

# NOVA ENTERTAINMENT PODCAST NETWORK

News Corp



newscast  
Australian for podcasts

**NOVA ENTERTAINMENT**  
PODCAST NETWORK

**news**cast  
Australian for podcasts



# neds

2021 Partnership – Effectiveness Study



**NOVA ENTERTAINMENT**  
PODCAST NETWORK



**neds**

## 2021 Partnership

**NEDS were primary partner of The Matty Johns Podcast across season 2021.**

**The partnership was negotiated by Essence on behalf of NEDS and included a research study to look at the effectiveness of the channel and title to deliver NEDS messaging to the consumer.**

**The outcome exceeded expectation and demonstrated how effective the podcasting channel is at delivering brand association with a partnership that contextually aligns.**

# SAMPLE

Sample was sent to Nova's Soundbooth research panel and sourced from an external research sample provider Qualtrics.

In market May 21 26/04/21 to 19/05/21

In market Sep 21 19/09/21 to 23/09/21

Targeting:

National

Men 18+

Podcast listeners

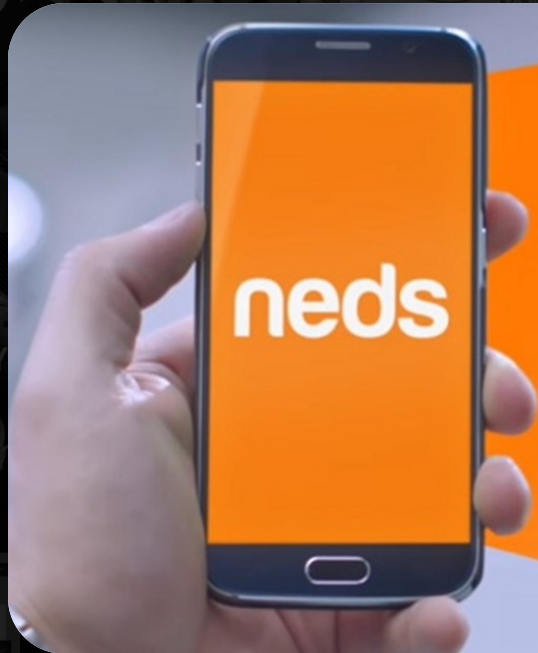
100%



0%

Age	18-29	30-39	40-49	50-59	60+
May 21 %	9%	25%	35%	17%	14%
Sep 21 %	24%	38%	22%	12%	3%

# RECALL & ACTION



**63% Campaign Recall**

+47% v benchmark

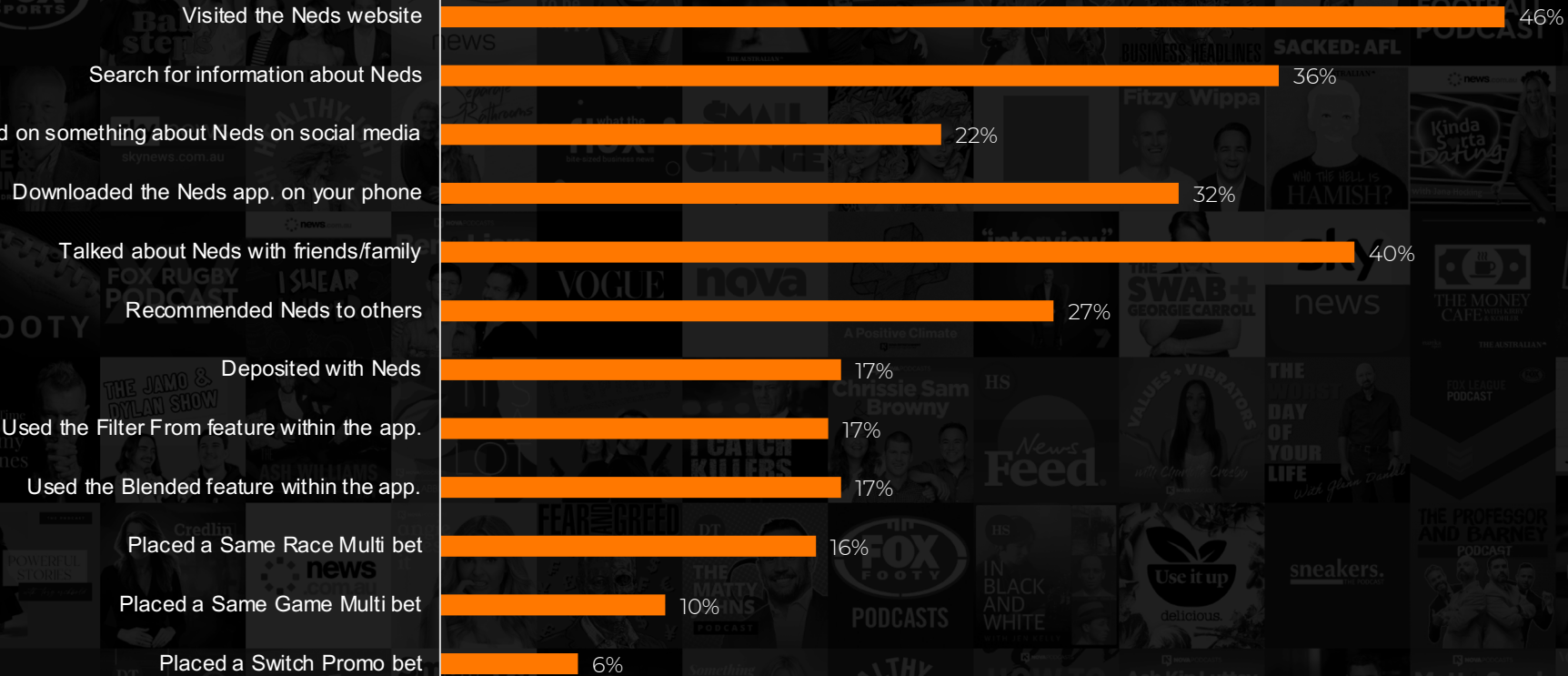
**94% Campaign Action**

+46% v benchmark

Q: Have you heard this ad on a podcast within the last month? All People May21 N=330, All People Sep21 N=317

Q: Please tell which off the following things you did as a result of listening to the Neds advertising ? Exposed May21 N=169, Exposed Sep21 N=184,

# RECALL & ACTION



**Online action = 82%**

**Placed bet, used filter feature or deposited = 49%**

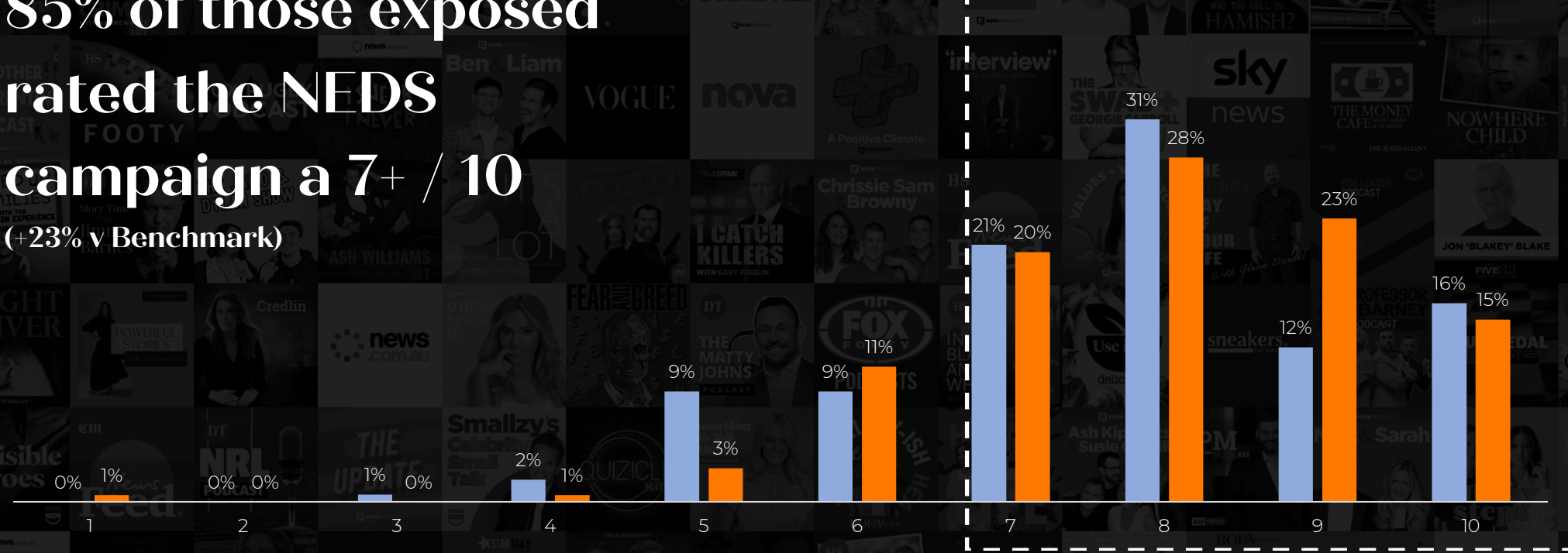
Q: Please tell which off the following things you did as a result of listening to the Neds advertising ? Exposed N=184,

# CAMPAIGN IMPRESSION

85% of those exposed  
 rated the NEDS  
 campaign a 7+ / 10  
 (+23% v Benchmark)

Campaign Impression - Ranking

■ May-21 ■ Sep-21



Q: What is your overall opinion or impression of the campaign, on a 10 point scale, between "Negative", "Neutral" & "Positive"? Exposed May21 N=169, Exposed Sep21 N=184,

# ADVERTISING WORD ASSOCIATION

Positive association of those exposed. Aspects with the biggest difference over the control group are around being energetic, adventurous, interactive and exciting.

Interactive

Reliable

Bold

Adventurous

Entertaining

Innovative

Different

Witty

Fun

Social  
Interesting

Exciting

Energetic

Q: Please indicate which of the following aspects apply with regards to the Neds advertising you just heard. The advertising is...? Exposed N=184, Control N=110



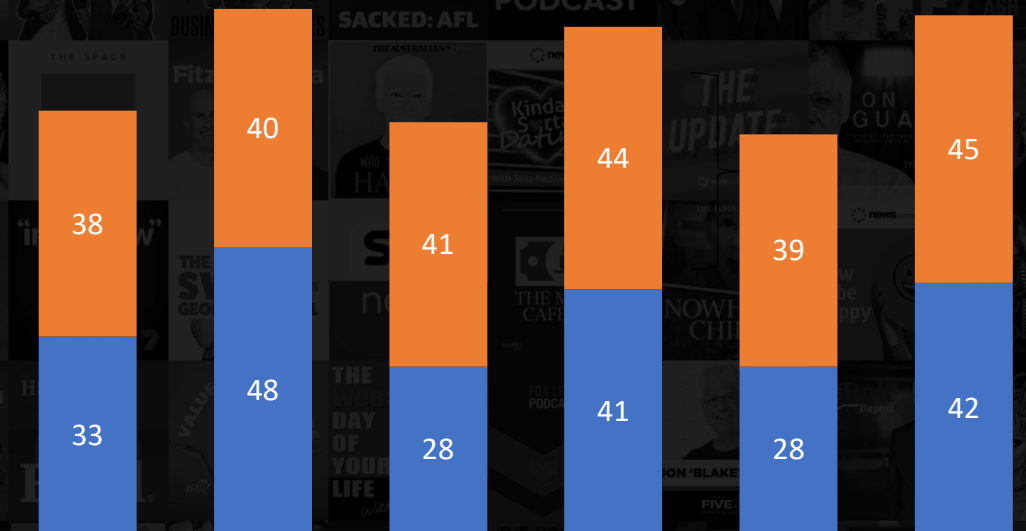
# ADVERTISING INFLUENCE ON NEDS BRAND

Almost 9 in 10 of those exposed to the campaign, would consider using Neds in the future (+96% higher than the control group)

85% of those exposed to the campaign, have a favourable opinion of Neds. (+98% higher than the control group)

Almost 9 in 10 of those exposed to the campaign, are likely to download the Neds app./place a bet with Neds (+145% higher than the control group)

Very Likely Somewhat Likely



CONSIDERATION (CTRL)

CONSIDERATION (EXP)

FAVOURABLE OPINION (CTRL)

FAVOURABLE OPINION (EXP)

LIKELY TO INTERACT (CTRL)

LIKELY TO INTERACT (EXP)

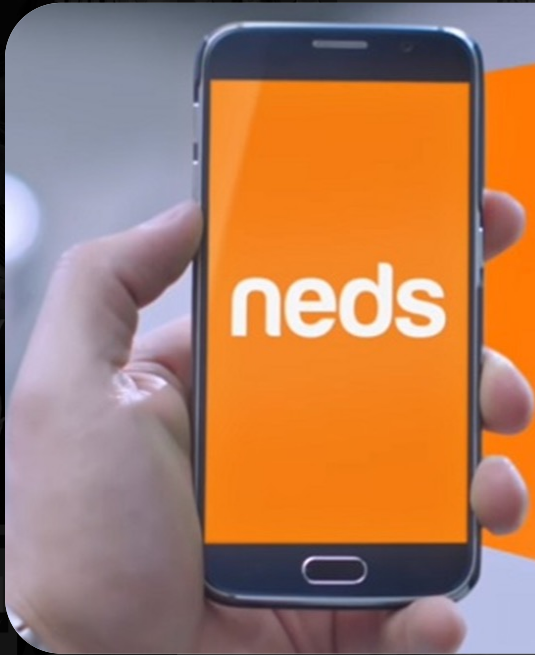
Q: Would you consider using Neds in the future?

Q: How would you describe your overall opinion of Neds?

Q: After hearing the Neds campaign, how likely are you to download the Neds app. or use/place a bet with Neds?

All People May21 N=330 All People Sep21 N=317, Exposed May21 N=169, Exposed Sep21 N=184, Control May21 N=129, Control Sep21 N=110,

# BRAND AWARENESS (UNPROMPTED)



5% May 2021

15% Sept 2021

= 194% Uplift  
as a result of  
the season  
long  
partnership

Q: Have you heard this ad on a podcast within the last month? All People May21 N=330, All People Sep21 N=317  
Q: Please tell which off the following things you did as a result of listening to the Neds advertising ? Exposed May21 N=169, Exposed Sep21 N=184,