Effective EV Sponsor Messages on NPR

NPR & Veritonic
May 2023

Research Method

NPR worked with Veritonic, using their Creative Measurement tool, to evaluate a variety of copy approaches for Electric Vehicle sponsorship messages. The test incorporated:

- 4 different message themes:
  - Latest technology
  - Ease of adoption
  - Sustainability
  - Luxury/style

- Across three different lengths:
  - 15 second
  - 30 second
  - 60 second

- And, to minimize bias based on brand name, messaging was repeated with three different brand names and most copy versions referred to the brand's full line of EVs rather than highlighting specific models.

- A total of 1,920 respondents completed the survey, with 320 responses per copy version.
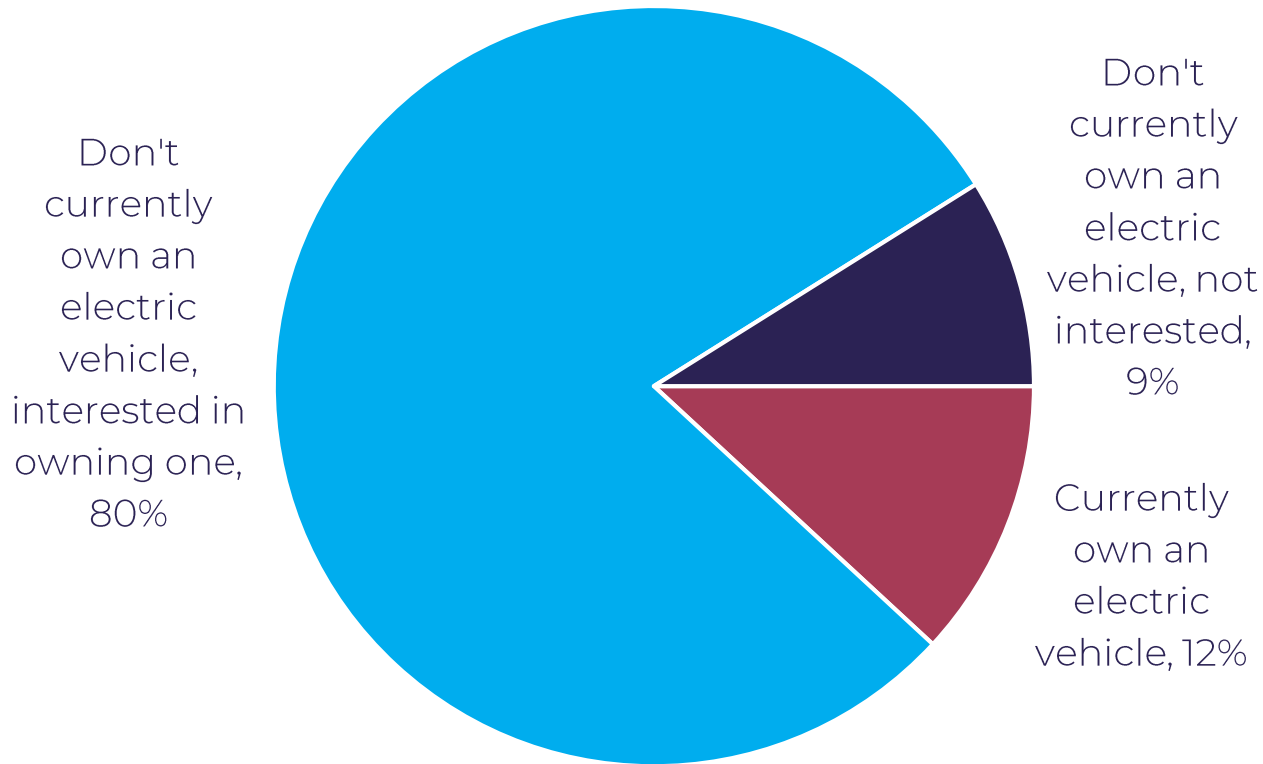
Key Findings

1. **The NPR audience is enthusiastic about electric vehicles.**

2. **The biggest barriers to adoption are concern about ease of use – charging and range -- and price**

3. **Exciting new technology is also a motivating theme, especially for those who already own an EV.**

4. **Addressing these top concerns is the most effective in driving purchase intent.**

5. **Specific copy points in the top messages drove strong responses for being relevant, innovative, unique.**

EV Interest & Concerns

The NPR audience is enthusiastic about EVs.

EV Ownership/Interest

Don't currently own an electric vehicle, interested in owning one, 80%

Don't currently own an electric vehicle, not interested, 9%

Currently own an electric vehicle, 12%

Before exposure to sponsor messages, on average,

74%

of NPR listeners were interested in purchasing an EV from the specific listed brands*

Q: How likely are you to consider purchasing or leasing an EV from the following brands? Five brands were listed reflecting a range of domestic and foreign brands and range of price points.

The biggest barriers to adoption are concerns about ease of use – charging and range – and price.

Which (if any) of the following factors gives you cause for concern when you think about purchasing or leasing an electric vehicle?
Among EV Interested Respondents

Factor	Percentage
Ease of charging	70%
Price	67%
Range	65%
Reliability	57%
Performance	48%

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Current EV owners are most concerned about reliability and performance when thinking about their next EV.

Which (if any) of the following factors gives you cause for concern when you think about purchasing or leasing an electric vehicle?
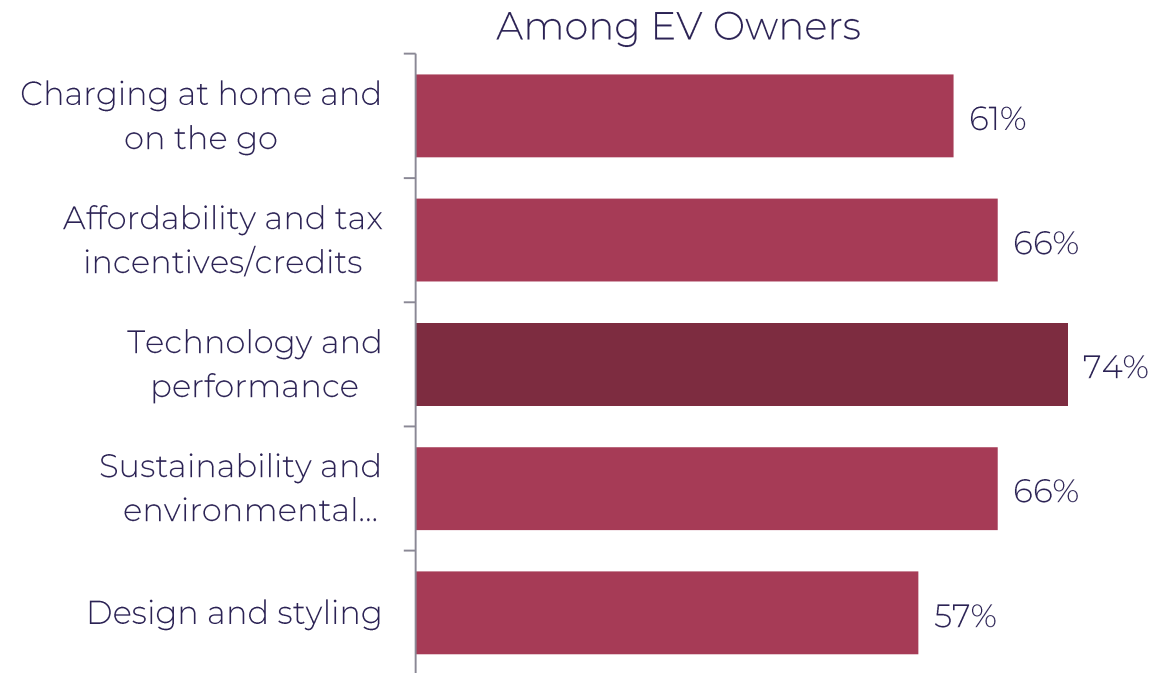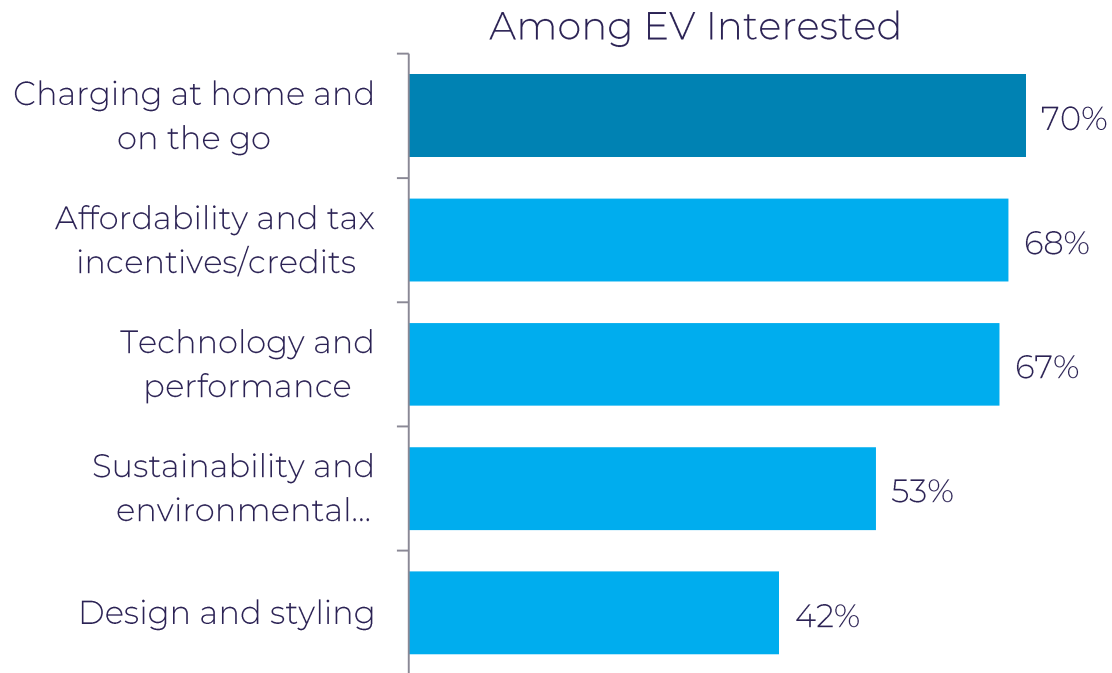Among Current EV Owners

Factor	Percentage
Reliability	70%
Performance	70%
Price	65%
Range	62%
Ease of charging	60%
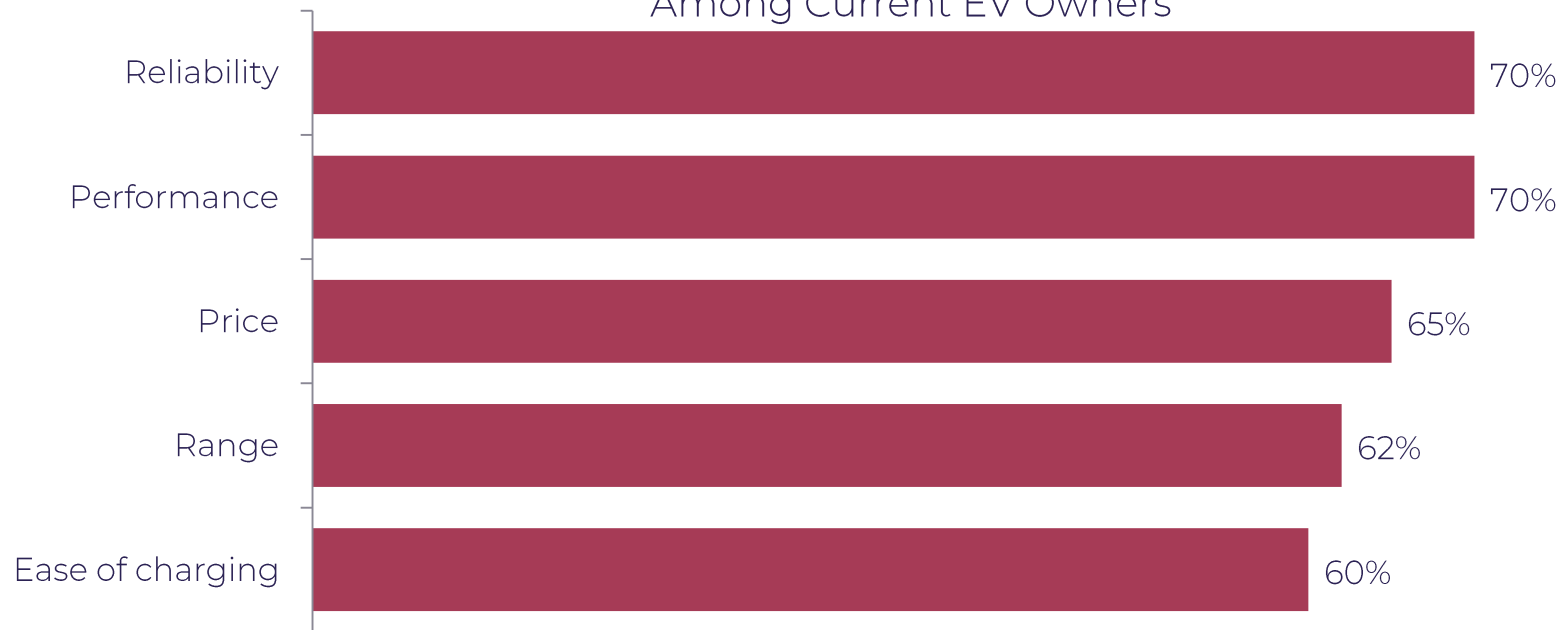
Base: EV Owners, n=224.

These concerns are reflected in what listeners most want to learn after hearing the sponsor messages – charging, affordability, and technology/performance.

After listening to these ads, which of the following topics about electric vehicles would you like to learn more about?

Among EV Interested

Topic	%
Charging at home and on the go	70%
Affordability and tax incentives/credits	68%
Technology and performance	67%
Sustainability and environmental...	53%
Design and styling	42%

Among EV Owners

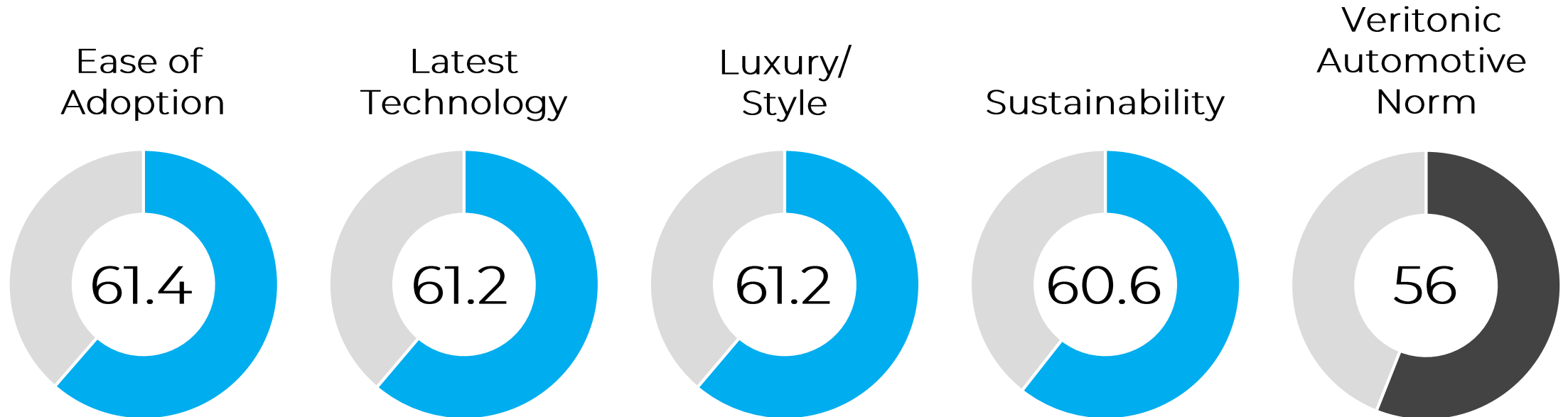| Topic	%
Charging at home and on the go	61%
Affordability and tax incentives/credits	66%
Technology and performance	74%
Sustainability and environmental...	66%
Design and styling	57%

Base: EV Owners, n=224.

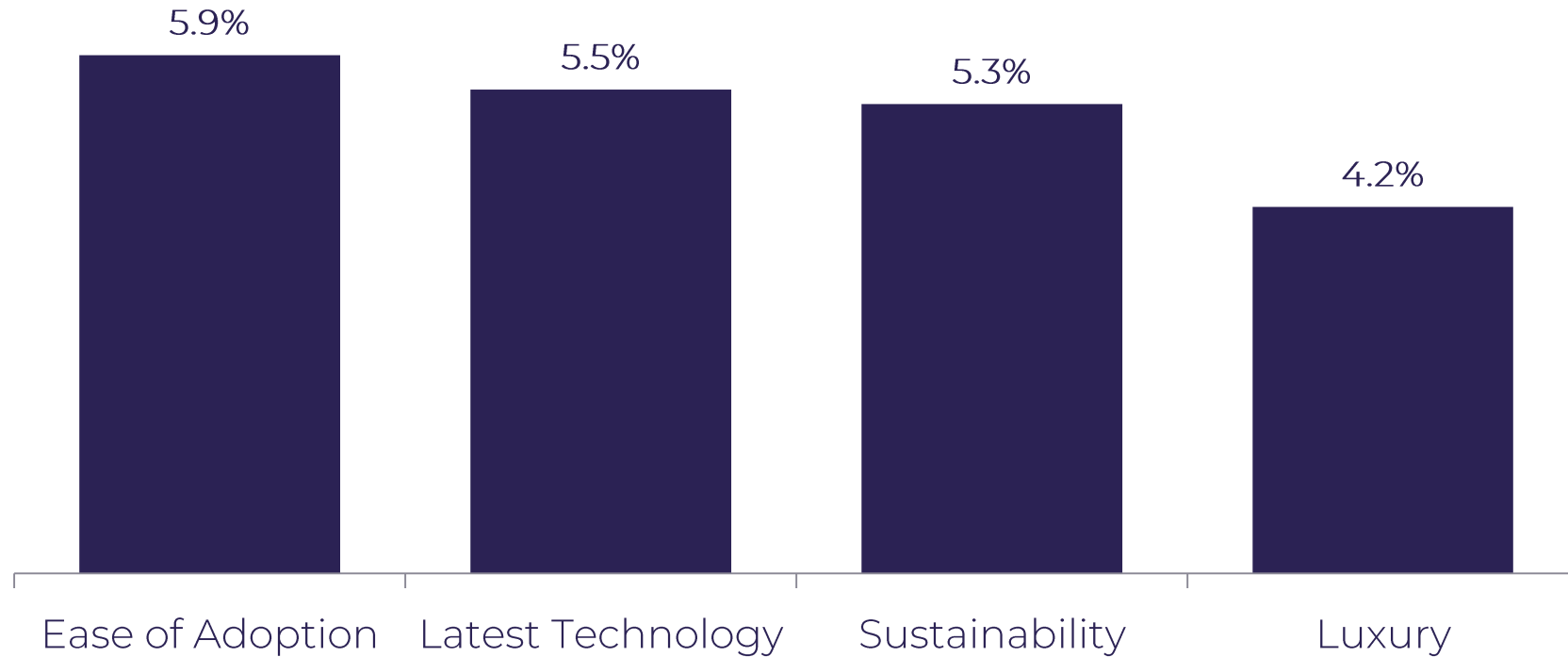# NPR's EV messages drive brand consideration

All messages were very effective, well above auto industry benchmarks.

Average Veritonic Audio Score, across all length and brand versions:

Ease of Adoption	Latest Technology	Luxury/ Style	Sustainability	Veritonic Automotive Norm
61.4	61.2	61.2	60.6	56

Ease of adoption was most effective in raising consideration intent, followed by tech and sustainability.

% Increase in Consideration of EV after hearing spot

5.9%	5.5%	5.3%	4.2%
Ease of Adoption	Latest Technology	Sustainability	Luxury

Base: Total Sample

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For EV Interested listeners, ease of adoption and style are especially impactful while technology is top for current owners.

% Increase in Consideration of EV after hearing spot

■ EV Interested

Ease of Adoption	6.6%
Luxury/Style	6.0%
Latest Technology	5.5%
Sustainability	4.8%

■ EV Owners

Latest Technology	5.7%
Ease of Adoption	4.3%
Luxury/Style	4.1%
Sustainability	3.2%
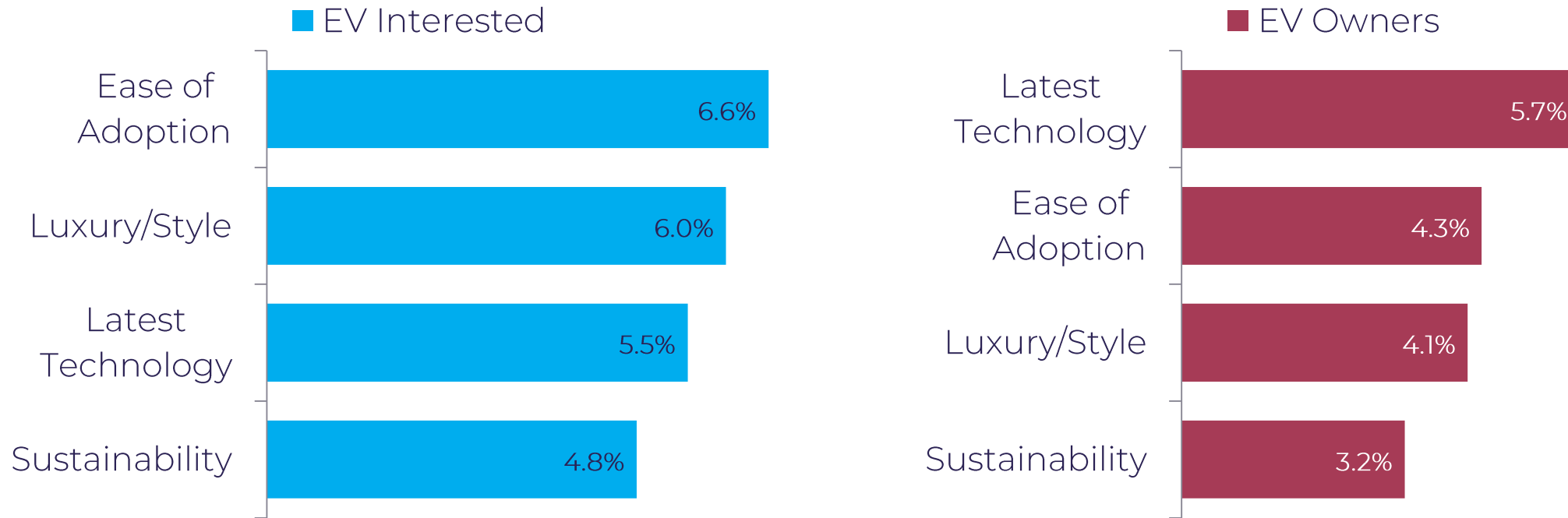
Base: Total Sample

Specific copy points in top messages drive strong responses for being relevant, innovative, unique

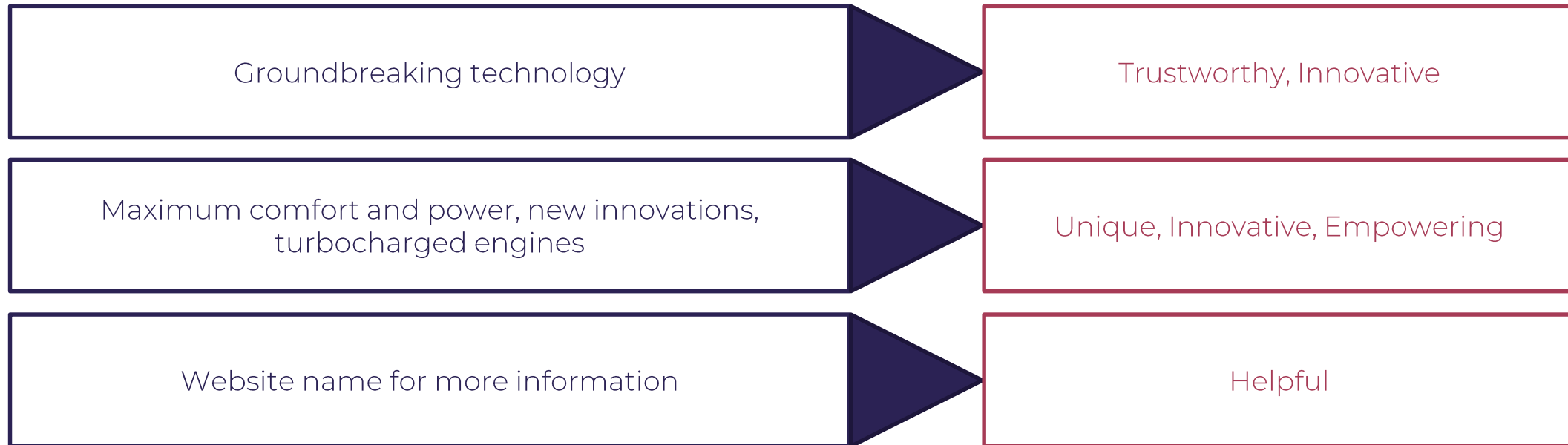# Key elements of the Ease of Adoption message drove responses of relevant, helpful, unique, likeable.

"Ease of Adoption" Key Copy Points

Audience Response

"Ease of Adoption" Key Copy Points	Audience Response
Nationwide dealer support Large network of charging stations	Helpful, Empowering, Relevant
Wide range of vehicle types with electric (SUVs, sedans, etc)	Unique, Innovative
Affordable, fun	Likeable, Relevant

Base: Total Sample

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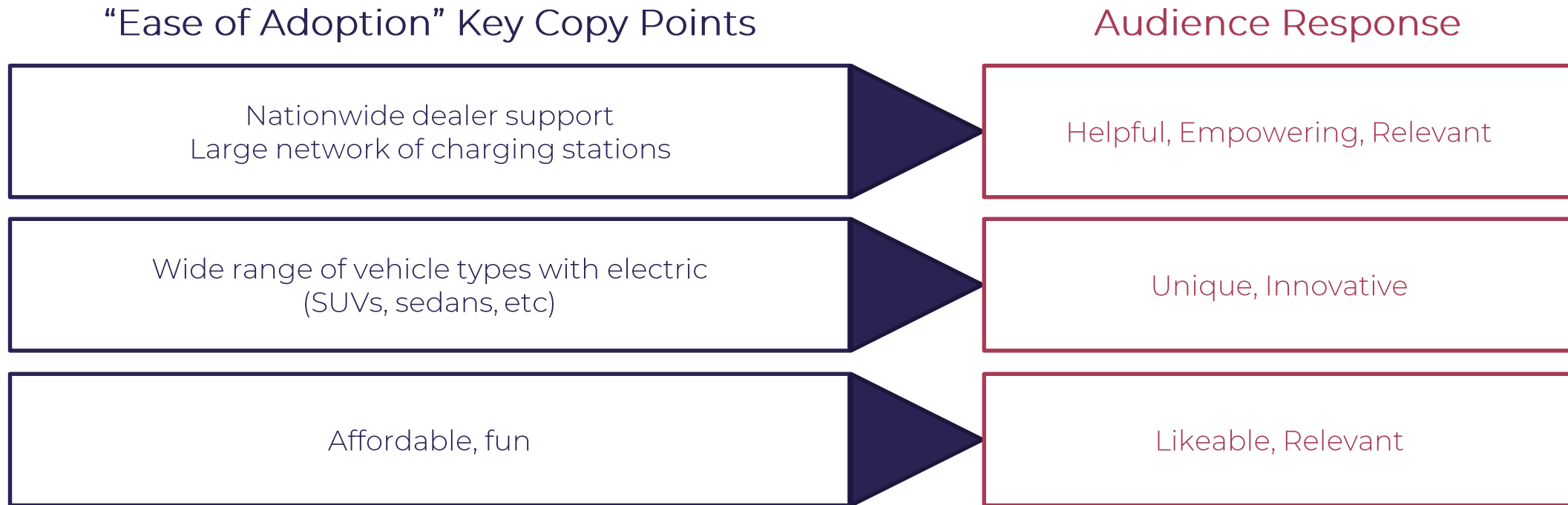
Several elements of the "Latest Technology" message drove responses of innovative and unique, empowering and helpful.

"Latest Technology" Key Copy Points

Audience Response

| Groundbreaking technology | Trustworthy, Innovative |

| Maximum comfort and power, new innovations, turbocharged engines | Unique, Innovative, Empowering |

| Website name for more information | Helpful |

Contact Us.

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