

MARKETERS SEE PODCASTS AS NEXT BIG AD THING.

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With podcasting a mainstream media habit for a growing number of Americans, advertisers are, of course, eager to follow the audience. A new survey shows growing discussion, consideration and purchase intent among marketers and agencies for the 10-year-old medium.

The online survey of 120 marketers and 164 agencies, conducted by [Advertiser Perceptions](#) from September 11-17, found that four in ten have discussed podcast advertising, 18% said they would definitely consider advertising in a podcast in the next six months and another 54% indicated they might consider it. Most notably, one in ten said they definitely would advertise in a podcast in the coming six months and another 50% said they might.

The results, presented Wednesday during a “State of American Podcasting” webinar from Westwood One, are the latest indicator of a medium coming of age. “These are big numbers for a platform that up until a year ago few had become aware of,” said Westwood One/Cumulus Media CMO Pierre Bouvard, who moderated the webinar. “This is podcasting’s time to stand in the light of the American advertiser.”

The webinar’s panel of podcasters said they see growing advertiser interest. Jenna Weiss-Berman, director of audio at BuzzFeed, said podcast advertising has found a “sweet spot” between the dry tone of public radio sponsorships and in-your-face broadcast radio ads. They are most effective as organic live reads delivered by the host, she said.

The ingredients for successful podcast ads aren’t all that different from broadcast radio, said Brendan McDonald, executive producer of “WTF with Marc Maron”—it’s about building relationships with listeners based on routines, trust and relatability and “the sense that you are listening to a friend.” Citing internal surveys, McDonald said 71% of “WTF” listeners (best known for scoring President Obama as a guest) said they purchased a product as a result of listening to the podcast. In another positive finding, 65% of podcast listeners recalled an ad after listening to a show one day earlier, according to an Ipsos survey.