



PROTOTYPING LAB

RMS TEAM

TEAM



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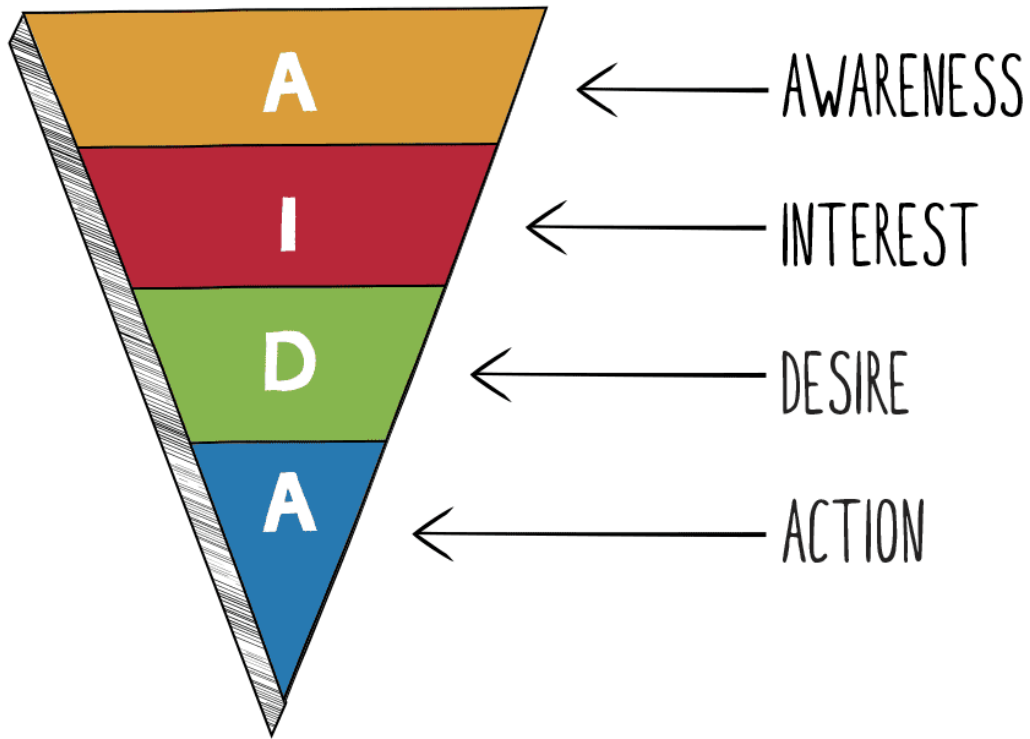
DANIELA OBELMEJÍAS

RMS - the most comprehensive portfolio in the market



RMS is the leading marketer in the German audio advertising market and, together with RMS Austria, the largest audio marketer in Europe.

Challenge of measuring effectiveness of Audio Ads



ESSENTIAL MARKETING MODELS [HTTP://BIT.LY/SMARTMODELS](http://bit.ly/smartmodels)

- ❑ Radio poses unique challenges
- ❑ Lack of action-based KPIs in digital audio space

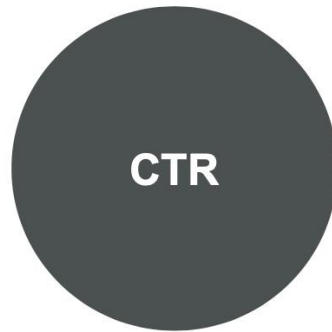
Not reinventing the wheel, but offering more alternatives



Audio Ads



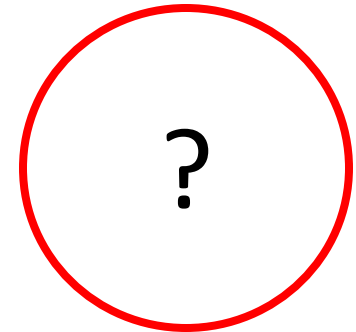
Audio +
Companion
Banner



- Voice Advertising
- Advertising Impact Research



"Send me a
sample"



How do we prove that
an audio spot turns a
hearing person into an
interacting person?

We developed Audio recognition system for RMS Ads

The analogy:



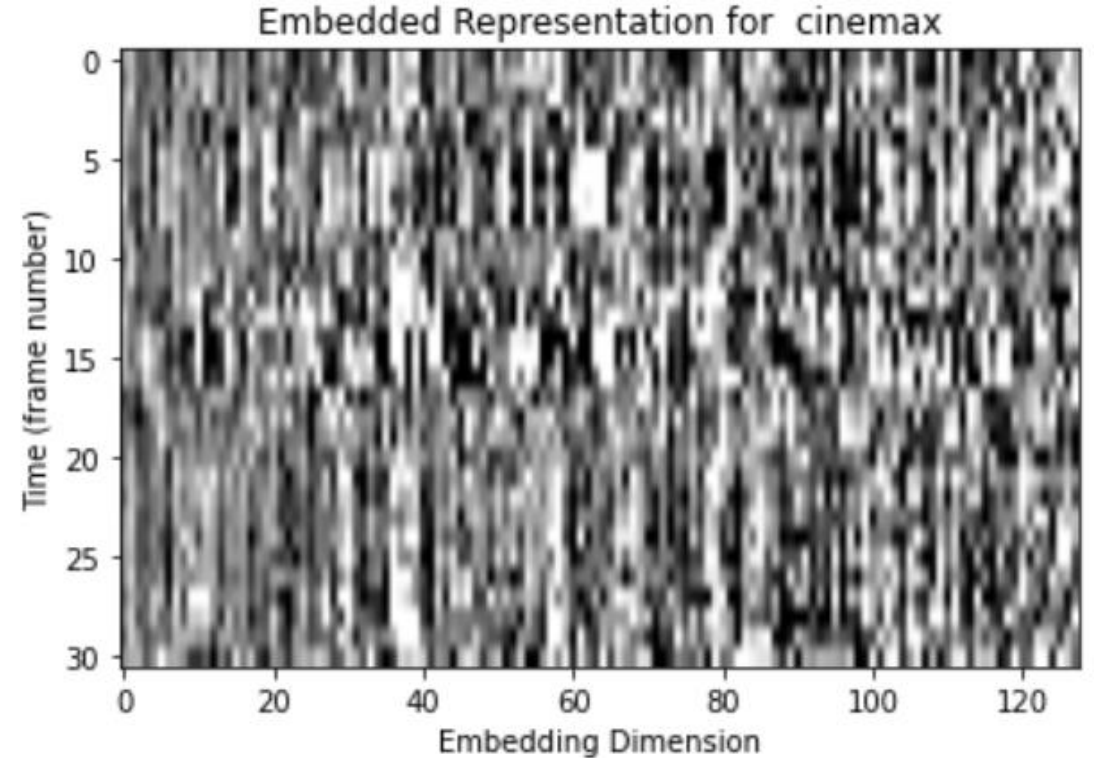
Shazam

How it works: it recognizes RMS Ads using a short audio snippet (1 sec)

The main concept behind the Ad Recognition System

Neural Network Embedding

A "fingerprint" of an audio



How do we differentiate RMS Ads from all other audios?

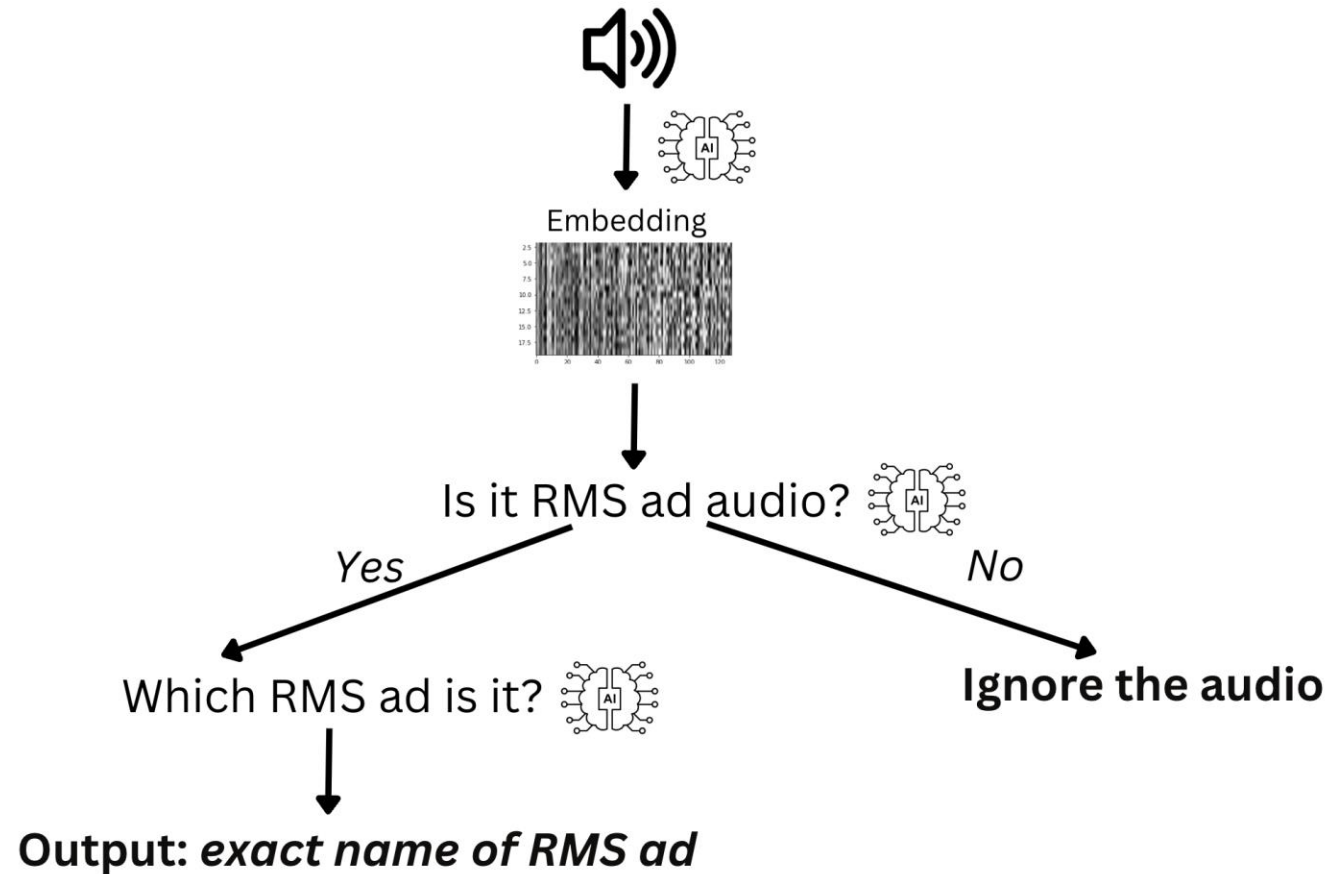


Similar audios -
Similar embeddings

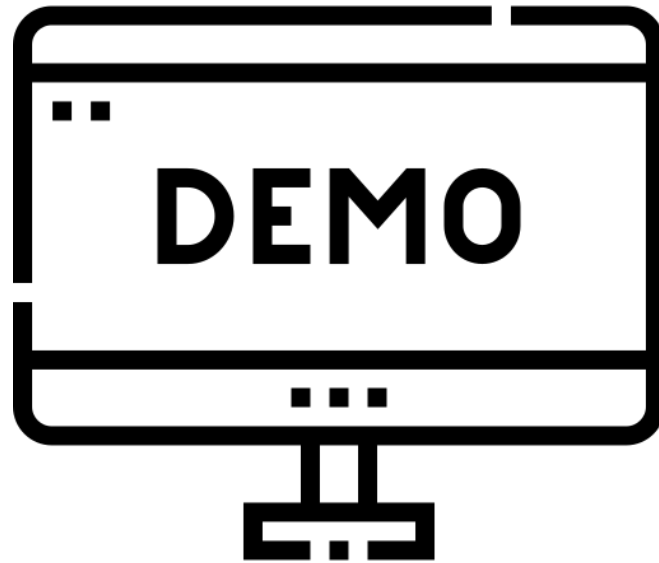
Different audios -
Different embeddings



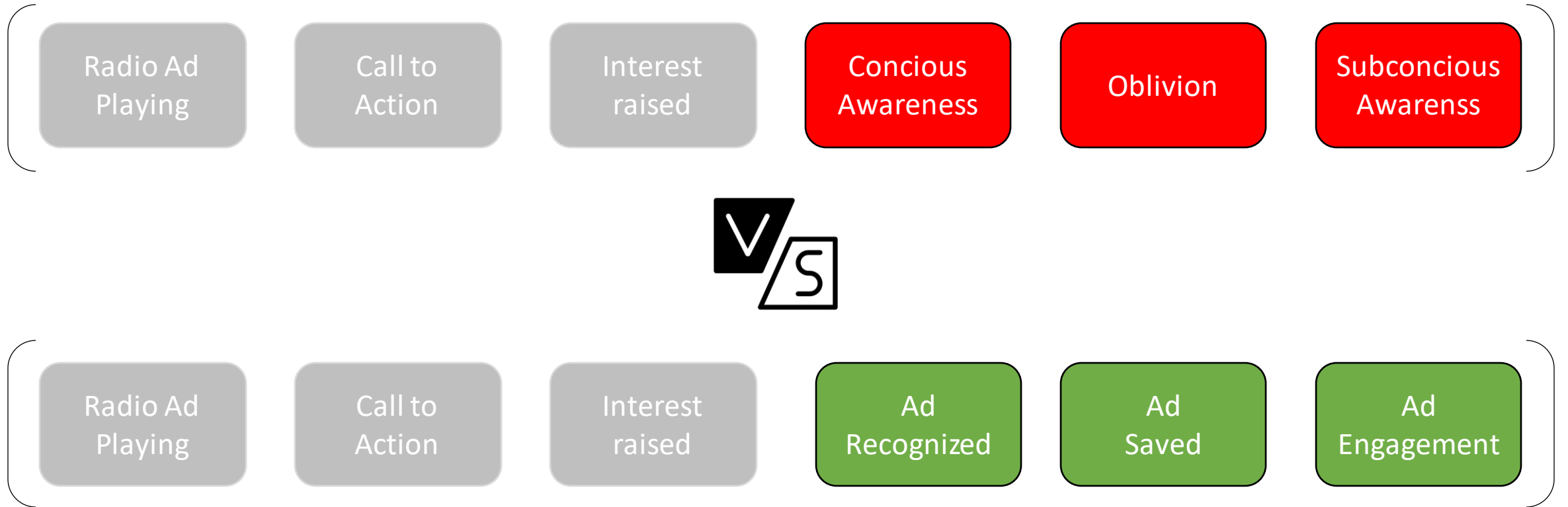
How does RMS Ad Classifier work?



LIVE DEMO



Bringing more interaction into the audio world



Prototype as a foundation for various Use Cases

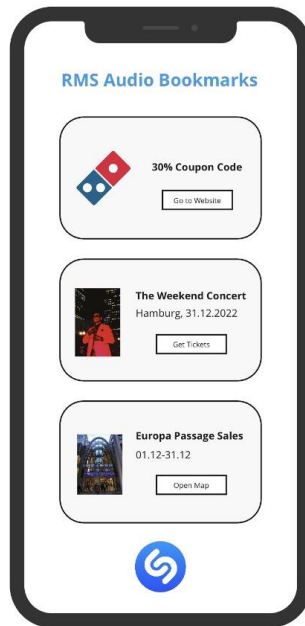


Recognizable Audio
AD Coupons



Recognizable Audio
Ad Announcements

Pouring life into the prototype

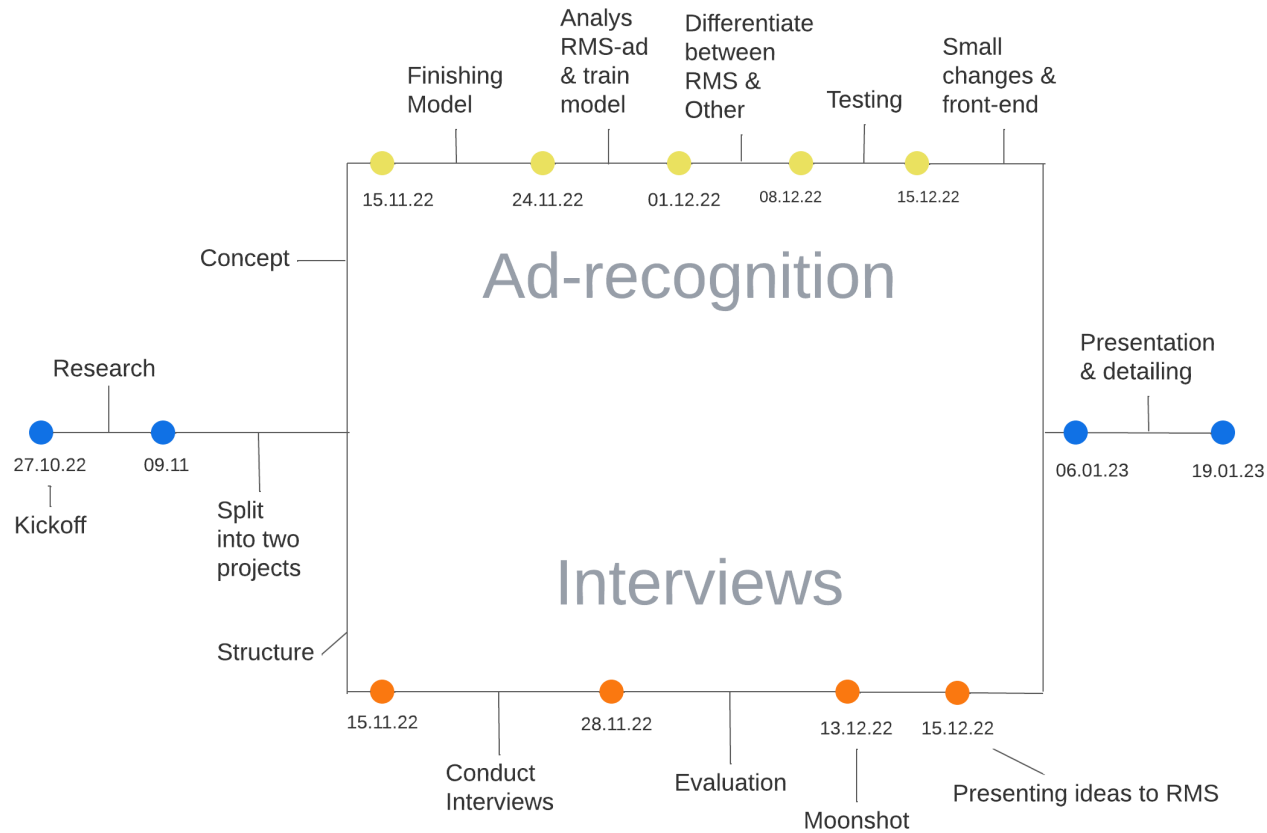


Proprietary RMS application

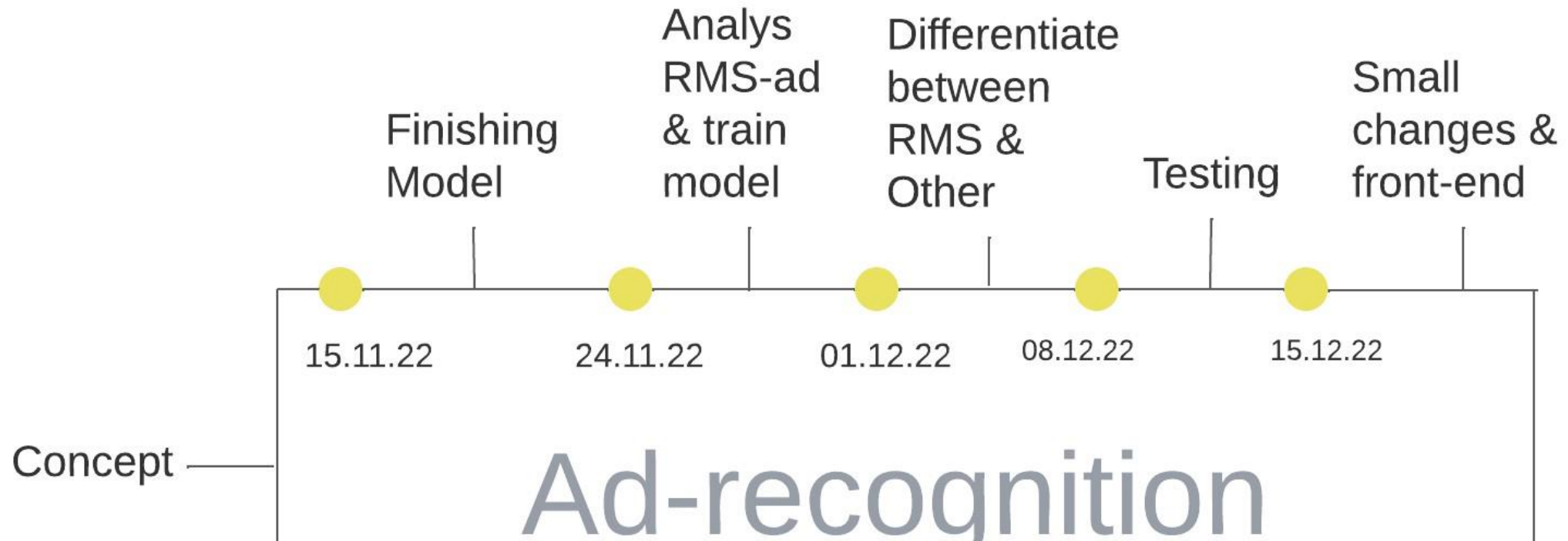


Integrations with RMS Partners

Development



Ad-recognition system



Interviews



Interview structure

1. General questions

Example: When and where do you listen to radio?

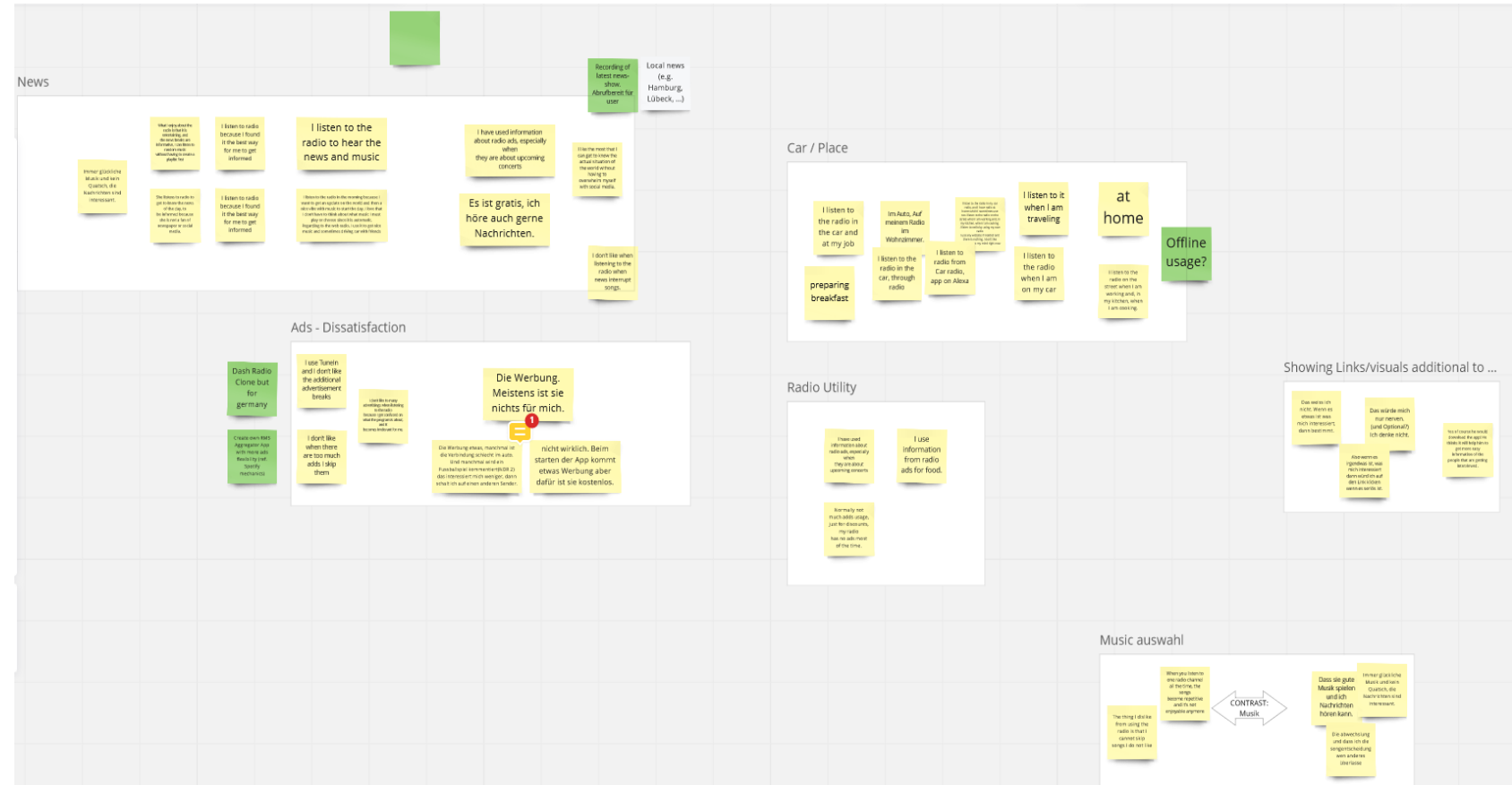
2. Questions based on previous answers

Example: Since you are listening a lot to news, would an Application, that records the news for you, help?

Evaluate

Similarities of answers:

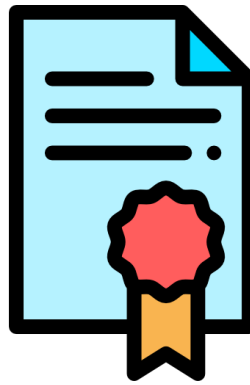
- News
- In the car
- Music selection



Learnings



Time Constraints



License Agreements



Financial Viability

