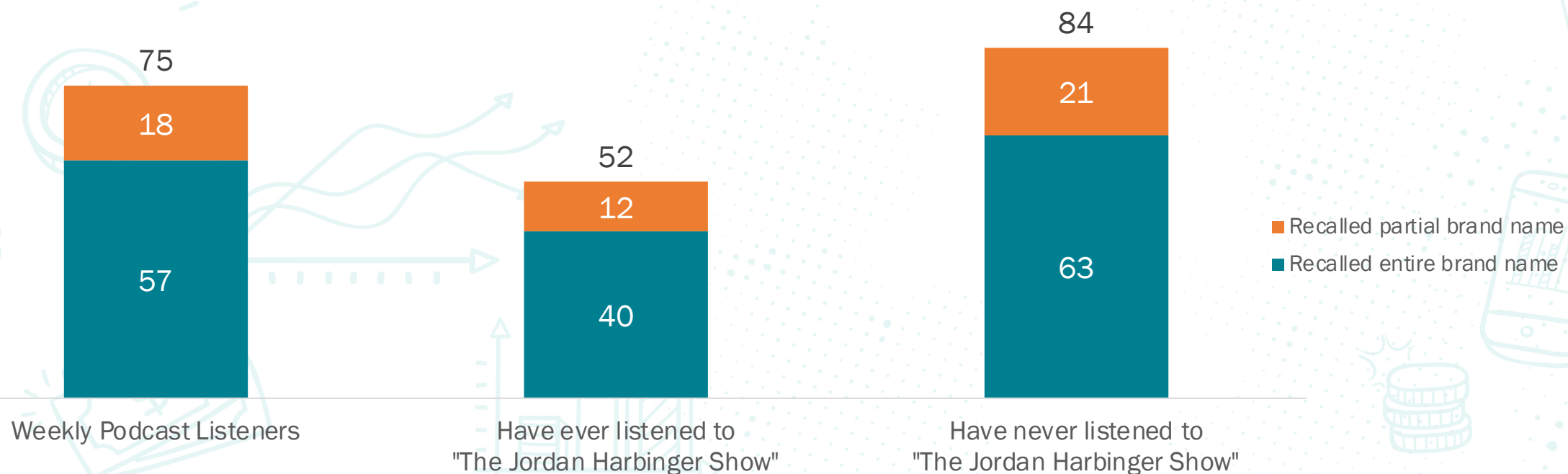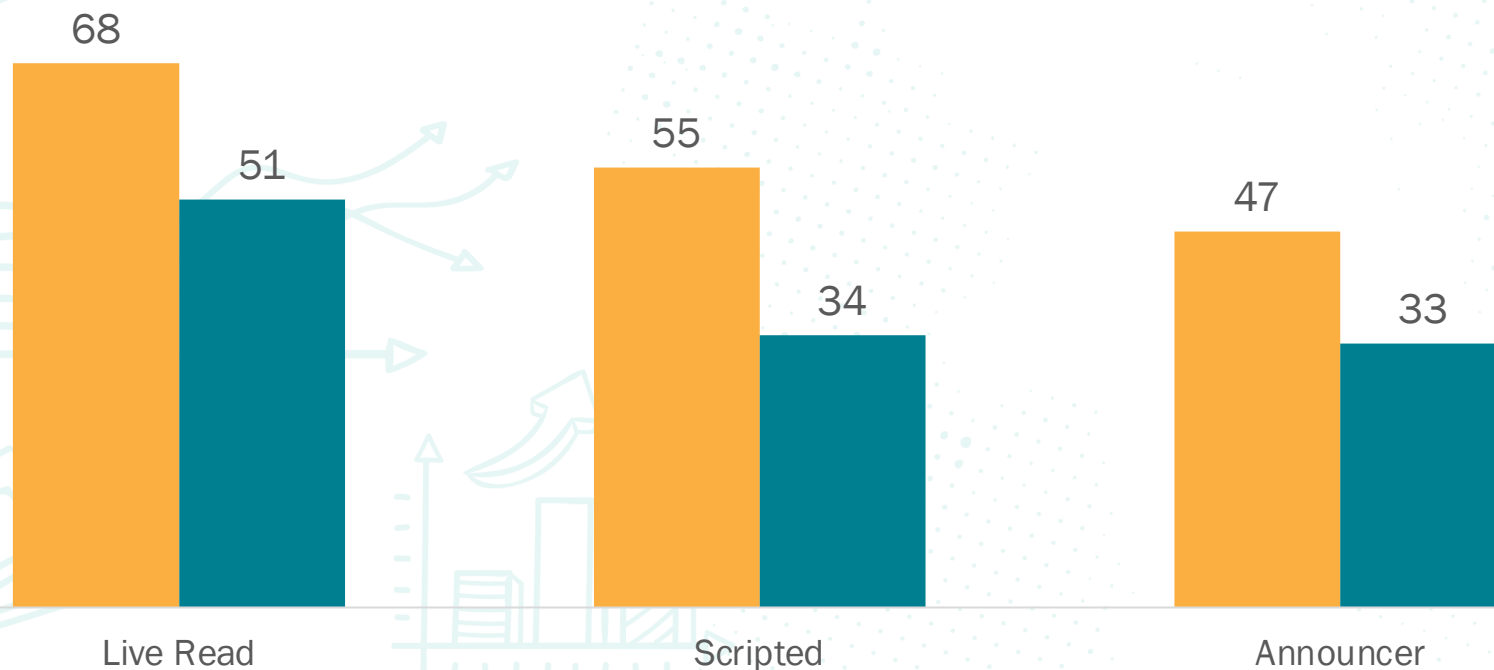
EXISTING LISTENERS WERE LESS LIKELY TO RECALL BRAND UNAIDED

Base: Recall hearing an advertisement and gave a response

Weekly Podcast Listeners
- 75
- 18 (Recalled partial brand name)
- 57 (Recalled entire brand name)

Have ever listened to "The Jordan Harbinger Show"
- 52
- 12 (Recalled partial brand name)
- 40 (Recalled entire brand name)

Have never listened to "The Jordan Harbinger Show"
- 84
- 21 (Recalled partial brand name)
- 63 (Recalled entire brand name)

■ Recalled partial brand name
■ Recalled entire brand name

EXISTING LISTENERS WERE LESS LIKELY TO RECALL BRAND UNAIDED

Base: Recall hearing an advertisement and gave a response

■ Weekly Podcast Listeners   ■ Ever listened "The Jordan Harbinger Show"

	Live Read	Scripted	Announcer
Weekly Podcast Listeners	68	55	47
Ever listened "The Jordan Harbinger Show"	51	34	33

EXISTING LISTENERS TO THE SHOW EXTREMELY FAMILIAR WITH PRODUCT

Percent saying "yes"

37	Weekly Podcast Listeners
62	Ever listened to "The Jordan Harbinger Show"
26	Have never listened to "The Jordan Harbinger Show"
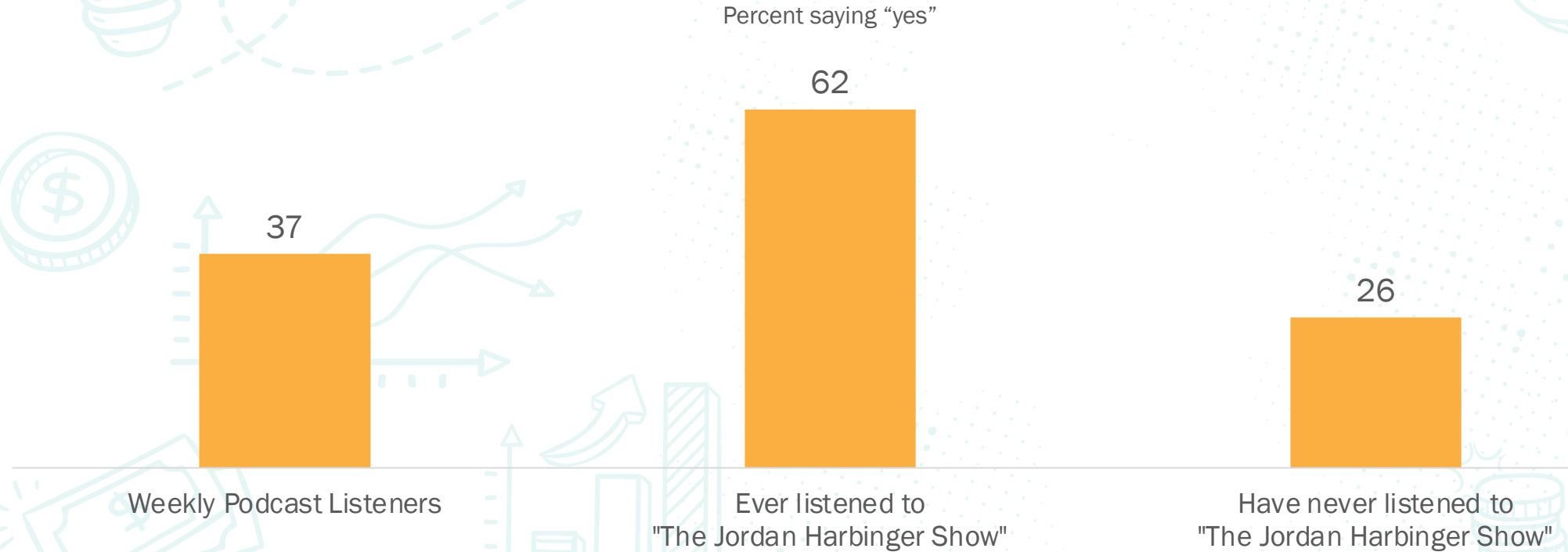
"Before today, have you ever heard of 'Athletic Greens'?"

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

Percent saying "yes"

	41	
15		4
Weekly Podcast Listeners	Ever listened to "The Jordan Harbinger Show"	Have never listened to "The Jordan Harbinger Show"
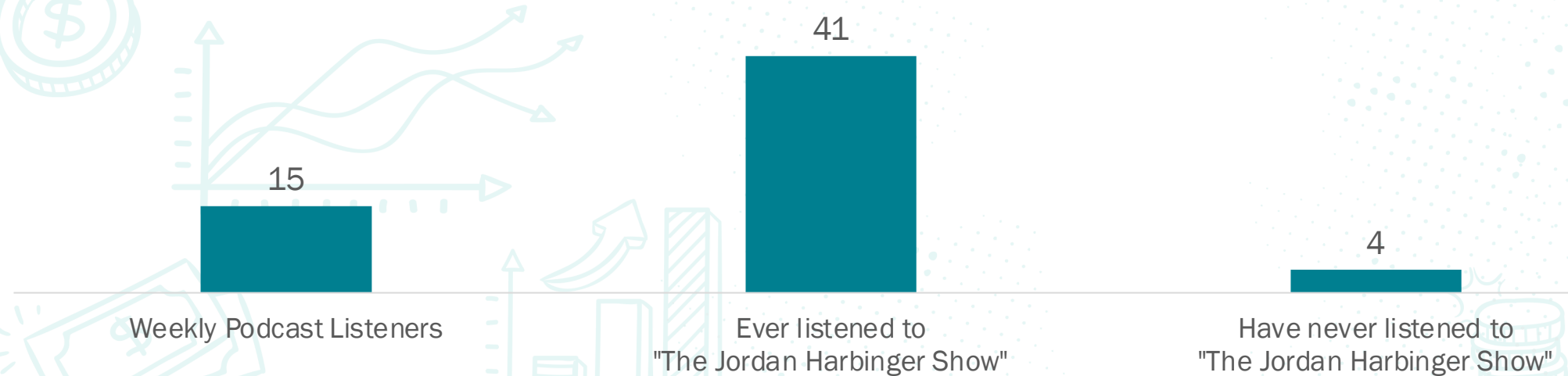
"Have you ever purchased or used 'Athletic Greens'?"

OBSERVATIONS

Live, host-read ads perform the best in terms of appeal, fit, and brand performance metrics, especially with "new" or non-listeners to a podcast

OBSERVATIONS

However, well-produced scripted/programmatic ads are nearly tied in performance with live reads with existing audience. If the creative execution matches the mood/sound of the show, there is little drop-off with announcer-read ads.

OBSERVATIONS

The announcer-read ad performed especially well as "informative," "more compelling," and "less annoying." With proper execution, scripted and announcer-read ads are nearly as effective as live host reads.

OBSERVATIONS

Performance scores for all three ads were significantly higher with existing listeners to the show, which reflects the power of the relationship and trust listeners have with the host.

OBSERVATIONS

Unaided recall scores, in particular, were extremely positive with the live read. Interestingly, unaided recall scores among existing show listeners were much lower, which may reflect significantly higher existing familiarity and usage of the brand. Other brand metrics, however, all tested higher with existing listeners.

OBSERVATIONS

It may be advisable to use both live read and announcer-read ads throughout the course of a campaign – the host creates initial receptivity, while the announcer-read ads can deliver features and benefits more consistently.