

ACCENT MATTERS

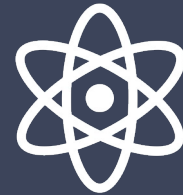
Experiment to prove the
theory behind local
accent bias



WHAT WE SET OUT TO DO



CUT THROUGH THE NOISE



LET SCIENCE DO THE TALKING



SELECT A WELL KNOWN BRAND AS A PARTNER



PROVE OUR THEORY

REGIONS SELECTED



THE METHODOLOGY

1. We ran a targeted research experiment to prove OWN ACCENT BIAS in Ireland.
2. Leveraging YouTube, a platform that media planners and marketers trust, we ran a series of A B copy tests using the 'TrueView' format (ads you can skip).
3. One piece of ad copy had the generic national VO, while the second had the regional accent of that area
4. We ran each campaign independently of each other, so it is safe to assume that based on the geotargeting nature of the experiment, there was cross counting
5. We have removed segments from the experiment due to them not meeting our criteria ie being an "Unknown User" with no age information, and viewing on TV which is more passive way of viewing You Tube.

Sample Size: 15,000+ Youtube Users

Location: Carlow, Donegal, Kerry, Kilkenny, Laois, Offaly, Waterford, Westmeath and Wexford

Devices: Computer, Mobile and Tablet

THE AD



SOUTH EAST RADIO



HIGHLAND RADIO



MIDLANDS



THE RESULTS



Region	Copy	View Rate	Copy	View Rate	Differences
Southeast	Local Accent	58.01%	National Accent	57.25%	+0.76%
Donegal	Local Accent	55.64%	National Accent	50.51%	+5.13%
Midlands	Local Accent	56.39%	National Accent	54.13%	+2.26%
Kerry	Local Accent	52.23%	National Accent	48.32%	+3.91%

THE RESULTS (by age)



Region	Copy	18-24	25-34	35-44	45-54	55-64	65+
Southeast	Local Accent	59.39%	57.56%	56.12%	59.89%	57.77%	55.61%
Southeast	National Accent	58.11%	57.37%	57.65%	58.77%	55.67%	54.12%
	Diff +/-	+1.28%	+0.19%	-1.53%	+1.12%	+2.10%	+1.49%
Donegal	Local Accent	54.48%	57.09%	56.88%	57.23%	51.94%	51.11%
Donegal	National Accent	53.61%	50.96%	48.92%	51.24%	48.39%	46.94%
	Diff +/-	+0.87%	+6.13%	+7.96%	+5.99%	+3.55%	+4.17%
Midlands	Local Accent	56.61%	57.77%	57.29%	57.49%	52.49%	51.91%
Midlands	National Accent	55.69%	55.20%	53.67%	53.48%	54.13%	51.15%
	Diff +/-	+0.92%	+2.57%	+3.62%	+4.01%	-1.64%	+0.76%
Kerry	Local Accent	54.13%	54.33%	53.51%	52.15%	50.00%	46.02%
Kerry	National Accent	50.76%	50.53%	48.50%	47.82%	43.66%	44.53%
	Diff +/-	+3.37%	+3.80%	+5.01%	+4.33%	+6.34%	+1.49%

THE TAKE AWAY

The "Local Accent" outperformed the "National Accent" in 22 out of 24 age / region groups

The Donegal accent outperformed "National" by **+8%** 35-44 group

Each region favoured the "Local Accent"
SE (55-64) 2.1%
Highland (35-44) 8.0%
Kerry (55-64) 6.3%
Midlands (45-54) 4.0%

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