

When Brands Go Silent: The Hidden Power of Audio

Werbewirkungsgipfel 2024

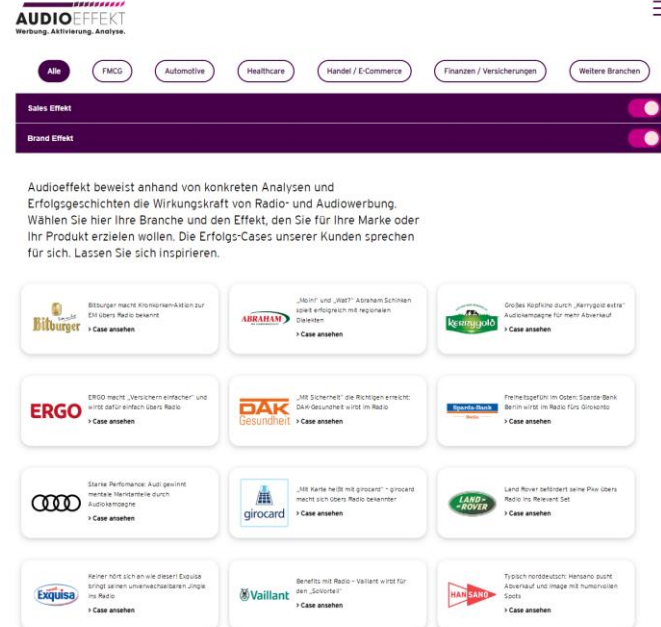


Eine Initiative von

www.audioeffekt.de

Gemeinsame Forschungsinitiative von ARD MEDIA und
RMS Radio Marketing Service seit 2013

Umfassende Fallstudien und Analysen zur Bewertung und zum
Nachweis der Wirksamkeit von Radio- und Audiowerbung







Journal of Advertising Research

Most Read

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2023

When Brands Go Dark: A Replication and Extension

Do Billboard Advertisements Drive Customer Retention?

2021

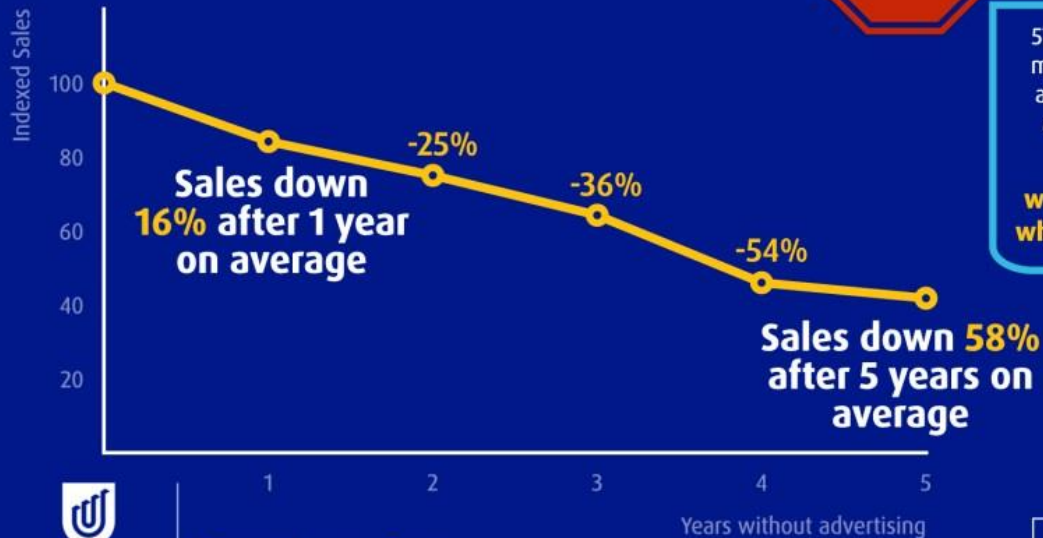
When Brands Go Dark

The Power of "Like"

What Do We Know About Celebrity Endorsement in Advertising?

More...

What happens when brands **STOP** advertising?



57 cases of brands stopping mass media advertising for 1 year+. Big and small brands, some growing and some declining. Conditions matter! Read the full report:

www.Marketingscience.info/when-brands-stop-advertising



University of
South Australia

Ehrenberg-Bass
Institute for Marketing Science

<https://marketingscience.info/when-brands-stop-advertising/>

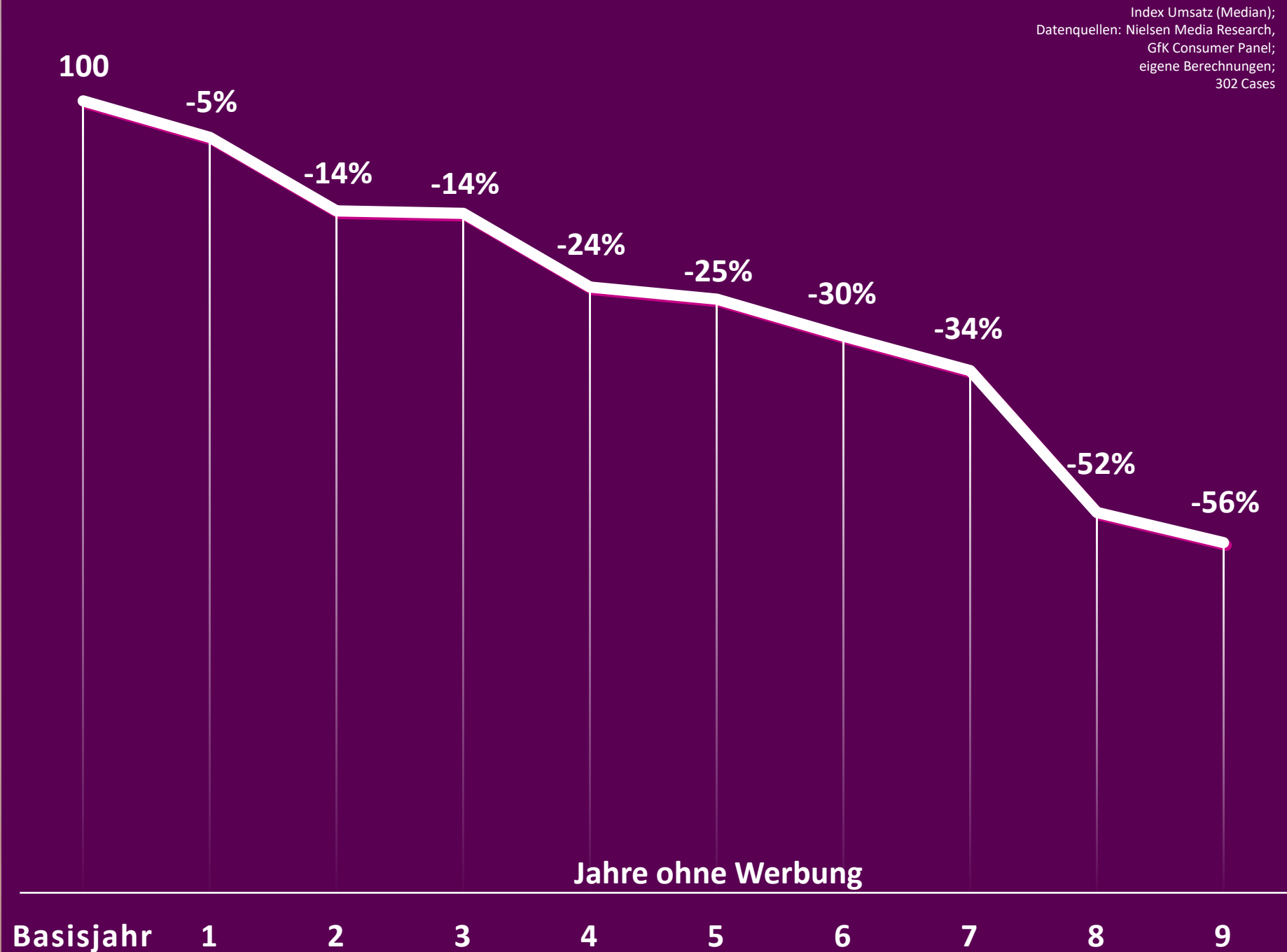
When Brands Go Silent: The Hidden Power of Audio



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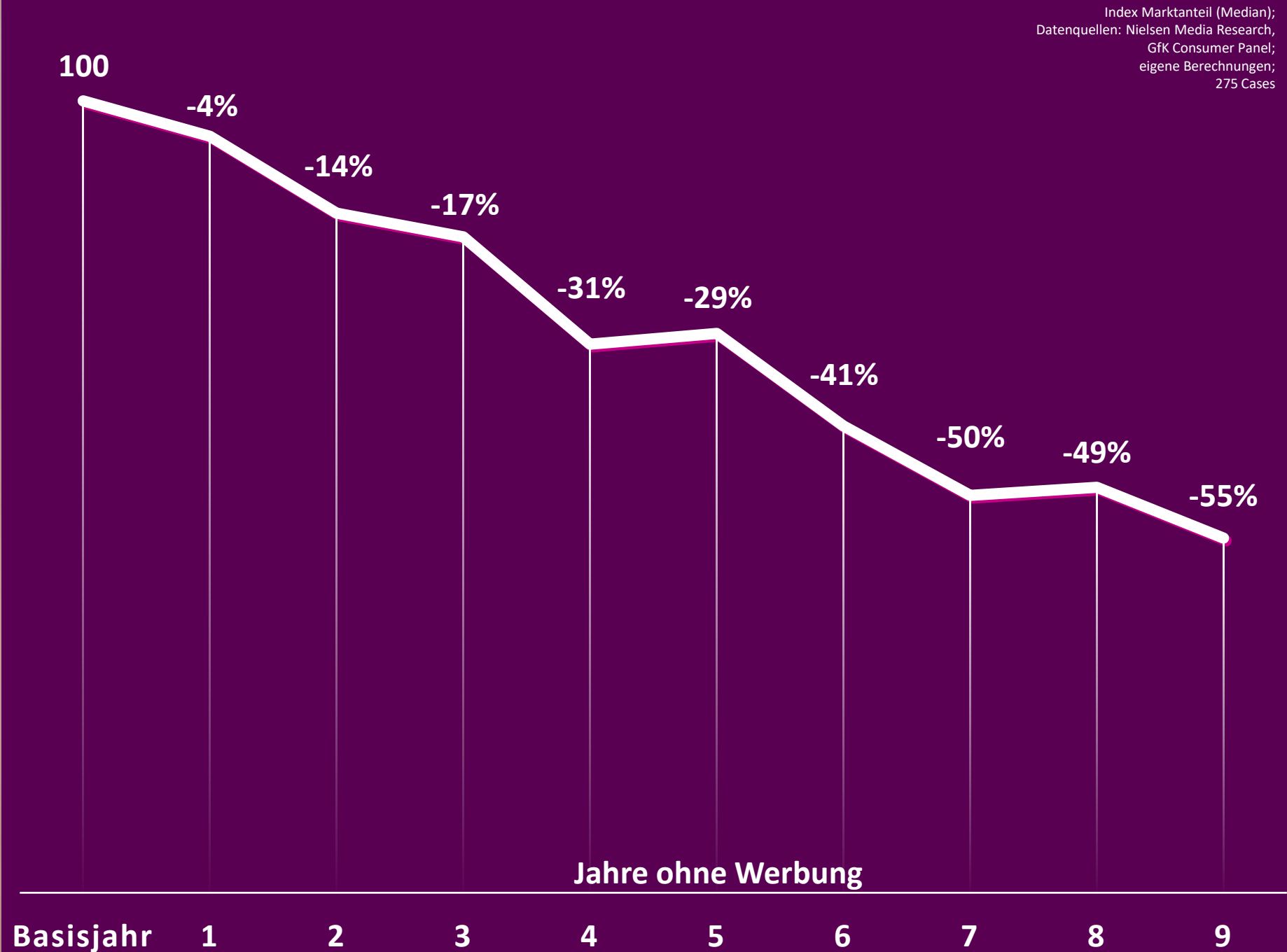
Umsatz

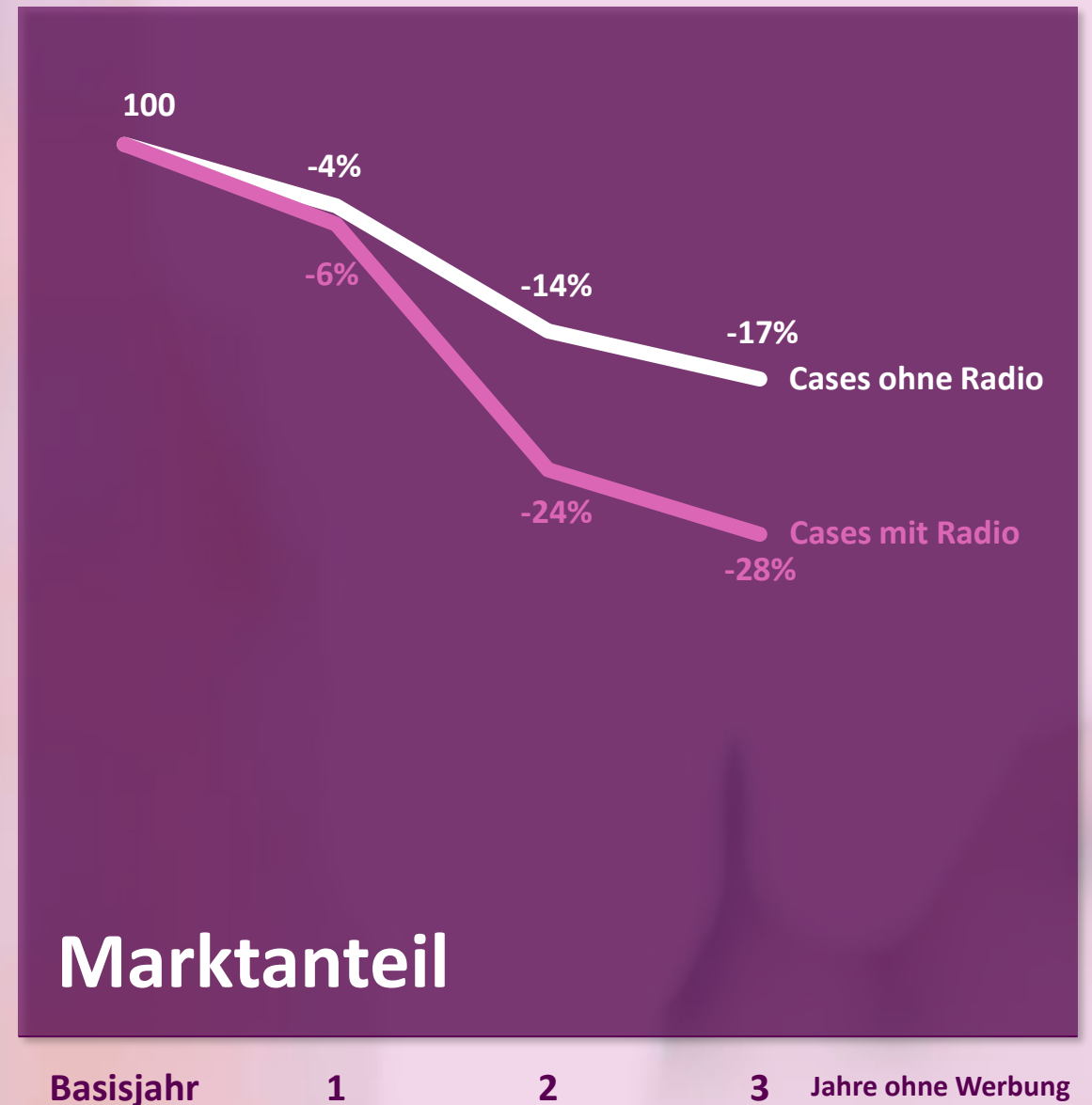
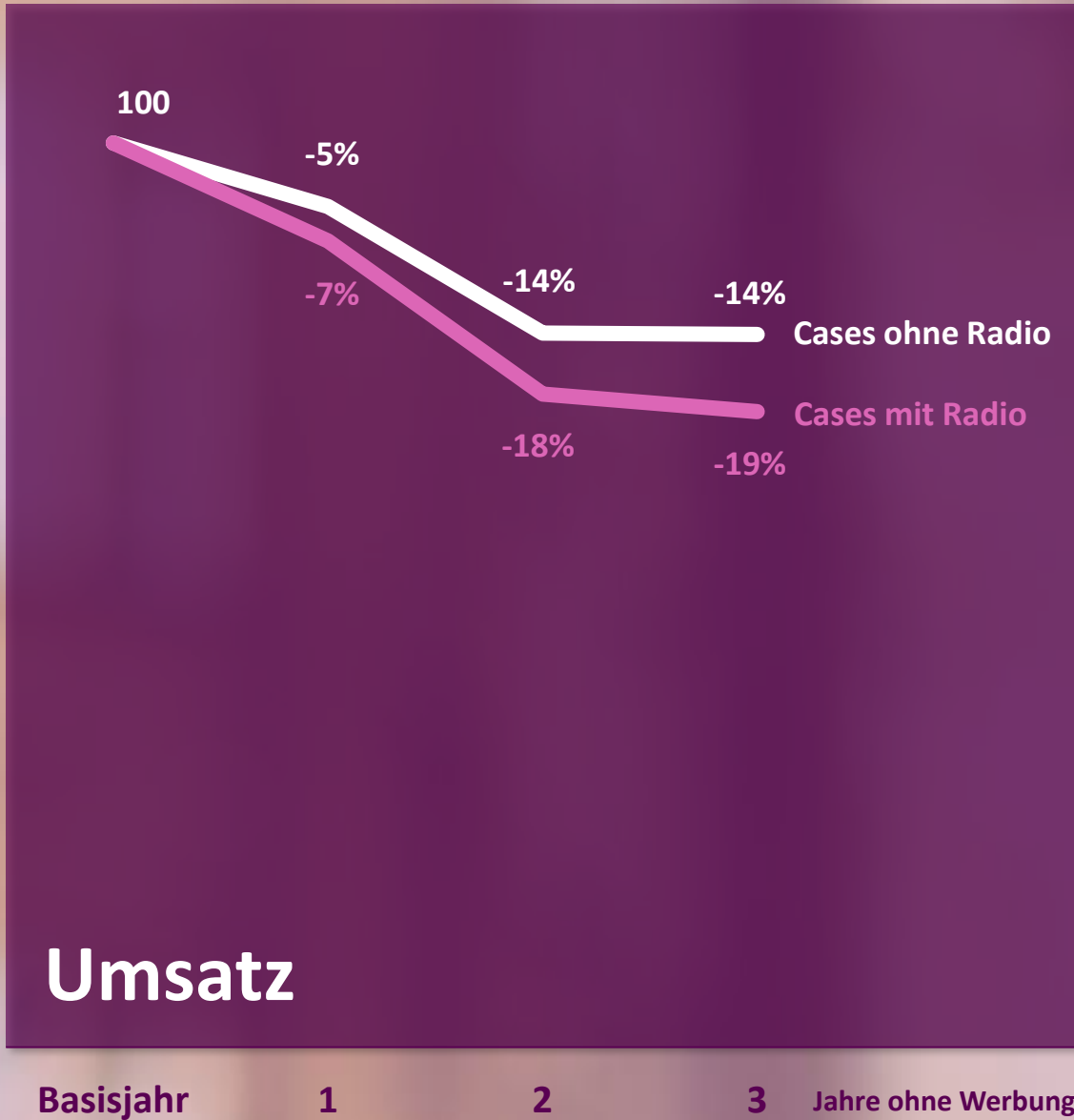
Entwicklung bei
Ausstieg aus
Werbung



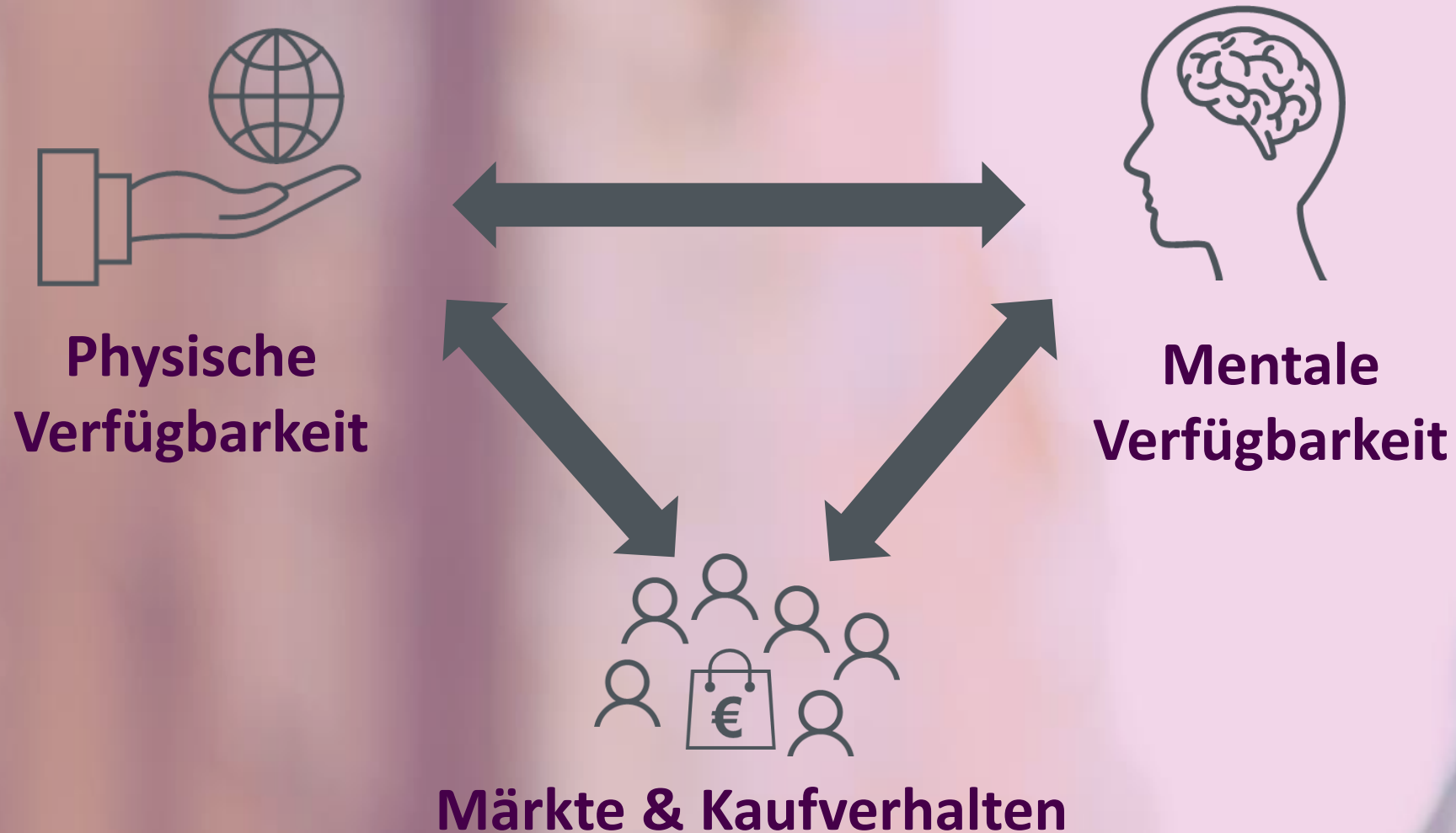
Markt- anteil

Entwicklung bei
Ausstieg aus
Werbung





Marketing-Modell des Ehrenberg-Bass Instituts



Out-of-market
aktuell nicht kaufbereit

95%

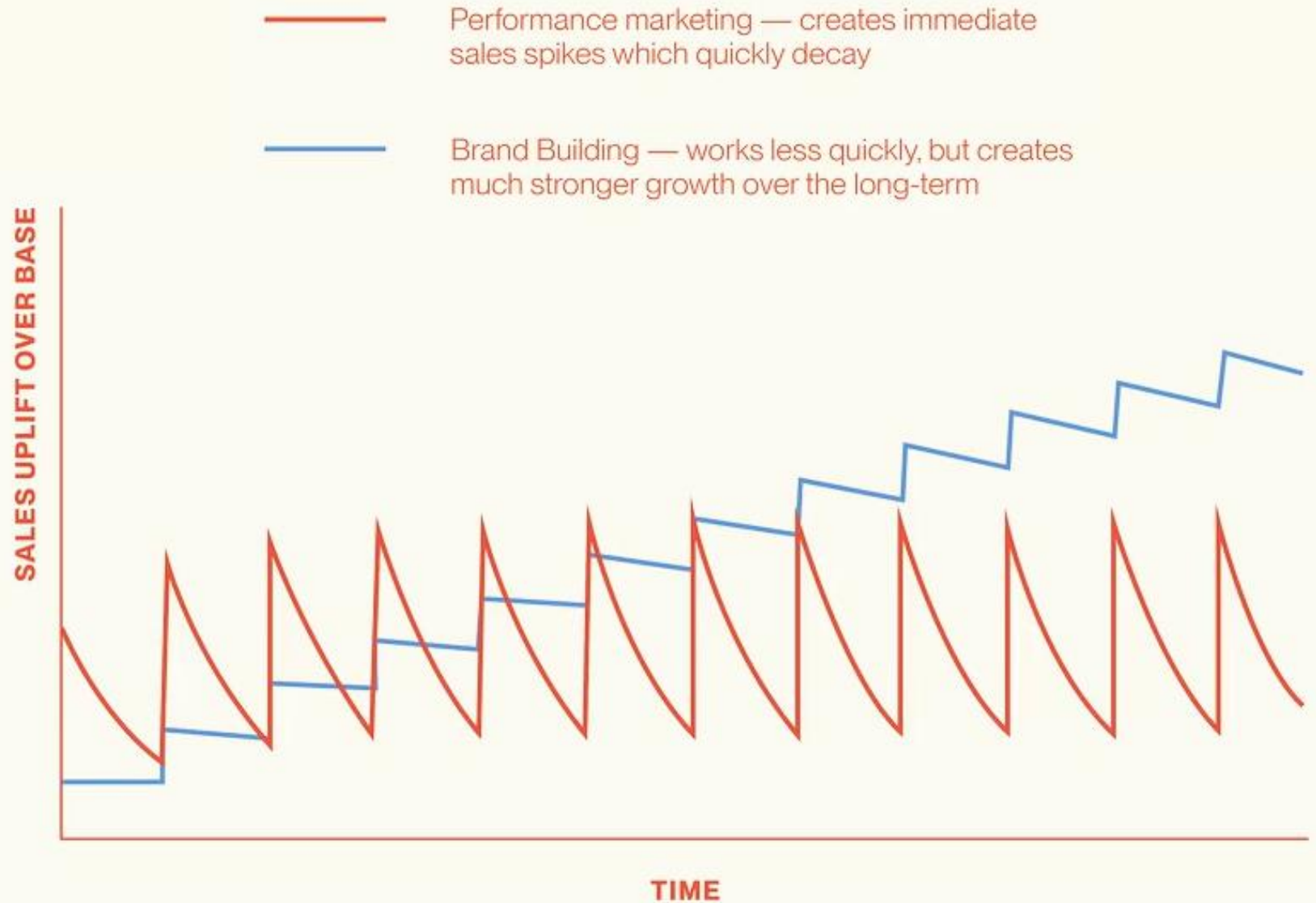
In-market
kaufbereit

5%



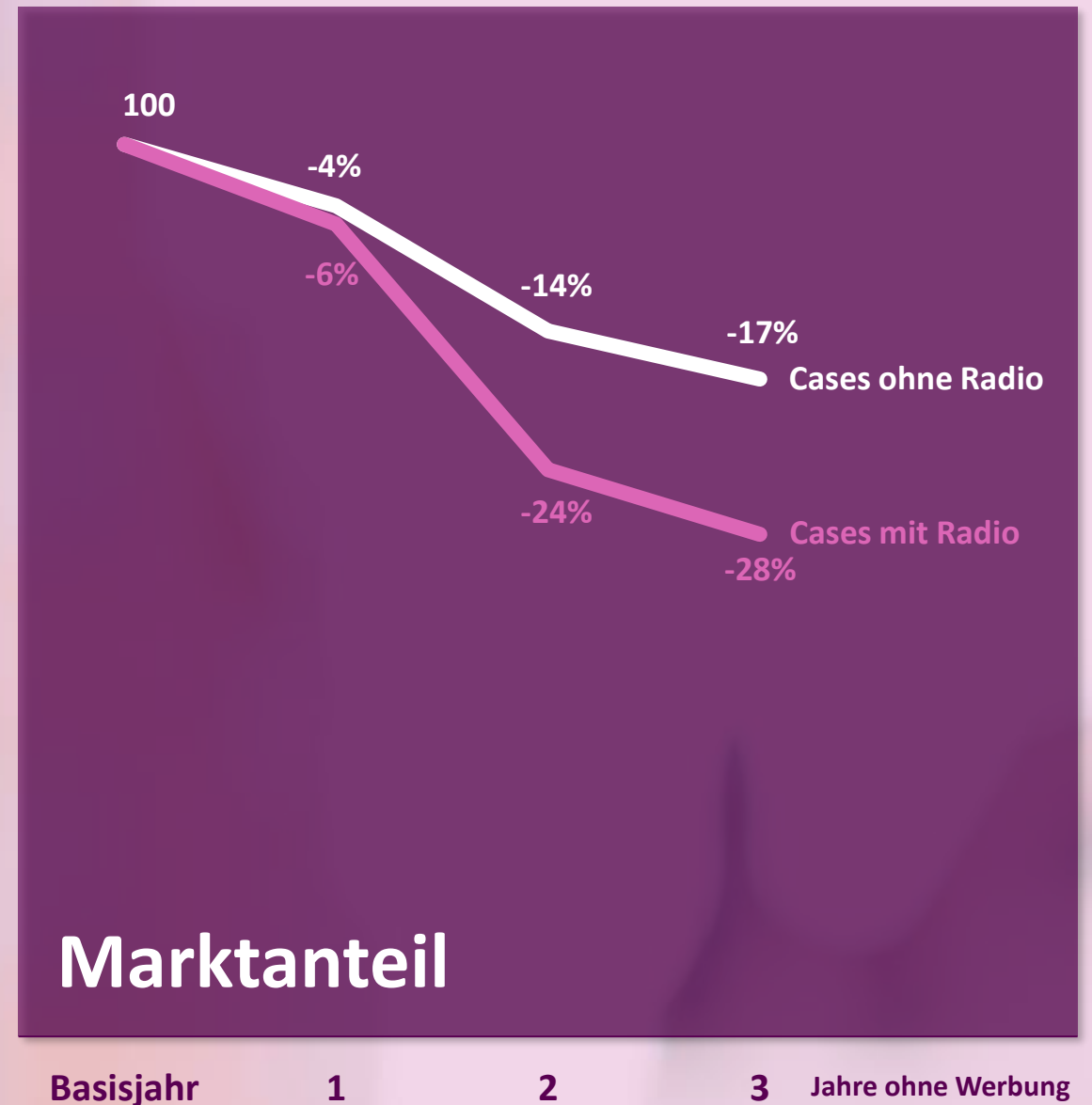
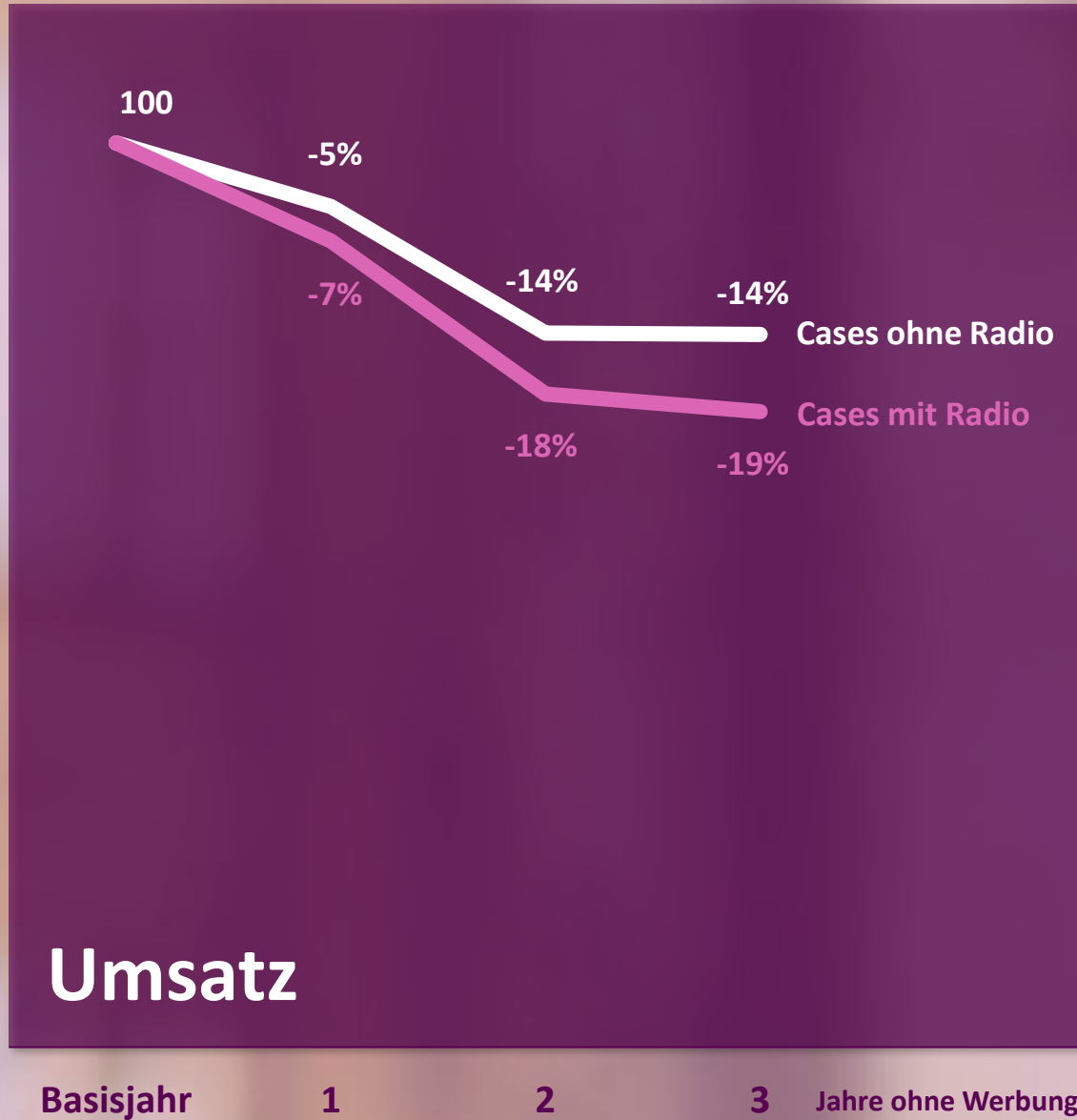
Continuity counts

Difference between short & long-term effectiveness



Win the mind
to win the market!





Basisjahr

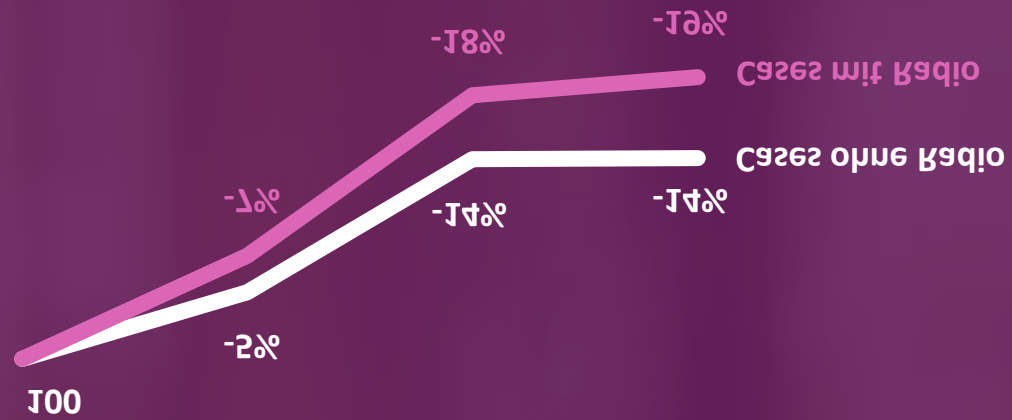
1

5

3

Jahre ohne Werbung

Umsatz



Basisjahr

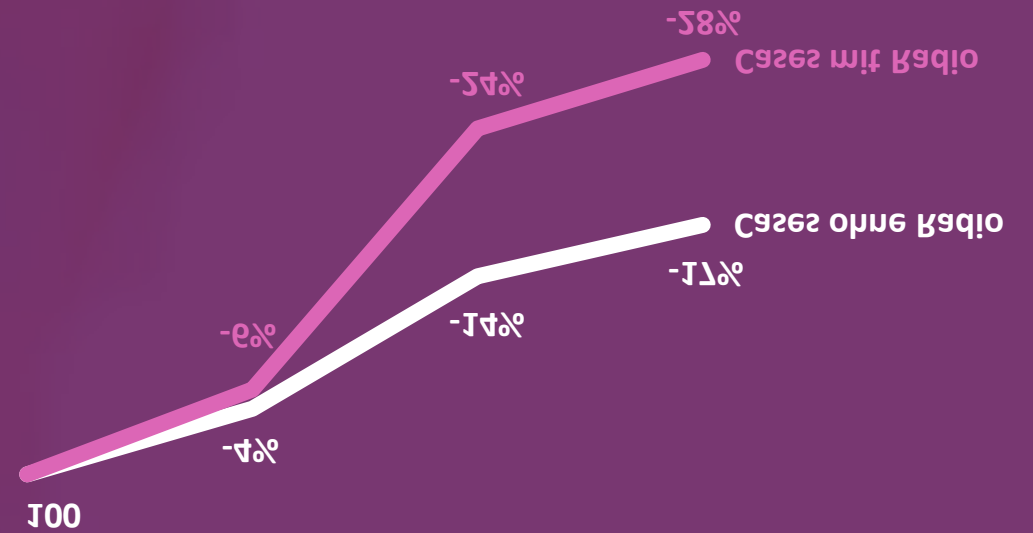
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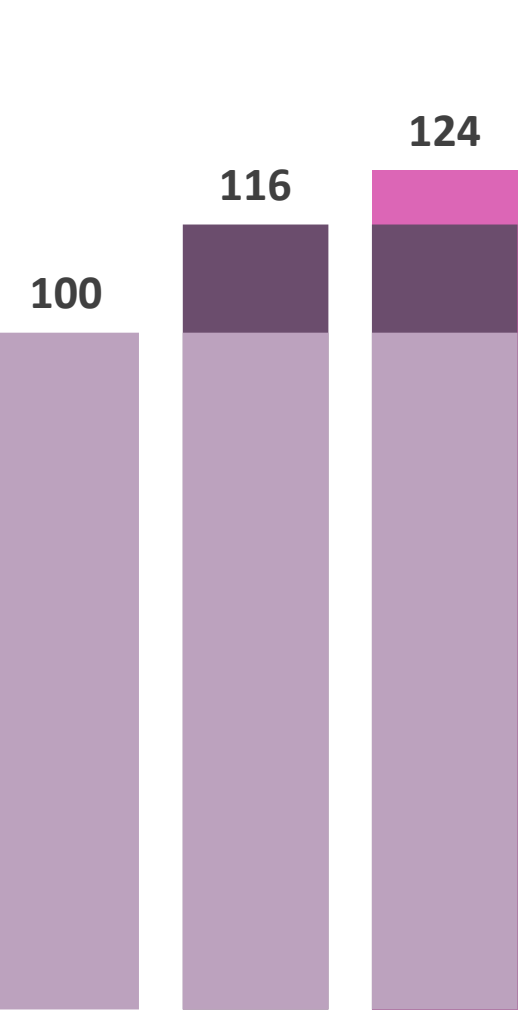
Jahre ohne Werbung

Marktanteil

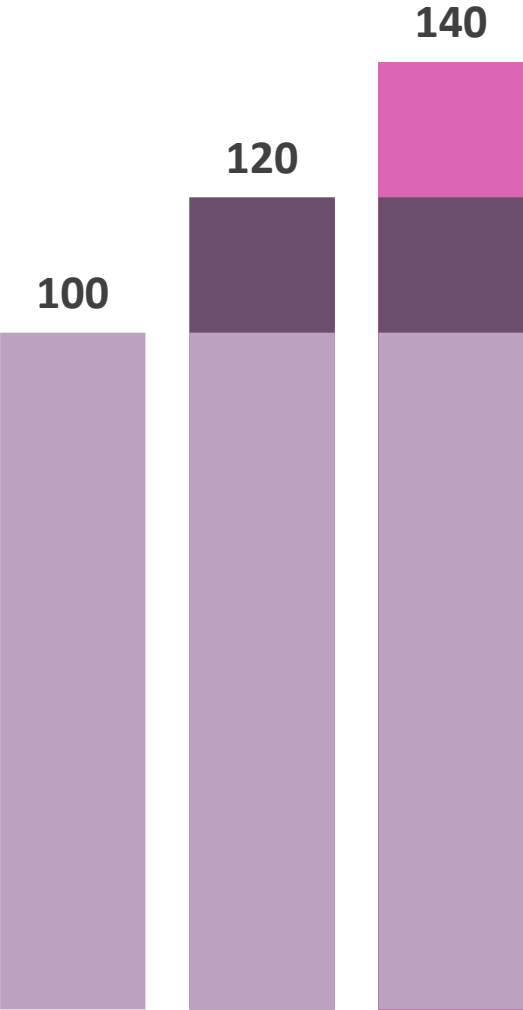


Cases: ohne Radio 518, mit Radio 54
 eigene Berechnungen
 GfK Consumer Panel
 Datengrundlagen: Nielsen Media Research
 Index Umsatz/Marktanteil (Median)

Umsatz

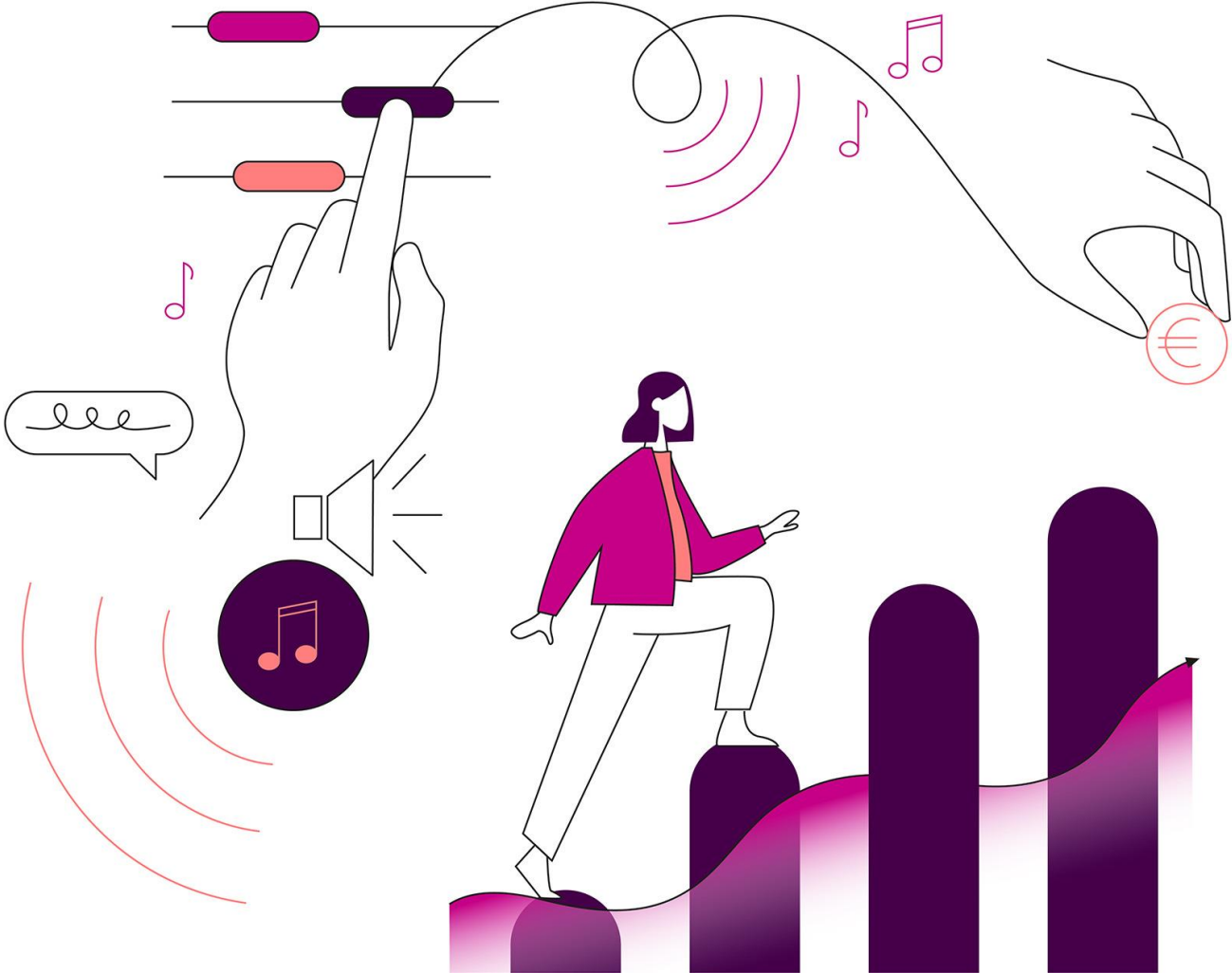


Marktanteil



AUDIOEFFEKT

Werbung. Aktivierung. Analyse.



ARD1 MEDIA

Bernard Domenichini
Leiter Werbeforschung
& Medienforschung Audio



ARD1 MEDIA

Hans-Peter Gaßner
Studienleiter



When Brands Go Silent



RMS

Philipp Schulte
Head of Advertising &
Market Research



RMS

Jens Knobloch
Research Consultant Digital

Anmeldung zum Webinar 26.9.



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