



Give Your Brand
the **Gift of Reach**
and **ROI** this
Holiday Season



When it comes to planning your holiday media mix,

AUDIO IS THE GIFT THAT KEEPS ON GIVING

More than 80% of monthly streaming audio and podcast listeners plan to travel by plane and/or car during the 2023 holiday season, and more than 87% of them will be listening to streaming audio or podcasting en route.

With this in mind, you'll want to ensure that you and your brand are being heard as well as seen by your target audiences this holiday season.

Let's Talk Ads



AD RELIANCE

More than half (56%) of monthly audio and podcast listeners surveyed will **rely on the ads they hear on podcasts** to get gift ideas for themselves, friends, and family; while **57% will rely on the ads** they hear on streaming audio services.



HOLIDAY THEMES

76% of respondents are interested in hearing holiday-themed advertisements in podcast episodes and on streaming audio stations during the holiday season. And, **76% of respondents find holiday ads more engaging** when they contain holiday music.



THE RIGHT VOICE

It's critical to test your voiceover options to ensure the one you choose is pleasing to your target audience, as 68% of respondents report that **the sound of the voice(s) in an audio ad will impact** whether or not they purchase the product or service that the ad is promoting.



AD LENGTH

55% of respondents say the **duration of an audio ad impacts whether or not they'll purchase from an ad**, with 48% preferring ads 15-30 seconds in length, and 30% preferring ads 15 seconds or less in length.



SOUND EFFECTS

62% of respondents say the inclusion of holiday-themed sound effects in an audio ad (family members laughing, sleigh bells ringing, glasses clinking, etc.) will **make them more likely to purchase** from a holiday audio ad.

This holiday season, respondents want to hear audio ads for the following topics/services the most



Travel/Local Amusements



Health and fitness



Beauty and Products



Home Improvement



Mental Health



Automotive



Other



Insurance



Real Estate



Healthcare

It's the hap, happiest time of the year!

76%

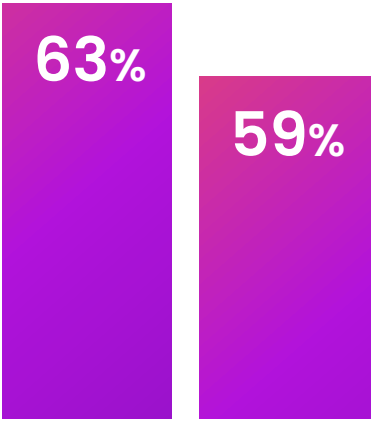
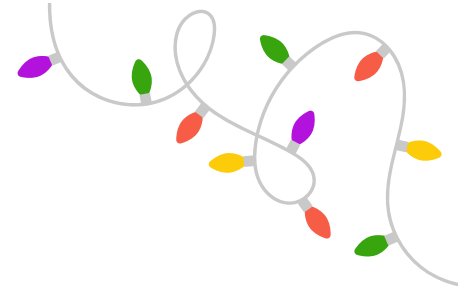
Shop early and save. 76% of respondents say they **want to hear audio ads that contain discount codes** this holiday season.

52%


Think you need to bring in a celebrity to cut through the noise? Think again! More than half (52%) of respondents say that holiday ads voiced by a celebrity have **no impact on their purchase intent** versus ads voiced by a non-celebrity.


50%

50% of respondents listen **all the way through an audio ad**, everytime, while 43% listen for the first few seconds initially to see **if it's relevant to their interests**.

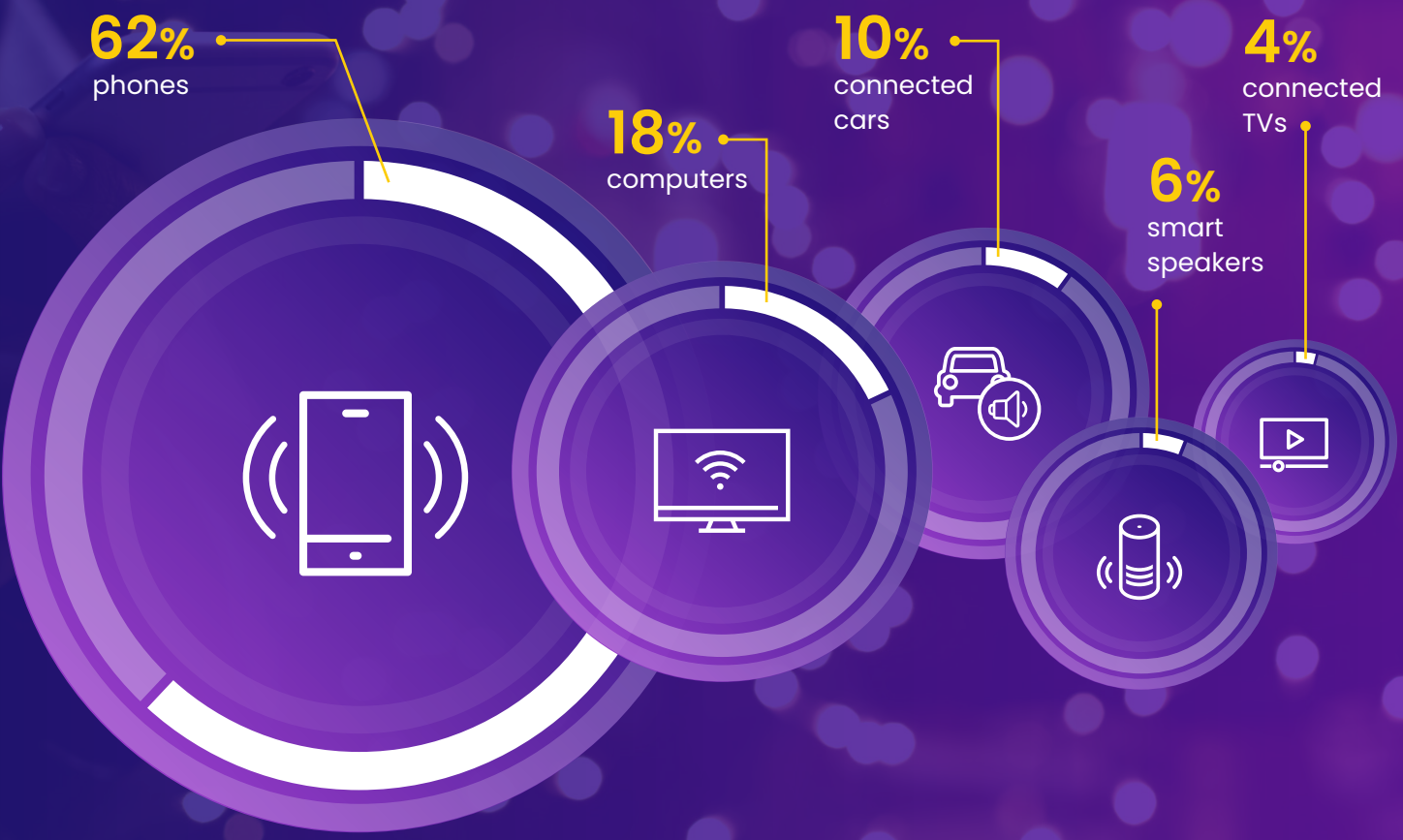


Content & Listening Habits

 63% of respondents say the majority of their holiday podcast and streaming audio listening is **holiday themed episodes and/or playlists**

 59% of respondents will listen to podcasts for **recipe ideas** for the holiday season

This holiday season, respondents plan to listen to their favorite podcasts and music from:



Best. Present. Ever.

This holiday season, the best gift that you can give to your target audience is exactly what they want to hear. Veritonic's **Creative Measurement** solution can help, allowing you to identify the best audience for your message, and the best message for your audience.

To learn more and get started, contact sales@veritonic.com

Source: Veritonic August 2023. Data based on an analysis of online survey responses conducted by Veritonic of 300+ individuals in the U.S. who reported listening to podcasts and streaming audio at least monthly. For more information, contact marketing@veritonic.com



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