



For influence that soars.



LiSTNR

AUDIO INFLUENCE AMPLIFIER

# Audio influences consideration better than many other consumer touchpoints

Advertising campaigns that include LiSTNR touchpoints have delivered an average uplift in consideration of 27%!

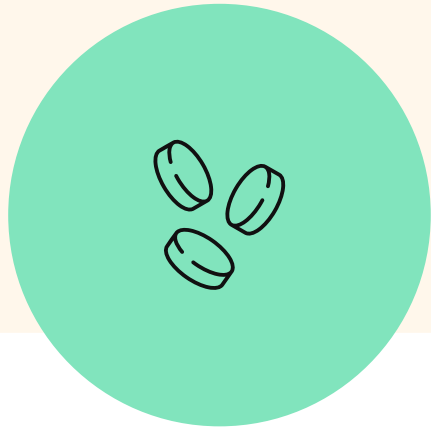
Source: SCA Client Insights Brand Lift Studies | Jan2020 - Mar2023  
Digital Radio (17 Campaigns) | Podcasts (26 Campaigns).



**+27%**  
**Consideration**



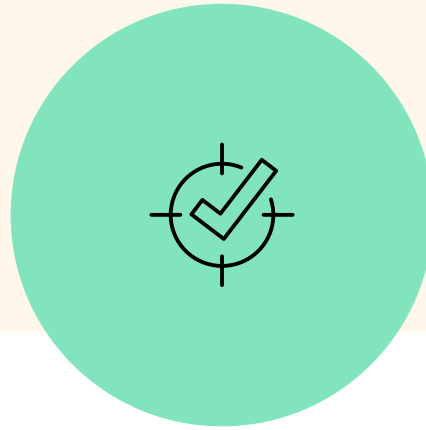
# Market & Client Challenges



## **STAGNANT OR SHRINKING BUDGETS**

LiSTNR can help you do more with less.

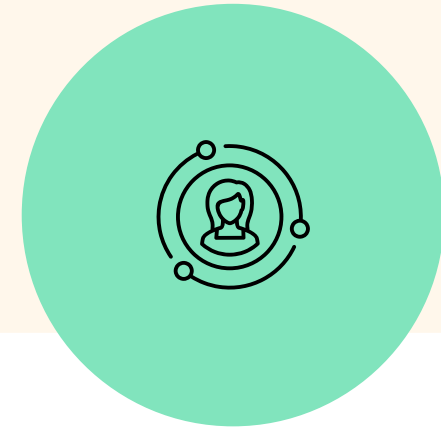
Improve your campaign's reach and influence by shifting a portion of your media investment into digital audio.



## **OUTCOMES FOCUSED CAMPAIGNS**

Focus on what's most important.

With LiSTNR, we can deliver results through the funnel, with the measurement and reporting to prove it.



## **A FIGHT FOR ATTENTION & CUT-THROUGH**

Trusted brands, trusted voices.

Through LiSTNR, access some of Australia's most trusted and loved personalities, where your brands can gain quick access to the ears of your customers.

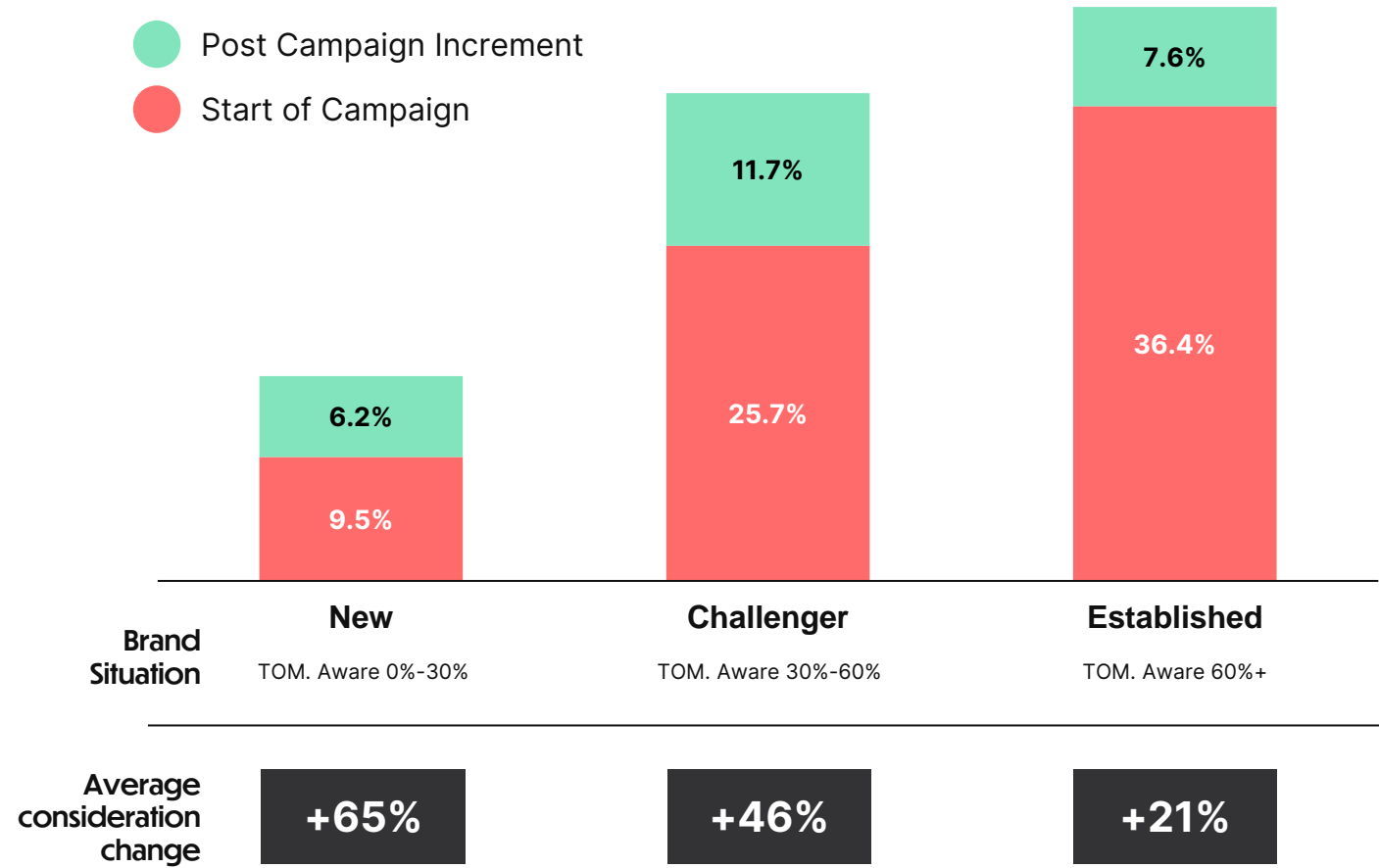
# LiSTNR gives brands of all sizes a boost

While LiSTNR audio campaigns influence consideration for all brands. It is most noticeable in new and challenger brands, where LiSTNR audio creates consideration, quickly and easily.

Source: SCA Client Insights Brand Lift Studies | Jan2020 - Mar2023 | New (6 Campaigns) | Challenger (9 Campaigns) | Established (27 Campaigns).



## Avg. Consideration Growth



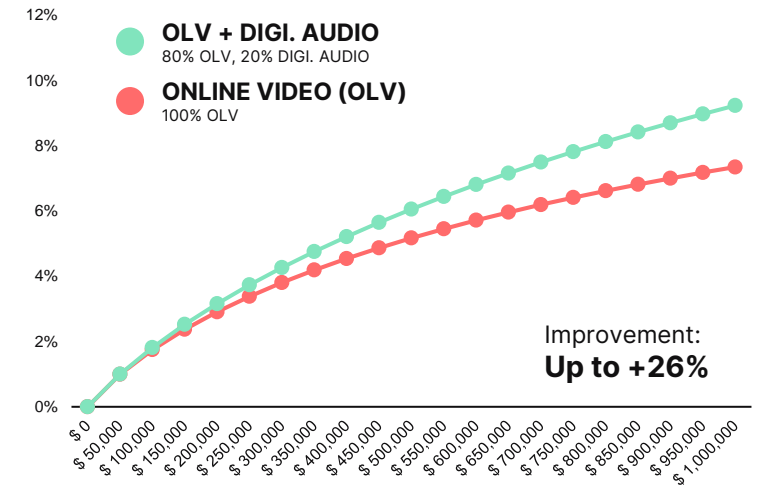
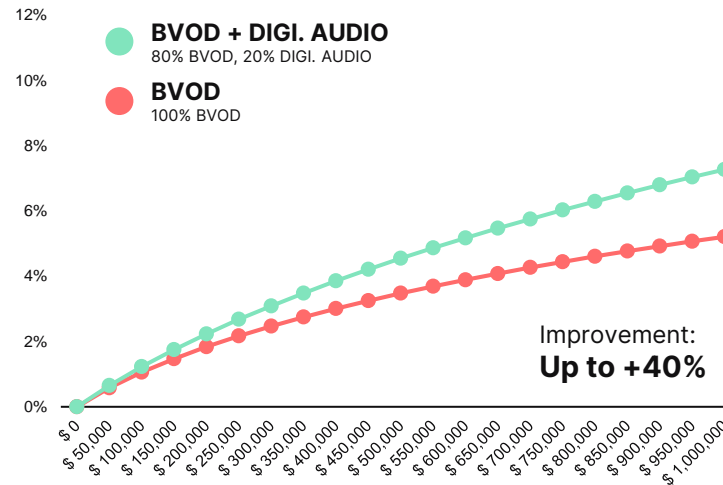
# Digital audio amplifies consideration when used with visual formats

Move a portion of your media to LiSTNR and see your consideration increase, without increasing your overall budget.

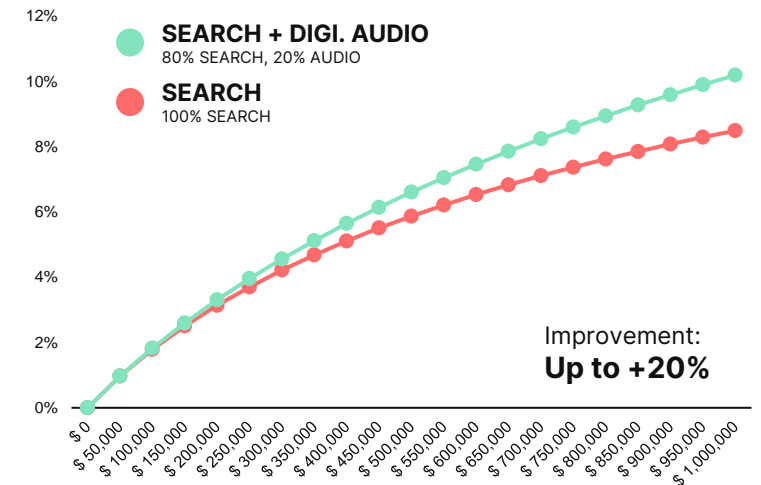
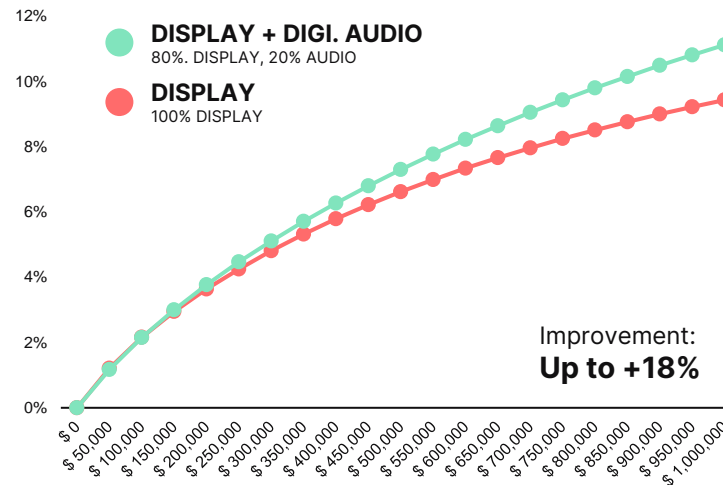
Source: Commspoint Influence 2021 | Pop: 11.2M



## Video | 4wk campaign | p25-54 | % consider purchase



## Display & Search | 4wk campaign | p25-54 | % consider purchase



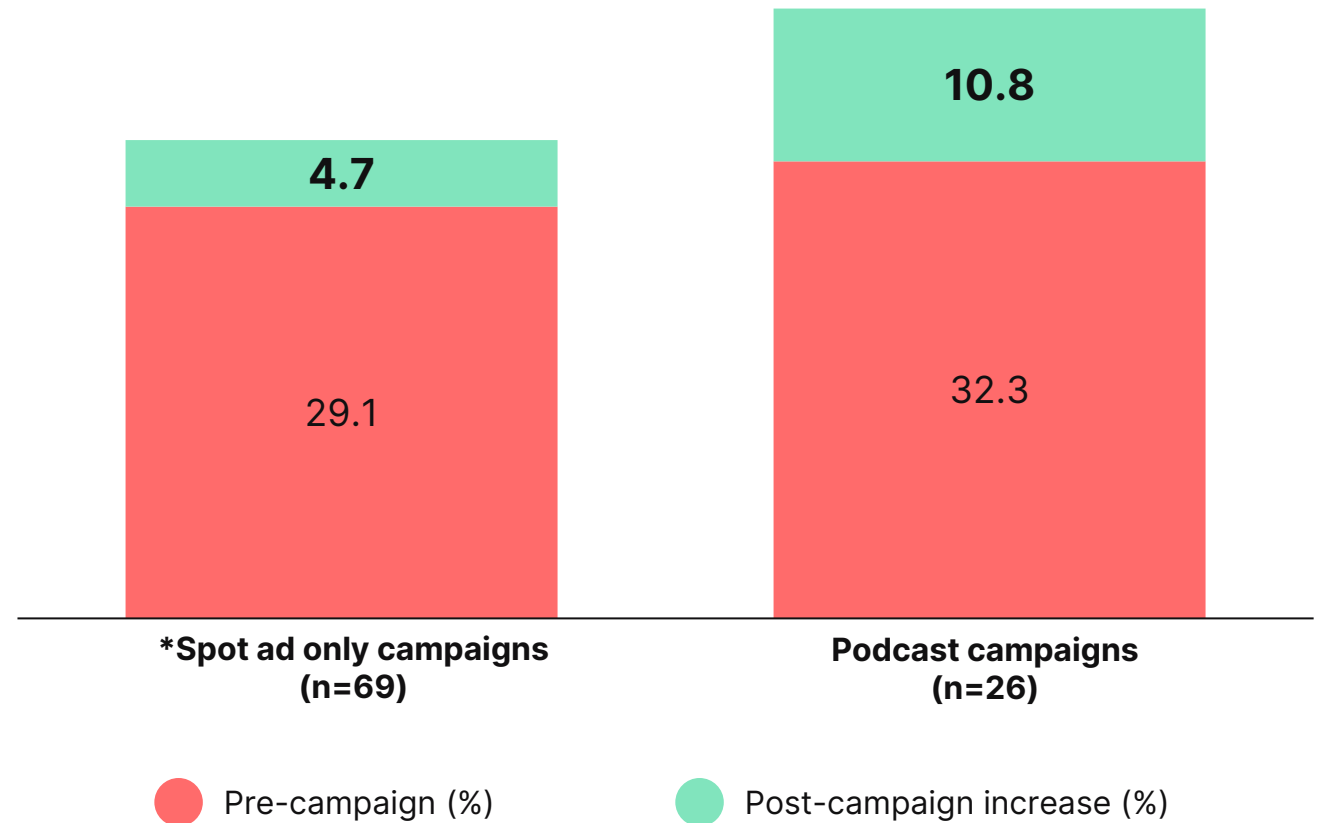
# Partnering with LISTNR's trusted brands help boost yours

Podcast partnerships and brand integrations deepen a campaign's connection with consumers, propelling brands deeper into consideration sets.

Source: SCA Client Insights Studies | Jan 2020 – Mar 2023  
\*Spot ad only campaigns across broadcast radio, live streaming radio and music streaming.



## Podcast Partnerships vs Spot Ad Campaigns

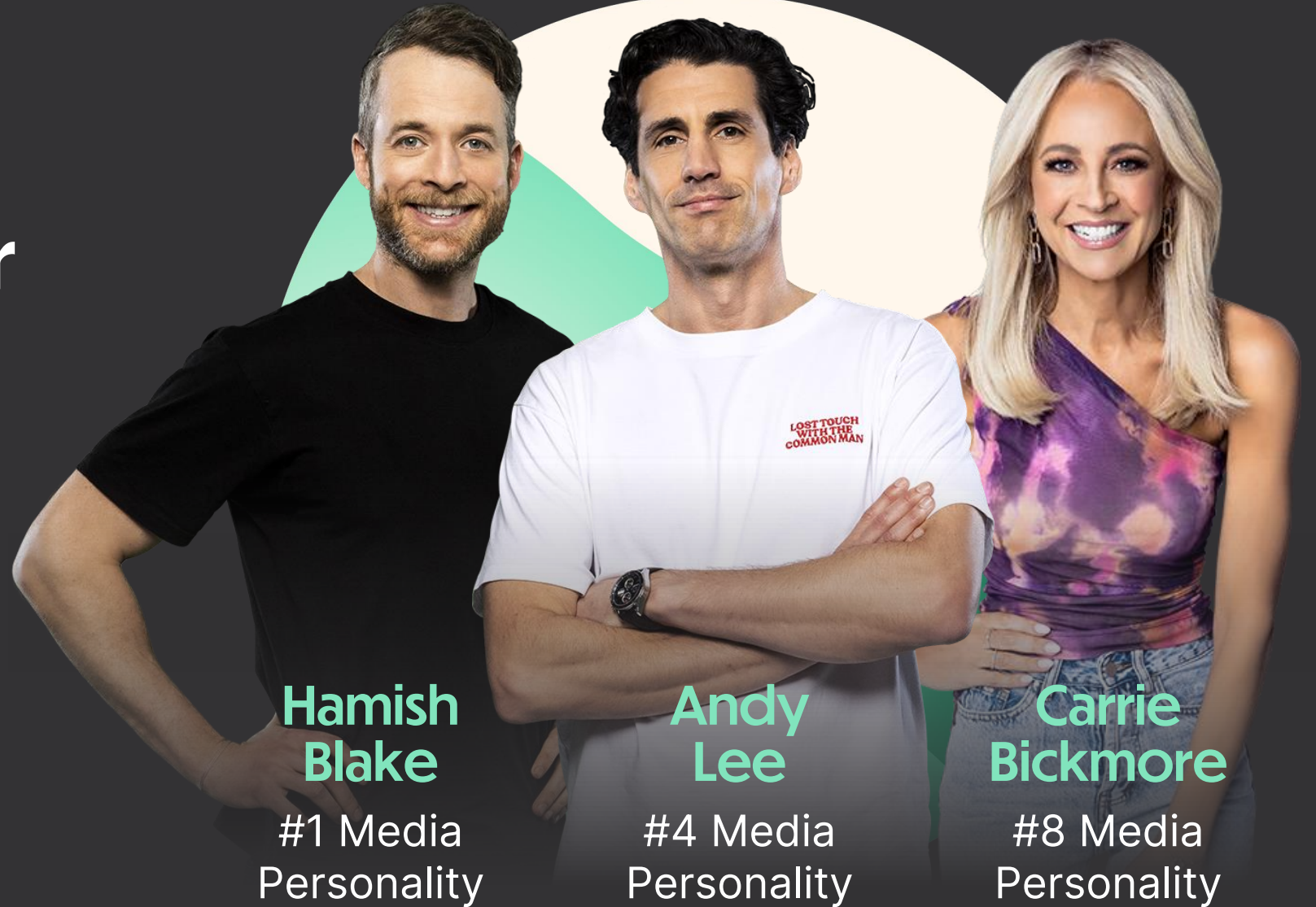


# LiSTNR Talent – the ultimate influencers for your brand

When our talents talk, Australia listens.

Our on-air hosts are brand safe, household names that propel your brand into people's consideration set.

Talent Index: SCA's broadcast hosts are not merely well-known, but are amongst the most universally liked personalities in Australia.



**Hamish  
Blake**

**#1 Media  
Personality**

**Andy  
Lee**

**#4 Media  
Personality**

**Carrie  
Bickmore**

**#8 Media  
Personality**





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