

A world in your ear.
Perfect podcast planning.



Perfect podcast planning

TL:DR

The problem:

As with any relatively nascent media channel podcasting comes with measurement challenges.

The insight:

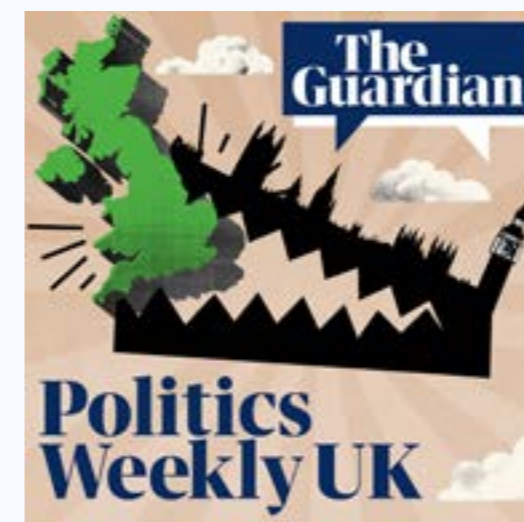
The Guardian is one of the UK's leading commercial podcast publishers - we understand our product better than anyone (we even invented the word).

The strategy:

Show how podcast advertising works.

The idea:

A world in your ear - how to perfectly position podcasts in the media mix.



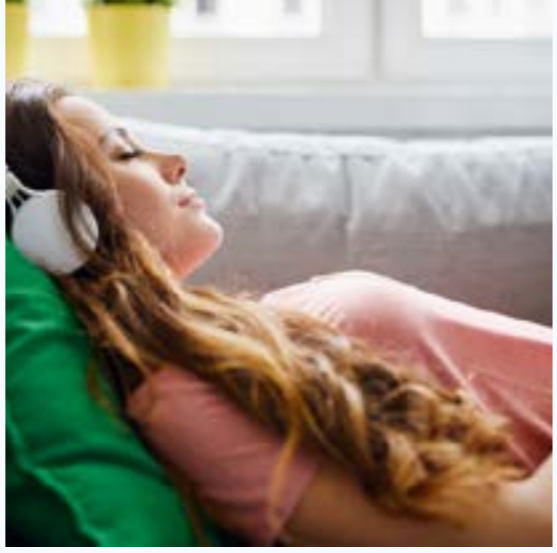
A world in your ear: perfect podcast planning

The Guardian and Tapestry

1. How effective is podcast advertising right now?
2. How do you get it right on a media plan now?

Tapestry and The Guardian: the methodology

Quantitative Research



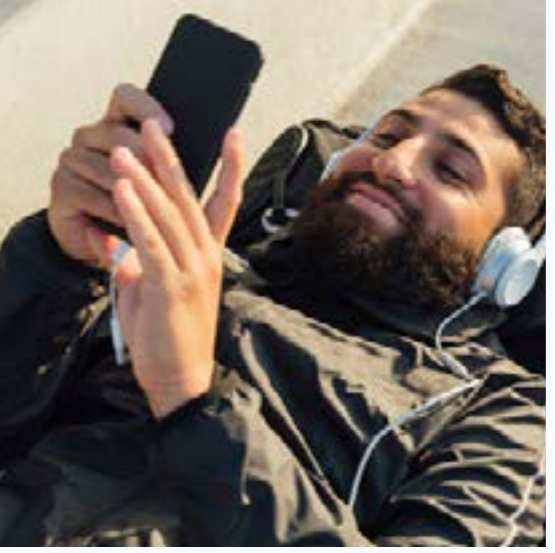
A nationwide survey amongst a **nationally representative sample of 3,250 adults aged 18+** in the UK (1,458 Guardian users), evaluating the effectiveness of podcast advertising relative to (and in combination with) other media.

Biometric Analysis



Biometric analysis was also carried out on 12 participants aged 18+, testing their responses to both content and advertisements in podcasts and on the radio.

In-depth Interviews



In-depth interviews with each of the participants in the biometric analysis to understand how they feel about and respond to advertising on podcasts and the radio.

How effective is podcast advertising right now?

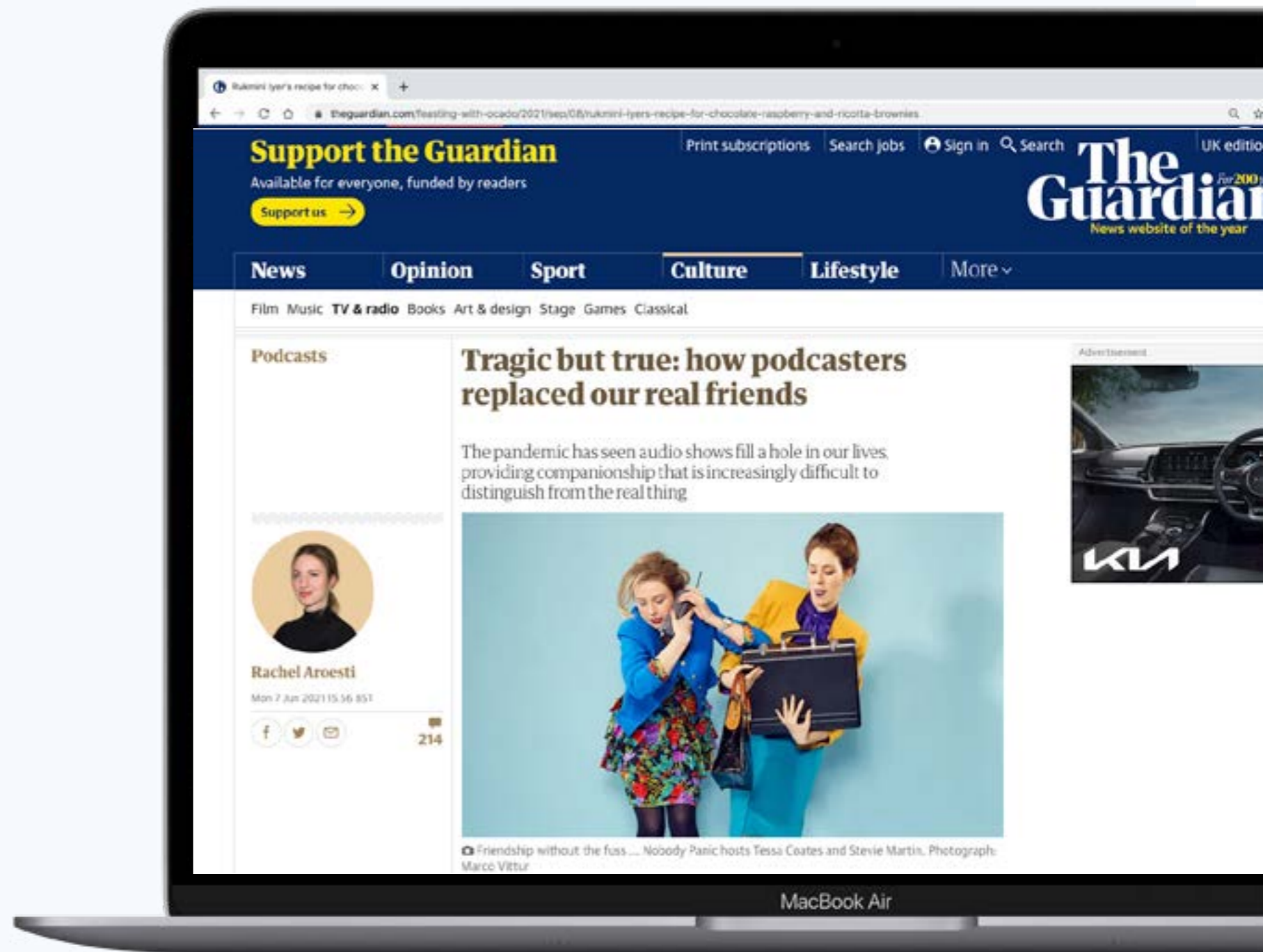


Throughout lockdown podcasts provided everything from companionship to culture



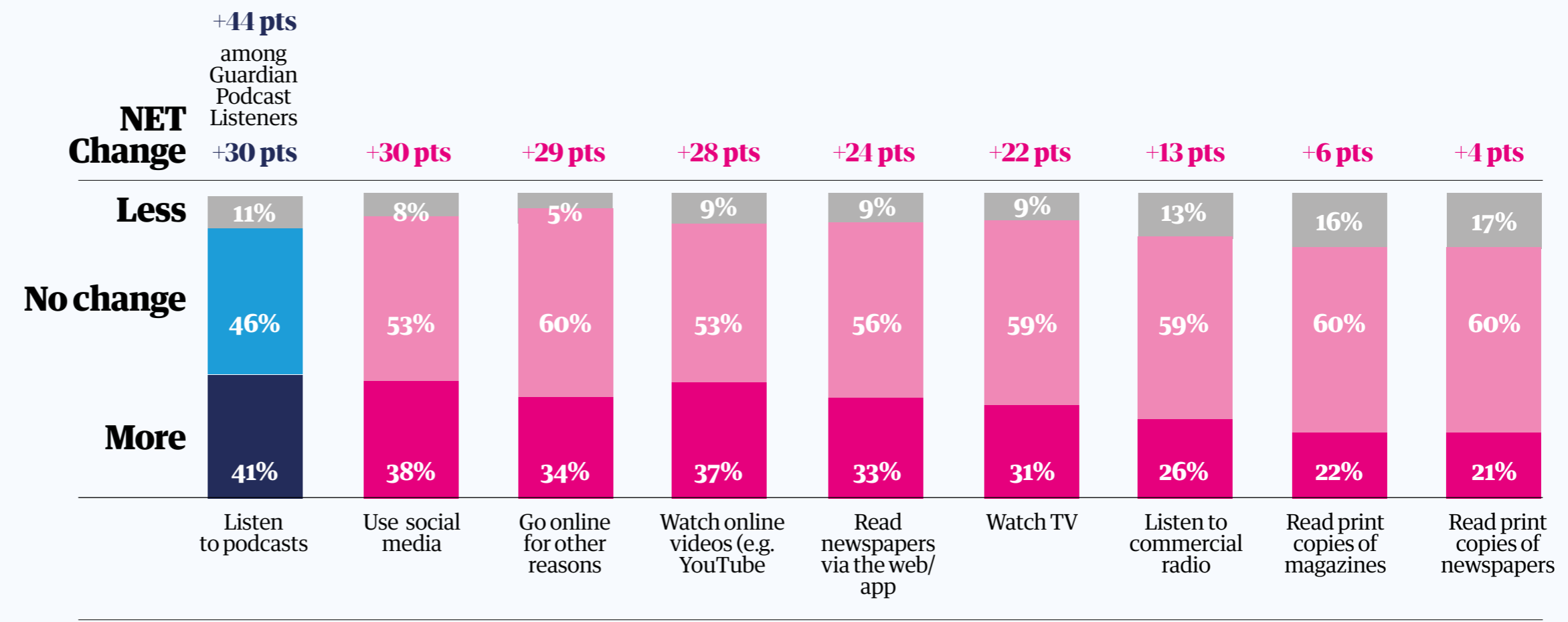
The lockdown has made me lose that day-to-day interaction that I normally would experience. So I listen to podcasts to just keep on to trending topics and conversations and enlighten my brain in some type of communication.

Female, 18-34, Occasional Podcast listener



Growing faster than any other media format

Change in usage of each of these media vs. 12 months ago
(among monthly users of each channel)



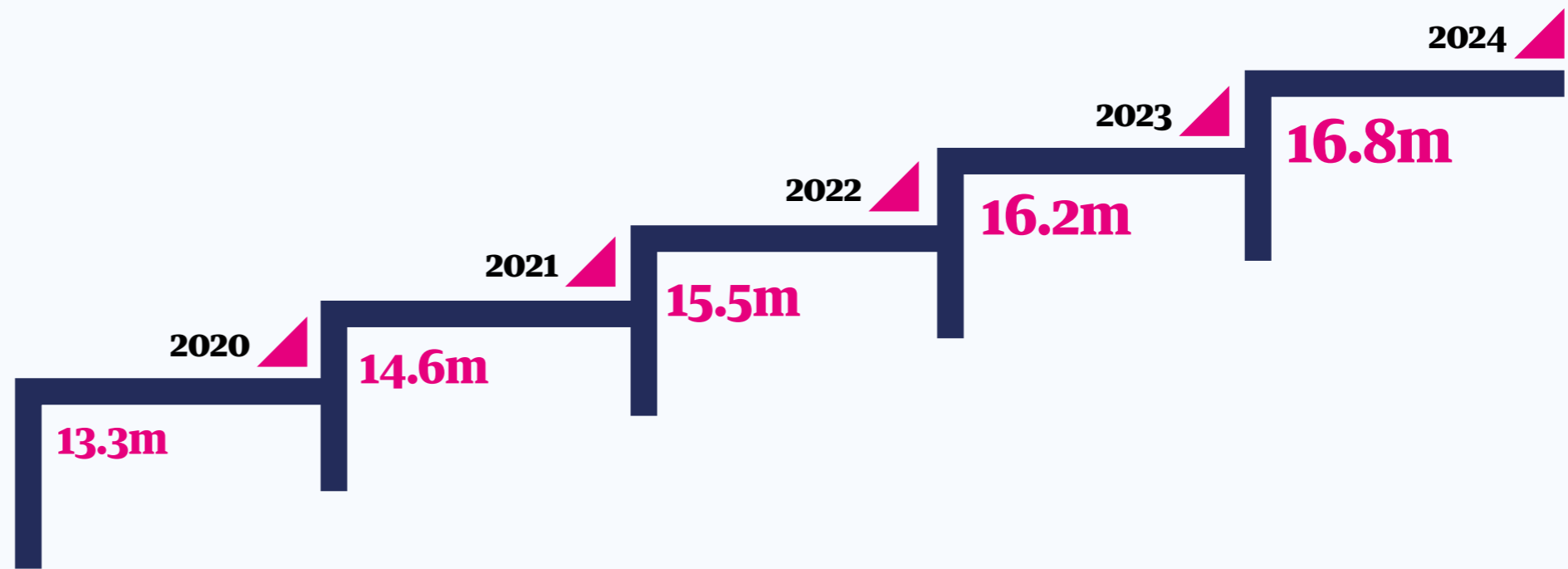
Source: The Guardian and Tapestry research, January 2022
Thinking about the following activities, would you say you do them more or less now than you did 12 months ago?
Base: n=1,543-3,156 Nat Rep sample aged 18+ who use each channel monthly

41%
Of UK pop listening more than they did 12 months ago

52%
Of Guardian podcast listeners are listening more than they were 12 months ago.

No longer niche

Projected growth of podcast reach



Source: eMarketer, February 2021 (internet users of any age who listen to a podcast via direct download or livestream on any device at least once per month)

A younger, more diverse audience than you think

Demographic profile (among weekly users of podcasts)

	Nat Rep	Weekly podcast listeners	Guardian weekly podcast listeners	Weekly radio listeners
Average age	46	37	33	45
Gender	49% male	58% male	59% male	52% male
Socioeconomic group	67% C1C2DE	62% C1C2DE	52% C1C2DE	66% C1C2DE
Ethnicity	16% BAME	26% BAME	37% BAME	17% BAME

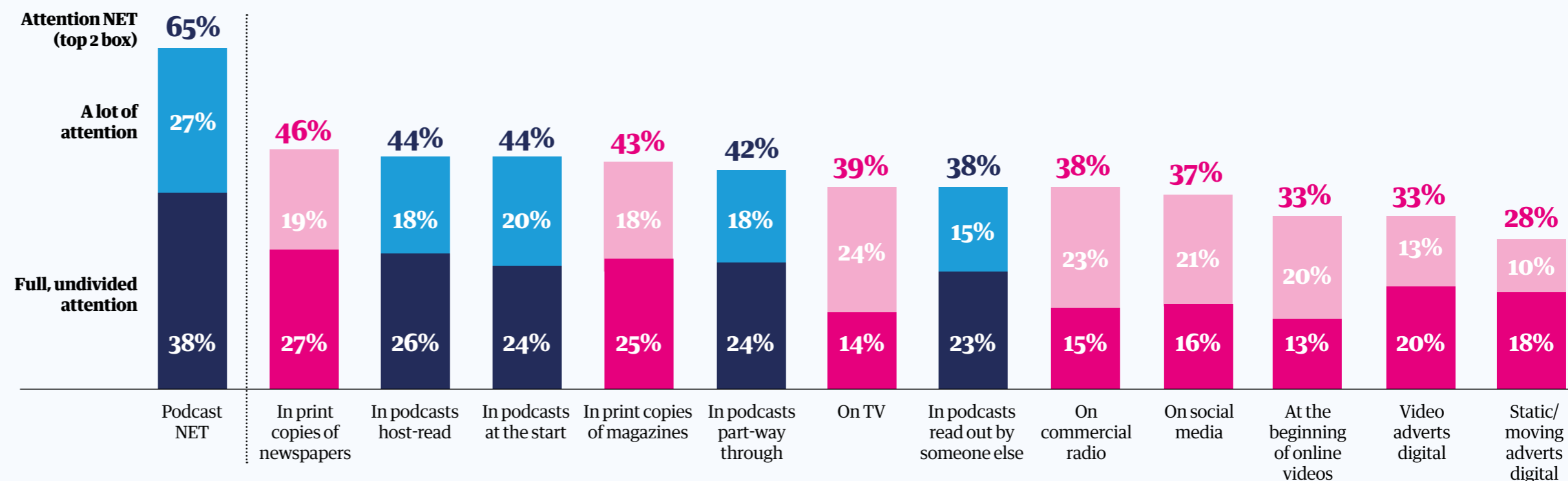
Source: The Guardian and Tapestry research, January 2022

But we all know this growing reach is meaningless without attention

Podcasts command the highest levels of attention of any media channel

Source: The Guardian and Tapestry research, January 2022
 Q7. Typically, how much attention do you pay to the following types of adverts and promotional activities on a scale of 1 to 5, where 1 is no attention at all and 5 is full undivided attention?
 Base: n= 1,543 - 2,980 who use each channel monthly

% paying attention to ads on different channels
 (among nat rep sample who use the channel monthly)



● Podcasts

More meaningful than TV, more intimate than radio

“

I like learning, so even though it's [listening to podcasts] kind of technically a leisure activity, it doesn't feel like sitting and watching TV - it feels more meaningful.

Female, 18-34

“

When I'm in the car and I hear radio ads, I just carry on driving, or I'll just skip to a different radio station. Or I'll just put my own music on from my phone. I will zone out on purpose.

Female, 18-24

“

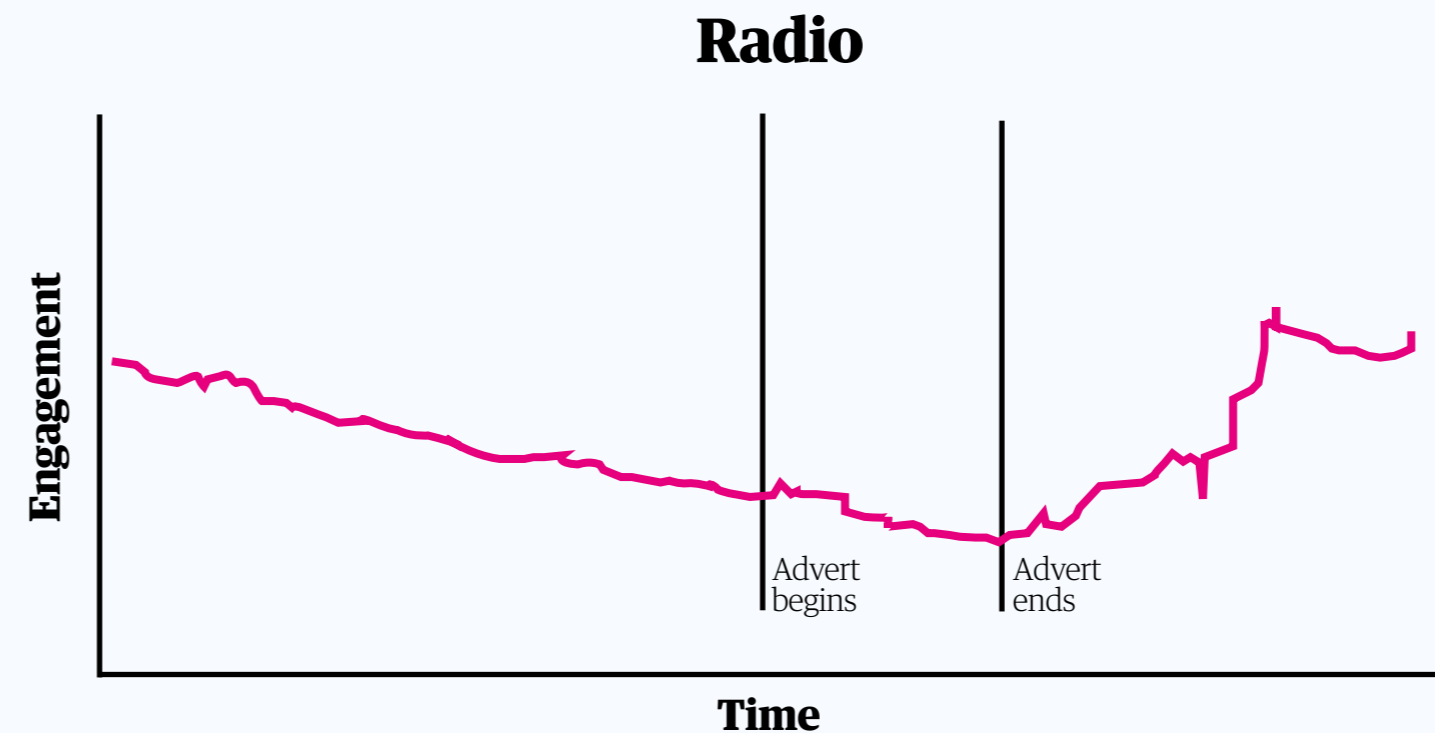
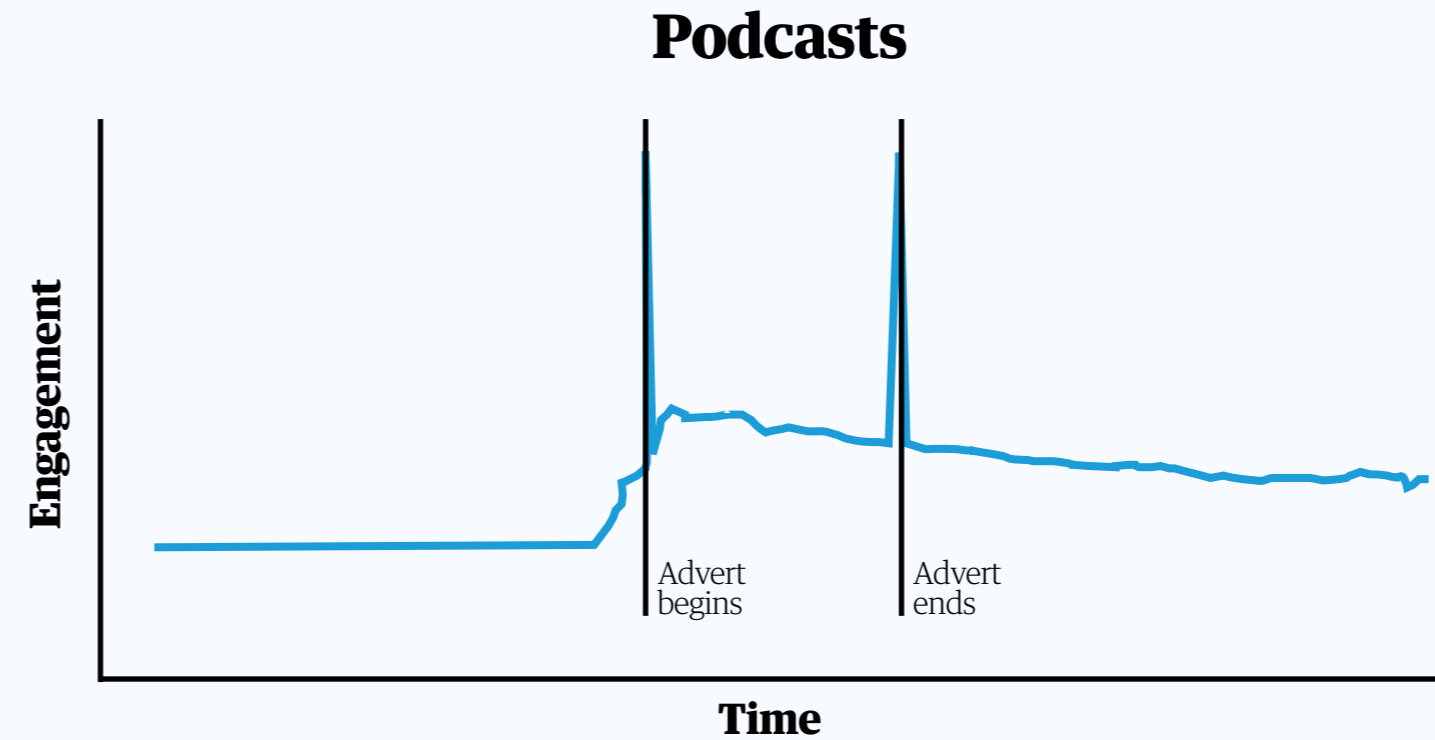
Podcast feels more intimate. I feel like they're speaking to you. I can't explain it. You choose to do it. Radio's live, there's a big audience, usually people calling in - it's a lot more like television.

Female, 18-34

Source: The Guardian and Tapestry research, January 2022

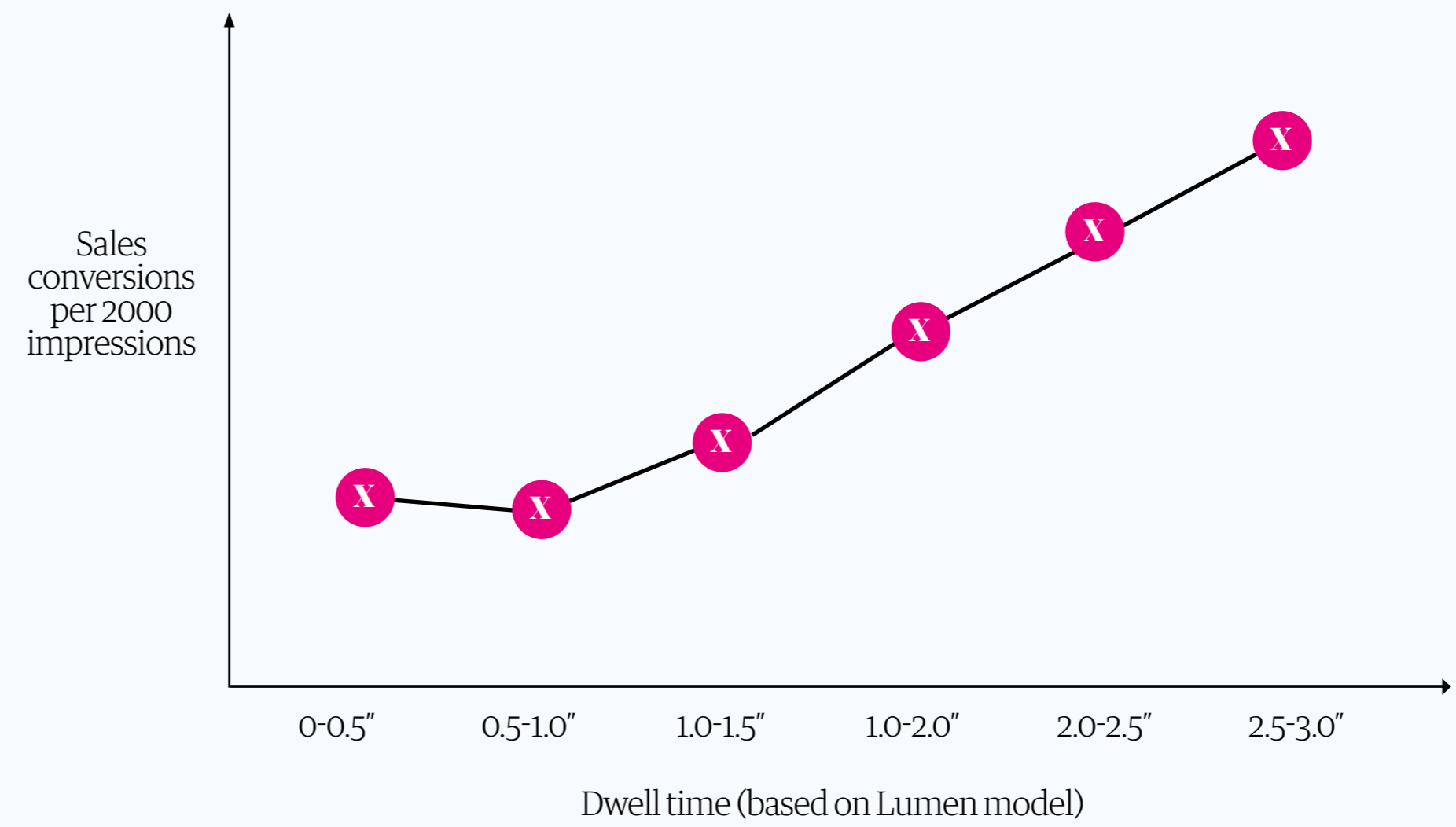
Attention times corroborated by our biometric testing (aka “how physiologically aroused are you when listening to podcasts vs. radio”)

Source: The Guardian and Tapestry research, January 2022: Biometrics arousal trace for participant 7 (Male, 35-54, regular podcast listener, and reader of the Guardian)



Attention = greater likelihood to buy

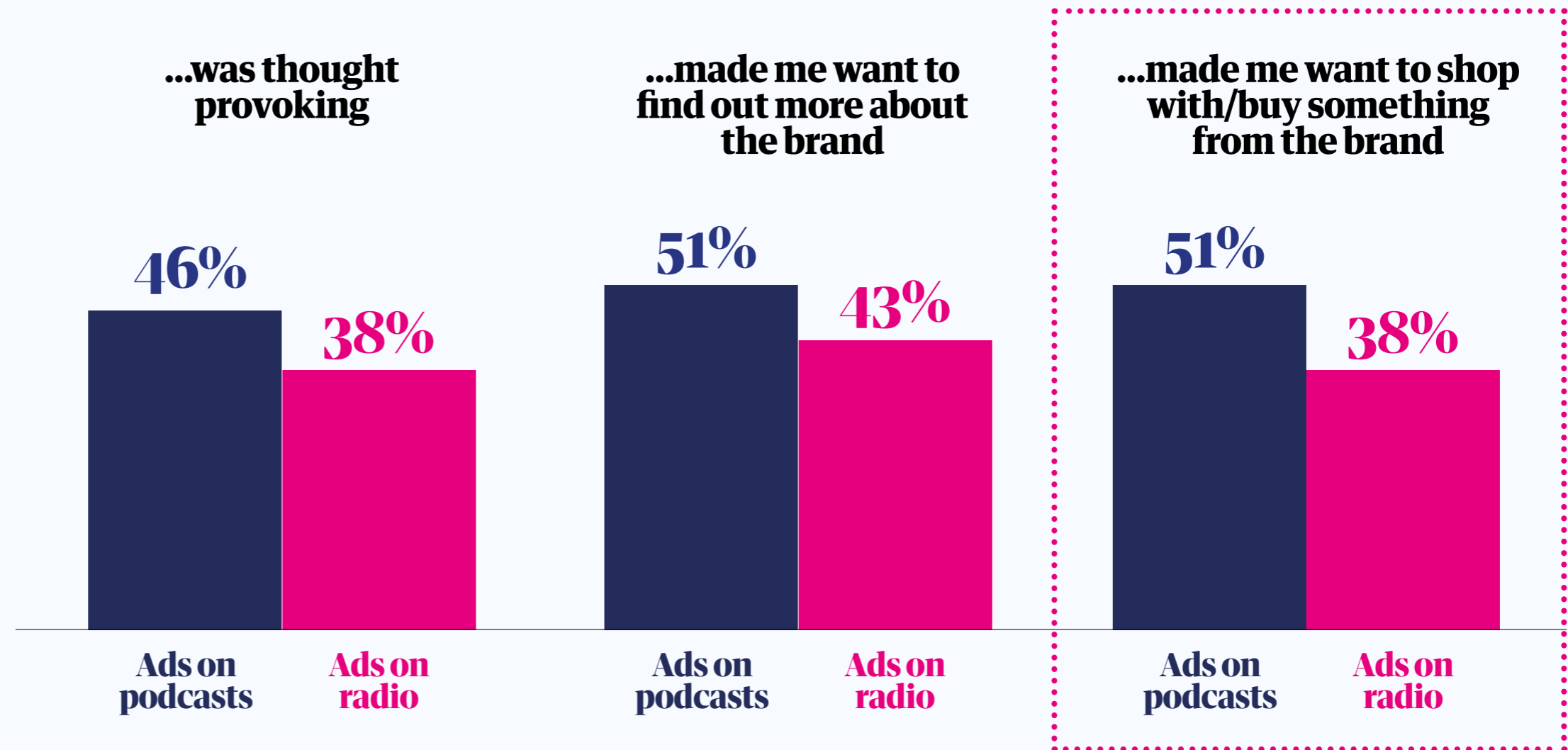
Sales conversions vs. Dwell time



Source: Ebiquty, Lumen and TVision's The Challenge of Attention study, 2021

We found the same in our own data - particularly in relation to radio

% who agree that the ad...
(among weekly users of radio/podcasts)



Source: The Guardian and Tapestry, January 2022

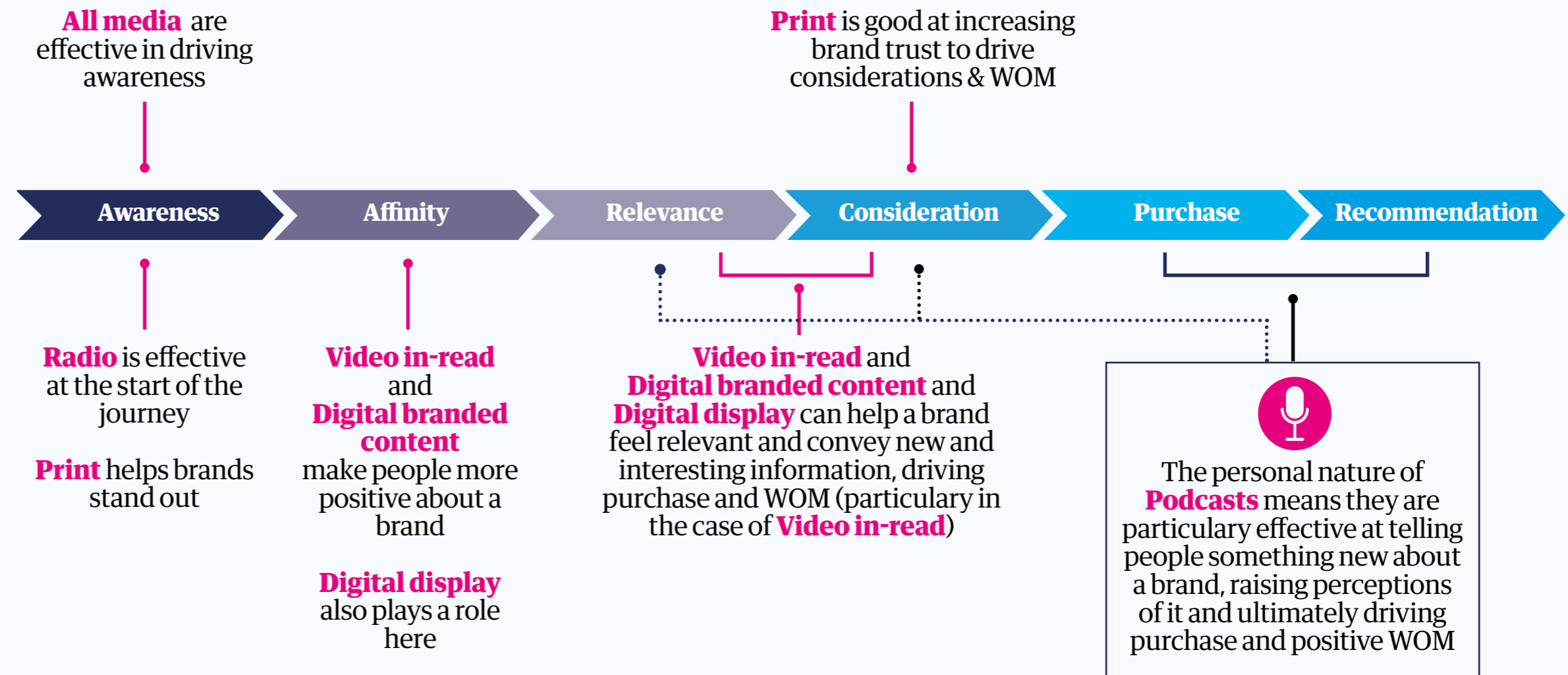
Q20 [Agree NET]. And as a result of hearing/seeing the advertising campaign(s), how much do you agree with the following statements about the brand the advertising was for? Base: n=248-256 respondents aged 18+ per cell. Weekly users of Podcasts assigned to a podcast cell: n=326; weekly radio users assigned to radio cell: n=171

A world in your ear: perfect podcast planning

How do you get podcasts right on a media plan, now?

Best at moving middle and bottom of the funnel metrics

Where each media can play a role in the purchase journey (based on over indexing among adults 18+)



Source: The Guardian and Tapestry research, January 2022

'And' not 'or' - particularly effective when used in combination with other media

They make radio campaigns more thought-provoking

Source: The Guardian and Tapestry research, January 2022

Q19. Here are some things other people have said about the advertising campaign(s). How much do you agree or disagree with each statement about the advertising campaign(s)? Q20. And as a result of hearing/seeing the advertising campaign(s), how much do you agree with the following statements about the brand the advertising was for? Base: adults aged 18+ who listen to podcasts weekly or more. N=100 exposed to Radio AND Podcasts, n=91 exposed to Radio only, n=326 exposed to Podcast only

% who agree that the ad...
(among weekly users of podcasts)

	Those exposed to Radio ONLY	Those exposed to Radio AND Podcasts	% more likely
...tells me something new about the brand	47%	63%	34%
...made me think more positively about this brand	56%	66%	17%
...was thought provoking	45%	51%	14%

And dial up the 'brand' in branded content

% who agree that the ad...
(among weekly users of podcasts)

	Those exposed to Digital branded content ONLY	Those exposed to Digital branded content AND Podcasts	% more likely
...improves my opinion about the brand	47%	64%	36%
...tells me something new about the brand	56%	72%	28%
...makes me want to find out more about the brand	49%	63%	27%

Source: The Guardian and Tapestry research, January 2022

Q19. Here are some things other people have said about the advertising campaign(s). How much do you agree or disagree with each statement about the advertising campaign(s)? Q20. And as a result of hearing/seeing the advertising campaign(s), how much do you agree with the following statements about the brand the advertising was for? Base: adults aged 18+ who listen to podcasts weekly or more. N=96 exposed to Digital Branded Content AND Podcasts, n=100 exposed to Digital Branded Content only, n=326 exposed to Podcast only. No significant difference for Guardian users.

And add trust to digital display

% who agree that the ad...
(among weekly users of podcasts)

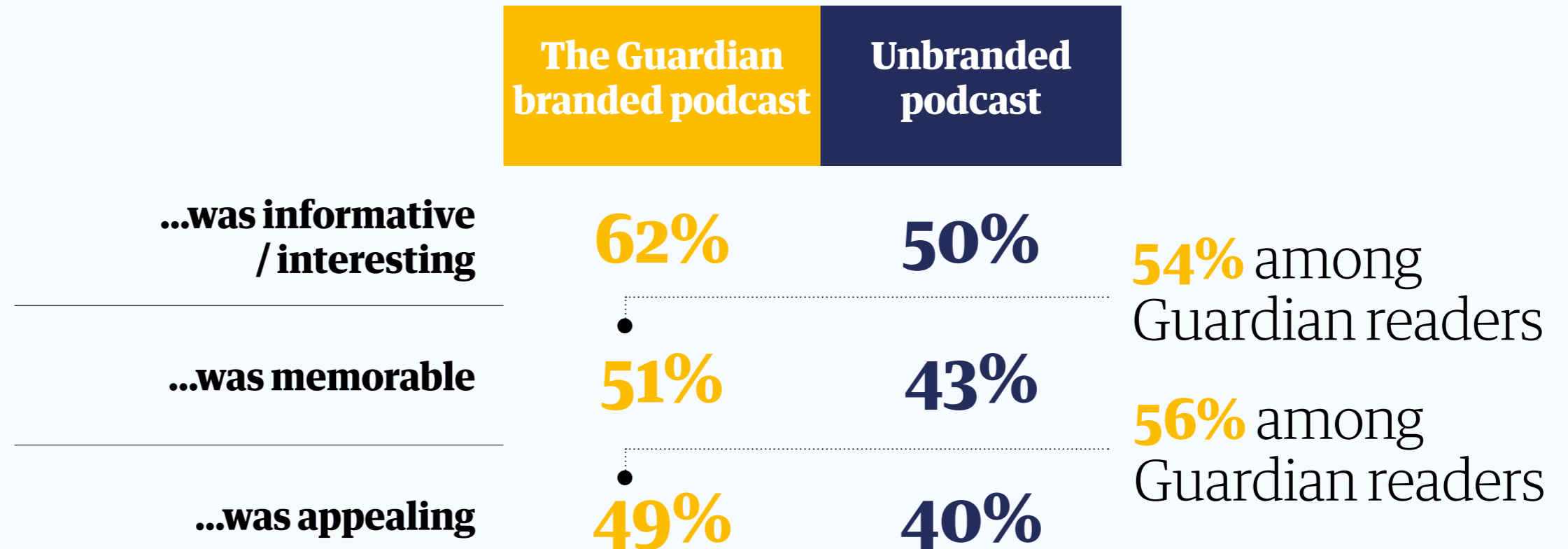
	Those exposed to Digital display ONLY	Those exposed to Digital display AND Podcasts	% more likely
...makes me feel it is a brand I can trust	45%	63%	40%
...was memorable	45%	61%	36%
...was informative / interesting	48%	60%	25%

Source: The Guardian and Tapestry research, January 2022

Q19. Here are some things other people have said about the advertising campaign(s). How much do you agree or disagree with each statement about the advertising campaign(s)? Q20. And as a result of hearing/seeing the advertising campaign(s), how much do you agree with the following statements about the brand the advertising was for? Base: adults aged 18+ who listen to podcasts weekly or more. N=101 exposed to Digital Display AND Podcasts, n=102 exposed to Digital Display only, n=326 exposed to Podcast only

But ultimately most effective when on the Guardian

% agreeing with each statement
(branded podcast vs. unbranded podcast content among weekly podcast listeners)



Source: The Guardian and Tapestry research, January 2022

Q18. How appealing did you find the advert(s) you've just heard and/or seen? Using a scale where 1= 'Not appealing at all' and 5= 'Very appealing'; Q19. Here are some things other people have said about the advertising campaign(s). How much do you agree or disagree with each statement about the advertising campaigns? Base: n=114-212 weekly podcast listeners aged 18+ who listened to branded and unbranded podcast content

Our reach, trust and devoted audience = great results for our clients

Over half a billion listens

No.1 Trusted news brand

3 Hit shows

+60% increase in global monthly listens since the start of the pandemic*

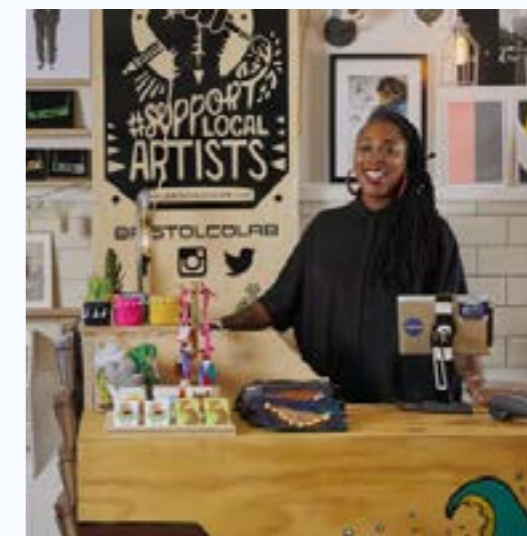
Sources: Ofcom 2021; *Acast Insights: global listens to Guardian podcasts from February 2020 to 10 March 2022

25%



In Ocado's first shop survey, 25% said they had listened to the Comfort Eating podcast.

56%



56% of Guardian readers were inspired by our multi-platform campaign - including podcasts - to go on and buy something at their local independent shop using their VISA card.

Introducing the Guardian's podcast planner.

It helps us
understand the
impact of different
media mix
combinations on
brand metrics and
on ROAS.



In summary

1) How effective is podcast advertising right now?

Culturally of the moment, podcasts are growing faster than any other media channel. Which means they're coming into their own as a broadcast medium. But what they're really good at is delivering an attentive audience - more than any other format. Attention matters because it translates into greater likelihood to buy.

2) How do you get them right on a media plan now?

As an intimate and immersive format, podcasts work brilliantly with other formats that perform higher up the funnel - making radio campaigns more thought-provoking, adding trust to display and driving affinity with branded content.

But one thing is resoundingly clear: **context matters in podcast advertising**. Podcast advertising works harder in Guardian podcasts because of our unique combination of reach, trust, quality and affinity. If you want to get it right, work with us because we drive better brand outcomes.

Here is what we sound like



▶ Click to listen



Here's what you can buy



Sponsorship

- Pre, mid or post-roll in a particular podcast
- Or all three for 100% share of voice*
- The script (30" to 90") written in the tone of Guardian podcasts
- Bought against an impression target

**Sponsorship pre roll not included in Today in Focus*



Spot ads

- Pre, mid or post-roll across our portfolio or in a particular podcast
- Ads usually 10"-30" in length
- Creative supplied by you or created by the Guardian Labs (our branded content studio)
- Bought against an impression target



Create one from scratch

- Theme and idea pre-agreed between Guardian editorial and brand
- Independently produced, no sign off throughout
- 100% share of voice of ad slots and brand ownership

Make your voice heard with Guardian Podcasts

If you're interested in buying podcast sponsorship, spot ads or creating a podcast from scratch, contact a member of our sales team to talk about how we can work together.

advertising.enquiries@theguardian.com



Thank you.

The
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Advertising

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Podcasts

