



PODCAST ADS PLAY IN THE KEY OF **‘BUY ME!’**

**Brand Identity That Resonates –
Amplify your Recall with Sonic Branding's Memorable Anthems and Taglines.**

+14%

**Increase in recall
by podcast ads**

+12%

**Boost in recall by
brand anthems**

+12%

**Uplift in listeners'
intent to make a
purchase**

Source: Audacy Creative Insights, Veritonic, February 2023
"Sound Creative - How to build winning Audio ads"

