

# Audio Advertisements Triumph Over Video in Garnering Attention and Enhancing Brand Recall

## KEY FINDINGS IN THIS STUDY

01.



Audio has **+56% greater** attentiveness scores versus Dentsu norms, **+128% stronger** than TV.

02.



Audio generates **+8% higher** brand recall versus Dentsu norms, **+14% greater than** online video and display.

03.



AM/FM radio is **eight times more** cost effective than TV and eleven times more cost efficient than Dentsu's "attention cost per thousand" media benchmark.

## WHAT DOES THIS MEAN?

It has been proven that audio outperforms visual ads on the top jobs of advertising: creating memories, growing brand recall and increasing brand choice.

Podcasts, perceived to be "expensive," are cost effective on an "attention CPM" basis.

**AM/FM radio  
should be  
in every  
media plan.**

PARTICIPANTS  
OF THIS STUDY:

