



Audio Playbook

The Essential guide to Voice and Audio marketing

February 2023



amazon alexa



INTRODUCTION

Millions of Indians today are benefitting from the ways in which voice technologies have broken barriers of language and education. Voice technologies are increasingly becoming a big part of our lives, be it voice searches or usage of voice assistants in gathering information or controlling home appliances, Or, completing commerce transactions through interactions with smart speakers or, relaxing through music streaming.

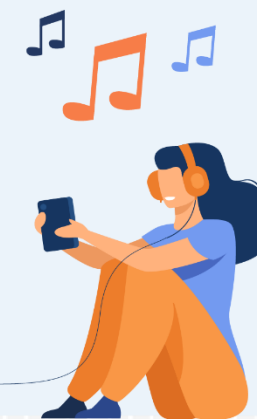
Did you know : Voice is the 2nd highest consumed media channel now!*

Indian brands have shown resilience in experimenting with voice technologies for building engaging experiences. Be it chat bots for gamification, or, leverage of Voice Synthesis for hyper-personalization or, leverage of audio advertising for reaching audiences, Indian marketing and agency communities have presented several best practices. But in general awareness of Voice technologies and voice mediums for reaching consumers is low.

MMA and GroupM have come together to launch this playbook with inputs from Amazon Alexa on the Voice landscape in India titled 'The Essential guide to Voice and Audio marketing'. This playbook covers (a) The voice technology trends globally and in India (b) Deep dive on profile of audio audiences (c) Marketer outlook on potential of voice and (d) Recommendations for brands on how to optimally leverage voice technologies to build superior experiences for consumers. Hence, the playbook aims at helping the digital community understand the potential of voice technologies across consumer experience, content marketing and advertising use-cases.

CONTENTS

<u>Topic</u>	<u>Page nos.</u>
1. Current Voice/audio landscape	4-15
a) Global voice landscape.....	4-5
b) India voice landscape	6-7
c) Consumer trends-Voice usage in India	8-9
d) Best practices across industries.....	10-13
e) Expert view	14
2. Insights on Profile of Online audio users from a consumer study	15-23
3. State of audio advertising in India-insights from a marketer/agency study	24-32
4. Recommendations for brands on leveraging voice solutions	33-48
a) Tips for building voice strategies	33-35
b) Connected Audio solutions.....	36-46
c) Key takeaways.....	47
5. Future Outlook	48



>50% of Global internet population is using voice technologies with APAC leading the way

Digital Audio Listeners

% of internet users:-












	Australia	71%
	China	83%
	India	86%
	Philippines	86%
	Indonesia	85%
	UK	68%
	France	59%
	Egypt	77%
	Brazil	81%
	Mexico	87%
	USA	79%

Note: Internet users of any age who listen to/download music, radio, audiobook content or other audio content (i.e. podcasts) via internet on any device or via direct download on mobile devices at least once per month.

Source: eMarketer Global Media Intelligence Report, October 2022

Voice Assistant Users

% of internet users:-

	To complete an action	Voice Search
	Australia 15%	19%
	China 28%	29%
	India 19%	19%
	Philippines 15%	14%
	Indonesia 18%	14%
	UK 18%	22%
	France 13%	14%
	Egypt 14%	12%
	Brazil 22%	21%
	Mexico 23%	24%
	USA 21%	27%

Note: Internet users of any age who use voice assistants at least once a month on any device

Source: eMarketer Global Media Intelligence Report, October 2022

By 2026, almost half of US households would be using smart home devices

~49%

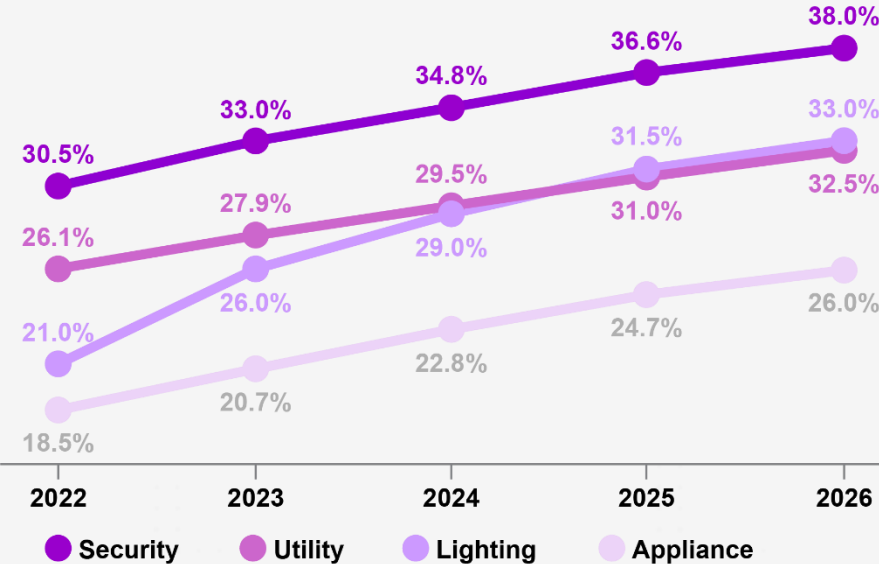
USA homes are expected to be using smart devices at least once per month by 2026

Key triggers

Most growth is coming from already-smart households who are investing on new products such as lights, thermostats, and more security cameras.

Security devices will continue to top the list of smart home product categories

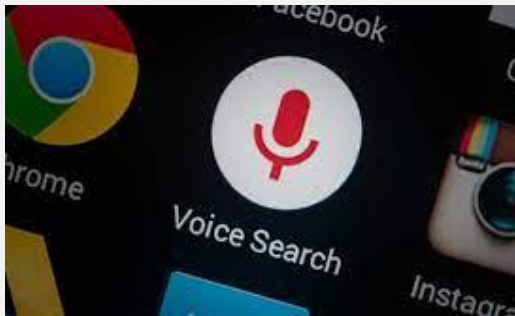
US Smart Home Device Households, by Category
% of total households



Note: households that actively use each device at least once per month
Source: Insider Intelligence, Aug 2022

India has >150 million monthly unique voice technology users already

Voice Search/
Commerce users



>150 MM

Audio
streamers



>100 MM

Podcast
listeners



>40 MM

Connected Devices
users

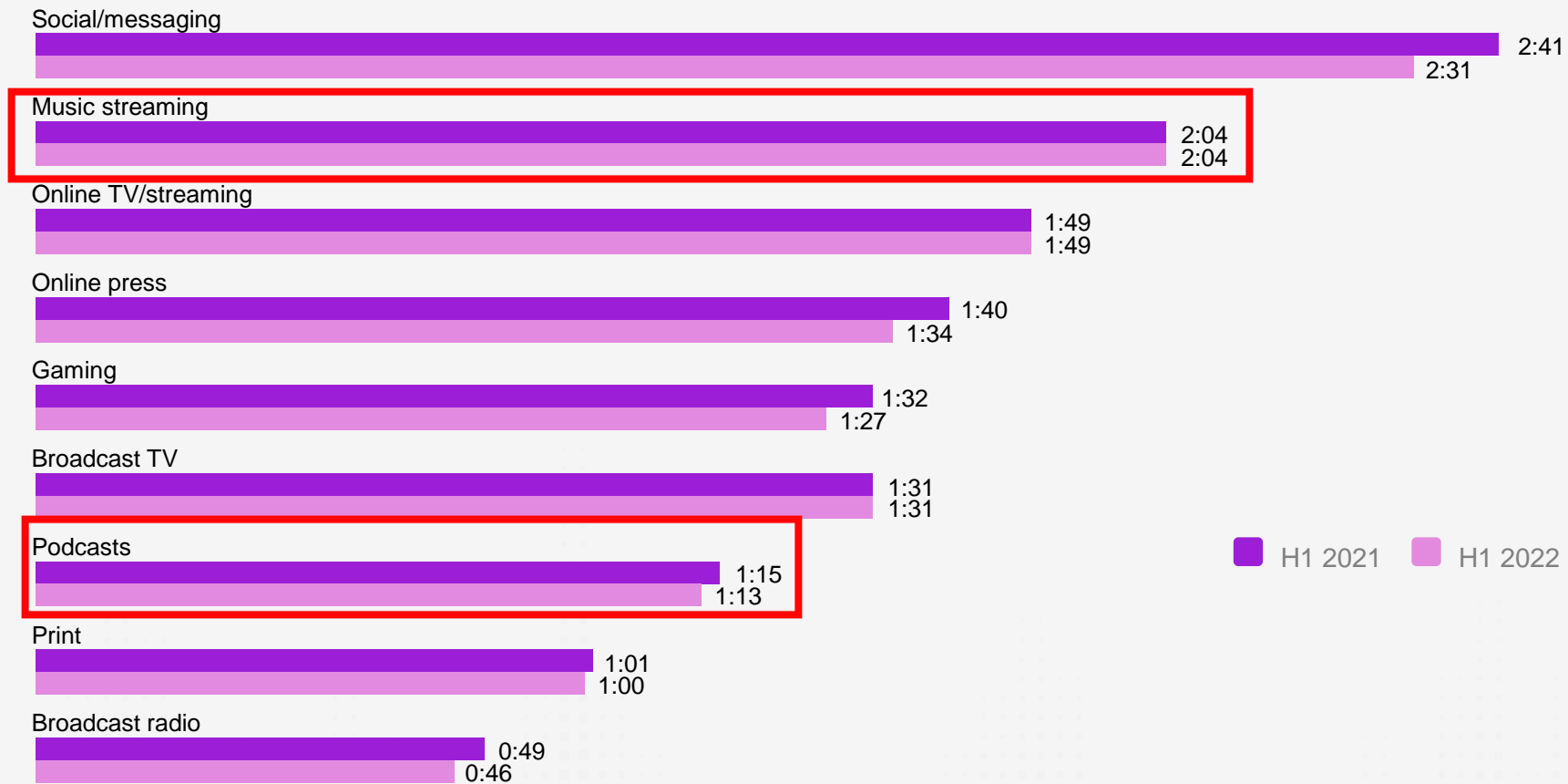


>10 MM

Music streaming is the 2nd most accessed online content in India

Average Time Spent with Media in India, H1 2021 & H1 2022

hrs:mins per day among internet users



Note: ages 16-64; respondents select a period of time (ranging from <30 minutes to up to 10 hours) with GWI then averaging these figures; the averages also include those who selected "do not use": respondents were asked, "Roughly how many hours do you spend on x?"

Source: GWI, August 2022

Voice is becoming an integral part of our lives

Alexa addressed over 25K different requests from customers every minute last year

Stories & Jokes



Alexa was asked...

Stories - 8.4 times every minute

Jokes - 53 times every minute

Poems - 39 times in an hour

Customers reciprocated by asking her to tell spooky stories, especially in Hindi, and she was asked 'डरावनी कहानी सुनाओ' over two times every minute

Music



Top genre: Devotional

Most streamed devotional tracks: Hanuman Chalisa and Har Har Shambhu

Top songs (pan-India): Srivalli from Pushpa, Naacho Naacho from RRR, Mehabooba from KGF 2, Pashori

Top Kids' request: Baby shark

Top Regional track: Arabic Kuthu (Tamil)

Top Bollywood track: Kesariya

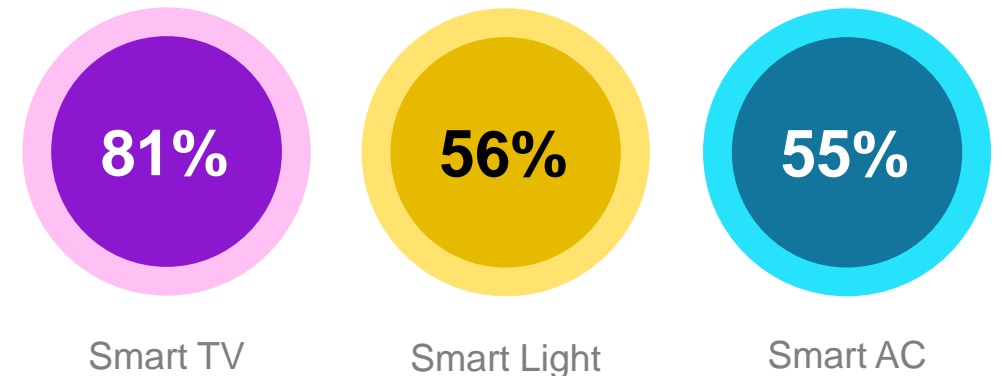
Voice control is driving the adoption of 'Smart Homes' in India

- **Rapid adoption of smart homes is a recent phenomenon** (more than 90% have purchased their first smart home device in the last two years)
- This is being driven by the **urge to try new technology**
- Family and Friends are the most popular sources of information about smart devices, closely followed by advertisements on TV/ online, and social media mentions
- Smart home utility has expanded from **entertainment to productivity**
- **'Smartisation' is inevitable for creating a sustainable brand** : Newer brands providing smart home appliances have an edge in categories such as smart lights, smart security, smart plugs and IR blasters because of their competitive pricing and features

92%

Smart Home users find voice an essential feature to set up smart homes and operate them with convenience

Top 3 voice-controlled appliances



Voice technologies are enabling personalization at scale and commerce

Commerce

Voice Commerce

Voice commerce is making its way into the Indian customers' shopping habits faster than ever. As per industry reports, currently, there are ~80 million voice shoppers in India. This suggests that it has already seen increased adoption, and is estimated to grow at an impressive rate of 103% by the end of 2023 to reach 168 million voice shoppers.

Voice could be the bridge to 'Bharat' in reaching the next billion users across Tier 2 and 3 cities in India.



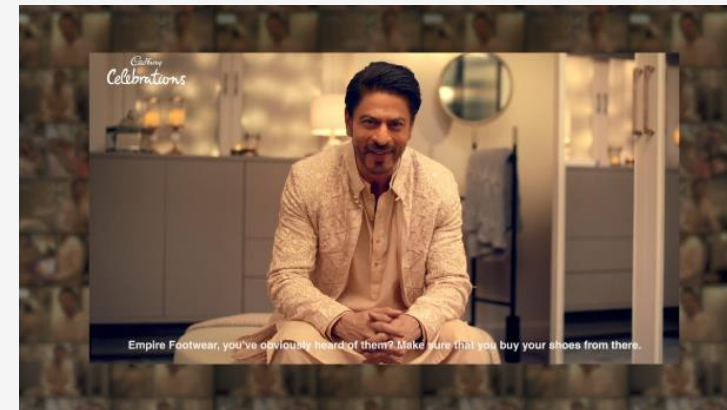
FMCG

Voice synthesis technology

Cadbury launched this award-winning campaign in collaboration with Ogilvy, Wavemaker and Rephrase.ai, and created a hyper-personalized ad featuring Bollywood Superstar Shahrukh Khan, using their generative AI technology to engage retailers. This generative media technology can essentially create a digital avatar of a real world person which then enables users/clients to create professional-quality human videos at scale, with text being the only input required. Cadbury also launched a microsite where the retailers could input their location, the store category, the store name and their contact details. The personalized video ad featuring SRK was then shared with them as an mp4 file through WhatsApp.

40 different Voice models of SRK were created to engage retailers at scale. Different versions of the ad were used to reach consumers as per the pin codes of the retailers.

Results: 94 MM+ Video Views, 130K+ Retailers made their ad, 33 MM+ product packs sold



Source: [Wavemaker Global](#)

Voice technologies are enabling better Consumer experience and engagement

Entertainment

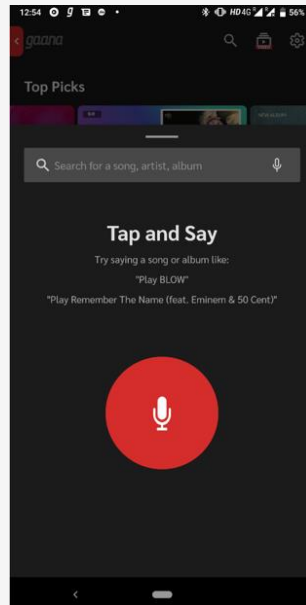


Voice Search

It is estimated that 72% of internet users in India prefer to use a language other than English, and voice is helping bridge that language gap by allowing users to interact in a way that is familiar to them.

Gaana leverages Voice search functionality to drive higher acquisition

When Gaana, India's largest music streaming service, wanted to expand its audience to users from rural India, the brand added voice search functionality to its app as a way to overcome literacy barriers among new internet users. Within a year of launch, 24% of all Gaana users were using voice to play their favorite songs.



Source: [Slanglabs](#)

QSR

Voice advertising drove business results

Pizza Hut India partnered with Mindshare and Gaana music app to run an Instreamatic-powered voice ad campaign. The objective of the campaign was to engage listeners in a dialogue to drive awareness of Pizza Hut's buy one-get one (BOGO) offer and increase conversion rates.

Execution included integration of Voice A.I on audio inventory along with time-band communications, creating a two way conversation between the user and the brand.

The campaign delivered 100K+ consumer interactions, customer engagement rates of 8.29% and amplified order volumes. It also illustrated the power of voice by reaching those users that responded in a certain way and re-messaging them with a different creative the next day.



Source: [Instreamatic](#)

Banking



ICICI Bank's voice banking services on Amazon Alexa and Google Assistant

ICICI Bank customers, who have Amazon's Alexa or Google Assistant, can use these devices to get account details like savings account balance, transaction details, credit card details and so on.

ICICI Bank has integrated its AI powered multi-channel chatbot, 'iPal' with Amazon Alexa and Google Assistant to enable its retail banking customers to undertake an array of banking services with just a simple voice command.



Source: [ICICI Bank](#)

Voice technologies are enabling convenience

Automotive

Connected cars

Embedded voice assistants in cars help drivers to focus solely on driving while having hands-free control over other functionalities. In-car speech recognition systems, at the utterance of voice commands, can send text messages or read received messages aloud, make a call, control music, convey the weather report and even schedule appointments. In-car voice assistants enhance the safety and make the overall experience more convenient.

Mahindra XUV700 is powered by Amazon Alexa built voice-enabled functionalities



The Alexa in-vehicle experience is designed to be an extension of the Alexa experience at home. It provides additional automotive-specific functionality including car control, navigation, and third-party Alexa skills that are designed for on-the-go circumstances, such as finding parking.

XUV700 customers can control various vehicle functions with Alexa including windows and cabin temperature, play music, listen to audiobooks, get directions, check traffic, manage their smart home, find parking, etc.

Education

Alexa in schools: Amazon teams up with National Association for the Blind(NAB)

Amazon partnered with NAB UP to reach 93 schools, touching more than 34,000 students from schools and Bachpan day care centres where NAB runs its inclusive education program. This introduced students to Alexa and helped improve their learning outcomes.

Makes learning fun and engaging

Children thoroughly enjoyed learning with Alexa. The simple use of voice commands to ask questions on a vast range of topics from general knowledge, mathematics, science, and history to spellings and meanings of words helped them learn better and hone their English communication skills. Educators used Alexa features like quizzes, timers, and reminders to make studies more engaging and fun. They also used Echo smart speakers when providing home-based services to students having multi-disability including blindness.

Increase in classroom attendance

“By having Alexa in classrooms, teachers have noticed a substantial increase in attendance in the classroom, habit of actively asking questions, confidence in young students and a significant improvement in spoken English,” says SK Singh, Managing Trustee, National Association of Blind UP Head. “The simplicity of voice interactions with Alexa to ask for information and to get things done has proven to be of more assistance for people with mobility and vision disabilities.”

Emerging Voice technologies

Augmented Voice Intelligence (AVI)

What is it?

Augmented Voice Intelligence (AVI) is a purpose-built, voice-first solution that can be integrated with a brand or business's customer-service departments and customer communication touch points using voice automation technologies such as Automatic Speech Recognition (ASR), Spoken Language Understanding (SLU), Text-to-Speech (TTS), and more. This underlying Voice AI technology stack powers Digital Voice Agents that can provide intelligent, multi-turn responses to customer queries.

Best practice

OPPO India partnered with Skit.ai to launch AI voicebot for customer support. The Voice Intelligence solution (AVIP) responded to all OPPO customer queries after business hours, with instant responses and zero waiting time. With complete end-to-end automation of in-scope calls, the AI-enabled voicebot aimed to help resolve various customer queries.

A critical metric for OPPO India was to increase call containment(resolution by the IVR system) to 15%, and basis the initial testing, Skit.ai's solution outperformed the target and delivered a call containment rate of 30%.*

Voice powered AI marketing

What is it?

AI is used to understand nature of visitors to a website or app, then that information is used to deliver ads to a network of platforms and services that play different roles at each stage of the advertising supply chain.

We are seeing AI analyze customer behavior to make smart recommendations based on attributes such as age-range, gender, location, and millions of other insights that marketers can use to reach the right audience at the right time. And we are already seeing unique web pages that are built on the fly— a custom shopping catalog for one, compliments of AI.

Best practice

IKEA tapped Instreamatic to launch a new voice-enabled ad campaign that could take advantage of Instreamatic's AI-powered dialogue advertising platform. The campaign sought to promote IKEA's new line of bedding products. To do so, the IKEA campaign used audio ad creatives that prompted listeners to interact in a conversation with the brand, browse a list of new products, and hear IKEA sing a lullaby — a catchy jingle about the products selected. The ads were played on music apps in mid-roll positions, and on digital radio apps in the pre-roll position. IKEA's campaign achieved an engagement rate of 7.68%, a total engagement rate of 14.13%, and an interest rate of 4.28%. IKEA's voice-enabled campaign also achieved a stellar 58.3% reach metric, far surpassing the 25-35% historic norm for audio-only advertising.**

How can brands leverage voice effectively? Lets have an expert's view



...I think you should look at the advantages of what voice brings just as a starting point. The simplicity of asking for information and getting things done, added to the ubiquitous nature of where it is all available i.e: our Echo range of products, shopping app and other devices, is great. There are various things voice could do to drive reach, engagement and utilitarian functions, but at the core of it, it makes your customers' lives a lot more convenient. You need to work backwards from that and figure out the problem that you want to solve for your brand and your customers. More importantly, it should be treated not as a one-off thing that you do once a year, but a more sustained always-on strategy much like social media where you cannot not do it, you cannot ignore it. I believe Voice is very similar, where customers are interacting with millions of devices asking for millions of use cases, and a brand not being there is a very conspicuous miss. Brands need to look at categories like music, smart homes etc who are already out there and think about what problem are they looking to solve for their customers, how they would occupy a space in their customers' mind, to build a similar journey for themselves...



Dilip R.S.
Country Manager for Alexa
Amazon India





Understanding Audio audiences

insights from a consumer study

Consumer study to understand the Profile of Audio audiences better.....

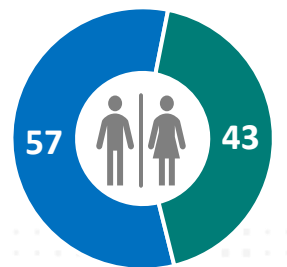


A online study was conducted to understand and compare profile of Online audio users Vs Non audio users. This online survey was conducted through InMobi Pulse from 1st -20th Nov'2022 across 36 Indian cities amongst 2600 urban internet users.

Cohorts studied were:-

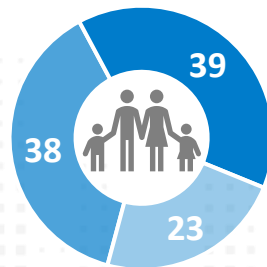
- Non-audio internet users : Those who use internet but don't stream audio, not use voice assistants/speakers etc
- Online Audio users: Those who stream audio using the internet through apps like Spotify, JioSaavn, Gaana, Wynk etc. but not use Smart devices/voice assistants etc.
- Connected audio users : Those who use smart speakers/smartphones to stream audio/control devices and those who use smart devices (voice-control enabled)

Gender (%)



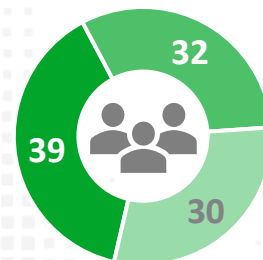
■ Males ■ Females

Age (%)



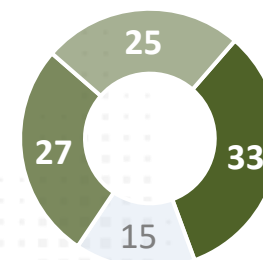
■ 18-30 ■ 31-44 ■ 45-64

NCCS* (%)



■ NCCS A ■ NCCS B
■ NCCS C

Town Class (%)

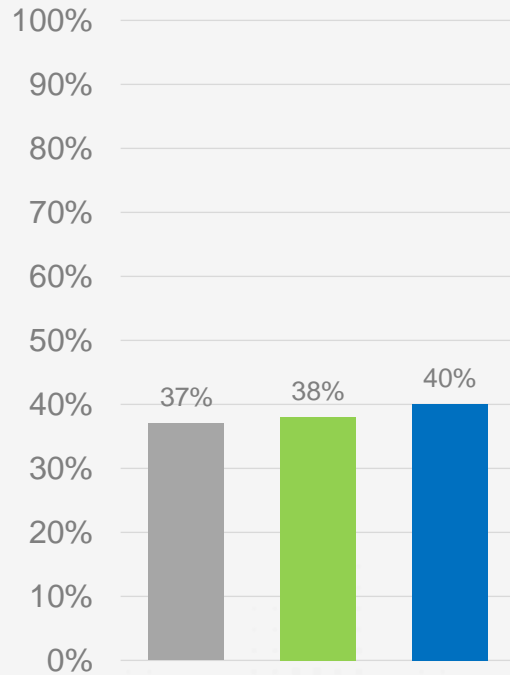


■ Top 4 Metros
■ Tier 1
■ Tier 2
■ Tier 3 & below

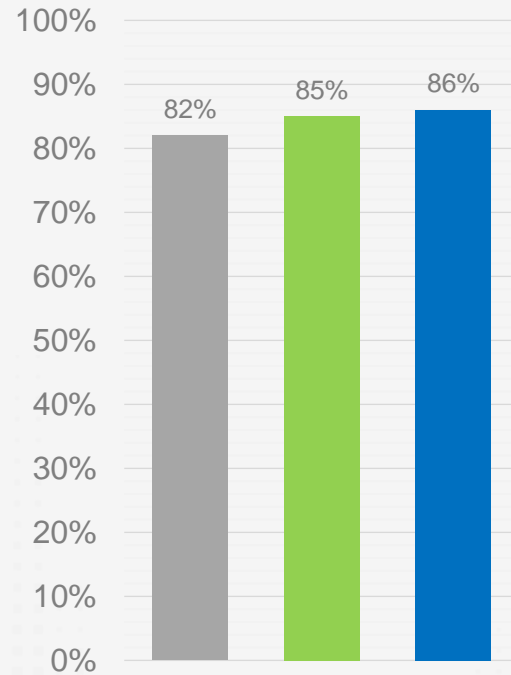


Online Audio users are in general younger, better educated and more affluent than average internet users

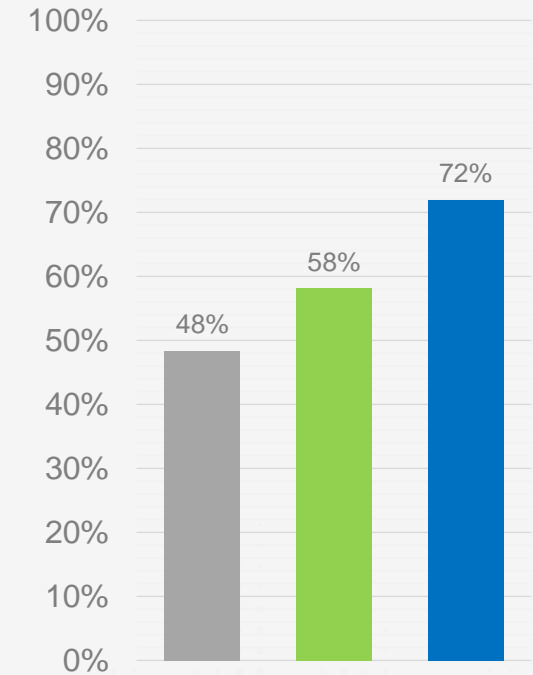
18-30 yrs age%



'College+' education %



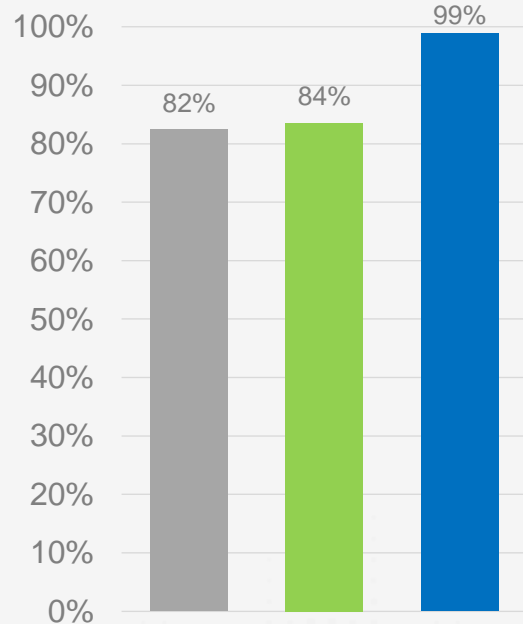
NCCS A penetration



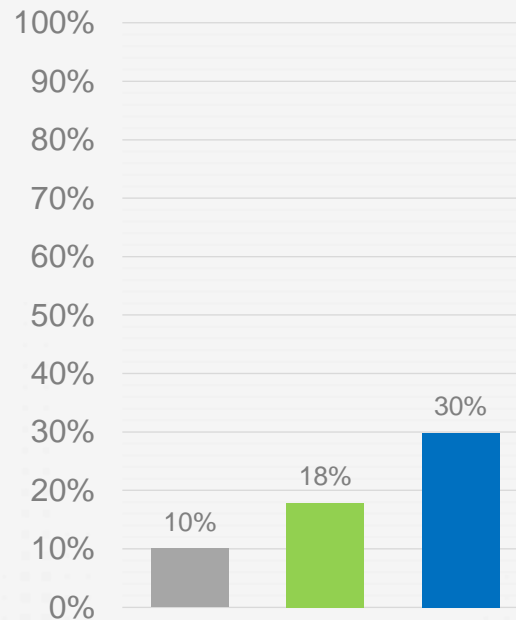
■ Non-Audio Internet users ■ Online Audio users ■ Connected Audio users

Online Audio users are increasingly relying on digital sources for entertainment

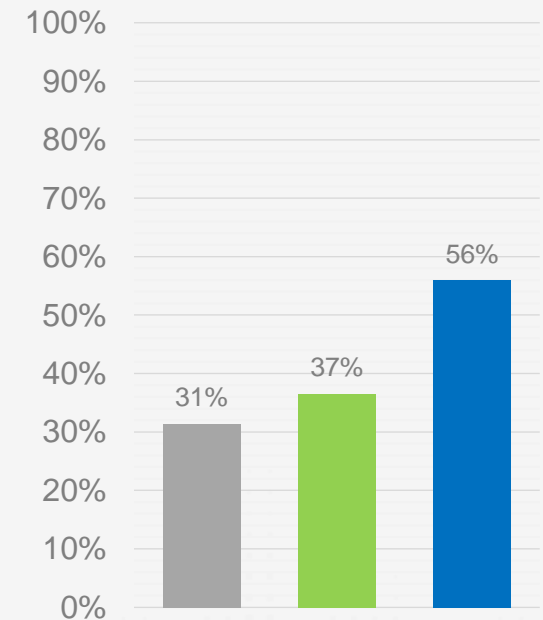
% users who use internet to stream content on TV



% who have atleast 3 paid OTT subscriptions



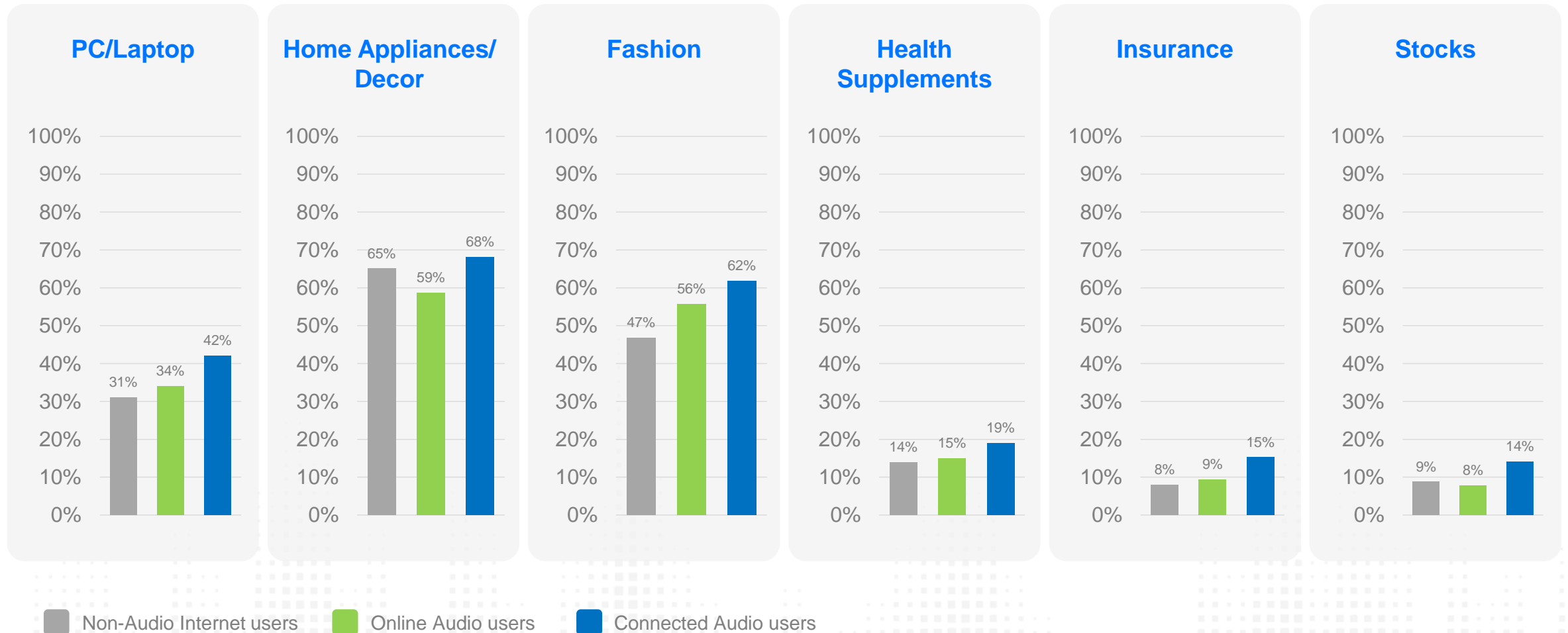
% who watch webseries/OTT shows atleast once a week



■ Non-Audio Internet users ■ Online Audio users ■ Connected Audio users

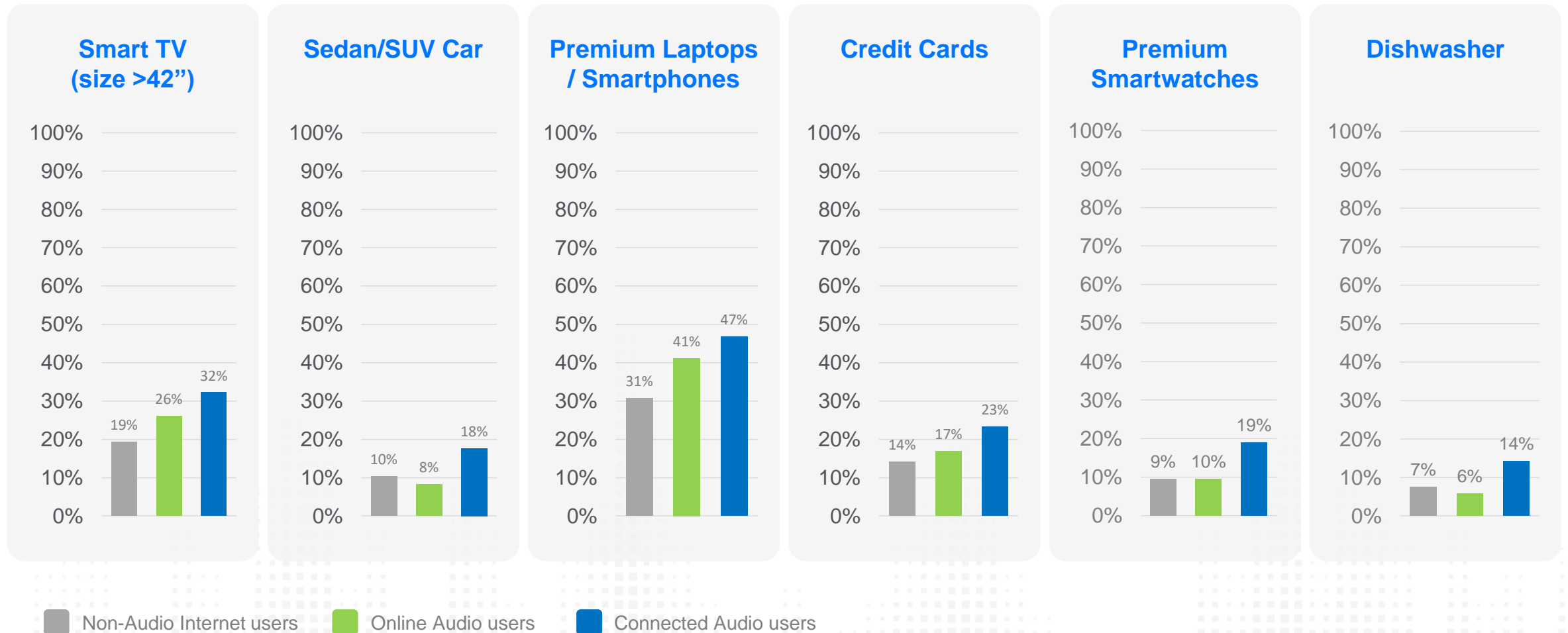
Online Audio users have higher spending affinity across categories

% users who spent across online/offline channels in the last 12 months :-



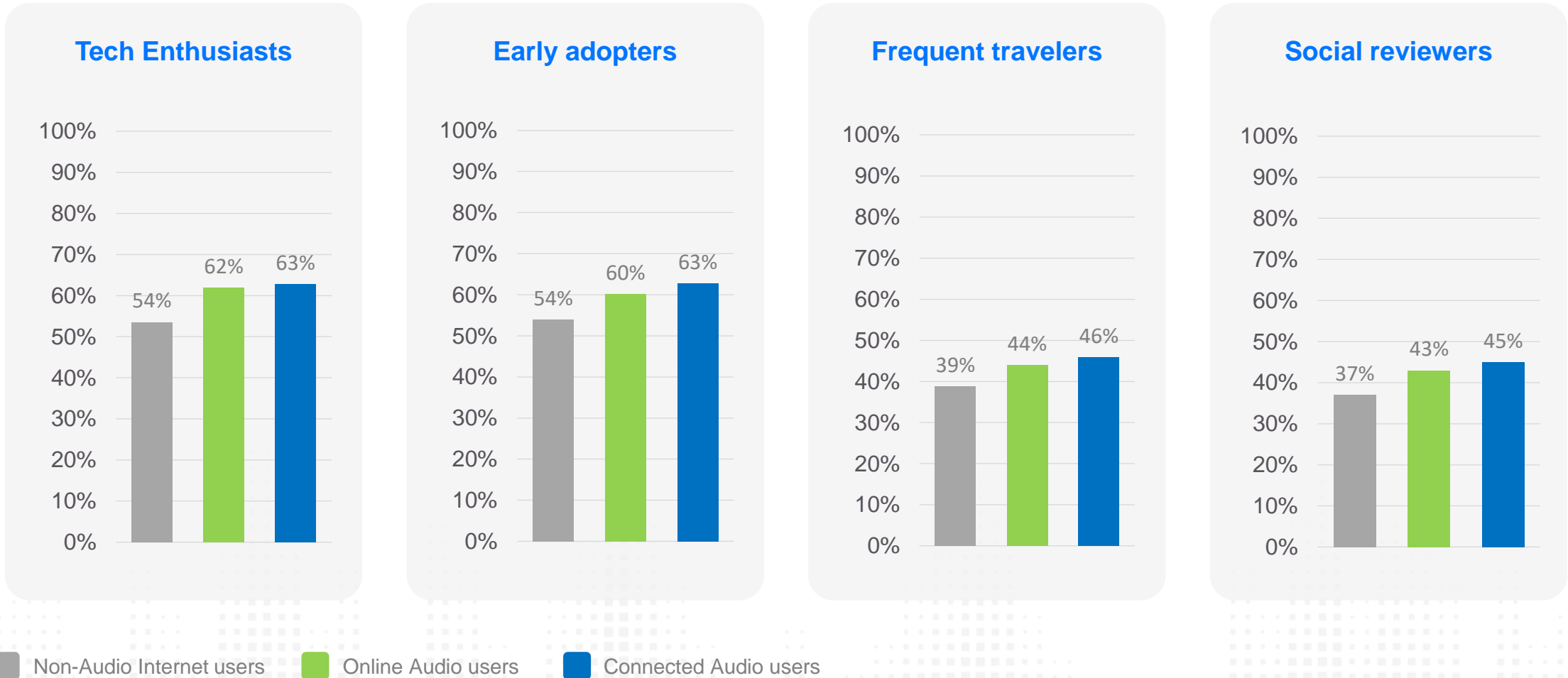
Online Audio users are more likely to spend on discretionary products and services

% users who own:-



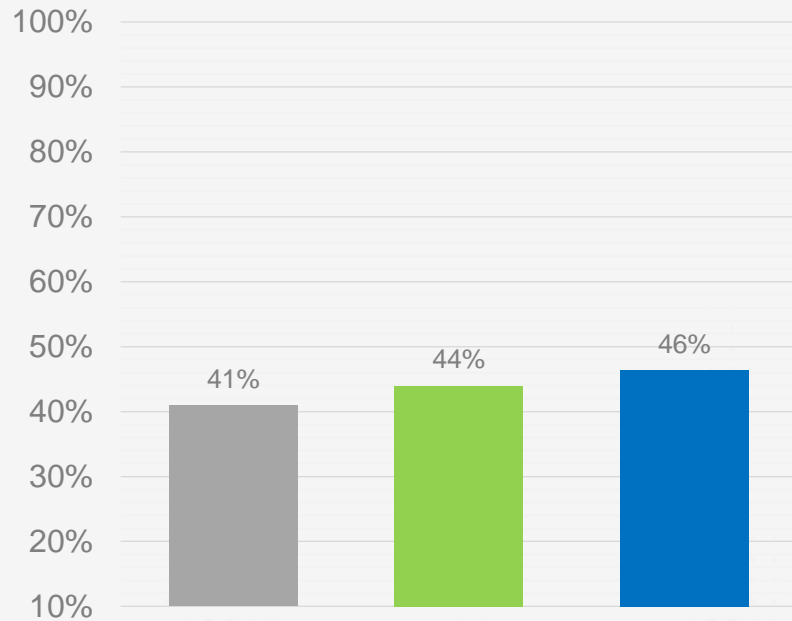
Connected Audio users have evolved lifestyle/refined interests

% users who are:-

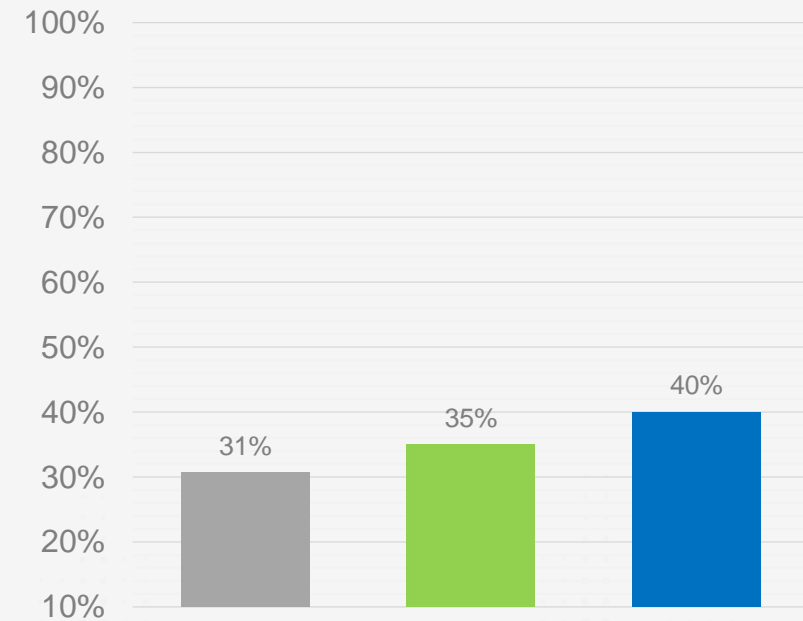


Connected Audio users appreciate relevant ad experiences the most

“I am OK watching relevant ads in exchange for good content”



“I am more likely to engage with an ad enabled for voice interaction”



■ Non-Audio Internet users ■ Online Audio users ■ Connected Audio users

Connected Audio users report paying the most attention to ads and are more likely to act on ads that innovate

Reported paying the most attention to ads delivered during music streaming

16%

Non-Audio Internet users

20%

Online Audio users

24%

Connected Audio users

“I am more likely to act on ads when I can interact with the ad using a voice command”

31%

Online Audio users

40%

Connected Audio users





Marketer Outlook on Audio advertising

 MMA

 groupm

 amazon alexa

 amazon ads

Why is Audio a important media touchpoint? Lets have an expert's view



..From a perspective of Mondelez and from a practitioner perspective, we go where the consumer is. And when we look at data and we see what the consumer is doing, we are seeing two things. One is, **audio as a medium picking up**. I mean, we've always seen audio as a medium being very active through radio and FM. But in the post digital avatar and post-COVID, we are seeing a spurt of activity on audio and **people getting more and more comfortable listening to audio**. There seems to be a lot of interest coming out of the impressiveness of the medium. There's a lot of interest coming through because of the kind of experts who are there in the area of interest for the listener. And there seems to be a fair amount of new followership depending on what your interest area is, and there seems to be a feeling that the medium is possibly **providing a fair amount of expert context and knowledge as well**.

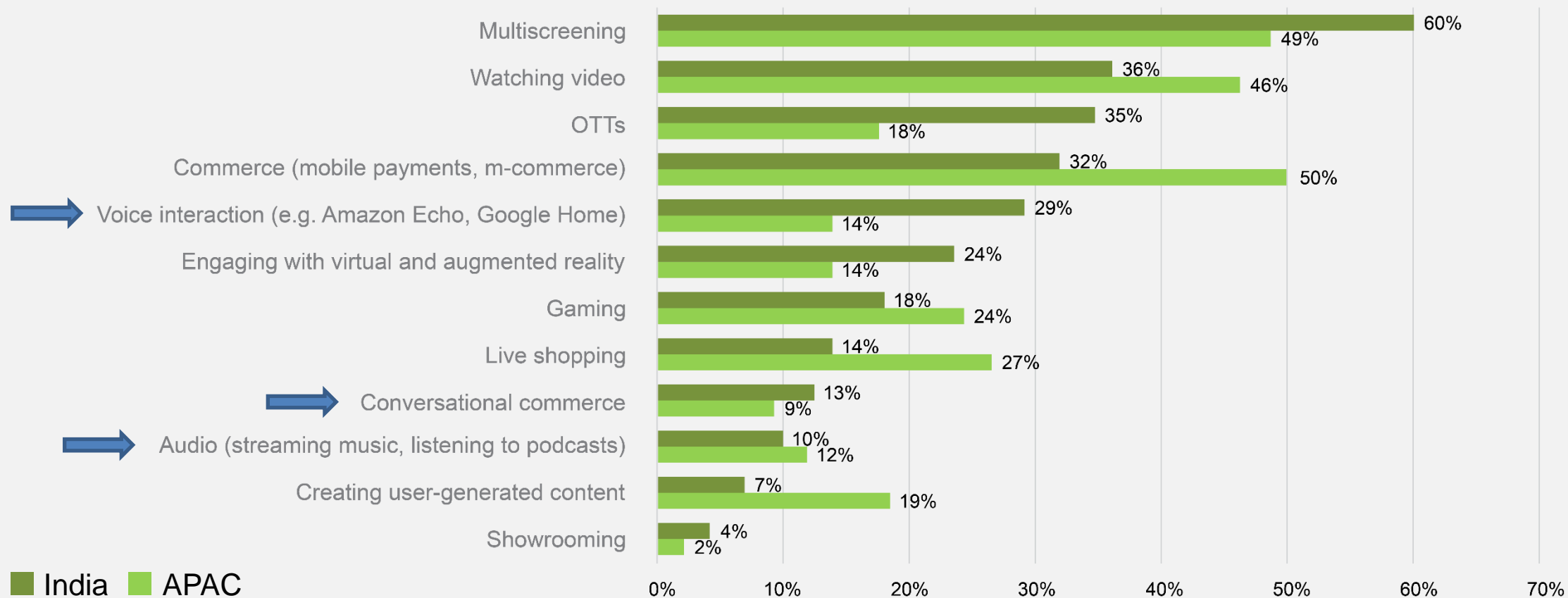


Anil Viswanathan
MD, Vietnam, SEA
Mondelez International



Marketers are acknowledging the potential of audio as a media touchpoint

Of the following consumer behaviors that are increasingly involving personal devices, which do you think have the most significance for the marketing industry?



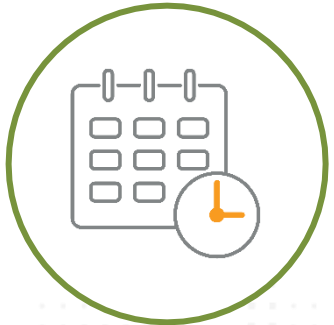
MMA India Study on industry outlook on Audio advertising



Format: Online survey



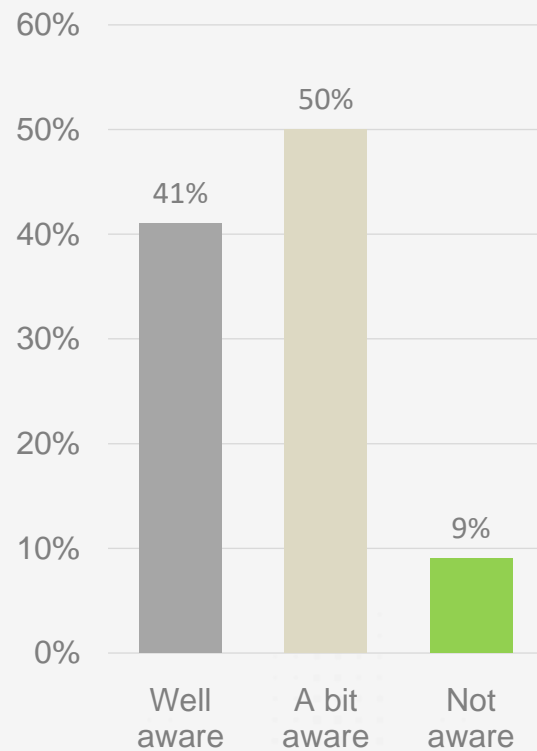
Target Group: Marketers/Agency professionals across categories (n=151)



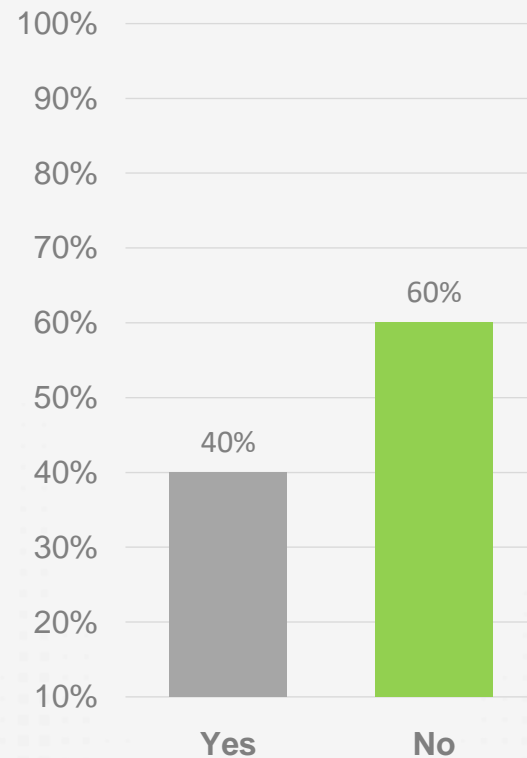
Time frame: Nov-Dec.' 2022

~90% of digital industry professionals are aware of Audio advertising but only 40% have already used

Awareness of Audio Advertising



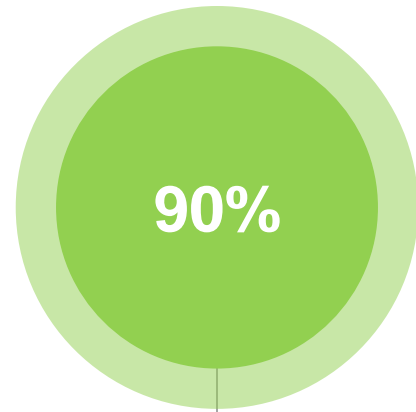
Usage



90%

Are willing to learn more about available audio advertising solutions

~90% amongst those who have used will be considering audio advertising for their 2023 media plans



Amongst those you have already used, will be considering audio advertising solutions for 2023 plans

Key triggers for adoption :-

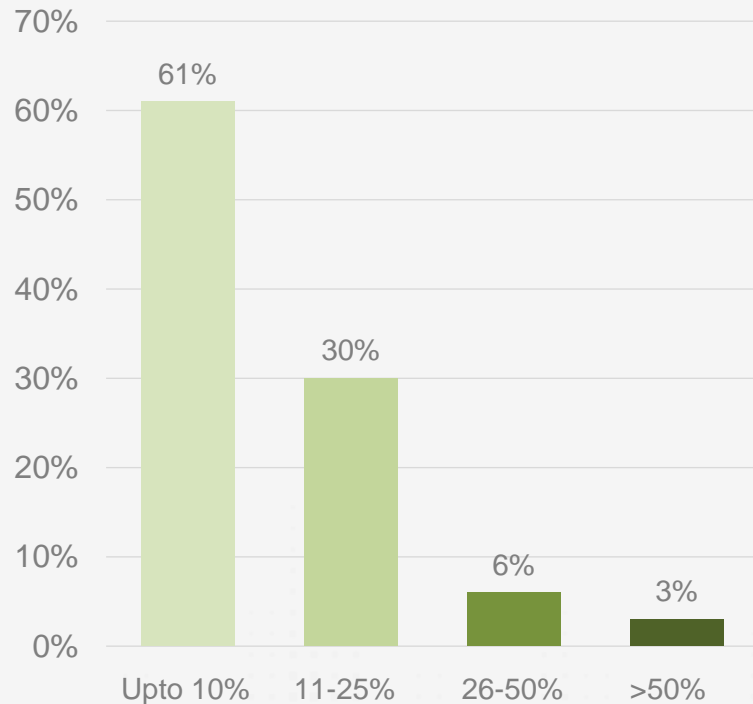
- Reach with Young, Affluent and Connected audiences
- Innovative and engaging ad formats
- Increasing reach of audio streaming in India

Key barriers for adoption :-

- Unevolved ad formats
- Restricted measurement options
- Low awareness among marketers/agencies

70% amongst those who have used will be increasing their audio spends in 2023

By how much will your annual audio advertising spends increase in 2023?
(among those who will be increasing their spends on audio)



Top 3 use-cases preferred for audio advertising

1. Connecting with vernacular audiences across India
2. Engaging audio streamers while they are relaxing with music
3. Seamlessly integrating brand messaging in daily lives

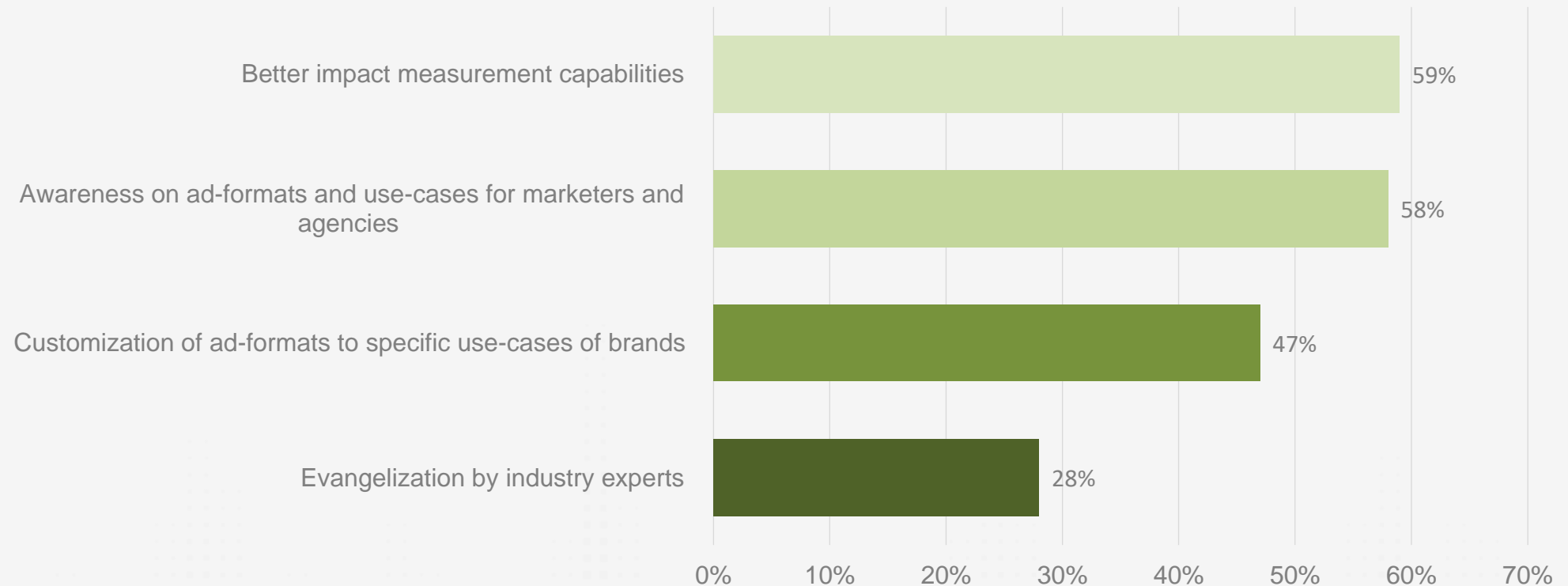
90% of brands who are considering audio for their 2023 plans would be interested in Connected Audio solutions(Alexa etc.)

Key metrics

1. Building aided awareness/recall
2. Building reach and frequency
3. Engagement rate

Future outlook : Better Measurement, Awareness of audio solutions and Customization to marketing use-cases will aid adoption

Which of the following do you think are needed for better leverage of Audio advertising in India



What is MMA hearing from marketers about voice and audio marketing and how can brands leverage it effectively?



Marketers are acknowledging the potential of voice technology and audio as media touchpoints however seeking customisation solutions, measurement capability and education to better leverage the medium and to make it an integral part of 2023 media plans. The survey conducted by MMA amongst 150+ marketers indicates the potential opportunity wherein nearly 90% of digital industry professionals are aware of audio-advertising, but only 40% have used it. However, the success stories of those who have used it have encouraged over 90% of them to make audio-advertising an integral part of their 2023 media plans and more so 70% of the brands who have used audio-advertising will further increase their audio spends in 2023 . So it's time marketers listen to the 150mn and counting active users who are out there streaming music, searching, playing games, controlling smart homes and more with voice commands.

MMA is enabling marketers with tool kits like the Essential guide to voice and audio marketing to better plan for it in 2023 . This playbook covers voice technology trends globally and in India , deep dives on profile of audio audiences , showcases marketer outlook on potential of voice and recommendations for brands on how to optimally leverage voice technologies to build superior experiences for consumers and advertising use cases. A part of ongoing initiatives undertaken by one of its kind voice and audio council housed under MMA enables best in class expertise to handhold marketers at varying stages in their voice journeys . MMA along with the council is building a growing collection of use cases in the voice and audio space to help the industry seek learnings and inspirations from the category.

Voice and audio though nascent is slowly maturing in India and has learnings and benchmarks which can help marketers across the globe to adopt voice technology at scale, so join the community of marketers who set global benchmarks.



Moneka Khurana
Country Head &
Board Member
MMA India





Recommendations for Brands



amazon alexa



Building a Voice strategy: Preliminary considerations

1

Understand Audio consumption behavior of your TG

- For a 'Bharat' user, convenience to talk in their language may be the trigger to use voice
- For an urban user, the reasons may be different e.g. multi-tasking or utility in their daily lives e.g. paying bills

2

Identify Use-cases in consumers' daily lives : Popular use-cases identified as of now are :-

- Voice search
- Voice commerce
- Customer query or complaint handling (Voice assistants/Chat bots)
- Utility in daily lives e.g. listening to a cooking recipes while in the kitchen
- Entertainment e.g. audio streaming through smart speakers
- Reading books e.g. through Kindle

3

Ensure 2-way conversational experiences:-

- a) Selection of technology and tech.-stack e.g. Smart speaker skill or audio chat-bot etc.
- b) Defining must-haves e.g. coverage of key consumer engagement areas
- c) Covering for cohort nuances like vernacular
- d) Defining the call-to-action

'Build for Voice' : Key recommendations

1

Choose a Voice persona for the brand which should be unique, meeting the brand ethos and should be able to resonate the actual persona of the brand

e.g. The Tata Altroz Voice BoT is designed to assist customers all along their online buying journey and enhancing their in-car connected experience through access to rich content such as product features and specifications, in an interactive and immersive manner.



Source: [Tata Motors website](#)

2

Ensure access of the experience across devices –smartphones, smart speakers and smart devices like TVs.

e.g. Cadbury built an Alexa skill for their Valentines 'day campaign which could be accessed across devices with Alexa-smartphones, smart speakers etc. This enabled them to reach >30 MM Young adults within a span of two weeks

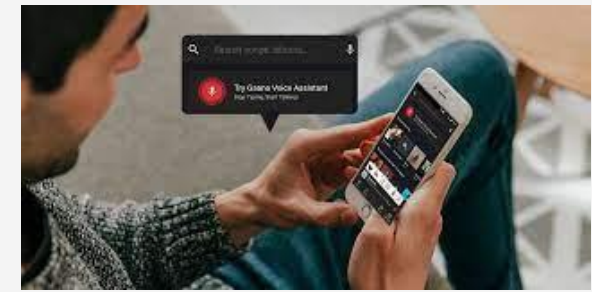


Source: [boltd website](#)

3

Engagement elements are essential for habit-building. Driving convenience through discoverability of areas within a app or creating call-to-action elements can enrich consumer experience

e.g. Gaana integrated voice commands in their app to attract new set of users and today ~25% of their users are using this feature, this hints at the possible convenience angle.



Source: [Slanglabs](#)



Evolution in Connected Audio solutions

MMA

group*m*

amazon alexa

amazon ads

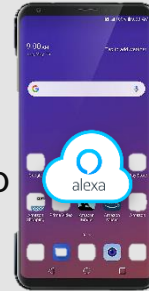
Connected Audio is available across devices!

ECHO FAMILY



ALEXA ON MOBILE

Alexa on
Amazon
shopping app



Alexa App

AUDIO



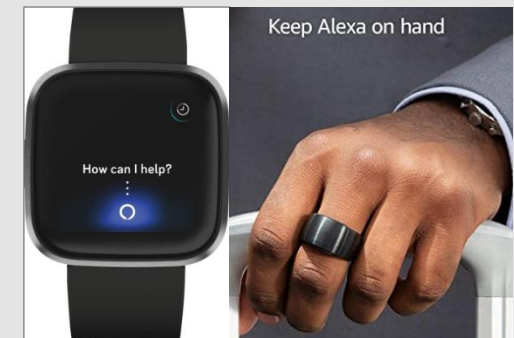
FIRE STICK



VIDEO & SMART TV



WEARABLES



Evolution of Connected Audio advertising : Key reasons

Access to affluent audiences especially 'Smart Homes'



2-way custom conversational experiences

Native touchpoints & immersive engagement



Driving Call-to-actions

Experts tips on building voice experiences aligned with business goals...



Here are a few tips from my side:-

- Know your audience: Understand the demographic you're trying to reach, their preferences, and what resonates with them in terms of voice and audio
- Create high-quality content: Ensure that your audio and voice content is engaging and easy to understand. This can include things like clear diction and good sound production
- Make use of podcasts: Podcasts are a popular and effective way to reach your target audience. Consider sponsoring or creating your own podcast to promote your brand
- Utilize smart speakers: Smart speakers are becoming increasingly popular, so make sure to optimize your content for these devices
- Consider voice search optimization: With the rise of voice-activated assistants, it's important to make sure your brand is easily discoverable through voice search
- Use humor and storytelling: People are more likely to engage with audio content that is entertaining and tells a story. Consider incorporating these elements into your audio marketing plan
- Measure results: Keep track of how your voice and audio marketing campaigns are performing, and adjust your strategy accordingly



Niraj Ruparel
Head of Mobile and
Emerging Tech
GroupM



Use-case 1 : Engaging audiences on contextual themes

Branded Experience with Alexa Custom Experience

Award winning Cadbury Silk's Valentine's Day campaign

Cadbury partnered with Wavemaker to create a custom skill for romantic ideas last Valentine's day(14th Feb'22). The customers, on invoking the skill with the utterance, were presented with a bunch of options to surprise their partner on the special day. The interaction would end with a seamlessly integrated Call-to-action to add Cadbury silk to their cart on the amazon.in shopping app.

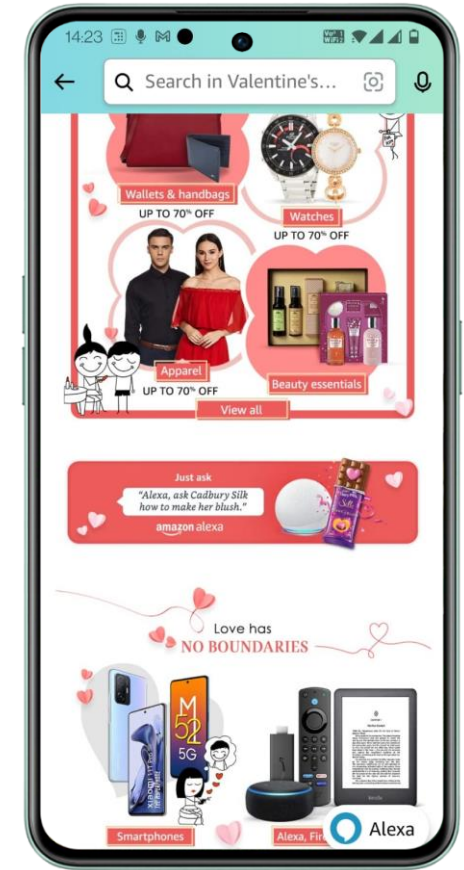
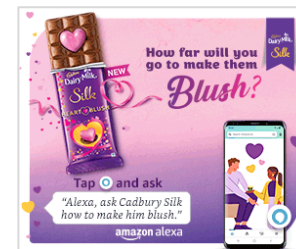
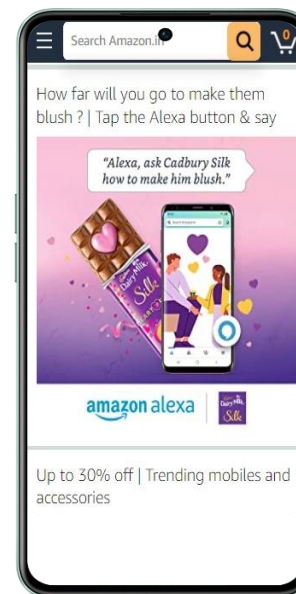
Apart from leveraging Alexa and Ads channels, this was also amplified by the brand as part of their mass media campaign – 'How far will you go to make them blush'.



With the core theme being to help them make their loved one blush, we created interesting Alexa recommendations which can help consumers go far for love. We activated cute digital creatives closer to the V 'Day weekend to build awareness and nudge consumers to go try the Alexa Skill through Silk's social handles. We deployed a multi media activation leading to the cart addition of Cadbury Silk Heart Blush bar to complete the Customer Journey. The media and sales impact gives us great insights to continue to touch consumers lives by building meaningful and relevant technology led activations.



- Sangamitra Manoharan, Brand Manager, Cadbury Dairy Milk Silk



Use-case 2 : Building custom experiences for product launches

Branded Experience with Alexa Template Experience

This solution allows a brand to create an Alexa skill based on pre-existing templates. The content in the flow, however, is completely customized for the brand.

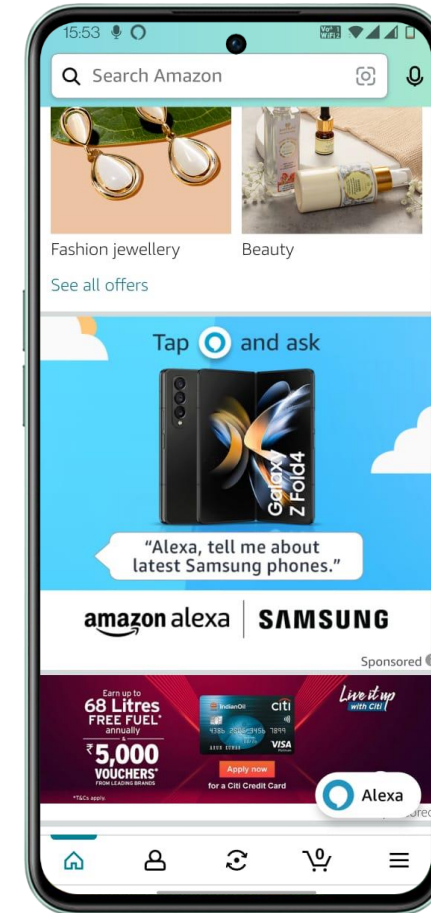
Templates available currently are-

- Quiz
- Spin the Wheel
- Brand Assistant
- Recommendations

Case Study - Samsung Brand Assistant

Brand assistant is a new skill template that helps customers in their purchase journey and includes different plug-and-play modules for brands to choose from.

This was used by Samsung for the launch of their latest Galaxy Fold and Flip phones. Samsung wanted to drive awareness for their launch features and used the informational module. This skill introduced customers to the all-new Samsung Galaxy Fold 4 and shared details about its display, camera and its productivity features.



*To try just ask
"Alexa, take me to
Samsung store"*

Use-case 3 : Leveraging streaming experiences for brand storytelling

In-stream Audio Ads

Through 3P music providers

- Brands can insert 15 second audio ads in between music streaming from the likes of Hungama i.e. ads are served only in ad-supported tiers of these music streaming providers.
- This allows the brand to spread awareness /drive a particular CTA through the messaging.
- The genre of music can be filtered by the brands as a proxy for customer profiles
- Ads can contain uber brand messaging for awareness, details about a new product launch, and other such use cases.



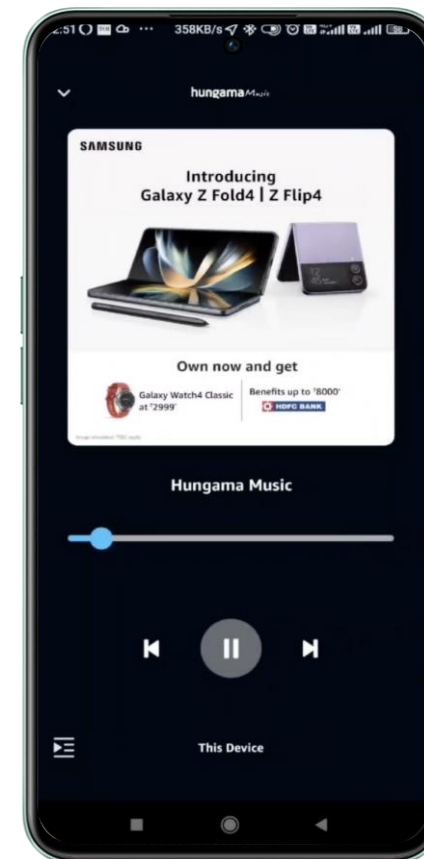
We have been able to leverage engaging new Ad formats of Audio Ads with the Amazon Ads team for Galaxy Z series launch. These were high impact properties for creating awareness, and basis our learnings from this launch, we will look forward to increase our presence on these assets for upcoming launches as well.

- Sachit Arora, Marketing Lead, Samsung Flagship Mobiles



Coming soon

Interactive audio ads-This format will enable 2-way engagement through Alexa call-to-action by voice to take actions such as adding an item to their basket, requesting more info via email or setting a reminder, without disrupting their streaming experience.



Use-case 4 : Integrate your brand messaging with native experiences

Sponsored Experience

This solution allows a brand to partner with an existing Alexa skill by way of sponsorship. Brands can choose to associate with any of the 11 diverse and highly engaging skills (few examples-Daily Cricket Trivia, Khel Quiz, Sanjeev Kapoor Recipes) for a limited time period.

Case Study - Alexa originals powered by HP

In order to strengthen Alexa's music association & give customers a new reason to try Alexa, an innovative content forward marketing program called Alexa Originals was built (uses original content to keep Alexa brand salient with customers) to host 5 original exclusive songs on Alexa by independent Indian artists (IN first).

HP came on board and was featured in the promotional videos, in-skill, static promotional banners on Amazon shopping app (Android only) and off site as well.



Contemporary music is an integral part of our customers' lives. It's a source of inspiration, an outlet for expression and often a route to recharge themselves as they use their laptops. We are super stoked to partner with Amazon and have HP customers access Alexa Originals on HP Pavilion, the device of choice for Gen Z which comes with Alexa built-in.



- Prashant Jain, CMO, HP



Use-case 5 : Build voice persona for activations

Personality integration*

Personal connections can be built with consumers by imbuing Alexa with endearing, human-like qualities and by delivering delightful experiences. This is done through day-to-day customer conversations with the persona of Alexa, and then personalization of customer's experience based on their preferences. In this way, we can mirror how real people get to know each other and build trust over time. Brand integrations therefore have to be indirect and engaging without having purchase CTA and only influencing awareness and recall.

*Highly regulated and will be evaluated on case to case basis by Amazon Alexa

Case Study - Bauua on Amazon Alexa | Movie ZERO

The collaboration, provided fans access to Bauua Singh's voice on their Amazon Echo smart speakers as well as other Alexa built-in devices such as Bose headphones. The character entertained followers with jokes, anecdotes and poetry. Shah Rukh Khan also took to Twitter to announce the collaboration with Alexa, by commenting on the many flirtatious ways of Bauua.



As voice is on its way to becoming the next touch and text, this innovative association with Amazon Alexa gives the fans a chance to listen to Bauua's quirky, witty and distinctive persona that we wanted to portray through the association.



- Binda Dey, Marketing Head of Red Chillies Entertainment

Coming soon

Personality theme packs-a brand-new way for customers to customize their Alexa experience to their interests. Customers can enable a Theme Pack of their choice in order to change what Alexa says and shows on their Echo devices from adding fun sounds to displaying themed images during Alexa responses and the home screen throughout the day.



Measurement solutions



Campaign-level & mind-measures' metrics available:-



Audio Impressions



Audio ad/skill completion %



Clicks(on accompanying banner)



Call-to-action %

Brand Lift studies can also be conducted through leading third-party research firms to track impact on mind measures (Ad-recall, Aided awareness, Lift in favorability to consider/purchase etc.)

Decoding Measurement in the Voice and Audio Space, an expert's view



When we look at measurement, there are four pillars to consider- reach, frequency, engagement and action. At the end of the day, you should be able to measure all four. It's not good enough for you to measure only one, two or three of them. Now with a lot of this, you can actually measure reach and frequency. Even LTR for example is a frequency measure, whether the people have actually gone through the content or not.

However, how you measure engagement and action continues to be a challenge in the current world. When you look at engagement with audio in particular, there are challenges because we have seen through multiple researches that people multitask while listening. Listening may not be a dedicated activity for anyone. It's always in the background. Therefore, you don't really know the level of engagement that you have with audience at that point in time or if the communication that you are sending out or the advertisement that has been played has registered with your audience or not.

Now, how do you measure engagements? When you look at survey data, there are ways in which one measures engagement. There has to be a combination of sources that would come together to help us measure these four pillars in their entirety. The way one would envisage this is- you would have certain passive measures which would help you measure reach/frequency and you would have some active measures which will help you measure engagements. What I mean by active measures is things like survey, direct questions etc. Passive measures would include the action that one is taking, what is the impact or attribution and so on. Then you will need to have a combination of these active and passive measures as well. That's how one would need to build a measurement platform, which would help address this requirement.



Biswapriya Bhattacharjee
Director-B2B & Technology

Kantar



Key takeaways



Voice is increasingly becoming a crucial touchpoint for marketers beyond only urban consumers



Voice/Audio users are evolved/affluent audiences looking for engaging conversational experiences



Brands have the opportunity to leverage Audio and Connected audio solutions to build immersive and actionable experiences with premium audiences

Future Outlook : Key trends to watch out for...

1

Penetration of Voice in Bharat will make voice a sizeable channel

2

Rise in Conversational Marketing through Interactive ads' call-to-action features

3

AI/ML/Web 3.0 enabled voice technology will help explore more 360 degree use-cases

4

SMART HOMES to be a key voice environment

5

Ambient intelligence: this technology adapts to you. It is the science that makes it possible for the disparate technology in your home to seamlessly work together in the background

MMA CONTRIBUTORS

Moneka Khurana

*Country Head & Board Member,
MMA India*

Rudrashish Nag

*Director – Membership & Business Development,
MMA India*

Lloyd Pereira

*Director-Strategic Alliances & Programming,
MMA India*

GroupM CONTRIBUTORS

Parthasarathy Mandayam

*Chief Strategy Officer,
GroupM South Asia*

Niraj Ruparel

*Head Of Mobile and Emerging Tech.,
GroupM*

Karan Rao

*National Head– Content & Partnerships,
Wavemaker*

Amazon Alexa CONTRIBUTORS

Dilip R.S.

Country Manager for Alexa, Amazon India

Teena Sidana

*Head of Alexa skills and voice services,
Amazon India*

Mrunmai Abroal

PR Manager-Devices, Amazon India

Sakshi Choudhary

Marketing Manager, Amazon Alexa India

Amazon Ads CONTRIBUTORS

Vijay Iyer

Director, Large Customer Ad Sales, Amazon Ads India

Neeraj Rai

Sr. Marketing Manager, Amazon Ads India

Shweta Kannan

Sr. BDM, Amazon Ads India

Samarth Kamhari

Marketing Manager, Amazon Ads India

We also thank the following industry experts for sharing their valued perspectives for this playbook :-

- Anil Viswanathan, MD, Vietnam, SEA, Mondelez International
- Biswapriya Bhattacharjee, Director-B2B & Technology, Kantar

We hope you find this Playbook useful, and we look forward to your feedback which can be provided through this short survey: [link](#)

To know more about Amazon Alexa solutions, please [reach out to the Alexa team here](#)

Disclaimer: Amazon's contribution is limited to the provision of information about its services included in this Playbook and attributed to Amazon. Amazon has provided this information for informational purposes only and does not permit reproduction or any other use of this information without Amazon's express written consent. The information, views or opinions contained in this Playbook do not constitute an endorsement or recommendation by Amazon. Amazon assumes no liability of any kind for the contents of this Playbook, including but not limited to, accuracy, adequacy, validity, reliability and completeness of this Playbook.

Amazon, Amazon Alexa, Echo and all related marks are trademarks of Amazon.com, Inc. or its affiliates.



amazon alexa



MMA Voice & Audio council

The Voice & Audio council seeks to create leadership & evangelism for marketers to better understand the dynamically evolving nature of voice marketing and enable guidelines, use cases and expertise to exploit the platform.



Sreeraman Thiagarajan
CEO



Niraj Ruparel
Head of Mobile & Emerging Tech



Anjali Madan
Consumer Experience Lead,
India & Bangladesh



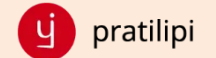
Tejinder Gill
General Manager



Teena Sidana
Head, Alexa Skills
and Voice services



Amit Doshi
Head, IVM Podcasts



Neha Kumar
Managing Director,
Consumer Goods & Retail



Biswapriya Bhattacharjee
Director – B2B & Technology,
Insights Division



Tejas Apte
General Manager,
Media- South Asia



Gursimran Singh
Director - Brand
Strategy



Lloyd Pereira
Director-Strategic Alliances
& Programming

