

# Audio Rituals: Seismic Shifts in the Media Landscape



Idil Cakim  
Audacy

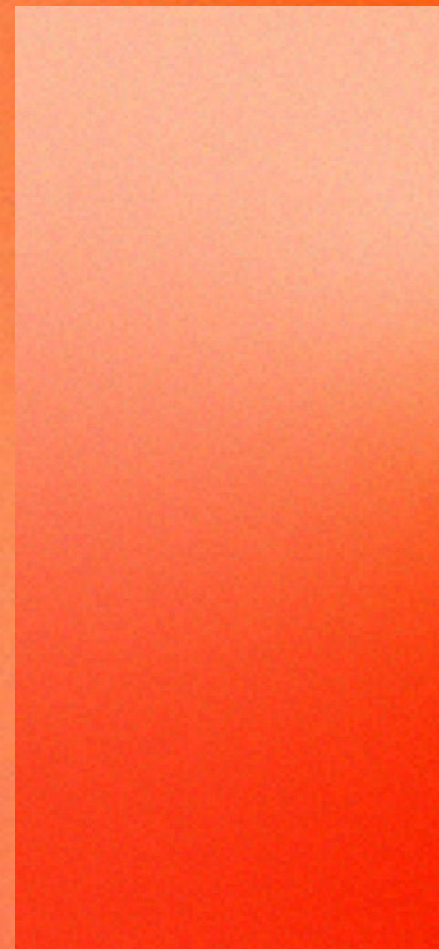


Devora Rogers  
Alter Agents



# Audio: The Soundtrack of our Daily Rituals

CONDUCTED IN PARTNERSHIP WITH  alter agents



## Your Speakers

### **IDIL CAKIM**

Senior Vice President,  
Research and Insights  
Audacy



Idil has devised marketing and communication strategies for Fortune 500 companies and non-profit organizations for 20 years. She is the author of the book *Implementing Word of Mouth Marketing: Online Strategies to Identify Influencers, Craft Stories and Draw Customers* (Wiley, 2010), as well as numerous industry briefs and articles on online communications.



**DEVORA ROGERS**  
Chief Strategy Officer  
Alter Agents

Devora brings extensive shopper marketing, digital tech, and analytics experience to her work. She was instrumental in pioneering a new path to purchase methodology adopted by Google as the basis of their groundbreaking 2011 ZMOT study. Devora is co-author of the shopper marketing book "*Influencing Shopper Decisions*", published in April 2022.





No matter the ritual—

*that first cup of coffee, our morning workout, shopping, commuting, family time, alone time, work time—* only one

medium consistently joins us more than any other: Audio.

**ritual** *noun*

/ˈriːtʃ(ə)əl/

*Rituals are human generated frequency. An act or series of acts regularly repeated in a set of precise manner.*

How much of a role does  
**Audio** play in our daily rituals?




# We conducted a quantitative national survey with an ethnography and in-depth interviews to find out.

	Quantitative	Ethnographies	Qualitative
METHOD	Nationally representative survey	Mobile diaries (5 days)	45-minute in-depth Interviews
WHO ARE THEY?	N=1003 P 18-64 US Adults	N=48 Weekly OTA listeners, streaming OTA listeners, and podcast listeners	N=15 Weekly OTA listeners, streaming OTA listeners, and podcast listeners




## Here's what we learned:

# Rituals really do guide our days. **And Audio is the inextricable soundtrack to many of them.**



**Rituals** make our lives predictable, manageable and enjoyable. Audio is often a big part of them.



**In many cases, Audio IS the ritual**, because people are so deeply engaged with the listening experience.



Certain cohorts are both more reliant on rituals **AND highly engaged in Audio**, revealing new ways to target consumers.



**Embracing rituals unlocks huge potential** for advertisers to become part of them, and to connect more deeply with consumers.



# Audio lives at the heart of our daily rituals.

74%

of listeners consume Audio during their daily rituals

Weekly Podcast Listeners (87%)  
Gen Zers (86%)  
Sports Listeners (84%)

40%

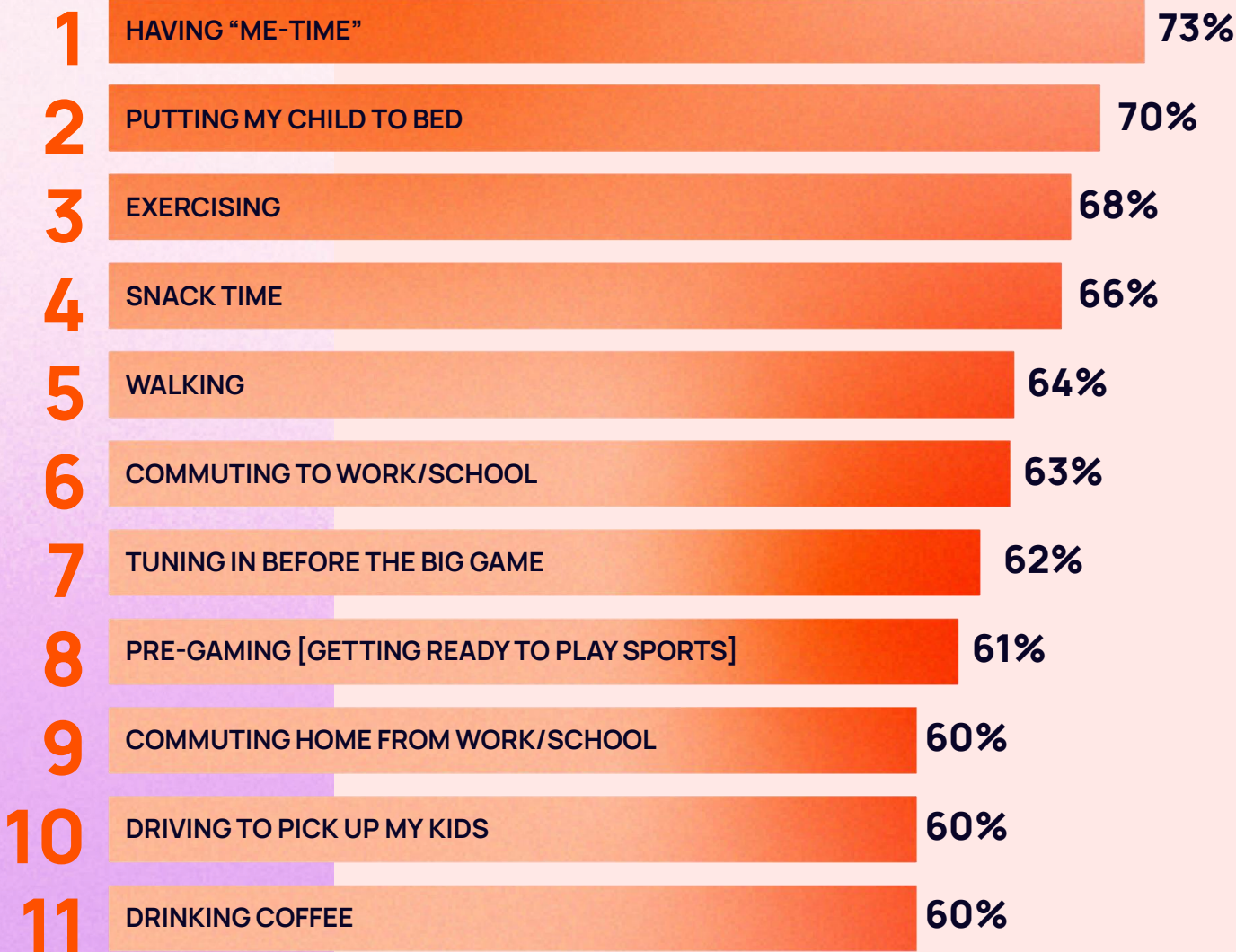
of listeners plan their day/activities around audio content

*I plan many activities around audio content. I draw and paint to it, I read with audio content whether it's following along to an audio book or listening to calm nature sounds, I walk and exercise to it, too. Music and podcasts have helped me to stick to my walking goals as the time flies faster when I have something to listen to and think about.*

LUKA B., 30  
MINNEAPOLIS, MN



We uncovered **11 rituals** when listeners are most engaged with their Audio.



Base: Those assigned to rate each ritual | QAR2. You mentioned you watch/listen to content while < assigned ritual >. How engaged are you in each of the following sources when < assigned ritual >? | Mobile Ethnographies: Part 1, Question 6

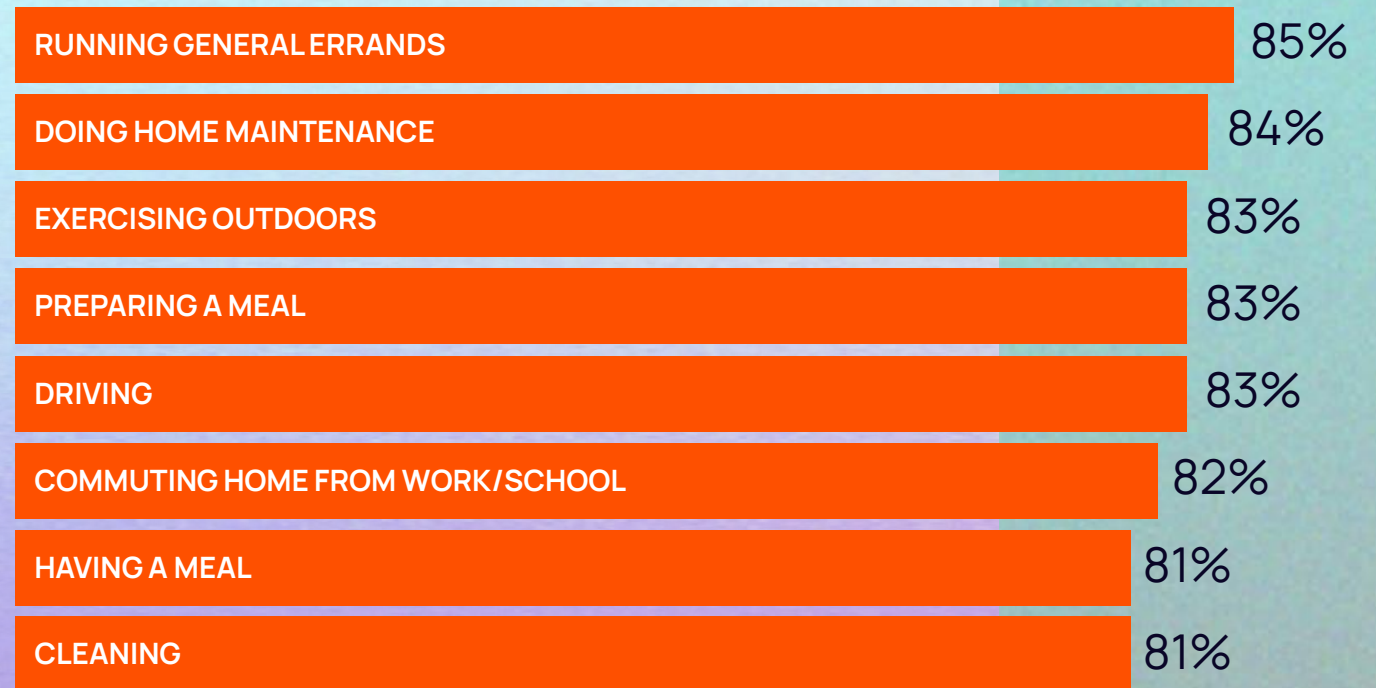


And we identified other seemingly routine and dull moments where **Audio infuses rituals with energy and purpose.**

*I would be less productive without audio... because I use it to help me do things that I need to do, put laundry away, do the dishes, clean the house, stuff like that."*

ALEXIS K., 24, TUCSON, AZ

### I listen to content because I am...



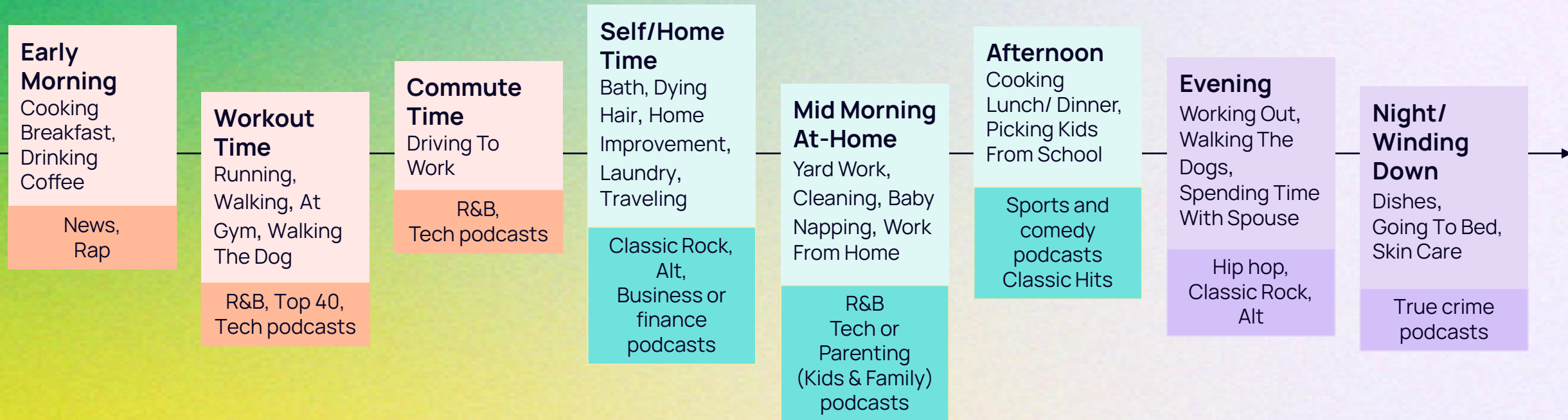
# In fact, Audio is part of more rituals than any other medium.

## # Rituals Throughout the Day

<b>Audio</b>	<b>11</b>
Online/Streaming Video	8
Scrolling Social Media	6
Broadcast/Cable TV	5



# Audio rituals span the whole day, revealing great moments for brands to connect with impact.



# The **opportunity** for brands



# Target the ritual.

It's not just who you reach, but when you reach them. By thinking through a cohorts' daily rituals, **advertisers can target with more precision and relevance.**

1

↓

## SCHOOL DROP OFF

Higher Education  
Retail  
Auto

↓

## PREPPING FOR SPORTS

Fitness  
Wellness  
QSR

↓

## COOKING

Healthcare  
Entertainment  
Home Improvement



# Match message to context.

By understanding the ritual where advertising will appear and a cohort's mindset, marketers can create **super relevant and specific contextual advertising that will land better.**

*“Out of context, good ads work. But in context, the performance of the same exact ad is amplified.”*

KARA MANNAT , EVP, INTELLIGENCE SOLUTIONS  
MAGNA GLOBAL

2



# Inspire and entertain.

Audio is the OG of storytelling and listeners are deeply immersed. They are an integral part of the ritual.

Brands can **build advantage with work that tells stories with clear benefits and calls to action.**

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“*People don't buy your products or services, they buy your story.*”

DEEPAK CHOPRA, ADVERTISING WEEK, OCTOBER 2022



# Thank you.



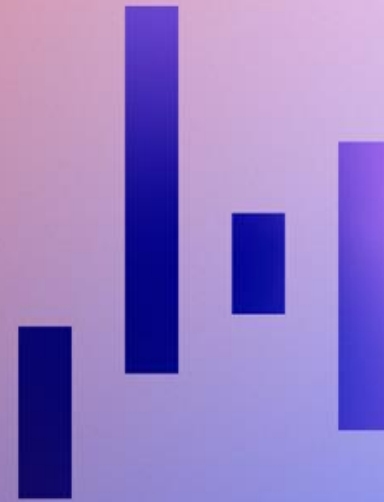
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# Appendix



# Especially these.....

## Me time

Chilling, relaxing, or even grabbing your soy chai latte. These are personal moments we take to brighten our minds and our moods.



*"I make sure my earbuds are charged, make sure my phone is charged, and go out for a walk everyday. It's kind of me-time. I can step away from being a mom, being a business owner, and just listen." - Brandy R., 41, Prairie Grove, AR*

## Exercising

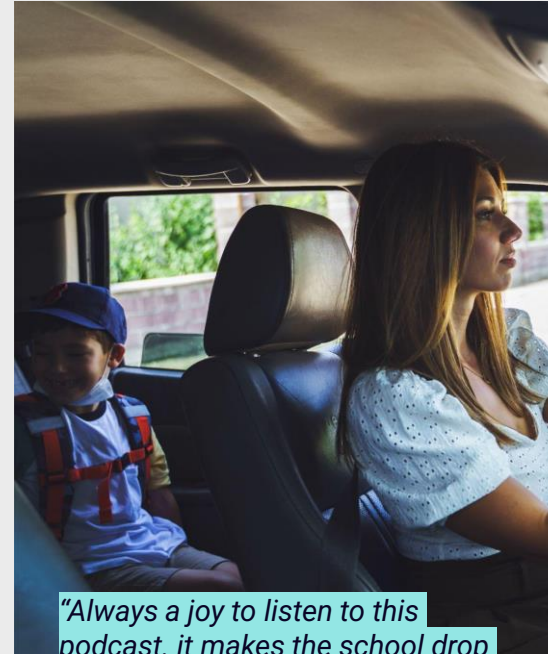
Of course, we put in our ear buds before we go for a run. We are all ears to keep us motivating and moving.



*"I decide what I'm listening to based on what type of energy that I'm feeling. So if I'm doing a run outside, I'd definitely want something high energy to get me motivated to do a 30 minute workout". - Yelena G., 33, Deerfield, IL.*

## Kiddie Carpool

The chauffeuring never ends. School pickups, play dates, swimming practice, sleepovers and all the rest. That's a lot of car time, and Audio entertains us as we run all over town.



*"Always a joy to listen to this podcast. it makes the school drop off and pickup lines a treat! love Liz and Sarah!" Donna, 31 SF*

## Tuning in Before the Big Game

Whether prepping for the biggest game of the year or the game off the week, sports fans are tuning in ahead of the game.



*"Tampa Bay has such incredible radio play-by-play announcers for our MLB and NHL teams ... They make every game special! I mute the national TV calls and listen to our local radio ones instead." Jerry G, 36, Florida*

