

**Calling all advertisers**

# The Power of Voiceover in TV Advertising



Enhancing Attention and Impact



In the ever-evolving landscape of TV advertising, capturing and holding the viewer's attention is more crucial than ever. With distractions at an all-time high, advertisers must leverage every tool at their disposal to ensure their messages resonate. Among these tools, the voiceover stands out as a powerful element that can significantly enhance the effectiveness of an ad.

Recent research, including a study conducted by cognitive scientist Dr. Ali Goode and Professor Polly Dalton, both highlighted the importance of attention in advertising. Their research delved into how both visual and auditory signals play a role in gaining and maintaining viewer attention. The findings underscore the pivotal role that voiceover plays in TV advertising, particularly in a world where distractions are commonplace. The evidence concretely shows that voiceovers contribute to some of the most critical aspects of advertising effectiveness.



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# Contents

- 1 Enhanced Recall and Brand Recognition
- 2 Increased Emotional Engagement
- 3 Higher Response Rates: The Persuasive Power of Voiceovers in Allbirds Shoes Advertising
- 4 Persuasion and Message Clarity
- 5 Context and Storytelling

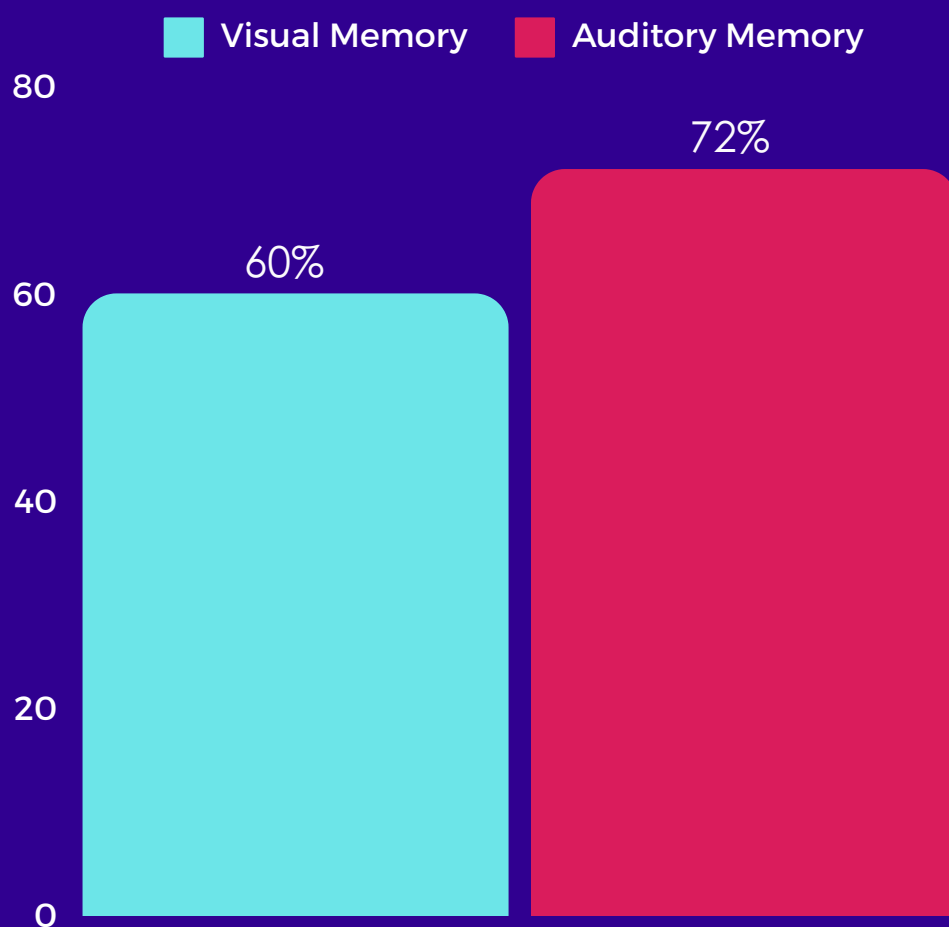
# 1

## Enhanced Recall and Brand Recognition

One of the standout findings from Dr. Goode's research is that when viewers are distracted, they are significantly more likely to remember what they heard rather than what they saw. This is a crucial insight for advertisers. A well-crafted voiceover can serve as an anchor for the viewer's memory, ensuring that even if their eyes are elsewhere, the brand message still gets through. The auditory cues provided by a voiceover help in reinforcing brand recognition, making it easier for viewers to recall the brand even after the ad has ended.

# When distracted, people were significantly (+20%) more likely to remember what they heard than what they saw

*Compared to full attention how much attention is left across all distractions*



Source: Competing for Attention GTR/Thinkbox

Auditory attention is important for processing ads when there are multiple attention sources. When doing a second task, auditory content does the following:

- *Communicates in its own right*
- *Mediates Visual attention*
- *Fills in the gaps when there is no visual attention*

2

# Increased Emotional Engagement

## VOICEOVER AND EMOTION

Voiceovers play a pivotal role in enhancing emotional engagement within TV advertising. The human voice, with its unique ability to convey tone, emotion, and nuance, evokes feelings that visuals alone often can't achieve. Whether it's the comforting tone of a familiar voice or the excitement conveyed through lively narration, voiceovers are instrumental in creating an emotional connection with the audience. This connection is crucial in building a lasting relationship between the brand and the consumer, ultimately leading to higher brand loyalty and advocacy.

The voiceover ad's ability to engage viewers emotionally proved to be a critical factor in this success. The human voice added a layer of emotional depth that resonated with the audience, encouraging them to act and explore the brand further. This study underscores the power of voiceovers in not just capturing attention but also in converting that attention into meaningful engagement and interaction with the brand.

By strategically using voiceovers, Allbirds was able to create a more compelling narrative that not only captured the audience's attention but also forged a stronger emotional bond, ultimately leading to better performance in their advertising efforts.



3

# The Persuasive Power of Voiceovers in Allbirds Shoes Advertising



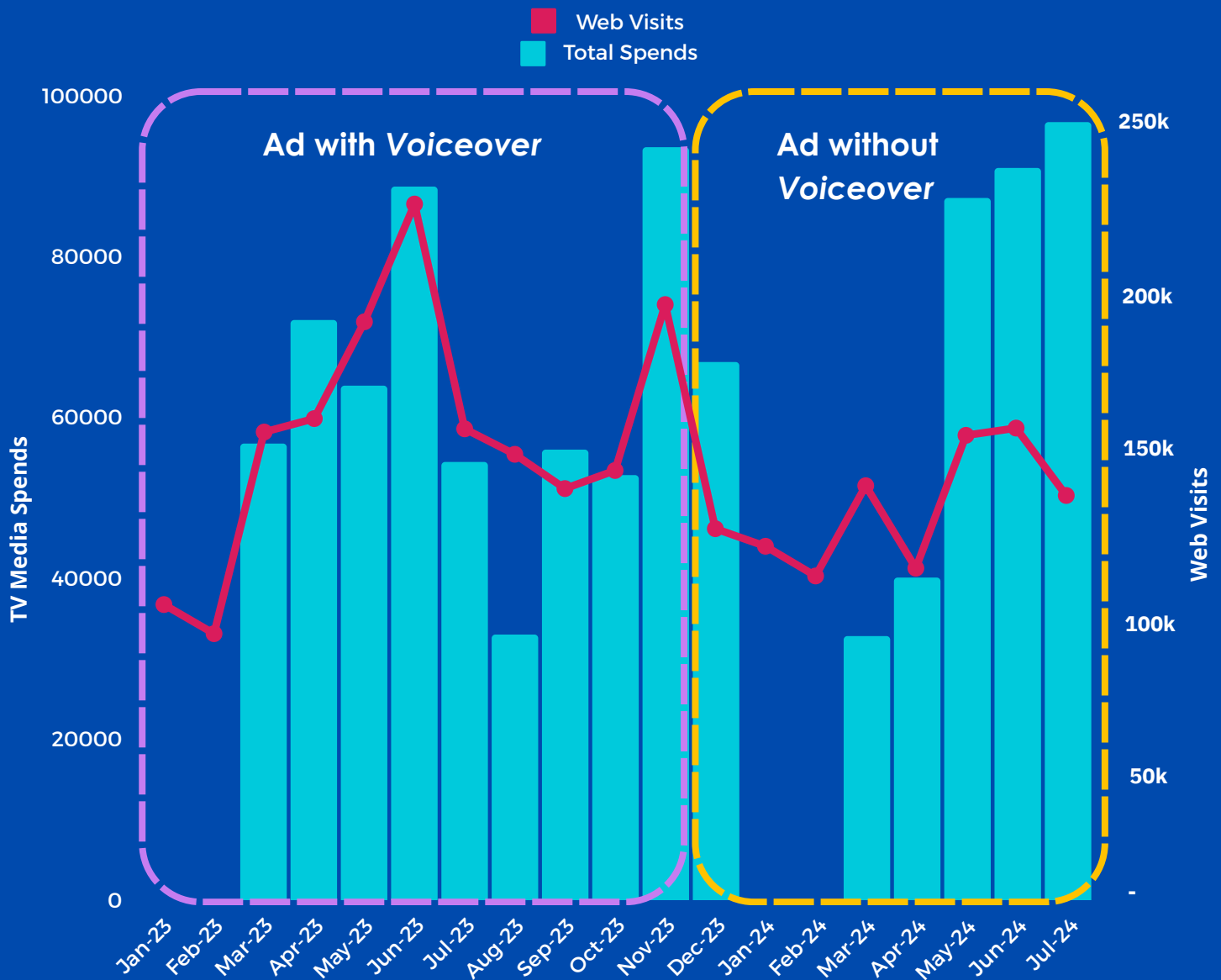


# Higher Response Rates

One of the undeniable benefits of incorporating voiceovers in TV advertising is their ability to significantly boost response rates. The persuasive power of a well-crafted voiceover lies in its ability to guide the viewer through the ad, highlighting key messages and calls to action in a way that purely visual elements cannot. When ads combine both visual and auditory elements, they not only capture attention more effectively but also retain it, leading to higher response rates.

This was clearly demonstrated in a recent case study involving Allbirds shoes. We analysed the performance of two Allbirds ads—one featuring a voiceover and one without—over the same period from May to July. Interestingly, despite the ad without a voiceover receiving a larger share of the budget, **the ad with the voiceover significantly outperformed its counterpart in terms of driving web visits.**





Source: Similarweb/Ad Intel

The voiceover played a crucial role in this success by emphasising the ad's key points and encouraging viewers to act. It guided the audience smoothly through the narrative, ensuring that the message was not only heard but also remembered and acted upon. This case study highlights the critical role that voiceovers can play in enhancing the effectiveness of advertising campaigns, leading to higher response rates and ultimately better ROI for the brand.

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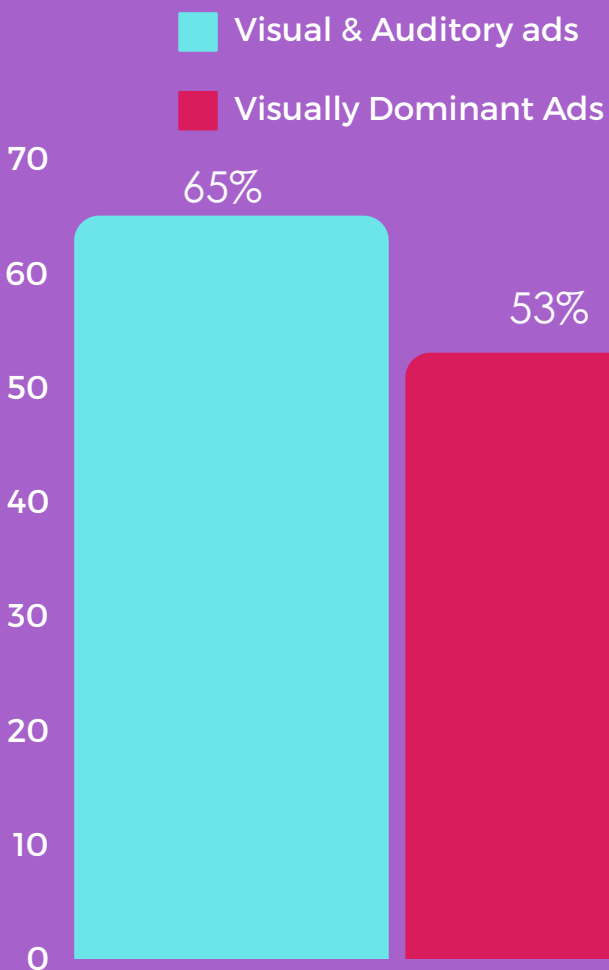
# Persuasion and Message Clarity

# Persuasive Power of Voiceover

The persuasive power of voiceovers is another benefit that can't be overlooked. When ads use both visual and auditory elements, they perform better in terms of capturing and retaining attention. A voiceover can guide the viewer through the ad, emphasizing key points and calls to action, which can lead to higher response rates. Whether it's prompting viewers to visit a website, make a purchase, or simply remember the brand, a strong voiceover can significantly enhance the effectiveness of these messages.

**Ads that conveyed information in both a visual and auditory way performed better**

Looked like something I heard/ Sounded like something I saw



Source: Competing for Attention GTR/Thinkbox

Voiceovers are also instrumental in ensuring message clarity and persuasion. In the crowded and often chaotic media environment, a clear and compelling voiceover can cut through the noise, delivering the brand's message in a straightforward and persuasive manner. This clarity is particularly important in ads where the visual content might be complex or where the narrative is crucial to the brand's message. A voiceover ensures that the message is not lost, even if the viewer is only partially paying attention to the screen.

4

# Context and Storytelling

# The Role of Voice in Storytelling

Voiceovers add depth to the storytelling aspect of an ad. They provide context, set the tone, and help to weave together the visual elements into a coherent narrative. In cases where viewers may be distracted, the voiceover ensures that the storyline is still communicated effectively. This multisensory approach, where viewers use both their sight and hearing to process the ad, results in a more immersive and memorable experience.

The benefits of using voiceovers in TV advertising are clear without question. From enhancing brand recall and emotional engagement to driving higher response rates and ensuring message clarity, voiceovers are an indispensable tool in the advertiser's arsenal. As the research shows, in a world full of distractions, a voiceover can be the difference between **an ad that gets noticed and one that gets forgotten**. By harnessing the power of voice, advertisers can create more effective, memorable, and impactful campaigns.



*Don LaFontaine recorded voiceovers for over 5,000 film trailers and 350,000 TV commercials and was proclaimed 'The King of Voiceovers'.*

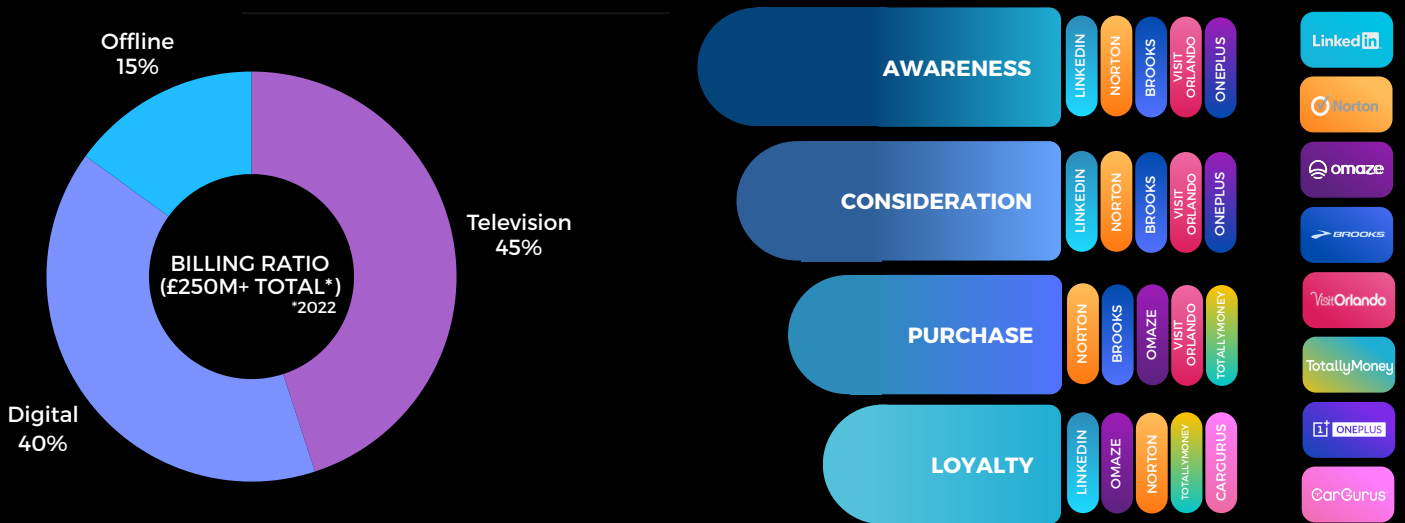
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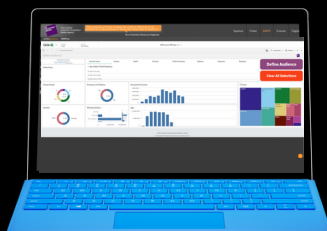
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Darain Faraz, Head of Brand EMEA & LATAM

"From the moment they came into pitch for our business, we knew we were onto a winner with ARM.

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Since the start of our working relationship in 2015, ARM have continued to evolve with our needs. They have been very supportive of an integrated approach, working with external partners, PR, social and content teams to ensure the best use of our resources to extend our reach."

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BVOD	Content	CRO	Influencer	Inserts	PPC	Social	Programmatic
Outdoor	Display	Direct Mail	Digital Video/Audio	Radio	Amazon	Sponsorship	



The logo for All Response Media, featuring the words "All", "Response", and "Media" stacked vertically in a bold, sans-serif font. The logo is contained within a white, tilted rectangular box.

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