



For influence that soars.

SCA

AUDIO INFLUENCE AMPLIFIER

Audio influences consideration better than many other consumer touchpoints

Advertising campaigns that include SCA touchpoints have delivered an average uplift in consideration of 23%!



+23%
Consideration

Market & Client Challenges



Stagnant or Shrinking Budgets

SCA can help you do more with less.

Improve your campaign reach and influence by shifting a portion of your media investment into audio (e.g. 20% of video into audio).



Outcomes Focused Campaigns

With SCA and LiSTNR, influence results throughout the funnel, with the measurement and reporting to prove it.

Include premium formats and increase your results by 5-10%.



A Fight for Attention & Cut-through

Trusted brands, trusted voices.
By leveraging SCA's radio brands and Australia's most trusted and beloved influencers, your brand gains quick access to the ears of your customers.

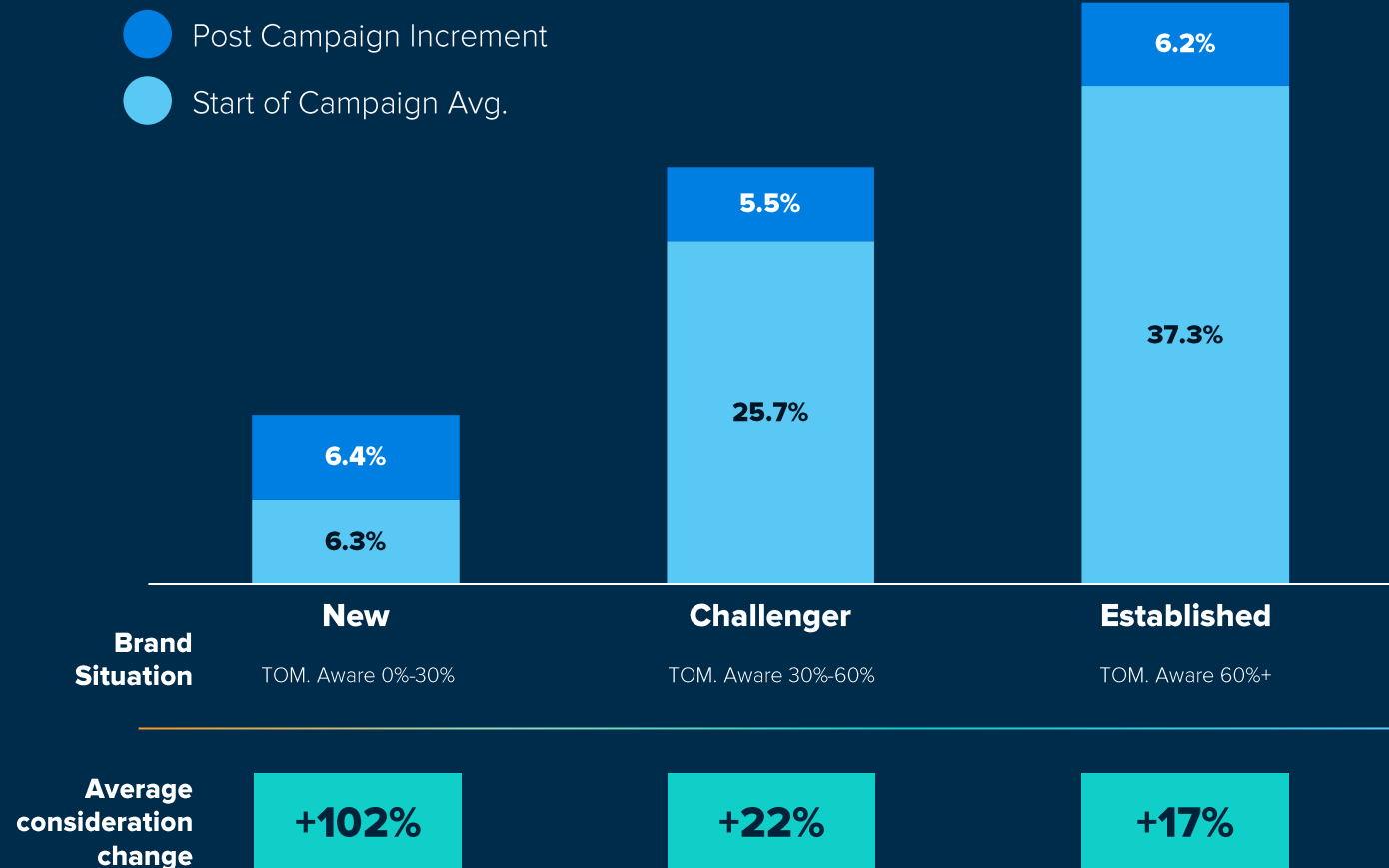
SCA gives new brands a boost

While SCA audio campaigns are a positive influence on all brands. It is most noticeable in new brands, where SCA audio has doubled consideration, quickly and easily.

Source: SCA Client Insights Studies | Jan2020 – Mar2023 | New (38 Campaigns), Challenger (35 Campaigns), Established (100 Campaigns).



Avg. Consideration Growth



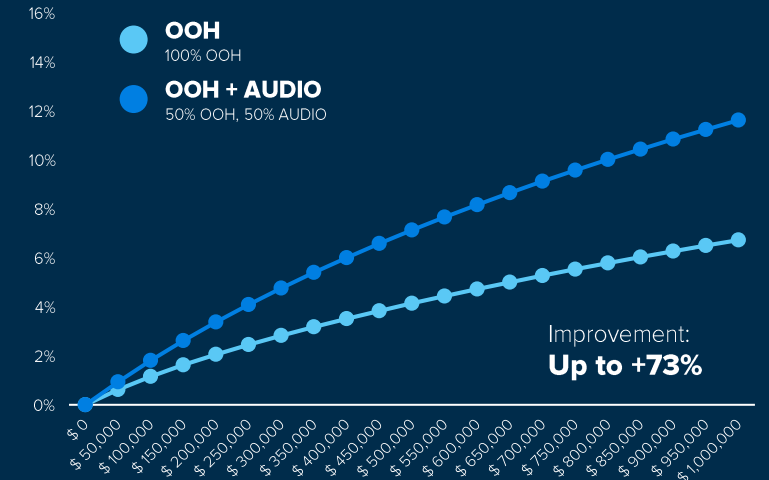
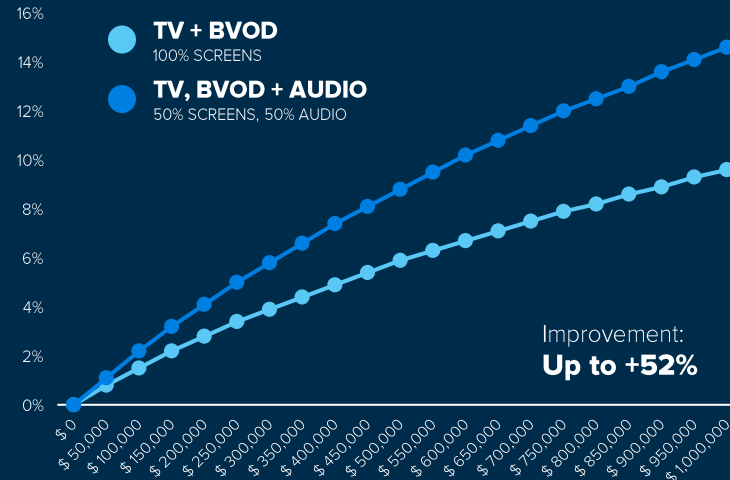
SCA amplifies consideration when used with visual formats

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

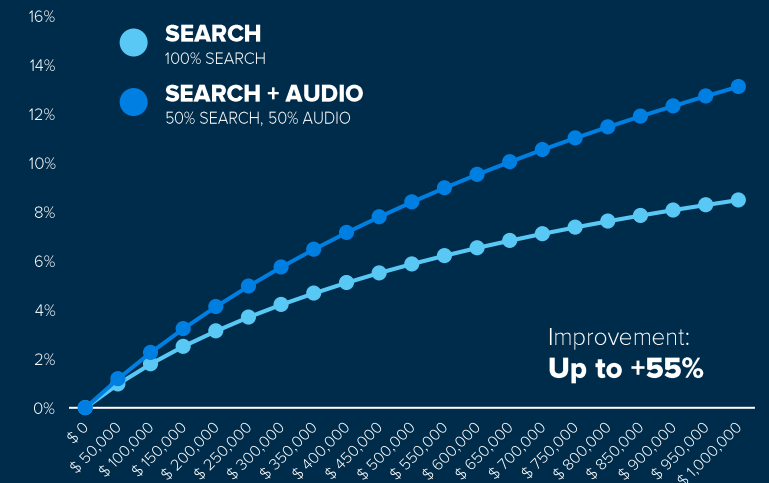
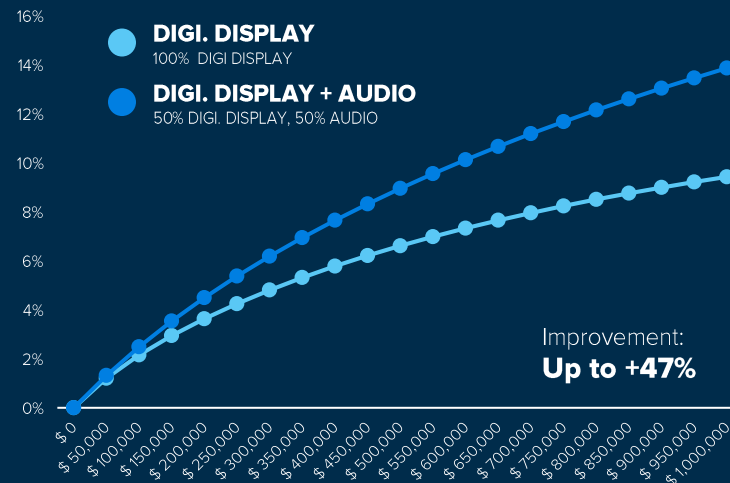
Source: Commspoint Influence 2021 | Pop: 11.2M



MASS | 4wk Campaign | P25-54 | % Consider Purchase



DIGITAL | 4wk Campaign | P25-54 | % Consider Purchase

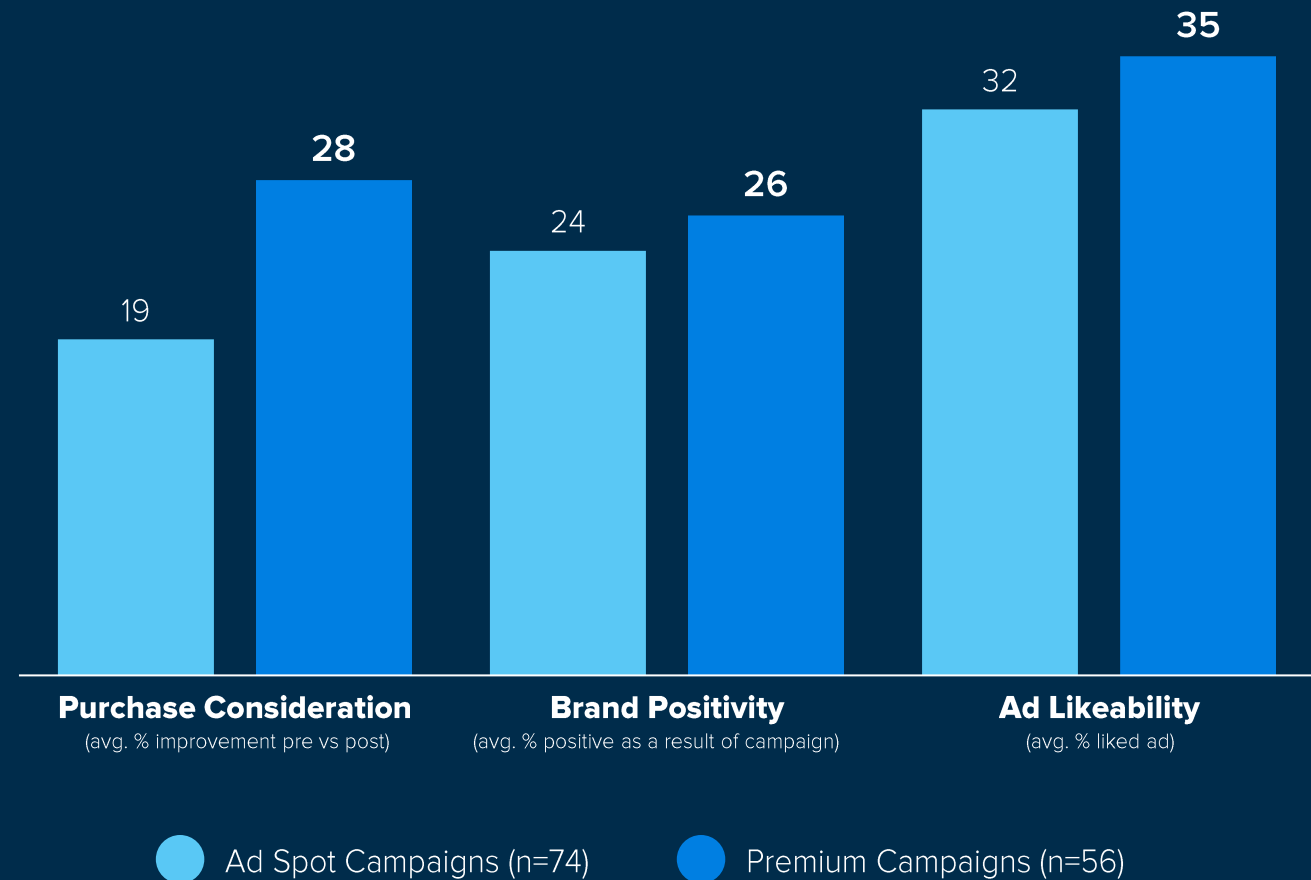


Partnering with SCA's trusted brands and personalities help **boost yours**

Host reads and sponsorship boost the influence of campaigns, propelling brands deeper into consideration sets.

Source: SCA Client Insights Studies | Jan 2020 – Mar 2023
Ad spot campaigns only feat. 15/30sec spots.
Premium campaigns incl. Host Reads and/or Sponsorships.

Premium vs Spot Formats



SCA Talent – the ultimate influencers for your brand

When our talents talk about a brand, Australia listens.

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

Talent Index Top 10: Not merely well-known, SCA's hosts are amongst the most universally liked personalities in Australia.



**Hamish
Blake**

#1 Media
Personality

**Andy
Lee**

#4 Media
Personality

**Carrie
Bickmore**

#8 Media
Personality



Source: Talent Corp's "Talent Index Report", Oct 2022.



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