

““Brands who underestimate the storytelling power of audio do so at their own risk,” says Joe Maceda, Chief Instigation Officer, Mindshare U.S. “If you’re heavily investing in silent videos, display ads, or other visual media, the research shows audio is likely a more critical component. It’s time for marketers to take a deeper approach and assess how they can best leverage this medium.”

1) Audio ads elicit much stronger emotions from consumers

- 21% higher emotional intensity
- 50% more positive emotional peaks

2) Consumers are much more receptive to audio branding and calls-to-action

- 18% higher positive emotional response resulting in more positive encoding of the brand
- Consistent increase in emotional engagement for the end branding
- Calls-to-action are a uniquely positive emotional experiences for consumers
- Brand stories elicited three times more positive brand associations

[For more information click here to read the Mindshare Press Release](#)



Source: Mindshareworld.com Mindshare U.S. launches Neurolab to bust media and marketing myths. June 2019

