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RMS and Burger King: delivering Germany's first programmatic audio campaign

This week's egtabite showcases a highly significant event for the radio industry: German sales house RMS delivered an industry-first programmatic audio campaign for Burger King.

In a partnership that involved RMS working alongside Amnet (Dentsu Aegis Network's programmatic buying unit) and tech provider AppNexus, the campaign allowed the client to buy pre-stream audio spots across the RMS web radio network and display advertising, controlled and optimised in real time.

The campaign

Amnet handles Burger King's digital marketing account, which includes online display, video and other channels. RMS was able for the first time to make pre-stream audio advertising inventory available within Amnet's programmatic trading platform – alongside the existing digital channels. Through the insertion of cookies, it was possible for Burger King's display and video advertising to be re-targeted to users who had heard the restaurant chain's pre-stream spots.

Amnet combines data and technology to offer marketers tailor-made audiences and campaign optimisation in real time, and this campaign for Burger King demonstrates how programmatic platforms can be used to break down traditional media silos to deliver advanced cross-format advertising solutions.

The trading of advertising in real time has, until recently, been available only for search and display, whilst solutions for video advertising are in their infancy. Likewise, buyers of audio advertising have not been able to leverage the opportunities of automation, targeting and increased efficiency that can be achieved using programmatic platforms, despite pressure from large advertisers in particular to develop programmatic solutions for all media.

RMS and Amnet have made a major stride towards programmatic audio advertising trading with this successful case for Burger King, and client interest in the initiative is high. The concept and technology were tested and worked well, paving the way for trading online audio through programmatic platforms at greater scale in 2016.

One advantage for RMS lies in the automation of the billing process, as this was handled through the SSP (supply side platform), thus eliminating the need for traditional invoicing.



egta asked Tobias Conrad, Head of Digital Media at RMS, for further details about the campaign.



egta: *In a nutshell, what sets this online audio programmatic campaign apart from those that are planned, transacted and executed under the traditional model?*

Tobias Conrad: Our programmatic case has shown that online audio is an integral factor in companies' marketing plans. It specifically targets their audience on different channels simultaneously. Planning, transaction and execution turn into a more holistic approach. As a result, it enables audio to catch up with video, online and mobile display concerning programmatic trading.

egta: *What are the key benefits for the client in this case?*

TC: Firstly, we provide a technological solution that fits into the existing framework of programmatic trading. Secondly, Burger King's cross-channel campaign "King of the Month" has a retargeting function for individual listeners of the commercial. This is the case because it perfectly addresses Burger King's marketing goals and has a value-added benefit to every media strategy.

egta: *And what are the main benefits for RMS as a seller?*

TC: For us as a seller it is important to develop our products based on the wants and needs of the market by using the programmatic audio case. This definitely helps us to gain more momentum for online audio in general

egta: *As programmatic audio gains traction and becomes more commonplace, what kind of advertisers and campaign objectives do you think it will best serve?*

TC: In broadcasting, advertisers book their target audience in relation with a content environment. With programmatic advertising we enable clients to reach their desired audience with direct targeting. So PA is very efficient, time and cost saving and drives performance for our customers. They can deliver their message directly to their target audience.

egta: *As the instigator of a pioneering initiative, what advice can RMS offer to other radio and audio sales houses that may be exploring programmatic trading?*

TC: We are still at the beginning of a long journey to transform online audio into a technological trading product. Having said that, we would still encourage other radio and audio sales houses to start working with programmatic trading, because audio as a medium – as well as an advertising platform – will rapidly grow in the years to come.

Why this matters for egta members

Advertisers are expressing a clear demand for automated and programmatic trading technologies, recognising the efficiencies and improvements in targeting that they can deliver. Television and radio – and by extension video and audio – publishers have until recently lacked the tools to allow them to tap into the growing programmatic market.

RMS has demonstrated that by taking a strategic decision to invest in the development of programmatic audio capabilities, it is possible to put online audio advertising on an equal footing with other digital media, potentially marking the start of a new era.



Background info

Please click on the links below to access the relevant documents:

- » **RMS website** (please click [here](#))
- » **Press release** (in German) (please click [here](#))

