

## **ARN PARTNERS WITH COLES EXPRESS FOR A DYNAMIC AUDIO WORLD-FIRST, ENGAGING LISTENERS LIKE NEVER BEFORE WITH PERSONALISED RADIO MESSAGING**

*19 August 2020* – **ARN has become the first network in the world – with Coles Express the first advertiser – to run a Dynamic Audio campaign on broadcast radio, delivering a 91% boost in consumer brand love.**

The Dynamic Audio campaign – broadcast across **ARN's KIIS and Pure Gold networks** in Sydney, Brisbane, Adelaide and Perth – used ARN and technology partner A Million Ads' proprietary software to create **3875 different versions** of the Coles Express commercial. Then, the same technology used the time of day, day of week, location and the rotation of products to determine the most contextually relevant version to broadcast at any given moment.

To establish effectiveness of Dynamic Audio, ARN and Coles Express used a **research panel of 1020** respondents aged 25-54 to test a standard 15 second commercial against a 30 second Dynamic Audio commercial. Both had similar content, promoting the Coles Express Instant Win promotion.

The result was – despite being twice as long – **three times as many people preferred the Dynamic Audio commercial.**

The Dynamic Audio commercial also delivered the message **70% more clearly**, was **88% more trusted**, **75% more customer-focused**, and it delivered a **91% increase in brand likeability** for Coles Express.

Another benefit of ARN's Dynamic Audio is that a huge volume of commercials can be written, recorded and produced at a fraction of the time and cost of creating them manually.

**ARN's Chief Commercial Officer Pete Whitehead said**, "With every brand looking for ways to make every spend work harder than ever to deliver results, *Dynamic Audio* provides targeted and personalised messaging which gives advertisers more certainty that their brand is getting cut through.

"Using the Dynamic Audio tech, our creative team had just one script, and in less than two hours of recording time and less than one day to produce, we were able to create literally thousands of customised commercials providing our client the ability to deliver dynamically targeted advertising across both broadcast and digital.

"The rollout of *ARN Dynamic Audio*, across FM, AM, DAB+ and iHeartRadio, is part of ARN's long-term strategy to expand and diversify our comprehensive commercial offering."

**A Coles Express spokesperson said,** “We are delighted to be ARN’s launch partner for Dynamic Audio in Australia. At Coles Express we know how important it is to reach consumers at the right time and through the right media channels. This is a great opportunity to reach consumers contextually through audio that relates to a particular moment in time and will provide us with greater cut through and brand relevance.”

### **About ARN**

ARN is one of Australia’s leading Broadcast and On-demand audio companies, ‘Defining Audio’, with ownership or investments in 12 radio stations nationwide in addition to digital entertainment platform, iHeartRadio. ARN’s vision is to deliver the most complete audio offering for audiences and advertisers, and its network brands

KIIS and Pure Gold, along with iHeartRadio and The Edge, entertain and influence over five million listeners each week across Australia.

Its KIIS network consists of Sydney’s KIIS 1065 with Kyle & Jackie O, Melbourne’s KIIS 101.1 with Jase & PJ, Adelaide’s Mix102.3 with Jodie & Soda, Brisbane’s 97.3FM with Robin, Terry & Bob and Perth’s 96FM with Botica’s Bunch for Breakfast. The National Drive Show across all stations is Will & Woody.

Its Pure Gold network consists of Sydney’s 101.7 WSFM with Jonesy & Amanda, Melbourne’s GOLD104.3 with Christian O’Connell, Brisbane’s 4KQ with Laurel, Gary & Mark and Adelaide’s Cruise 1323 with John Dean.

The Edge is available on FM as The Edge 96.ONE in Sydney and nationally via iHeartRadio and DAB+. The Edge Breakfast hosts are Mike E & Emma.

iHeartRadio, the world’s fastest-growing digital service, was launched by ARN to the Australian market in 2013 and since then, the platform has had over 2.2 million downloads of the app and over 1.6 million registered users.

ARN’s iHeartRadio is a free, all-in-one radio, music streaming, podcast and live events platform. In addition to being able to access their favourite music from around the globe, audiences can access their favourite stations in Australia from ARN, the ABC, SBS and Macquarie Media, as well as stations from New Zealand and the USA.

In 2020 ARN launched iHeartPodcasts Australia, providing advertisers with access to significant scale across local, global and catchup podcasts. The network quickly became Australia’s number #1 podcast publisher alongside holding the #1 podcast in Australia.

ARN’s suite of digital and social assets are the online home to Australia’s leading radio stations, providing highly engaged entertainment content and news, complementing the on-air experience ARN’s stations are best known for.

ARN is a HT&E company. For more details, head to [www.arn.com.au](http://www.arn.com.au).

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