



SCA Digital Audio Case Studies



THE POWER OF THE AUDIO ECOSYSTEM

LuxeWalls.



The Test

We wanted to prove the effectiveness of SCA's full audio eco-system, by advertising one of the most 'visual' products on the market: wallpaper.

A common misconception about audio is its ability to sell visual products.

SCA

LuxeWalls.



The Test

Campaign aim:

Raise awareness amongst adults (female skew) and drive hits to website / app.

Campaign approach:

Inform that Luxe Walls' can transform a home simply, in a practical and entertaining way, using the power of audio, to deliver a simple message to drive people online to visualise the product.



30" Bedroom Nostalgic
Non skippable mid rolls - mob & desktop.
Females 18+ Hit & MMM



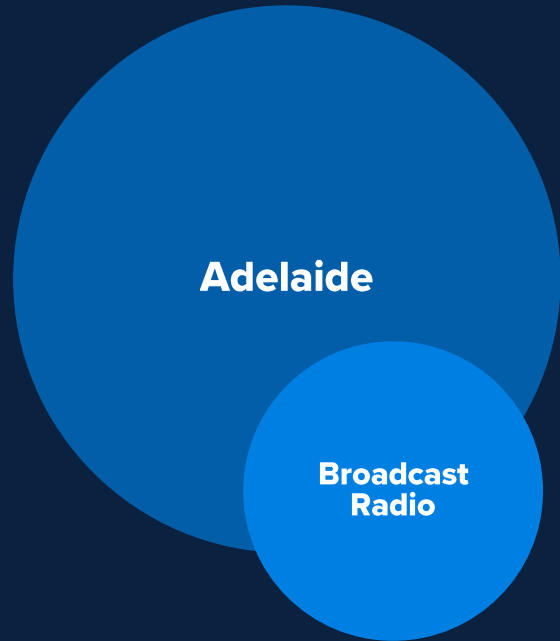
Augmented Reality App
Non skippable 30" shake me
audio mid rolls. Females 18+ Hit & MMM

SCA

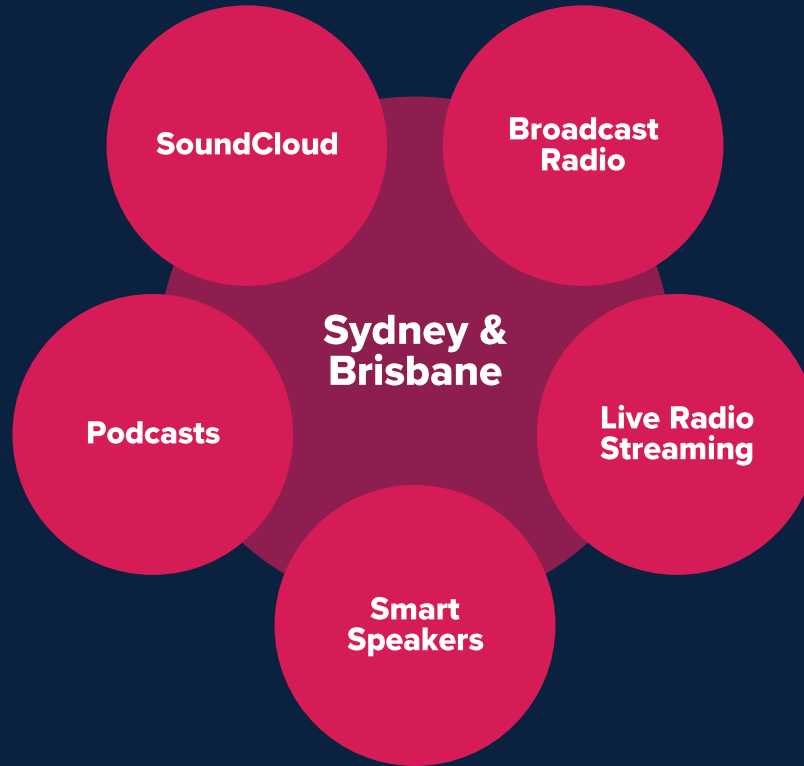
LuxeWalls.



Test Platforms



Broadcast Radio Only



Full Audio Ecosystem



Digital Audio Only



LuxeWalls.

OVERALL OUTCOME

+80%

**Prompted
awareness**

+52%

**Website
visits**

+80%

**Trial of
product**

SCA

Sources: [1.] SCA IQ Wallpaper Client | Oct 2020 | SCA Communities | People 18+ | Brisbane/ Sydney Pre n= 959; Post n= 947 | Melbourne/ Perth Pre n= 1678; Post n= 1,384 | Adelaide Pre n= 552; Post n= 458 [2.] SCA Impact & Google Analytics [3.] Luxe Walls Internal Sales Metrics. Month on Month Sample Increase. Jul 14th - Aug 13th vs. August 14th -September 13th

ECOSYSTEM BREAKDOWN

SCA Digital only: Targeted

High Digital Share of Voice (SOV) of available impressions

+46%

Unprompted brand awareness uplift

+12%

Brand statement association uplift

19%

Campaign Recall

Total Impressions: Over 768k
Frequency varied depending on platform & market.
Lower reach than broadcast

SCA Audio Ecosystem: Mass & Targeted

Balanced Radio Frequency by Market
High Digital Share of Voice (SOV) of available impressions

+238%

Unprompted brand awareness uplift

+35%

Brand statement association uplift

30%

Campaign Recall

People 25-45 years 1+ reach: Over 1m
Average Frequency: 4.77

“

Importantly the majority of samples ordered turn into sales down the track (long lead time).

From a perspective of sales as discussed our biggest month ever was November in which we had an increase in sales of 212% over the next largest sales month by revenue ever, however what was important to note was that within that group of sales we saw the highest % of Commercial customers (67%) we have ever had.

Whilst I understand that it can't ALL be attributed to our campaign the coincidences and numbers show that we experienced significant growth across all areas of our business and importantly are tracking currently almost double our web traffic compared to pre campaign times.

”

Andrew Doenicke; Director of Sales & Marketing for Mesh Direct

The Lessons

And why audio is so powerful

SCA



Using the SCA Audio Ecosystem drives greater success

Layer audio channels

Broadcast radio as the foundation to any campaign ensures broad reach.

Layering digital audio on to Broadcast radio can provide unique addressable audiences and unique environments.

Build for the context

Audio allows you to have multiple creatives.

Using multiple platforms can expose your brand to new ears and audiences.

Tie it all together consistency

Even though you are making it for a different context, you still need distinct assets to tie it together (e.g. a consistent audio branding /creative tone/feel).

Frequency Works

Audio is powerful at making brands famous for key attributes due to the frequency of message that can be afforded.

“A person forgets 75% of what they have learned in the previous week. Within 3 weeks, they have forgotten 90% and after 4 weeks they have forgotten 95%.”

A silver laptop is open on a light-colored wooden desk. To the left of the laptop, there are several pieces of crumpled yellow paper. The right side of the image is dominated by a large, dark blue circular graphic that contains the main title and subtitle.

THE POWER OF DIGITAL AUDIO

Programmatic Case Study



The Test



Campaign aim:

Raise awareness of eBay Plus month and drive sign-ups/trial of eBay Plus.

Campaign approach:

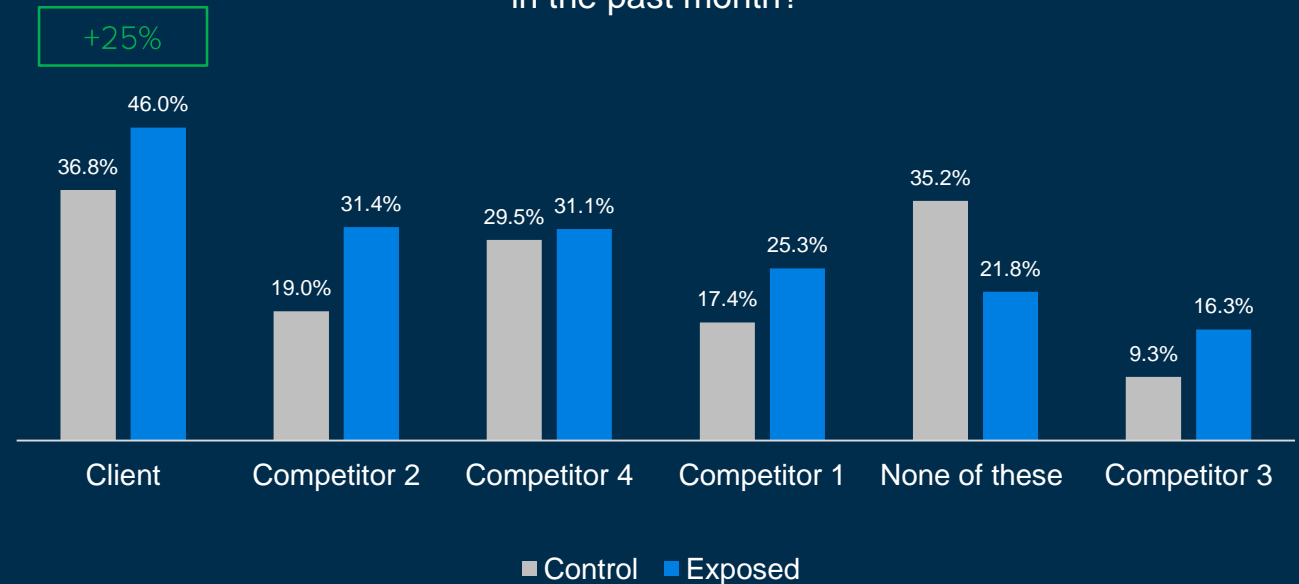
Programmatic audio campaign via multiple streaming audio publishers. Mobile only.



Those exposed to the campaign were **25% more likely to have visited ebay.com.au in the past month than the control group.**

Base: Aware of at least one brand

Which of the following online shopping websites have you visited in the past month?



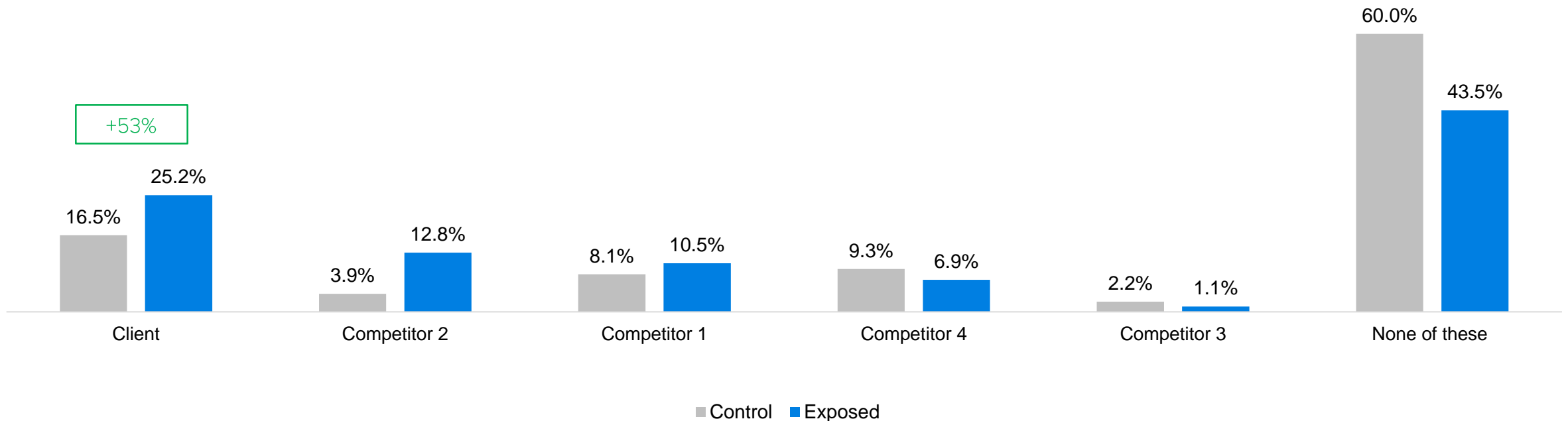
Exposed respondents were more likely to visit all websites when compared to the control group. Given the exposed group were more frequent online shoppers, this isn't surprising.

Statement Association

eBay was the website most associated with the 'It's [WEBSITE] Plus Month' statement. Those exposed to the campaign were 53% more likely to associate the statement with eBay than those not exposed, which is a fantastic result.

Base: Aware of at least one brand

Which of the following online shopping website do you associate most with the statement 'key campaign statement'?

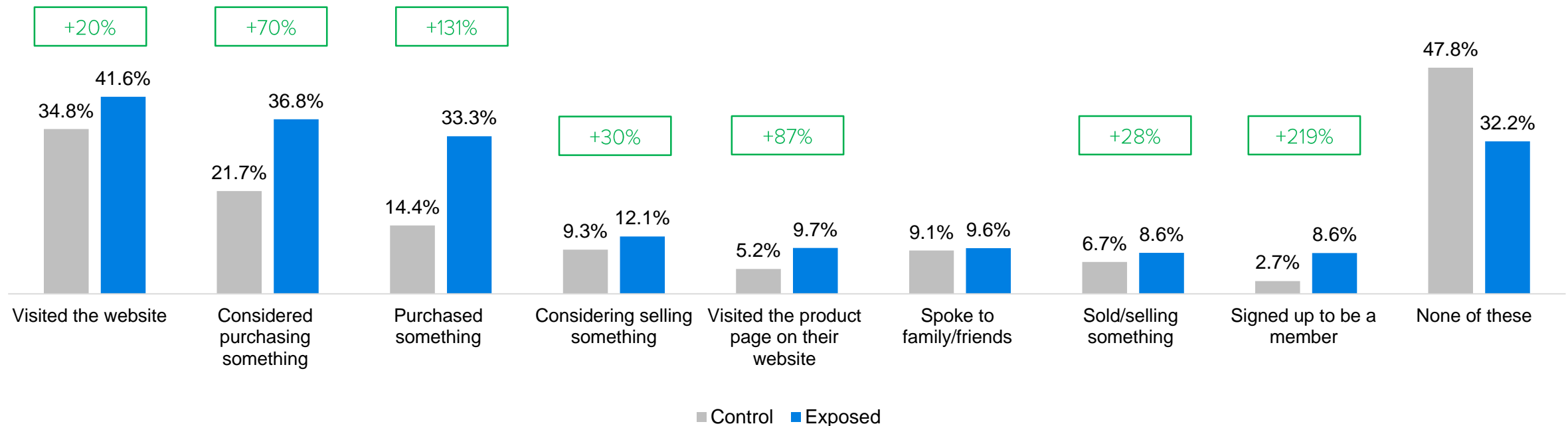


eBay Action

68% of exposed respondents have done something in relation to eBay in the past month compared to 52% of control respondents (30% more likely).

Base: Aware of client

Which of the following have you done in relation to client in the past month?



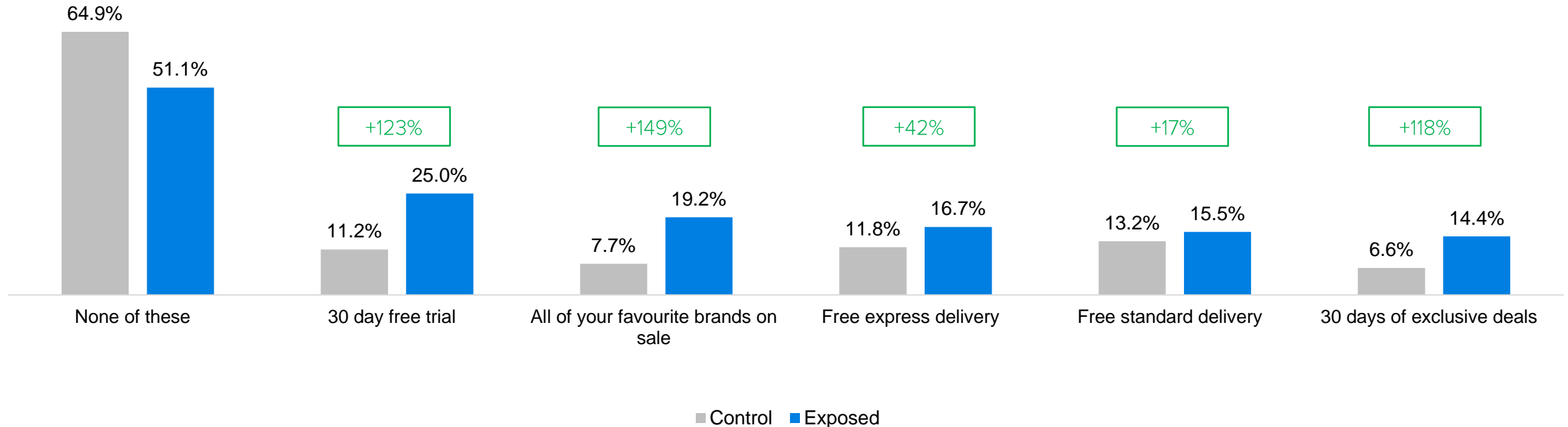
eBay Plus Month Association



Those exposed to the campaign were significantly more likely to associate all key campaign statements with eBay Plus Month than those not exposed.

Base: Aware of eBay

Which of the following do you associate with eBay Plus Month?



SCA