



Audio Creative Synergy

Exploring the right mix of creatives for programmatic campaign success

The background of the slide is a blurred, high-angle shot of numerous US dollar bills falling through the air. The bills are in various orientations, creating a sense of motion and abundance. The colors are muted, with the green of the bills blending into a soft, greyish background.

**With audio ad spend
projected at \$16 billion
for 2026, brands must
optimize the impact of
their audio investments**

Creative assets come at a cost.

**Do multiple creatives
in programmatic audio
justify the investment?**

Methodology

Experimental Design

Recruitment

Recruited digital audio listeners
a18+ who listened to podcasts
and/or music at least once a
week from a nationally
representative online panel

Total sample n=2,886

Digital Audio Listening

Listeners chose a music playlist or
podcast episode based on interest
and listened on mobile or
desktop/laptop in their own
environment (home, on the go, etc.)

Test and control ads served based on
randomization

Control = served 2 public service ads

Test = served 2 brand ads

Brand Lift

Survey to measure impact on
branding metrics and gather
feedback on creative

Tested Scenarios

Number of Creatives

Single creative



The same ad ran twice

Multiple Creatives



Two different ads from the same brand ran once each

Frequency of Exposure



Each group was exposed to 2 brand ads to ensure any measured effects are not the result of frequency of exposure; additional ads also ran to ensure representative ad load

Content Type



Music Playlists

Including Oldies, Thinking of Summer, and Chill



Podcast Episodes

Including lifestyle, business finance, travel, and beauty

Industry Verticals



Travel



Retail



Finance

**Should brands
run multiple audio
creative iterations
within the same
campaign? It depends.**

Creative synergy hinges on the strategy

We tested 3 different creative strategies:

Same Product

Two creative executions from the same brand, promoting the same product

1. Branding-focused ad
2. Sales-focused ad

Different Products

Two creative executions from the same brand, promoting different products

1. Ad for Product A
2. Ad for Product B

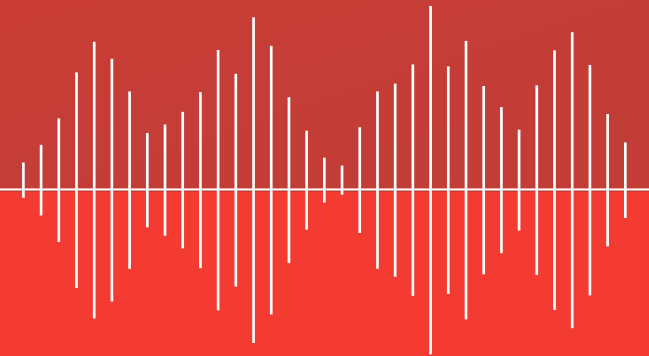
Product + Sponsorship

Two creative executions from the same brand, promoting different offerings

1. Ad for core product
2. Ad promoting sponsored content

Two creatives promoting the

Same Product



Two creatives promoting the **Same Product**



Creative 1: Branding-
Focused Ad – Ad focused
on building awareness &
perceptions of the brand



Creative 2: Sales/Promo-
Focused Ad – Ad promoting
details of a specific brand sale



Strong creative synergy when pairing brand + sales ads for the same product

Multiple creatives promoting the same product can help tell a fuller story, resulting in transactional next steps

Single Creative
[ran twice]

+1pt



Multiple Creatives
[each ran once]

+9pts[↑]

Search Intent
Total Audience | Delta
[Exposed – Control]

Naturally, featuring a sales promotion perks ears and boosts attention

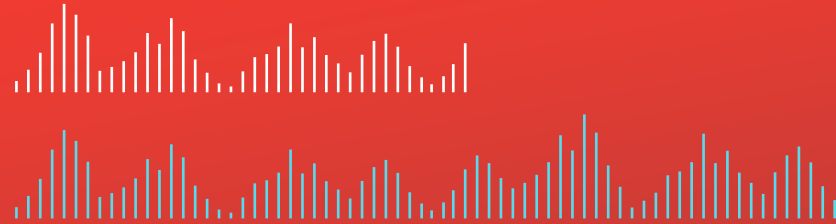
61%

Say they are more likely to pay attention to an audio ad if there is a **promotion mentioned**
% agree / strongly agree



Sequence matters: sales focused ad works harder when following branding focused ad

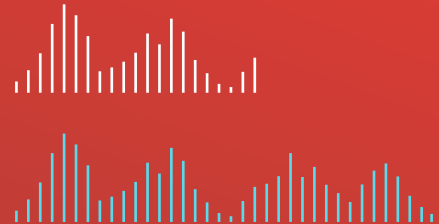
Unaided Ad Recall
First Mention



+10pts[↑]

+17pts[↑]

Purchase Intent



+5pts

+9pts[↑]

Total Audience | Delta (Exposed – Control)

■ Sales-focused ad + Branding-focused ad
■ Branding-focused ad + Sales-focused ad

Q: If you can recall any brands being mentioned during the audio session, please write each brand on a separate line below. If you are unsure, you may guess or leave it blank. (Be specific)
Q: The next time you go on a cruise, how likely are you to consider the following? (Select one)
↑ = Statistical significance between exposed and control groups at >=90% confidence level
Control ads, n=324; Branding-focused ad + Sales-focused ad, n=304; Sales-focused ad + Branding-focused ad, n=324

Two creatives promoting

Different Products

Two creatives promoting

Different Products



Creative 1:
Product A –
Ad highlighting Product A



Creative 2:
Product B –
Ad highlighting Product B



Multiple ads didn't help or hinder awareness when different products are being advertised



Total Audience | Delta (Exposed – Control)

■ Single Creative (ran twice)
■ Multiple Creatives (each ran once)

Q: If you can recall any brands being mentioned during the audio session, please write each brand on a separate line below. If you are unsure, you may guess or leave it blank. (Be specific)
Q: Which of the following brands, if any, do you recall hearing during the audio session? (Select one)
Q: How likely are you to visit each of the following retail pharmacies in the next month? (Select one)
↑ = Statistical significance between exposed and control groups at >=90% confidence level
Control ads, n=324; Single Creative, n=324; Multiple Creatives, n=324

Re-emphasizing the brand's story with a single ad draws in new customers

Brand has an interesting story to tell



+16pts[↑]
+6pts

Is a brand I want to hear more about



+14pts[↑]
+8pts[↑]

Infrequent/Never Purchasers | Delta (Exposed – Control)

■ Single Creative (ran twice)
■ Multiple Creatives (each ran once)

New customers are most likely to purchase with repeated messaging


Purchase Intent
Infrequent/Never Purchasers | Delta (Exposed – Control)

+16pts[↑]

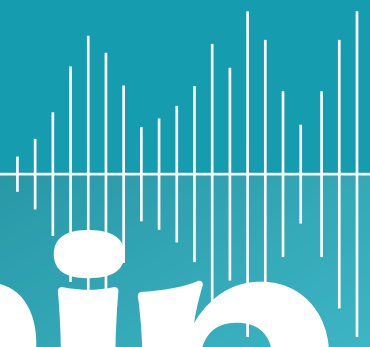
+11pts[↑]

■ Single Creative (ran twice)
■ Multiple Creatives (each ran once)

Two creatives promoting



Product + Sponsorship



Two creatives promoting

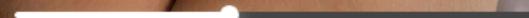
Product + Sponsorship



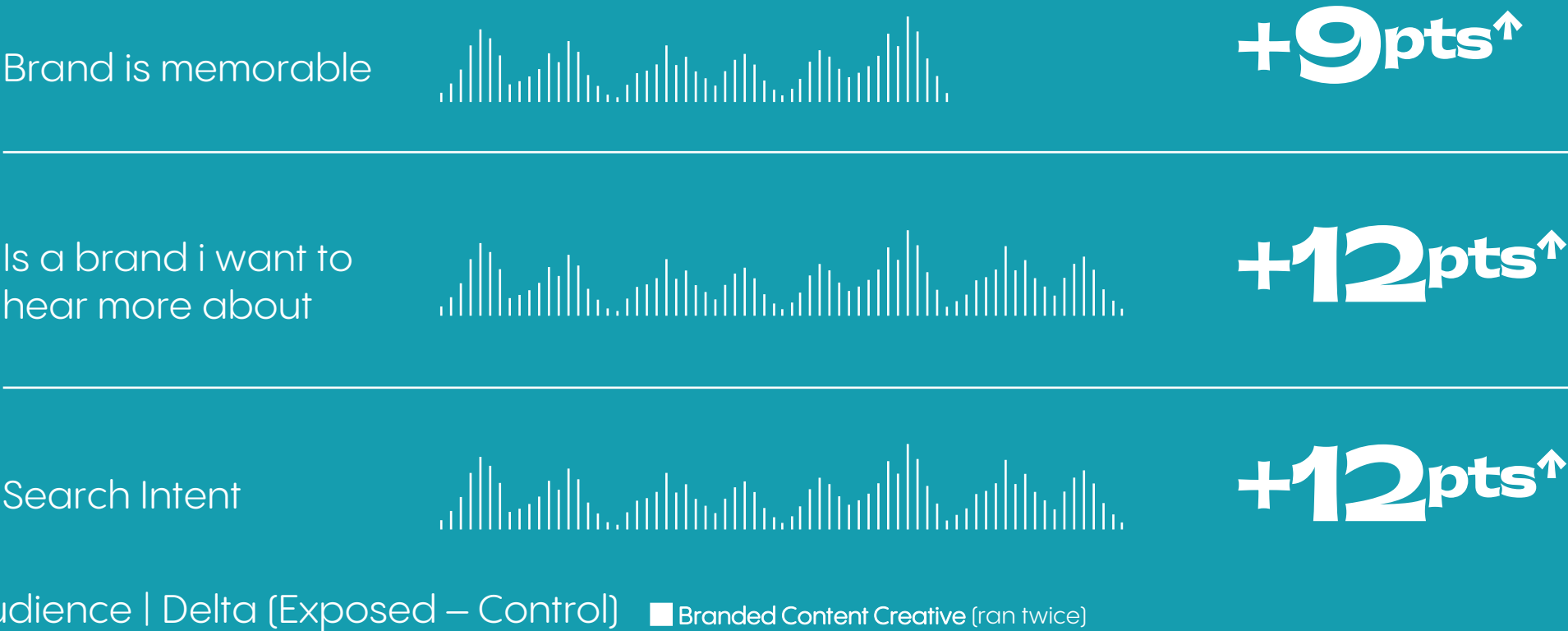
Product ad –
Ad highlighting specific
product offering



Sponsorship ad –
Ad highlighting brand-
sponsored content



Ads that promote branded content can build parent brand metrics



In fact, both ad types independently drive purchase intent

Purchase Consideration
Total Audience | Delta
(Exposed – Control)

- Core Product Creative (ran twice)
- Branded Content Creative (ran twice)

+16pts[↑]



+9pts[↑]



Avoid mixing different offerings

When objectives are vastly different (a core product vs. promoting sponsored content), avoid purposefully mixing campaigns as they may not work well in close proximity

Brand Favorability
+10pts[↑]

Is a brand I want
to hear more from
+10pts[↑]

Search Intent
+6pts[↑]

Total Audience | Delta (Exposed – Control)

- Core Product Creative (ran twice)
- Branded Content Creative (ran twice)

Q: What is your overall opinion of each of the following? (Select one)
Q: How likely are you to search for information about the following? (Select one)
Q: When thinking about investing, how likely are you to consider the following financial service companies? (Select one)
Q: How much do you agree or disagree with the following statements about [pipe: brand]? (Select one)
[↑] = Statistical significance between exposed and control groups at >=90% confidence level
Control ads, n=324; Single Creative, n=324; Multiple Creatives, n=324

Purchase Consideration
+12pts[↑]

Summary



Implications

Capitalize on synergy

Creative synergy works best when ads are aligned around the same product. To maximize impact, focus on a unified strategy that builds the brand while driving conversion.

Branding first

When pairing ads with short- and long-term objectives, sequence branding-focused ads first, followed by sales-focused. Branding ads lay the groundwork and help the follow-up ads drive purchase intent.

Don't mix

When running ads promoting sponsored content, avoid mixing with traditional product campaigns. Avoid condensed exposures across the 2 campaigns, as the messages may compete rather than complement.

Thank you



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