

AdTonos launches Yours Truly technology to deliver interactive radio ads

The first campaign run by AdTonos utilising its Yours Truly technology, in partnership with Octave and Omnicom Media Group's PHD, delivered interactive ads on behalf of Audi across commercial radio stations for the first time

London, UK, 30 November 2020: [AdTonos](#), the leading force in audio-centric advertising technology, has brought real-time interactivity to live radio with its new offering: Yours Truly. The innovative technology allows advertisers to reach listeners via smart speakers with engaging two-way, voice-based communications, delivered across Octave's vast portfolio of commercial radio stations.

Yours Truly was developed to realise the significant and fast-growing potential of native audio ad experiences. In practice, an ad featuring an interaction trigger is inserted into an ad break, once broadcast, listeners can react to the ad with a simple voice command to engage the voice assistant and complete a desired action before being returned to the live radio station.

The Yours Truly technology was debuted via an ad campaign that Omnicom Media Group's PHD planned and delivered for Audi and targeted London's commercial radio stations in a worldwide first — including Absolute Radio, Kiss Radio and Magic Radio. Listeners could easily book test drives for the brand's latest model through voice-activation on their smart speakers. The campaign also harnessed intelligent geolocation technology to help listeners select their nearest dealership.

Michal Marcinik, AdTonos CEO and Founder commented: "Yours Truly is set to drive unprecedented progression across the audio advertising industry. By allowing advertisers to dynamically insert interactive ads in live radio content, the tool paves the way for instant, two-way communication that will not only increase conversions, but also forge stronger links between advertisers and valuable radio audiences."

Phil Rowley, Futures Director at Omnicom Media Group said of the campaign delivered for PHD's client Audi: "The first-of-its-kind campaign we deployed for Audi lays the foundation for audio and voice advertising innovation globally. As the channel continues to grow – with the global voice-based smart speaker market predicted to be worth [\\$30billion](#) by 2024 –

we're keen to continue exploring audio's strengths as part of fully integrated marketing strategies."

Charlie Brookes, Director – Revenue at Octave Audio, which executed the Audi campaign, added: "AdTonos has raised the benchmark for audio engagement with the launch of Yours Truly and we're excited to be working with them as they transform the future of radio ads. The rapid technical integrations via SDKs is testament to how fast the industry can innovate, and the opportunities for broadcasters, brands, and audiences alike are vast."

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About AdTonos

AdTonos is a programmatic audio advertising platform that connects advertisers with publishers. The marketplace offers multiple ad placements from well-known pre-rolls, through to mid-rolls and real-time ad replacement for live streaming. This provides advertisers with vast reach across digital audio channels, while radio stations profit from the use of an effective tool that supports them in competition for online budgets and builds new revenue streams.

Brands have, at their fingertips, an easy-to-reach audience of more than 4 million unique online audio listeners and a potential of at least 90 million ad playouts a month. AdTonos is supported by the UK's Department of International Trade, helping the company to scale globally, and is a member of IAB UK, IAB Europe and the European Association of Commercial Radios, which represents commercial radio at the European Parliament.

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About Octave

Octave Audio gives advertisers the opportunity to target digital audio listeners at exceptional scale powered by News UK & Bauer Media's 1st party data. In one place, advertisers can reach the audiences of leading and loved brands via connected live radio including talkSPORT, KISS, Absolute Radio, Virgin Radio and Magic Radio. Octave Audio will also offer access to on-demand catch-up shows including Simon Mayo's Scala radio show.

About Omnicom Media Group's PHD

PHD is a growth-obsessed agency that believes in the remarkable power of imagination. Since it was founded in London in 1990, as the first media agency to offer strategic and creative planning, PHD has been helping clients achieve disproportionate growth.

Today with over 100 offices in 74 countries, PHD remains in the business of growth, with a challenger mindset and focus on creativity that permeates everything it does. Using its proprietary gamified operating system: Omni Studio by PHD, which connects the network's greatest minds, PHD creates and harnesses ideas that go beyond expectations; ideas that enable brands to move beyond incremental improvements and make the leap above their competitors.

This approach has paid dividends for PHD's clients as well as the network. PHD is ranked in the top four most globally awarded networks in the world (according to the 2020 WARC Media 100).

The PHD network is part of the Omnicom Media Group, a division of Omnicom Group Inc. (NYSE: OMC).

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<https://www.phdmedia.com/london/>

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