



CUMULUS  
MEDIA



Westwood One

**AUDIO ACTIVE**  
G R O U P

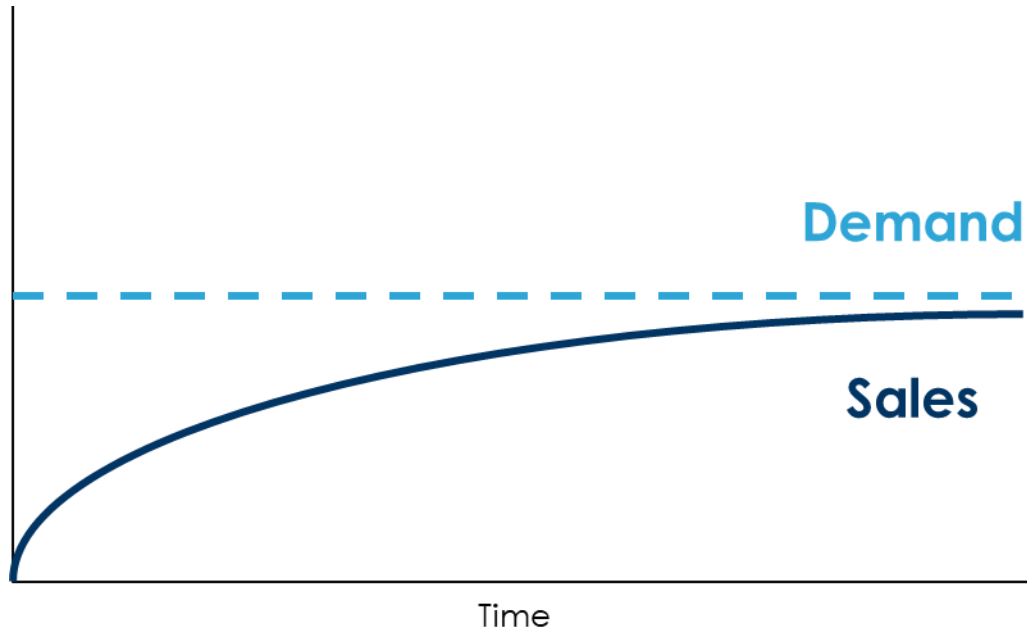
**Has your media plan fully  
saturated podcasts?**

**To grow sales, shift weight  
from TV to AM/FM radio**

# **The Performance Marketing Valley of Death**

When sales plateau,  
brands have exhausted  
demand

# James Hurman: No future demand creation: Demand conversion activity cannot convert demand that does not exist



- **Demand** for the brand stays flat
- **Sales** plateau when demand is exhausted
- Conversion activity stops working as there is no more demand



# The two jobs of marketing

Converting existing demand  
and creating future demand

# James Hurman: Creating future demand is the strategy for long-term growth and profit

## Create future demand

is most efficiently achieved by targeting very broad audiences of 'all category buyers' with emotional messaging that is designed to stand out and be enjoyed by consumers, creating positive memories of our brand that will influence future purchase decisions.

**Two case studies:**

**A meal kit subscription service  
& subscription management  
service app**

# Vivvix/Magellan: Meal Kit Subscription brand spend: 25% on TV and 25% on podcasts

Meal kit service brand media spend 2019-2024 to date	
Media type	% of total media budget
Cable TV	24.9%
<b>Podcasts</b>	<b>24.8%</b>
Internet – display	11.9%
Mobile web video	11.8%
Online video	8.0%
Network radio	5.6%
Mobile app	3.1%
Mobile web	2.8%
Magazines	2.7%
Spot TV	1.7%
Local radio	1.0%
Outdoor	0.7%
National spot radio	0.5%
Network TV	0.2%
Spanish language network TV	0.1%
Syndication	0.1%

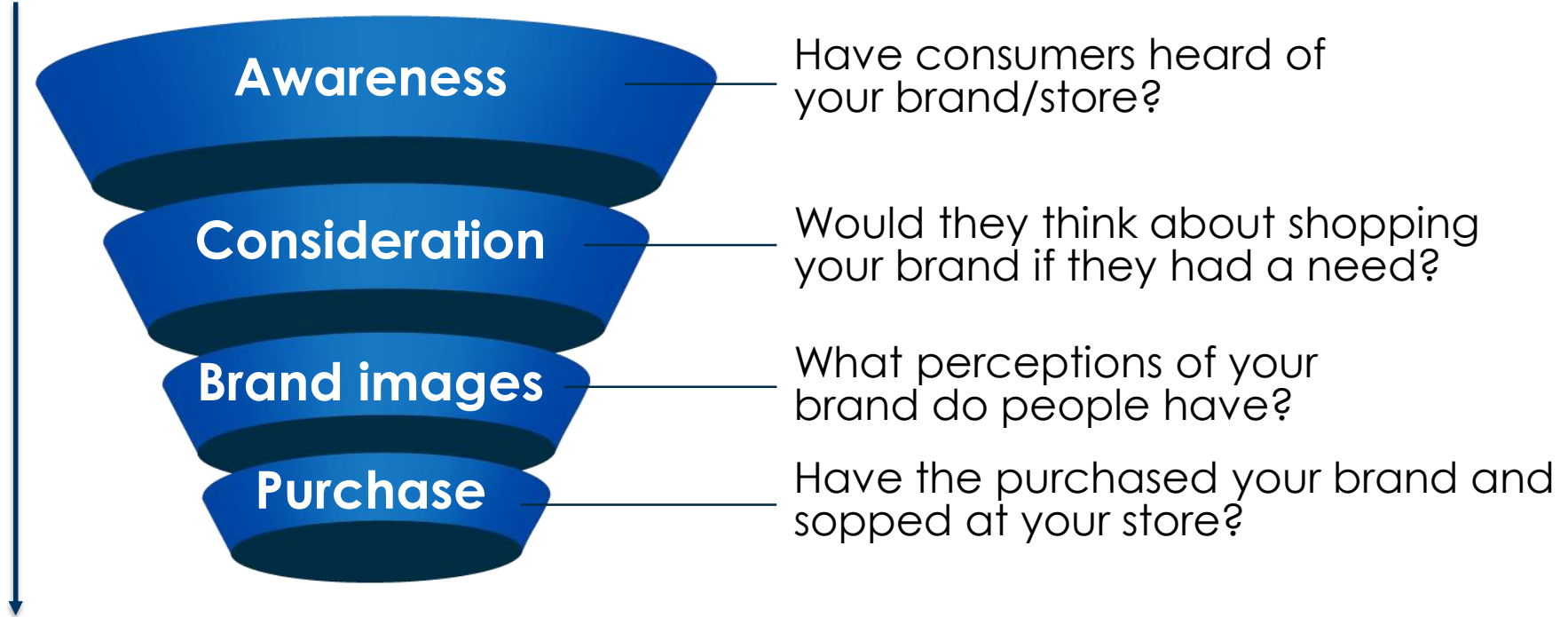
# Vivvix/Magellan: Subscription management app spend: 61% on TV, 29% podcasts

Subscription management app media spend 2019-2024 to date	
Media type	% of total media budget
Cable TV	60.6%
<b>Podcasts</b>	<b>28.9%</b>
Network TV	4.1%
Local radio	2.9%
Outdoor	1.5%
Network radio	0.9%
Syndication	0.3%
Online video	0.3%
Spanish language network TV	0.2%
Spot TV	0.2%
National spot radio	0.1%
Internet - display	0.0%



# Be known before you are needed: People buy from brands they know

## Purchase funnel



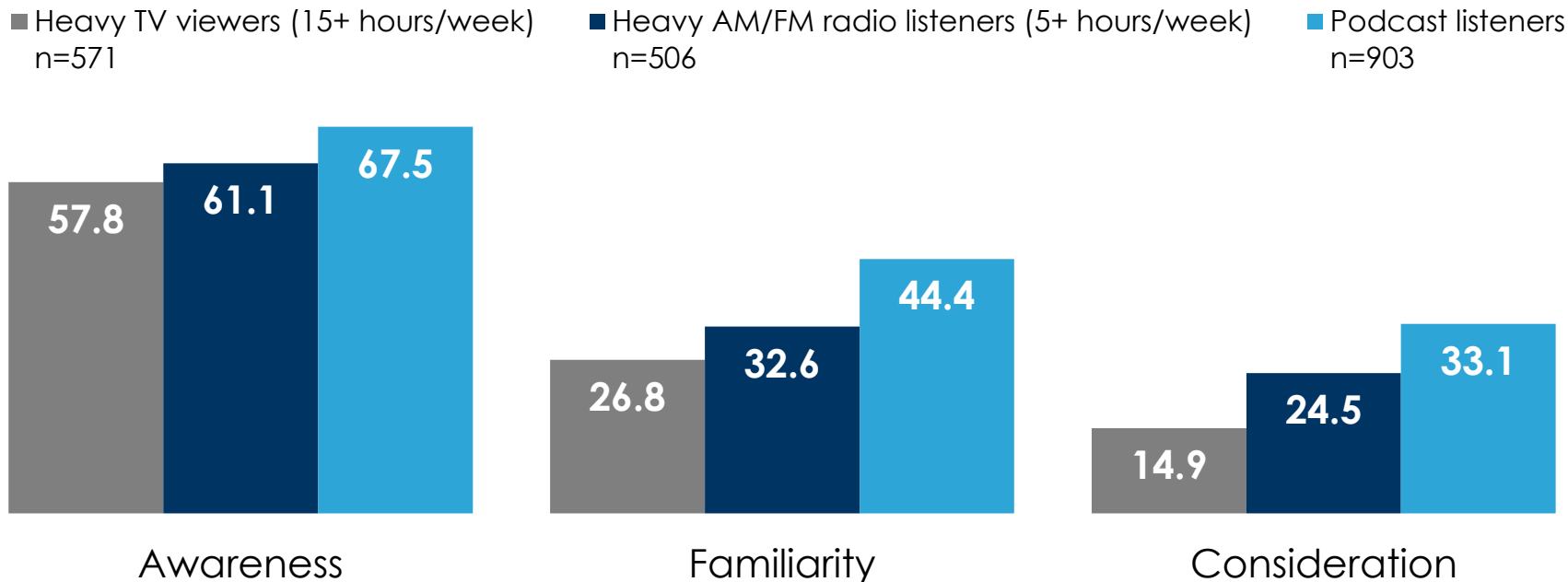
# How did the campaign work among TV and podcast audiences?

## The Harris Poll Brand Platform

- The Harris Poll Brand Platform is an industry-leading brand management tool, with data on more than 1,000 advertisers.
- The Harris Poll Brand Platform interviews consumers everyday and is always in field. Surveys are fielded among a set of nationally representative respondents.
- The Harris Poll Brand Platform collects information on brand intelligence (awareness, brand equity, consideration and purchase)

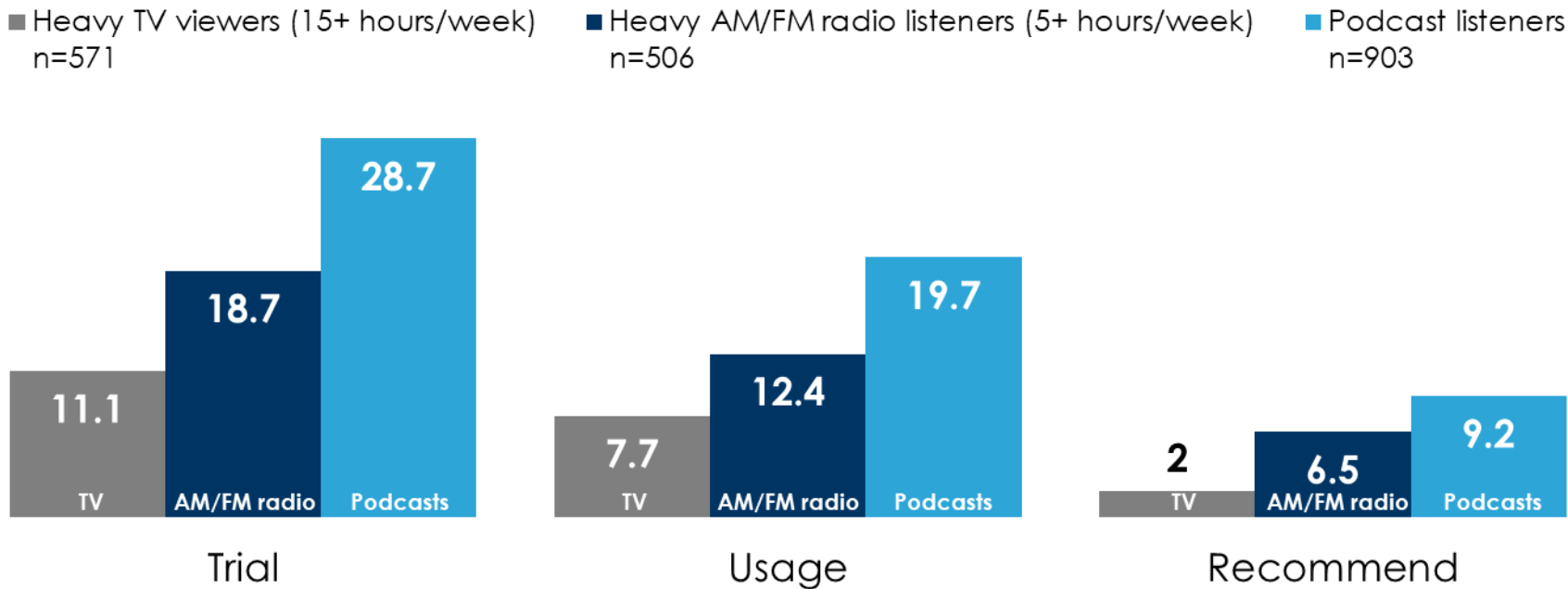
# Subscription management app top of the funnel: Podcasts worked really well; TV did not; Despite not advertising on AM/FM radio, brand equity is strong among AM/FM radio listeners

## Subscription management app brand metrics Q1: 1/1/23-3/31/23



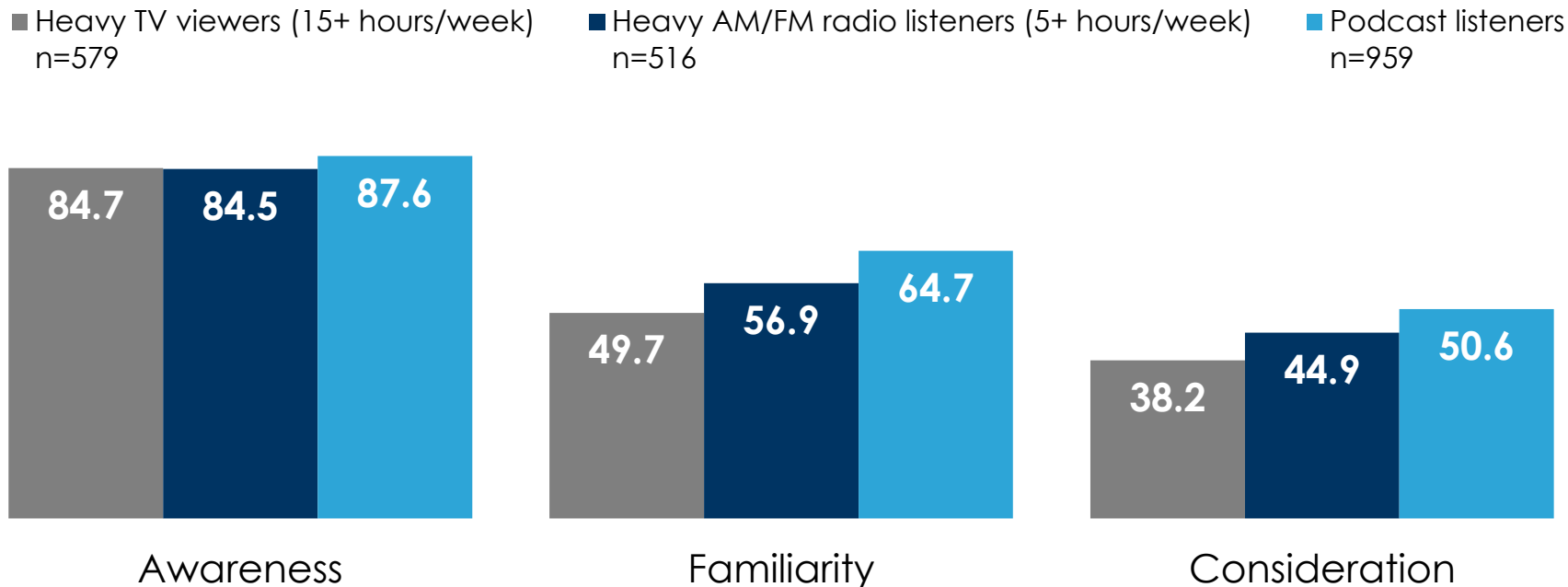
# Subscription Management app mid/lower funnel: Podcasts did amazing while TV failed; Among AM/FM radio audiences there is strong usage despite AM/FM radio ads not running!

## Subscription management app brand metrics Q1: 1/1/23-3/31/23



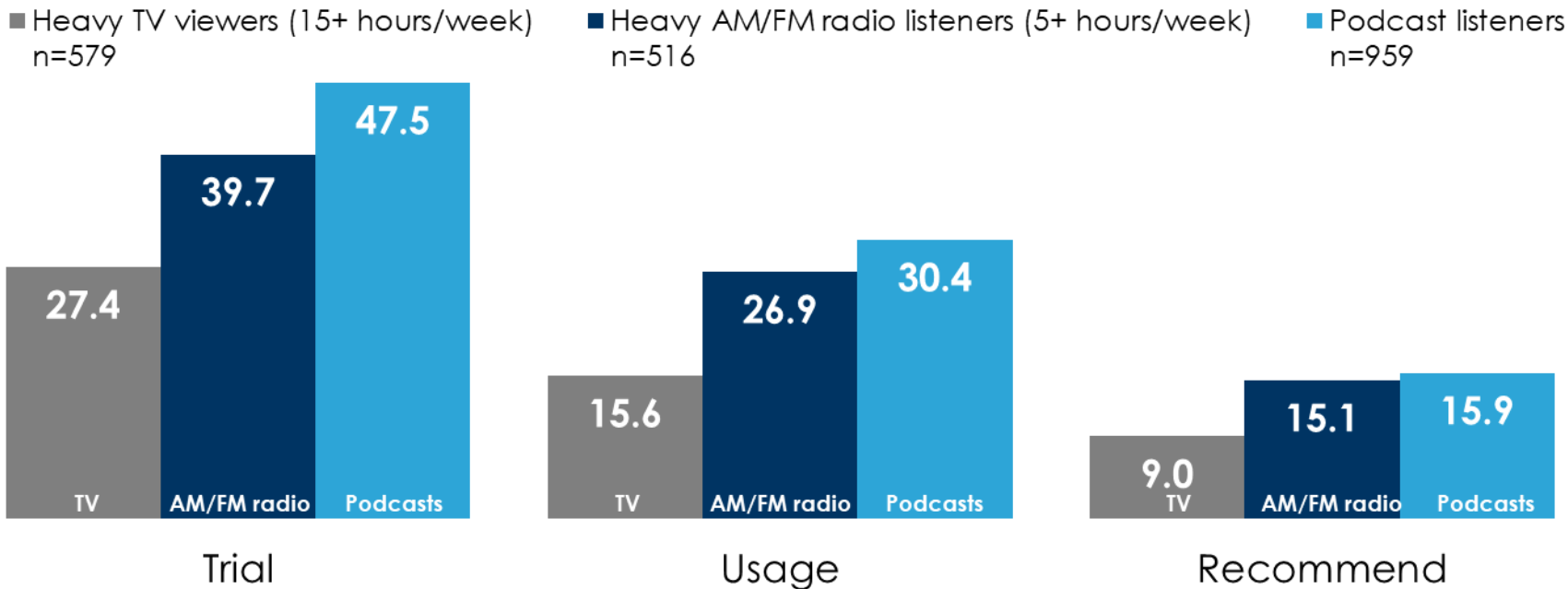
# Meal kit service top of funnel: Podcast advertising really builds the brand; TV did not; Despite not advertising on AM/FM radio, brand equity is strong among AM/FM radio listeners

## Meal kit service brand metrics Q2: 4/1/24-6/30/24



# Meal kit service lower funnel: Heavy podcast advertising drove trial and usage; TV did not; AM/FM radio is strong despite not advertising on AM/FM radio!

## Meal kit service brand metrics Q2: 4/1/24-6/30/24



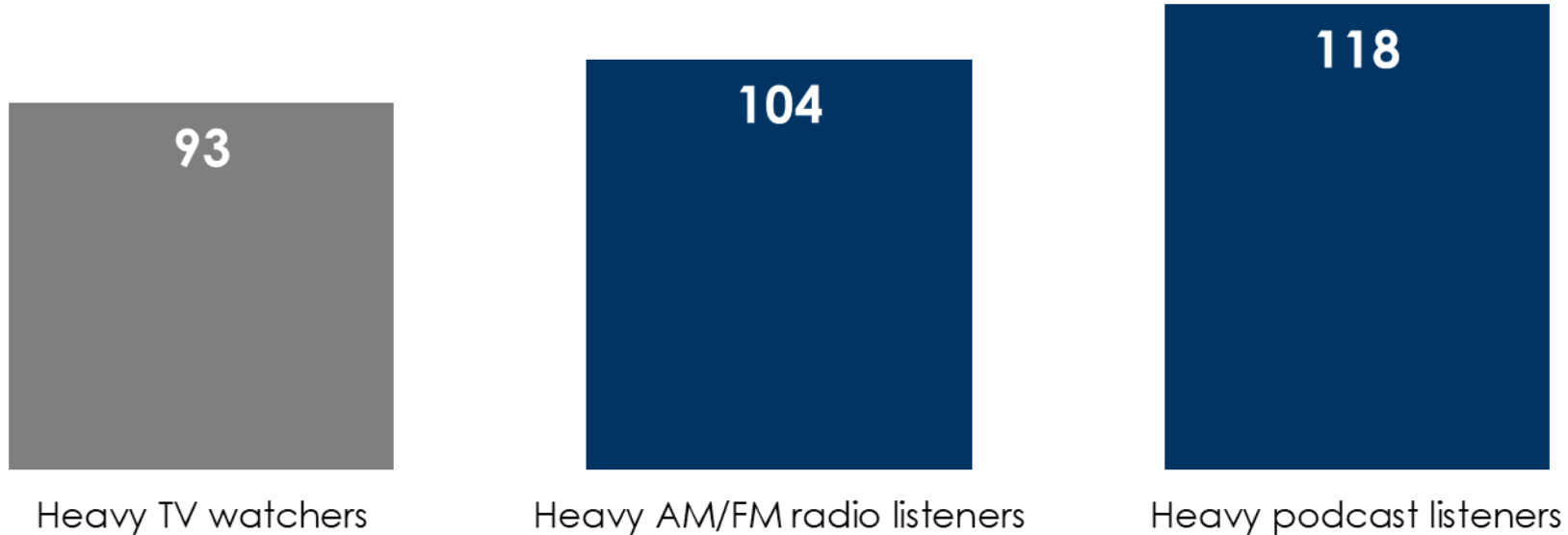
**Why do the subscription service  
and meal kit TV campaigns fail to  
drive impact among TV viewers  
despite massive TV spend?**

**TV audiences are not  
interested in the categories**



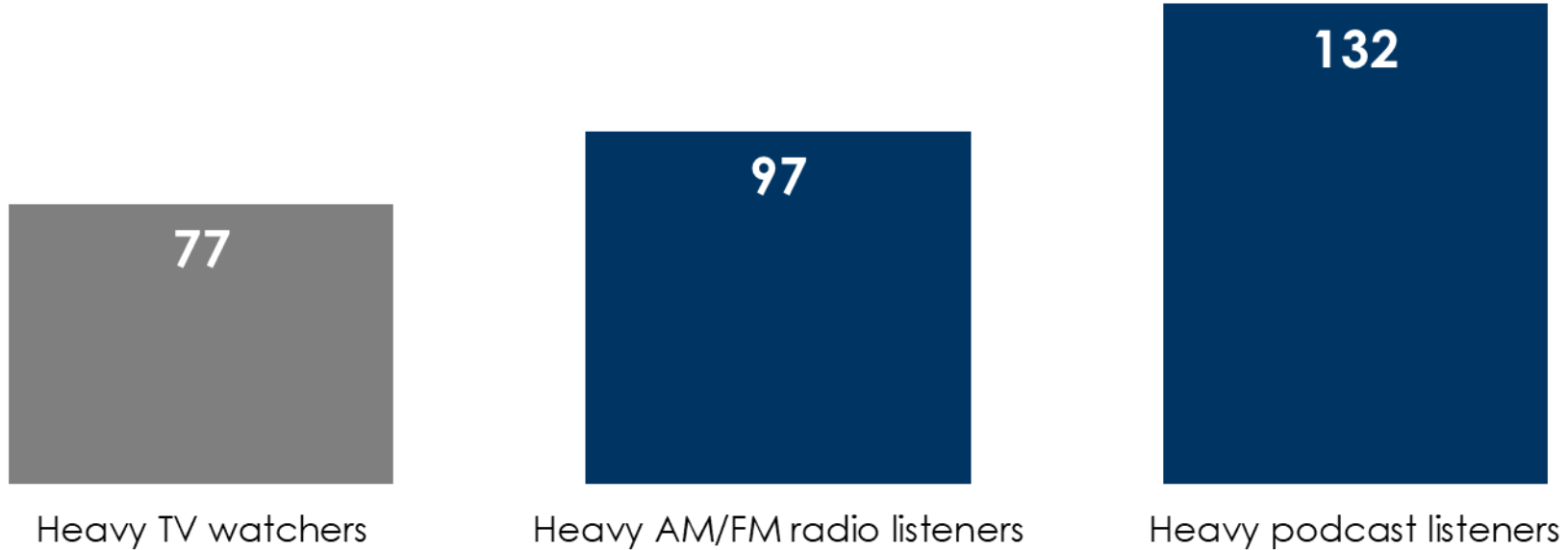
# MRI-Simmons: Audio listeners show the greatest usage for financial apps; TV, not so much

Index of mobile banking/finance app used in the last 30 days among heavy media consumers



# MRI-Simmons: Audio listeners use meal kits, TV viewers much less so

Index of meal kit users among heavy media consumers



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# Nielsen Media Impact: Cross-media planning

◀▶ **Nielsen**

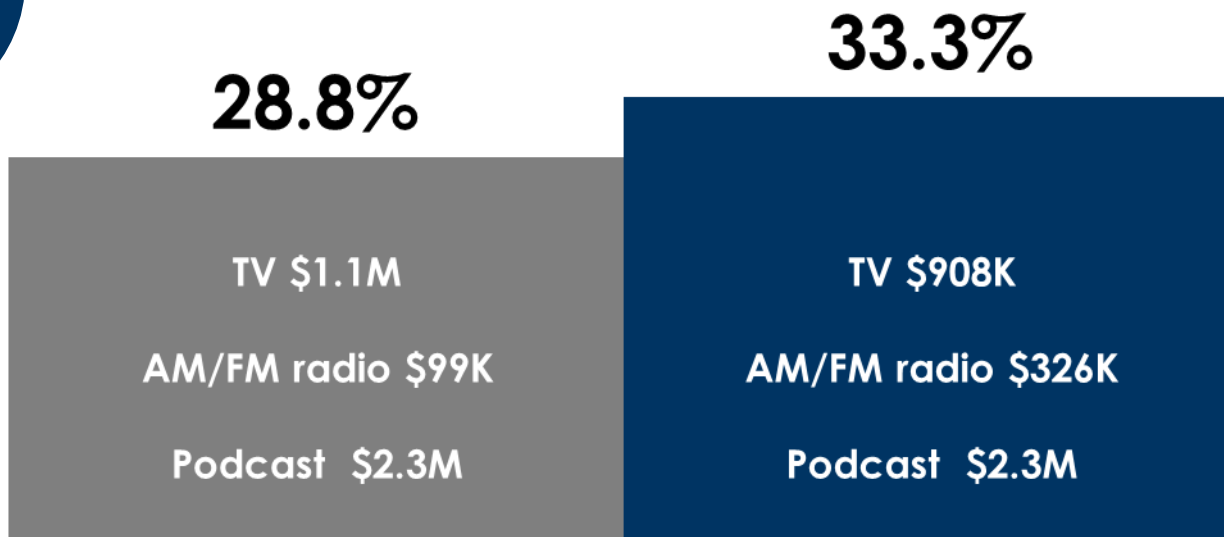
# To optimize the media plan, maintain podcast allocation and shift TV investment to AM/FM radio

- 1. Maintain podcast spending levels:** The Harris Poll Brand Tracker data reveals both podcast campaigns have performed spectacularly. Up and down the purchase funnel podcast listeners exhibit strong awareness, interest, and usage. The smart decision is to maintain podcast spend.
- 2. Cut TV spend:** TV did not work for these brands. Despite significant TV investment, the Harris Poll Brand Tracker reveals very weak awareness, interest, and usage among TV viewers.
- 3. Add AM/FM radio to the media plan:** Despite not spending on AM/FM radio, the two brands have very strong equity among AM/FM radio listeners. AM/FM radio listeners are far more likely to know the brands and use them. The smart move is to shift money from TV to AM/FM radio.

# Shifting 20% of a subscription management app's TV budget to AM/FM radio delivers 16% incremental reach among adults 18+

% reach among adults 18+ – June 2023 campaign

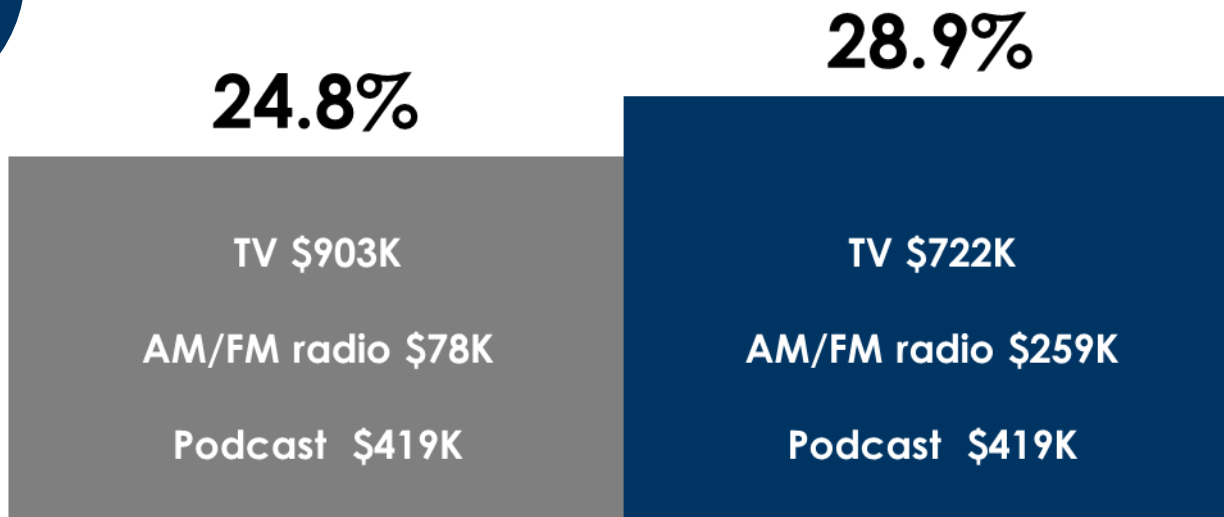
Shifting 20% to  
AM/FM radio  
added  
**16%**  
incremental  
reach



# Shifting 20% of a meal kit service brand's TV budget to AM/FM radio delivers 17% incremental reach among adults 18+

% reach among adults 18+ – June 2023 campaign

Shifting 20% to  
AM/FM radio  
added  
**17%**  
incremental  
reach



# Key findings

- A brand needs to create future demand by advertising to that much larger group of consumers who are not in the market and are not ready to buy now but will be in the future to grow.
- The Harris Poll Brand Tracker reports a meal kit service and a subscription management app generate extraordinary results with podcast ads. TV's impact is non-existent while AM/FM radio audiences are highly engaged with the brands despite no AM/FM radio ads running.
- To optimize the media plan, maintain podcast allocation and shift TV investment to AM/FM radio.
- Shifting media weight from TV to AM/FM radio increases campaign reach by +16% to +17% at the same budget, according to Nielsen Media Impact.



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

The **Cumulus Media | Westwood One Audio Active Group**<sup>®</sup> 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

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