



Neuroscience: The Power of Podcasts

“Podcasts improve brand connectivity, increase brand image and improve brand salience..... podcasts are an exceptional audio space for uninterrupted cut-through.”

–Dr. Tribikram Thapa Rana, Neuroscience Specialist

- Study from ARN NeuroLab on Sonic Intimacy (click [link](#)).
Listen to the two-minute summary.
- Positions podcasts as “premium audio” due to its unique impact and effectiveness.
- **Takeaway #1 - Connections**
 - o Real people create meaningful connections. Leverage the power of known talents to establish deeper engagement.
 - o **80%** think the **human voice can create connection** like nothing else.
- **Takeaway #2 – Brand Salience (Thought of or Noticed)**
 - o Prioritize podcasts to get in the consideration set
 - o Podcast listeners are **44% more in tune with the content** than other digital channels
 - o 67% higher attention levels for podcast than other digital media.
- **Takeaway #3 – Boosts Social**
 - o Builds authentic connections.
 - o **83% uplift in social campaigns** when ads are first heard (click [link](#))