



Proven Measurement Demonstrates Powerful Results for a Leading RX Brand

OBJECTIVE

The marketing team for a prescription medication that treats adults with a gastrointestinal condition was interested in adding broadcast radio to their robust marketing mix inclusive of TV, digital, and mobile video. They turned to Veritonic's audio Creative Measurement technology to first identify the optimal combination of music, script points, and messaging that they should use for their ad in order to have the highest impact, efficacy, and return.

Once their ad was optimized, the team utilized Veritonic's preeminent Brand Lift solution to test the impact and efficacy of their radio ad among their target audience of moderate-to-severe sufferers.

APPROACH - CREATIVE MEASUREMENT

The brand wanted to answer the following questions:



What music works best for/with their brand?



Which messaging/script points should they use in their ads to convey their claims most effectively?



How do their radio ads compare to their competitors ads?

In order to answer these questions, the brand utilized Veritonic's Creative Measurement technology to gather and analyze feedback on 21 versions of audio creative across a group consisting of individuals that were representative of their target audience.



+3ppt

Unaided Awareness Lift

+17ppt*

Aided Awareness Lift

+17ppt*

Favorability lift

+12ppt*

Intent Lift

**Statistically significant*

RESULTS

The winning creative asset performed above benchmarks for prescription brands as an industry, and the messaging effectively broke through to their target audience resulting in a statistically significant increase in purchase intent vs benchmarks.

The music tested effectively complemented the messaging in the ads, as 84% of participants felt the music fit well with the brand, and 82-83% of participants felt the voiceover used in the ad complimented the message.

APPROACH - BRAND LIFT

With optimized creative in-hand, the brand team engaged Veritonic once again to utilize its Brand Lift solution to test the in-market impact and efficacy of their radio ad among their target audience. By leveraging the Veritonic Audience Network, the team was able to identify a significant sample of sufferers that had been exposed to the radio ads while also identifying a control group, similar in composition, that had not heard the new radio ads. The resulting data provided them with an understanding of the top-of-funnel impact of their first-ever radio campaign in terms of brand awareness, favorability, and purchase intent.

RESULTS

The marketing team was able to glean a wealth of information on the impact of their radio ad as it related to their unique KPI's and audiences, motivating them to dive deeper into the world of streaming and podcasting. The resulting lifts demonstrated that audio was in fact an impactful and additive medium, complementary to their current media mix.

Interested in learning more about how Veritonic research can help you develop or test your audio assets?

Contact us at sales@veritonic.com



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