



# Local Accent Bias

In association with **foe.**

# The Concept

Using You Tube we'll run a series of A/B copy tests using the 'TrueView' format (ads you can skip) Local v. National.

We ran in FOUR different regions, giving us various examples of it working with varying accents. These regions are high population areas and align with stations' catchment areas.

The areas we worked with were:

Midlands Accent - Laois, Offaly, Westmeath

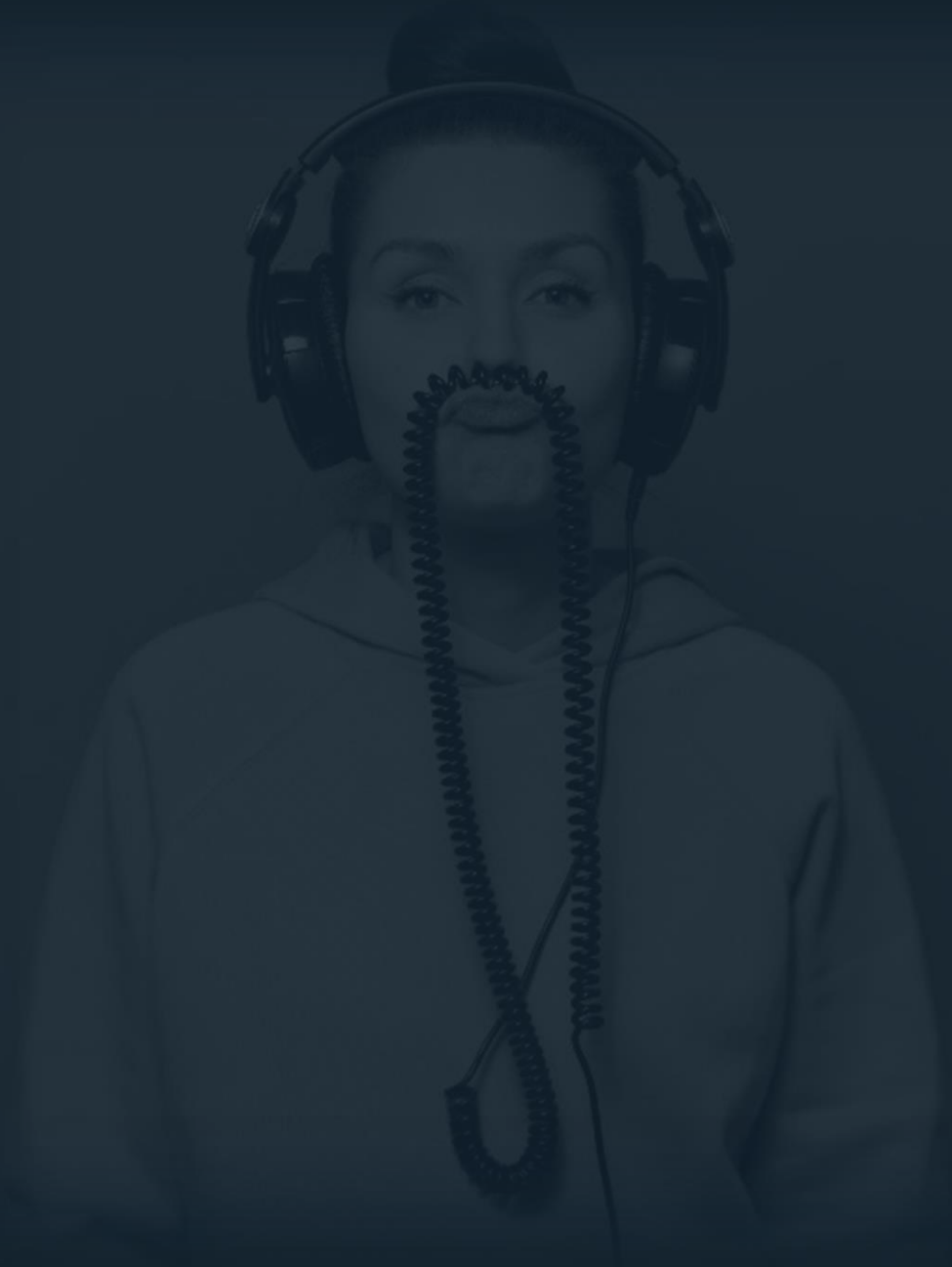
Southeast Accent - Wexford, Waterford, Carlow, Kilkenny

Kerry Accent - Kerry

Donegal Accent - Donegal

Our YouTube Tests ran these A/B test ads in these areas via Geotargeting.





# Results



Impressions	Views	Watch Time	Clicks	CTR %
752,019	329,068	3,891 hours	1,029	0.14%



# Topline Study **Results**

Region	Copy	View Rate	Copy	View Rate	Differences
Southeast	Local Accent	58.01%	National Accent	57.25%	+0.76%
Donegal	Local Accent	55.64%	National Accent	50.51%	+5.13%
Midlands	Local Accent	56.39%	National Accent	54.13%	+2.26%
Kerry	Local Accent	52.23%	National Accent	48.32%	+3.91%

All copy that had a "Local Accent" outperformed the "National Accent" by being skipped less.  
The stronger regional accents appear to provide stronger engagement, Kerry & Donegal top performing.  
The Southeast accent was noted at the beginning of the study as being slightly neutral, potentially resulting in it having less impact.



# Age study results

Region	Copy	18-24	25-34	35-44	45-54	55-64	65+
Southeast	Local Accent	59.39%	57.56%	56.12%	59.89%	57.77%	55.61%
Southeast	National Accent	58.11%	57.37%	57.65%	58.77%	55.67%	54.12%
Diff +/-		+1.28%	+0.19%	-1.53%	+1.12%	+2.10%	+1.49%
Donegal	Local Accent	54.48%	57.09%	56.88%	57.23%	51.94%	51.11%
Donegal	National Accent	53.61%	50.96%	48.92%	51.24%	48.39%	46.94%
Diff +/-		+0.87%	+6.13%	+7.96%	+5.99%	+3.55%	+4.17%
Midlands	Local Accent	56.61%	57.77%	57.29%	57.49%	52.49%	51.91%
Midlands	National Accent	55.69%	55.20%	53.67%	53.48%	54.13%	51.15%
Diff +/-		+0.92%	+2.57%	+3.62%	+4.01%	-1.64%	+0.76%
Kerry	Local Accent	54.13%	54.33%	53.51%	52.15%	50.00%	46.02%
Kerry	National Accent	50.76%	50.53%	48.50%	47.82%	43.66%	44.53%
Diff +/-		+3.37%	+3.80%	+5.01%	+4.33%	+6.34%	+1.49%



# Key **age study** results

The "Local Accent" outperformed the "National Accent" in 22 out of 24 age/region groups

The Donegal Accent outperformed "National" by **+8%** 35-44 group

Each region favored the "Local Accent"  
Southeast (55-64) 2.1%,  
Kerry (55-64) 6.3%,  
Midlands (45-54) 4.0%



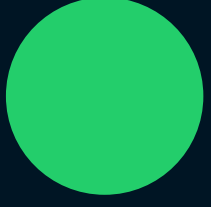
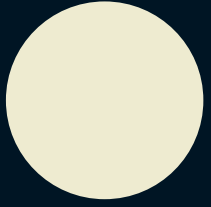
# Key **age study** results

- Targeted copy with "Local Accent" VOs **outperformed** Nissan's National copy. (Skipped Less)
- The Donegal and Kerry distinct accents had the **strongest cut-through** with the local audience.
- There was **significant differences** in engagement depending on age range, Donegal seeing as high as +8% in the 35-44 group. With other regions/ages seeing significant differences favouring the local accent as well.

These results would support the "Local Accent Bias Theory" with YouTube users showing an inclination to engage with advertisement that reflects their own local accent.







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