



Auto Playbook

5 strategies to
win with Audio ads

Put buyers in the driver's seat - and in your showroom

You want folks in your showroom, deciding which vehicle they're going to bring to their driveway and on their road trips.

We want that too. After launching thousands of local and regional dealer audio campaigns, our experts share the five most relevant, actionable insights for advertisers to attract potential buyers in for a test drive.

1

Find your buyers

Ready to tap into a ready-to-buy audience? Get the show on the road with Audio.

Audio reaches nine in ten auto intenders:¹

People who are planning to buy a car in the next 12 months. Reach this powerful audience right when they're ready to make their next purchase decision.

Audio listeners are ready to buy: 1 in 5 plan to buy a car in the next 12 months.²

Reach the unreachable:

Radio has your customers you can't find anywhere else.

57% of auto intenders don't subscribe to cable.³

Get results:

Radio is a click magnet, driving auto intenders to your website to find out more; the average time a Radio attributed visitor spends on your website is a remarkable 4 minutes and 53 seconds. And here's where the rubber meets the road – auto advertisers who balance their media plan with Audio see a

dramatic 23% return on ad sales.⁴



Talking to the right audience.

It's time to cut through the noise and drive your customers to your dealership.

2 | Fire on all cylinders – not just traditional daypart

Forget what you think you knew about formats and times of day when your audience is most likely to engage with your message. **Listening has changed, and you need to change too.**

CRASH COURSE IN WINNING MEDIA TACTICS

ALWAYS ON

Most successful auto campaigns run year-round, and consistently for 15 to 20 days every month.

ON TIME

It's not just weekends anymore – the strongest ad days are actually Wednesday, Thursday, and Friday, and the best time of day is midday, followed closely by PM drive.

IN A HALF-MINUTE

Drive home your message with the most effective ad duration: 30 seconds.⁵

ON TOPIC

Sports, news, and traffic/weather segments are driving tremendous engagement.

IN BALANCE

Broadcast radio + streaming = success. For bonus points, coordinate your digital. Your search strategy needs to be ready for Audio's incoming buyers.

OWNED

Own a radio entitlement or feature to drive audience engagement.

- traffic/weather center
- commercial free hours
- small business reports
- back-to-the-music rejoins
- sports features: pro-athlete weekly reports, pre-post game shows, keys to the game, and drive of the game

Time & place - check and check.

Next, let's explore what to say
– and how to say it.

3

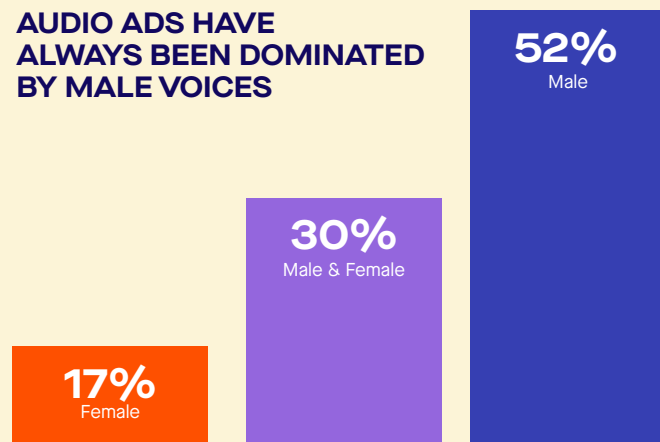
Rev Up Your Creative

The same-old-same-old messaging doesn't cut it anymore either. To capture attention – and drive action – consider these new-and-improved approaches.

Think Female Voices:

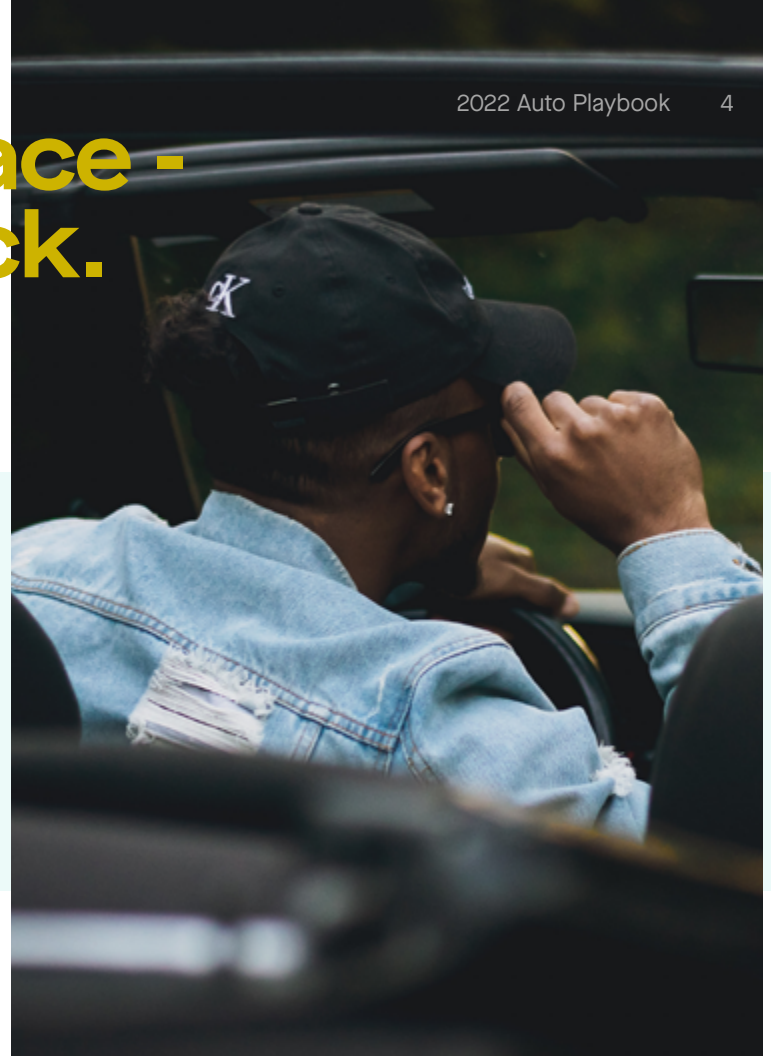
Who's the starring voice in your ad? Historically, it's most often a male. But Audio creative testing specialist Veritonic shatters that glass ceiling.

**AUDIO ADS HAVE
ALWAYS BEEN DOMINATED
BY MALE VOICES**



But numerous studies have shown that **female voices often perform better**. So if when you're planning VO for your audio ads, consider flipping the script.

Veritonic



Brand Early, Brand Often:

Let the competition talk about itself – your best bet is to focus your ad copy on your amazing brand.

What's In It for Me?

Buyers want to know why your dealership is best for them. Shy away from things from years in business and shine the spotlight on your benefits and savings to drive the highest engagement. Don't forget a clear call to action.

Less is NOT More:

Frequency is your friend. Across platforms and genres, Audio content is immersive well beyond industry benchmarks – and the more your ad airs, the more audiences engage. The result? Strong brand and product recall, strong purchase consideration, and strongly positive brand opinion.

Creative is on point

What – or who – can make it even better?

4 Embrace the Endorsement

In order to win this auto race, you need to do more than tell your story – you need to involve people your listeners trust. That's where an influencer's endorsement comes in. When the host of the show test drives one of your cars, and then raves about the experience, that live read and endorsement can generate the highest response rates.

CASE STUDY

Influencers drive it home for Mazda.

When Mazda wanted to encourage purchase consideration among auto intenders, Audacy created a campaign that showcased local personalities sharing their favorite Mazda vehicle features on air with listeners.



In response, Mazda saw a

9.5% increase in brand favorability – and a 10.4% bump in brand consideration.



You're campaign ready

What – or who –
can make it even better?

5

Capture those Conversions

Dealerships across the country are still winning new buyers and outperforming their competitors, all with Audio.

CASE STUDY

Auto dealers in the New York metro area looking for more foot traffic in their showrooms turned to local radio, streaming Audio, and podcast ads, using many of these insights.

Here, there, and everywhere:

On-the-air influencers, content alignment adjacency commercials, tactical takeovers during severe weather events, play-by-play for Hispanic baseball, email, digital display and social influencer videos.

Always on:

Messaging reaching consumers at multiple points during the 150-day buying cycle.

Results:

The campaign jump-started the NY metro auto dealers' foot traffic. Year-over-year for three consecutive years, the region has outperformed all other U.S. markets – by wide margins. In all, 2,200 dealer visits were attributed directly to the campaign. And of all the combinations of audience targeting, the best was auto intenders on streaming radio.

In one quarter, the showrooms saw a

38% lift in foot traffic

Don't leave your dreams of attracting more auto intenders along the road not taken. Get your showroom humming by turning these insights into a powerful Audio campaign. Ready to make Audio work for your dealership? **Advertise with Audacy.**

Sources

1

Nielsen Scarborough, USA+ 2021 Release 2 Total, Base US A18+, new/used/lease any vehicle next 12 months, Any Audio: Total Radio Mon-Sun 6a-12m, Any audio streaming services used past 30 days, any internet/apps used for audio content, % of Auto Intenders

2

Nielsen Scarborough, USA+ 2021 Release 2 Total, Base US A18+, new/used/lease any vehicle next 12 months, Any Audio: Total Radio Mon-Sun 6a-12m, Any audio streaming services used past 30 days, any internet/apps used for audio content, % of Audio Listeners
<https://audacyinc.com/insights/dont-put-your-auto-ad-spending-on-auto-pilot-accelerate-your-campaign-with-audio/>

3

Nielsen Scarborough, USA+ 2021 Release 2 Total, Base US A18+, Subscribes to cable =no

4

Audacy Analytics powered by Analytic Owl, June 2021 to May 2022
Auto Dealer Campaign Insights
Veritonic Auto Insights <https://audacyinc.com/insights/dont-put-your-auto-ad-spending-on-auto-pilot-accelerate-your-campaign-with-audio/>

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<https://audacyinc.com/insights/when-searching-for-the-sweet-spot-for-audio-ads-30-seconds-comes-in-first/>