



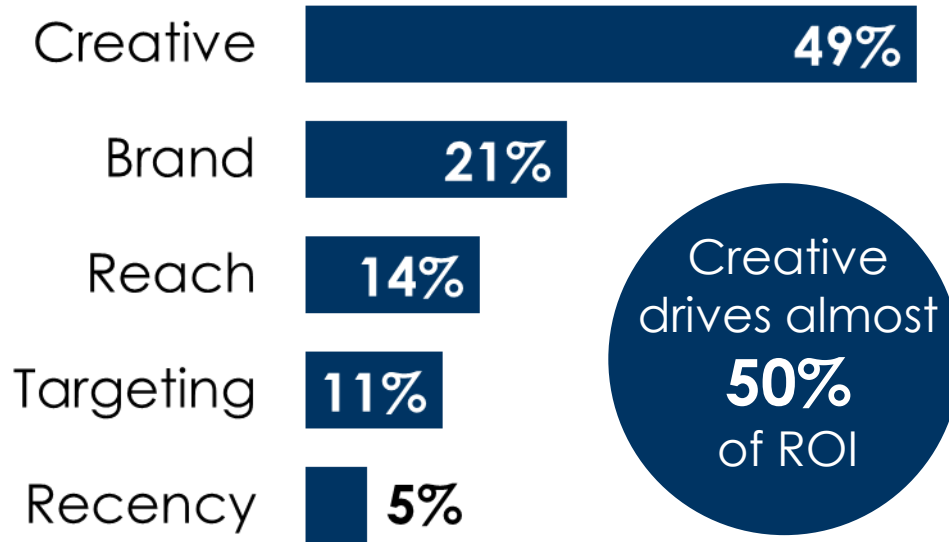
# **Colourtext's Jason Brownlee: Reduce Audio Ad Copy Word Count And Improve Effectiveness**

A pair of over-ear headphones is shown from a top-down perspective, resting on a surface. The entire image is overlaid with a semi-transparent blue filter. The text "Audio creative best practices" is centered in a white, bold, sans-serif font.

# Audio creative best practices

# Creative is critical to driving sales and ROI

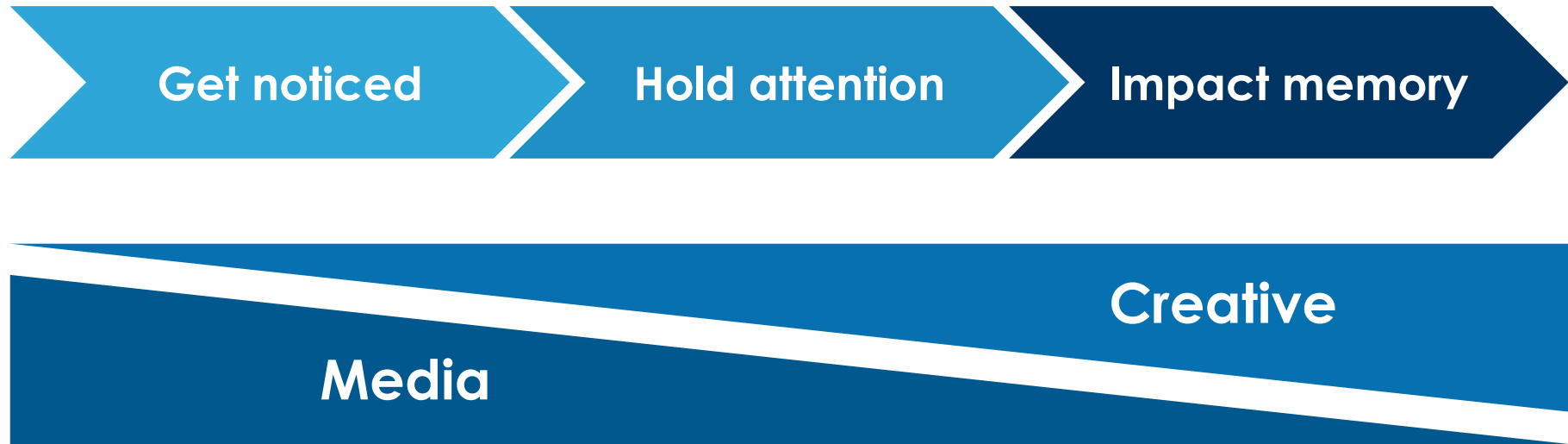
Nielsen study of nearly 450 advertising campaigns and elements that contribute to sales lift on all major media platforms



“Creative is a key driver of advertising performance/campaign effectiveness, second only to investment levels.”  
- Analytic Partners

# Association of National Advertisers: The Attention Pathway

The three stages of The Attention Pathway: The impact of media decreases while the impact of creative increases along the path



# The ANA: Three stages of The Attention Pathway

1. **“Get Noticed** – advertising requires an environment that fosters attention. This is the job of a media placement. How well it gets that job done is a good indicator of its quality: the best quality placements create the greatest potential for attracting attention.
2. **Hold Attention** – it's vital to keep the viewer focused on the ad. In some circumstances, this can be measured using duration. This requires a stable media placement and interesting creative.
3. **Impact Memory** – with attention now assured, the creative must deliver a brand message that affects the short- or long-term memory of the person paying attention to the ad.”

Jason Brownlee, Founder of UK firm Colourtext, uses a never-seen-before dataset to examine the impact word density has on the effectiveness of audio advertising



Jason Brownlee, Founder of Colourtext



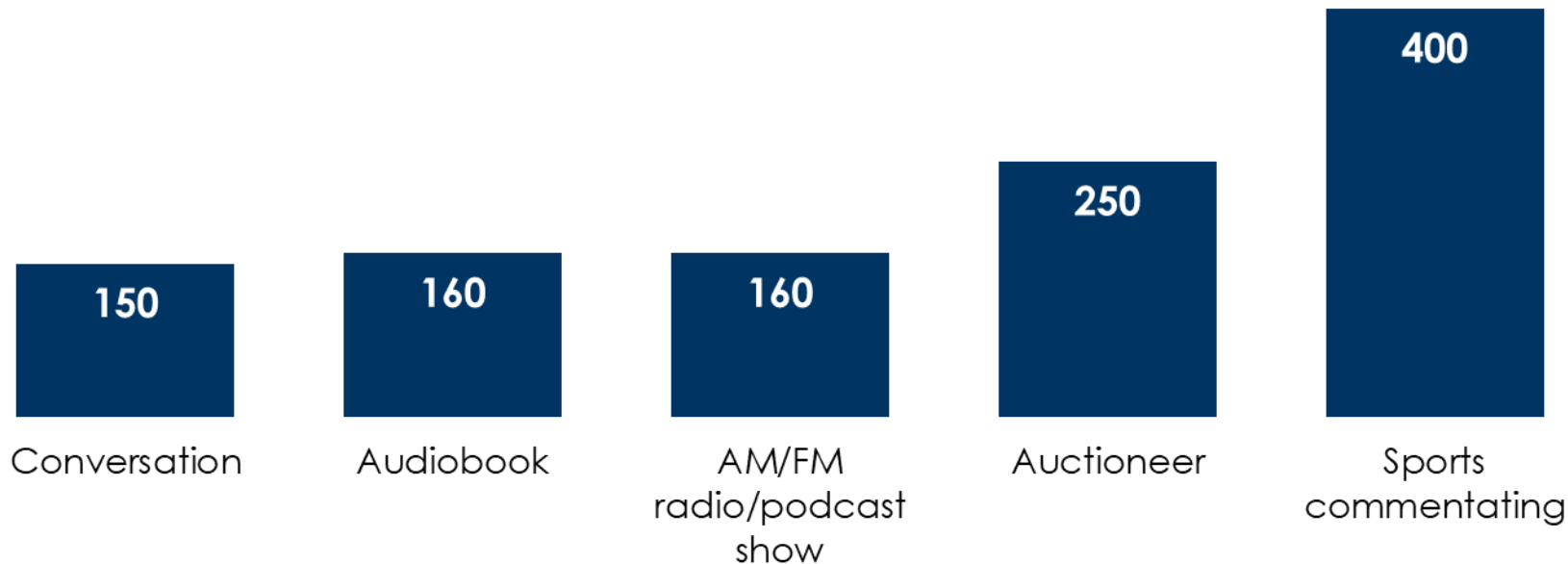
Ad distribution



Radio brand  
effect  
measurement

Prior to Colourtext's analysis, there was little by way of word density guidelines; In general, AM/FM radio ads were on par with audiobooks and conversation in words per minute

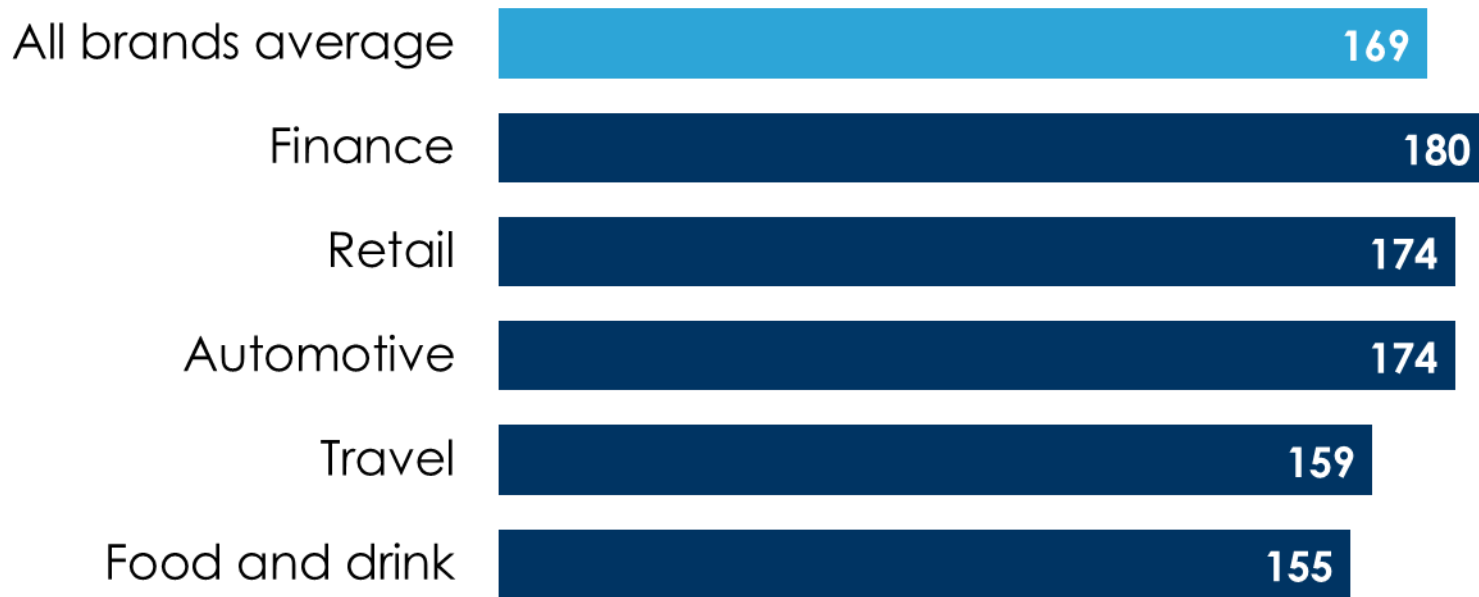
### Average words per minute (maximum)





# Across major categories, audio ads have an average of 169 words per minute

## Average word rate per minute in the UK

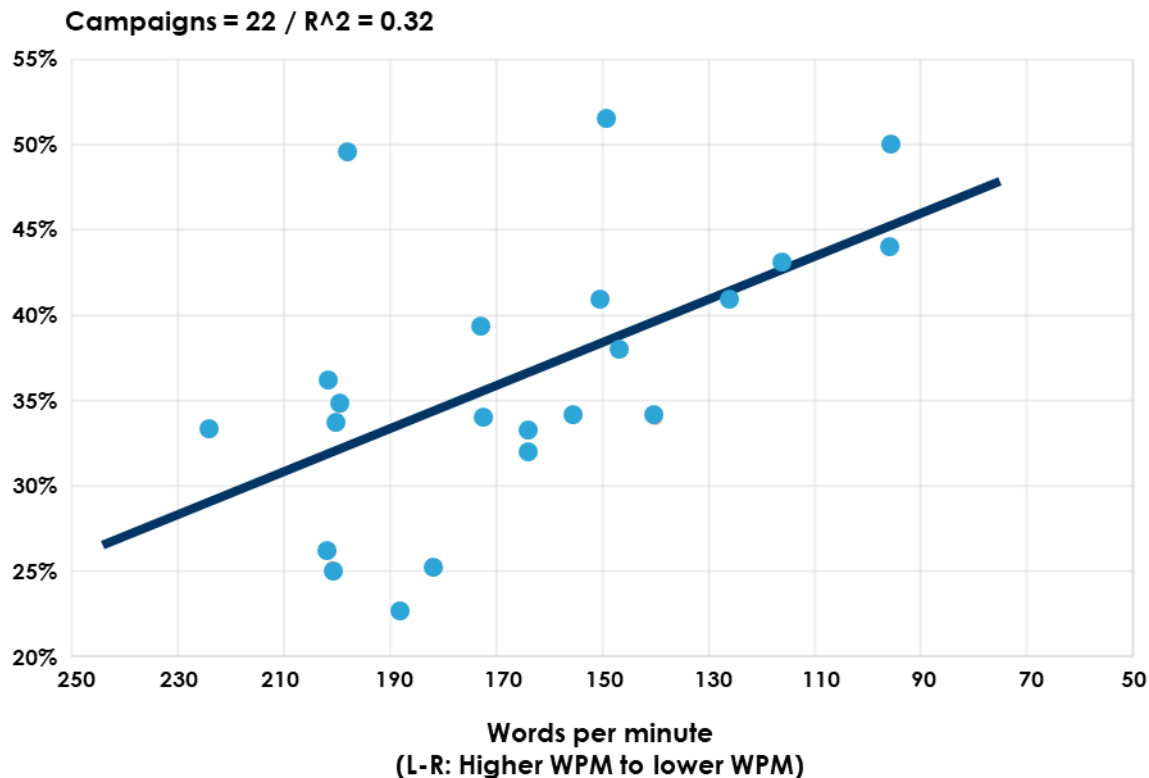


**As audio ad word count decreases,  
Creative Standout increases**

**For every 10 words eliminated from an  
ad, Creative Standout can be  
expected to increase by 1%**

**As audio ad word count decreases, Creative Standout increases; For every 10 words eliminated from an ad, Creative Standout can be expected to increase by 1%**

% who said agree (8, 9, 10): This ad stands out



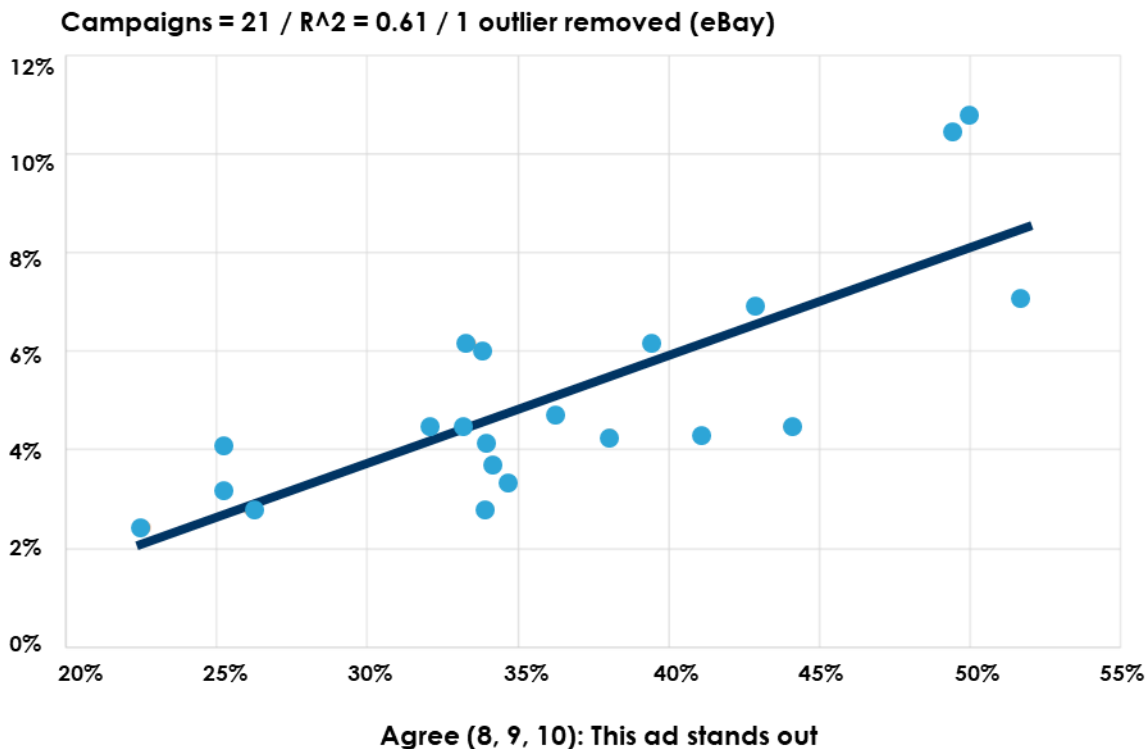
Source: Audiotrack / Big Audio Datamine /  
Colourtext 2022;  
<https://colourtext.com/music-and-audio/what-is-the-perfect-word-rate-for-an-audio-ad/>

**Creative Standout in audio advertising is very strongly linked to ad response in the form of website visits**

**For each 1% rise in Creative Standout achieved by an audio ad, its web response rate increases by 0.25%**

**Creative Standout in audio advertising is very strongly linked to ad response in the form of website visits; For each 1% rise in Creative Standout achieved by an audio ad, its web response rate increases by 0.25%**

% who said YES: I accessed the brand's website

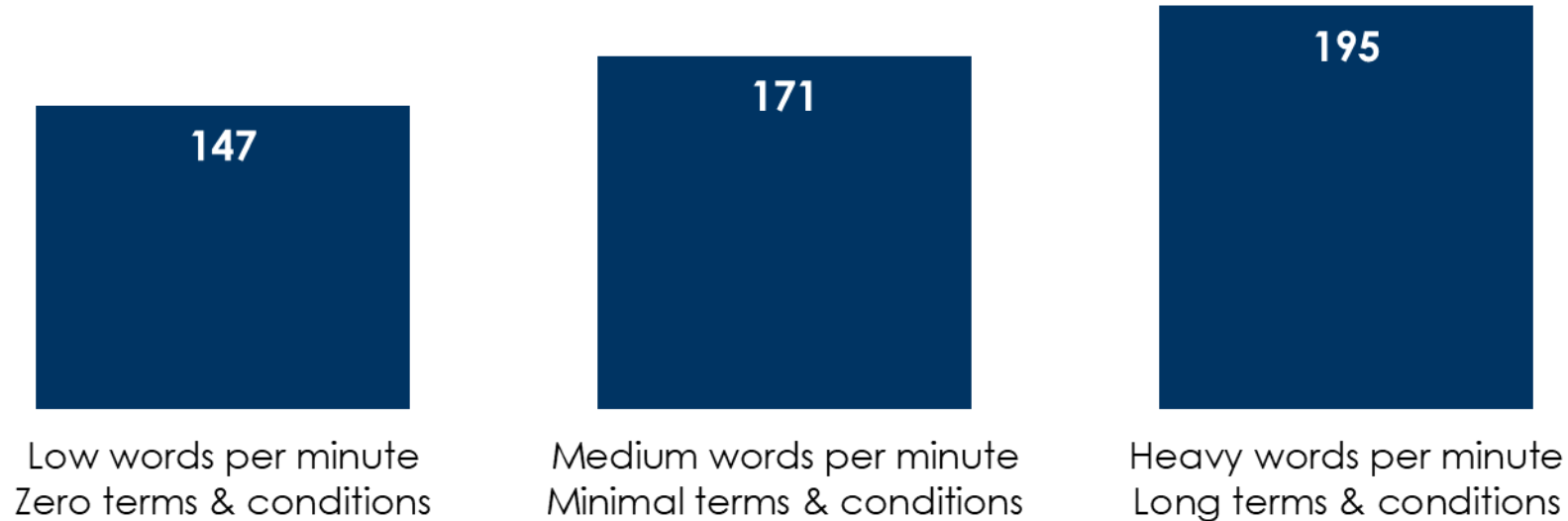


Source: Audiotrack / Big Audio Datamine /  
Colourtext 2022;  
<https://colourtext.com/music-and-audio/what-is-the-perfect-word-rate-for-an-audio-ad/>

# Audio words per minute data model: Based on AM/FM radio campaigns with a 33M persons 15+ reach

Average words per minute

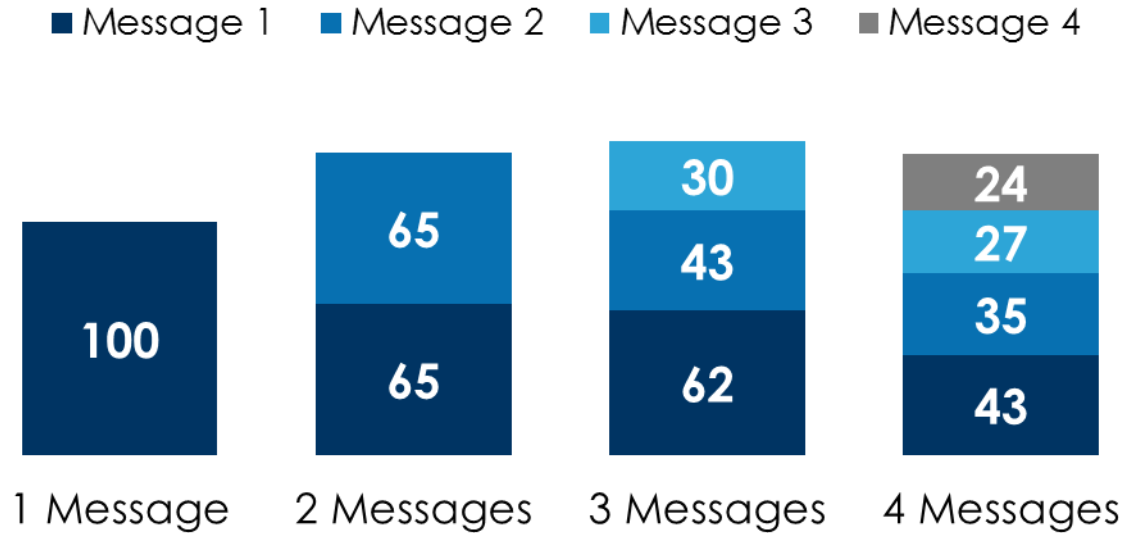
Total campaign audience reach = 33,000,000; Target words per minute = 147



**Sharpen your editing pencil:** Removing 48 words from a 60-second ad script results in a:

- +20% increase in creative creative standout score
- +38% growth in web response rate
- +160,000 addition web visitors on a campaign with a 33 million reach

# Kantar Millward Brown: The fewer the messages, the greater the recall



**Millward Brown:**  
The more messages an ad attempts to communicate, the **lower** the likelihood of a single message being communicated

**How to read:** The first message of an ad with four messages has 43% of the recall of an ad with one message.



# Chris Smith

Principal and Chief Creative  
Officer Plot Twist Creativity

One of the industry's most  
awarded radio creatives with  
nine Radio Mercury Awards  
(including two Grand Prizes)



# Chris Smith: Be single-minded. Say one thing.

*"A lot of advertisers think that because radio affords you sixty or thirty seconds, they have the time to say everything there is to say about their brand. It's why so many commercials end up sounding like laundry lists. The truth is, if you want to talk about everything, then you really have nothing to talk about."*

***In advertising, you need to have one thing to say.** AM/FM radio's sixty seconds of ad time just gives you the chance to say it in an entertaining and memorable way."*

Christopher Smith, Principal and Chief Creative Officer at Plot Twist Creativity

**Chris Smith:**

**Less is more.**

**A radio spot is not a hotel.**

**You don't have to fill all  
the space.**

***“A radio spot is not a hotel: You don't  
have to fill all the space***

*Advertisers think they have to take the amount of time they have and fill it up with words or music. Many forget that silence is a storytelling element, too.*

*Every second of an ad doesn't have to be filled. No commercial needs to be wall-to-wall talking, sound effects, or music. Sometimes silence draws people in more.”*

Christopher Smith, Principal and Chief Creative Officer at Plot Twist Creativity

# Key findings

- **Eliminating 10 words of audio copy increases the Creative Standout score by 1%.** Creative Standout is achieved when consumers say “this ad stands out” and rate an ad with an 8, 9, or 10 on a one to ten standout scale.
- **Eliminating 10 words of audio copy increases web traffic by 0.25%.** Creative Standout in audio advertising is strongly linked to ad response via website visits. For each 1% rise in Creative Standout achieved by an audio ad, website response rate increases by 0.25%.
- **Kantar Millward Brown: The fewer the messages, the greater the recall.** An ad with four messages will have message recall of only 24% to 43% of ads with just one message. The more messages an ad attempts to communicate, the lower the likelihood of a single message being communicated.
- **Chris Smith’s audio creative best practice: Less is more.** Be single-minded. Say one thing. A radio spot is not a hotel. You don’t have to fill all the space.



**Full-service advisory for national brands offering media planning recommendations, creative best practices, and measurement services**

The **Cumulus Media | Westwood One Audio Active Group®** is a true comprehensive marketing advisory that partners with clients to measure the impact of the **entire** audio campaign (not just the Cumulus Media | Westwood One investment), specializing in the following areas:

- **Audio creative best practices**
- **Media planning**
- **Strategic allocation within audio**
- **Measure the impact of the entire audio investment**

# For more, please visit the Cumulus Media | Westwood One Audio Active Group® blog

CumulusMedia.com



Click '**Blog**' at the bottom  
of the homepage

WestwoodOne.com/blog



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