

AQ ACADEMY COURSE GUIDE

Digital Audio Advertising Principles

Digital Audio Advertising Principles is perfect for everyone. Digital Audio Advertising Principles is a series of self-paced introductory courses that showcase the power of audio's medium and how you can reach your audience wherever they are. Inside you will learn how to get the most out of audio for your brand.

Learning Path: AQ Academy for Advertisers

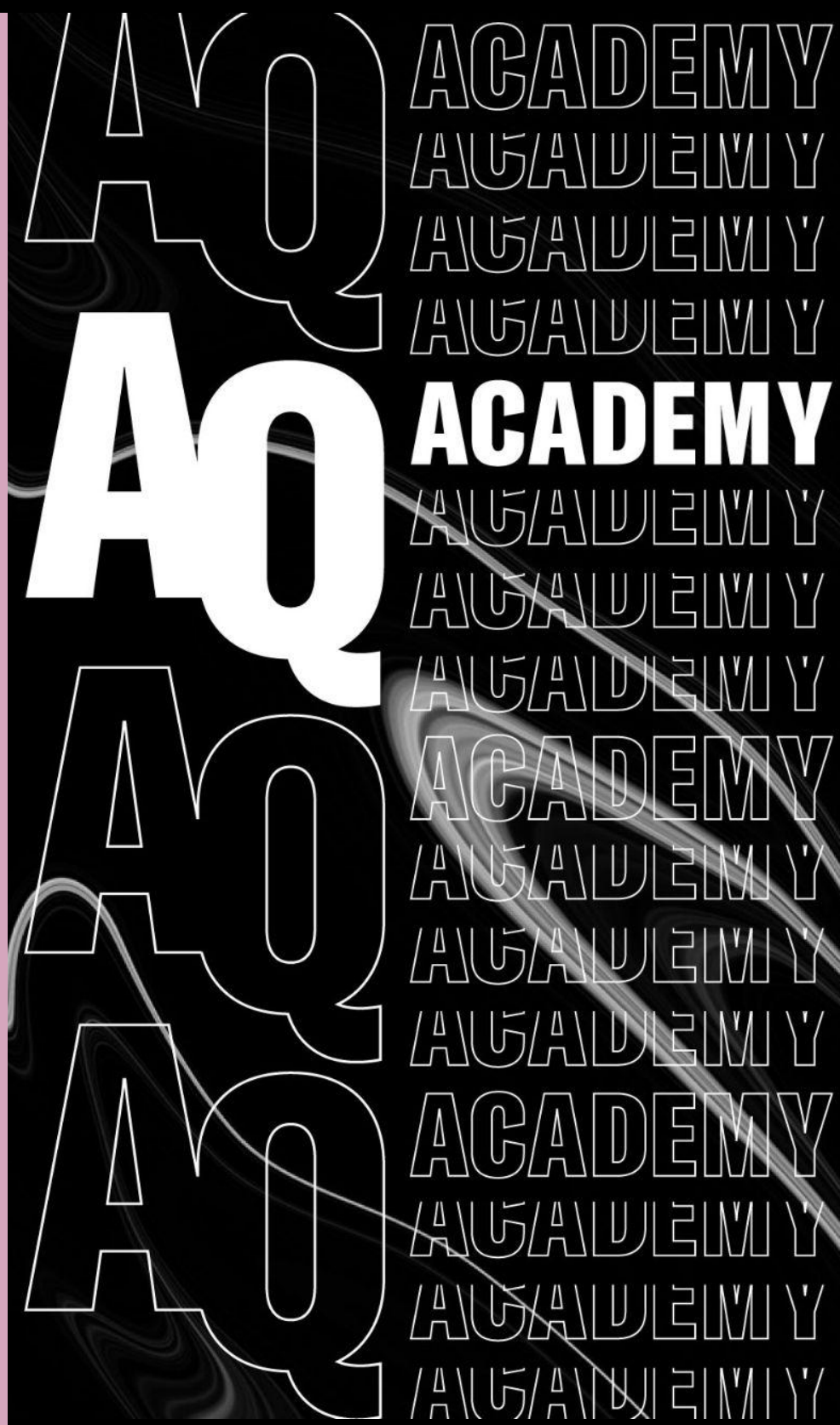
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Course Summaries:

1. **Power of Audio:** Navigate today's evolving audio-first world and discover the power of audio.
2. **Developing an Audio Marketing Strategy:** Learn how to incorporate digital audio advertising into your marketing mix.
3. **Planning + Buying Digital Audio:** Discover what makes digital audio a must-buy and the types of digital audio advertising available.
4. **Measuring Audio's Effectiveness:** Uncover tips for measuring your audio campaigns.
5. **Finding your Brand Voice in Digital Audio Creative:** Digital audio creative best practices to ensure your brand is making the most of this unique medium.

Time Commitment:

2 ½ hours course + 45 minutes certification assessment



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Podcast Advertising Foundations

We're here to fill you in on audio's latest trend—podcasts! We'll dive deep into the advertising side and teach you how to use this medium to reach your target audience.

Learning Path: AQ Academy for Advertisers

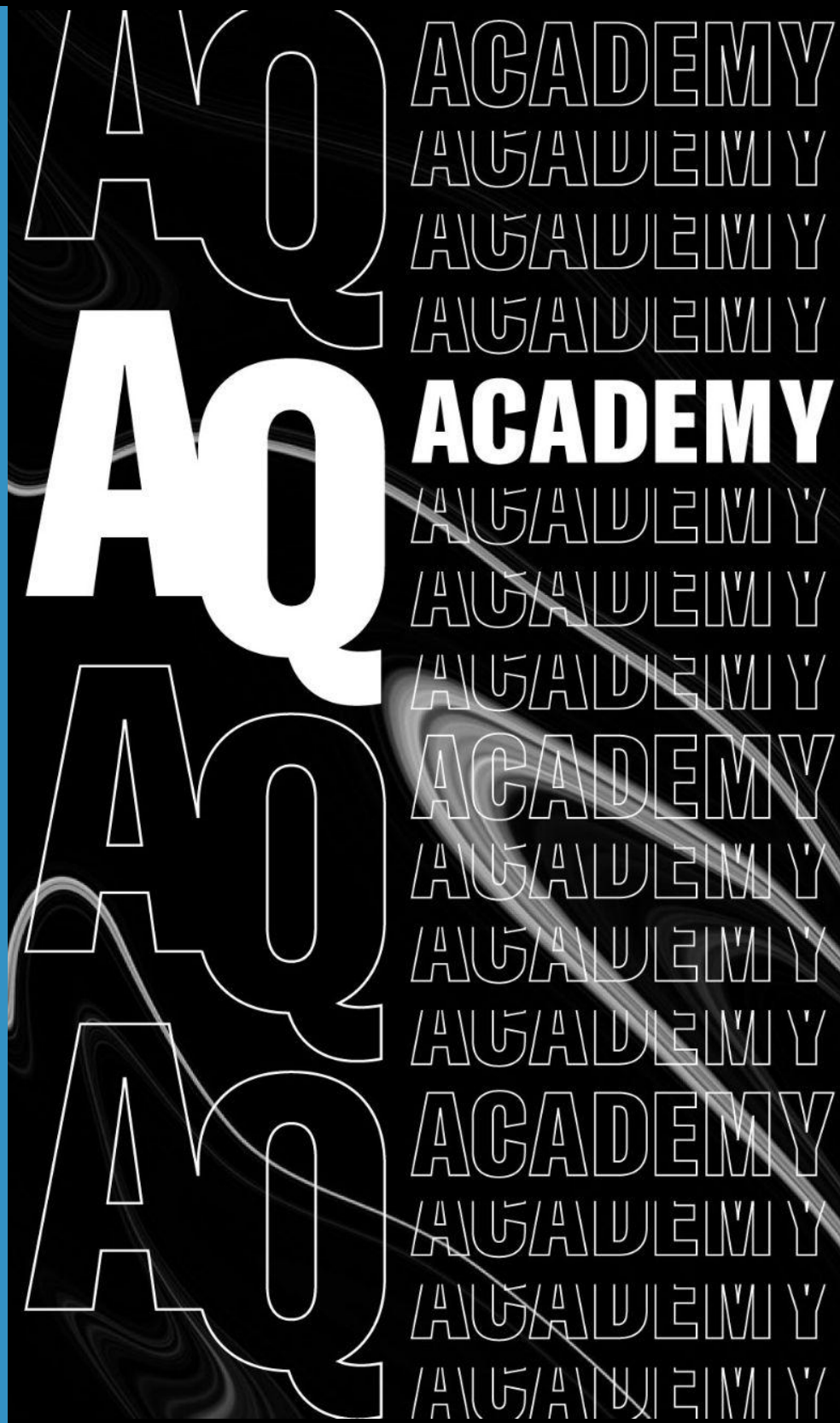
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Course Summaries:

1. Podcasts at a Glance: Overview on the state of podcast listening across audiences, content, location and more.
2. Planning & Buying Podcasts: How brands can incorporate podcasts advertising into their broader audio strategy
3. Podcast Measurement: Evolution of podcast measurement and best practices for measuring podcasts campaigns based on KPIs.

Time Commitment:

40 minutes course + 30 minutes certification assessment



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Creative Audio Principles

Learn how to drive success through creative innovation. Join SXM Media's leading audio creative consultancy — Studio Resonate — as they share best practices in audio ad production and state-of-the-art, creative strategies.

Learning Path: AQ Academy for Creatives

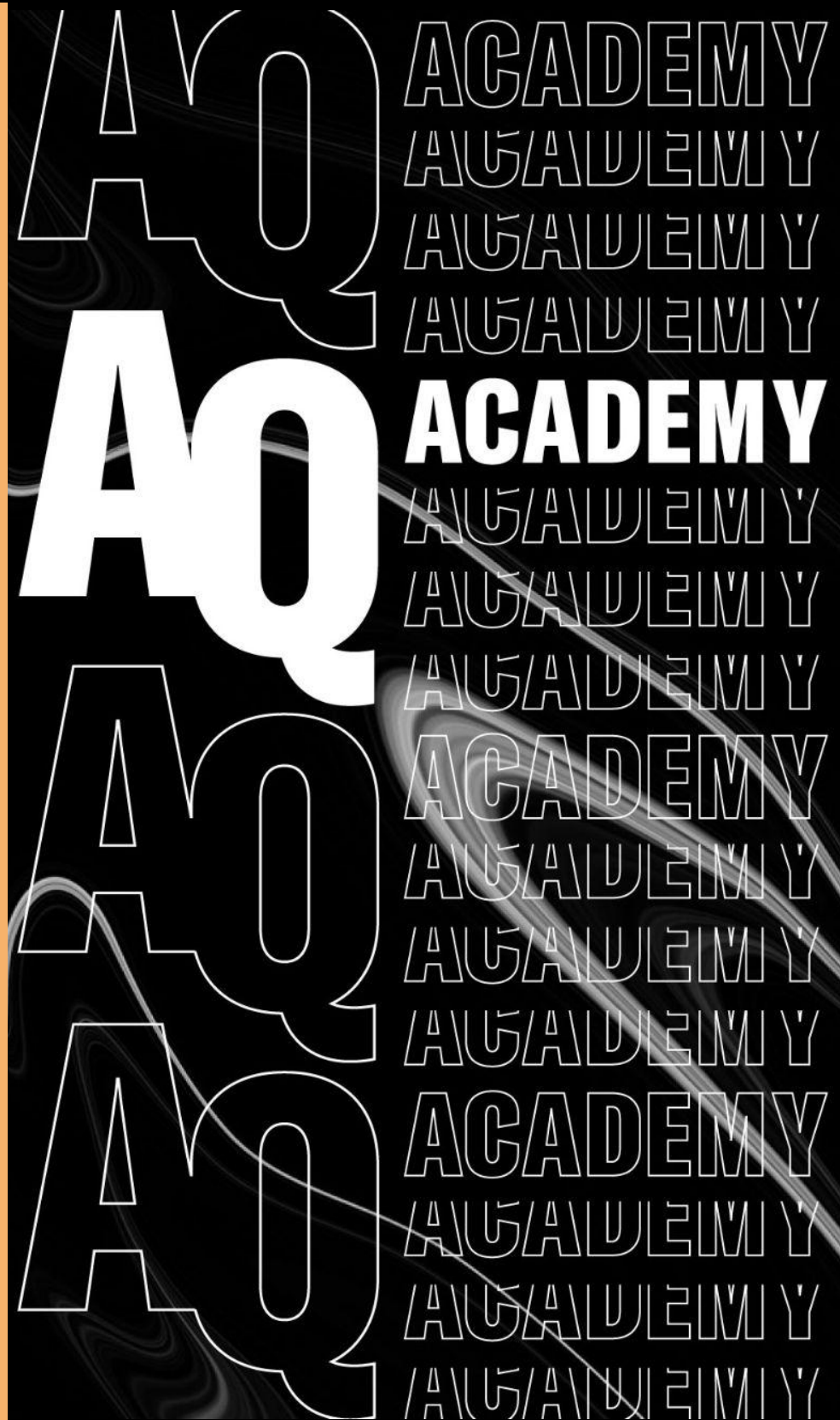
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Course Summaries:

- **Stand for Sonic Diversity:** Studio Resonate explains how bias appears in different places in audio production and what the industry can do to move forward.
- **A Day in the Life of Producing an Ad:** Hear about Studio Resonate's workflow and processes to produce an audio ad.
- **3D Audio:** Introduction to 3D audio, a realistic storytelling tool that enhances an advertiser's message and connects with listeners in a new and unique way.
- **Dynamic Audio and Voice Ads:** Learn about dynamic audio, voice ads, and how brands can leverage new tools to reach their audience.

Time Commitment:

40 minutes course + 30 minutes certification assessment



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Creative Strategy Principles

Hear from Studio Resonate's creative team as they explore sonic identities, brand personalities and the audio ecosystems of key clients and partners. This is an introduction to the creative use of streaming audio ads and the various elements that inform Sonic Strategy and world-class, audio-first campaigns.

Learning Path: AQ Academy for Creatives

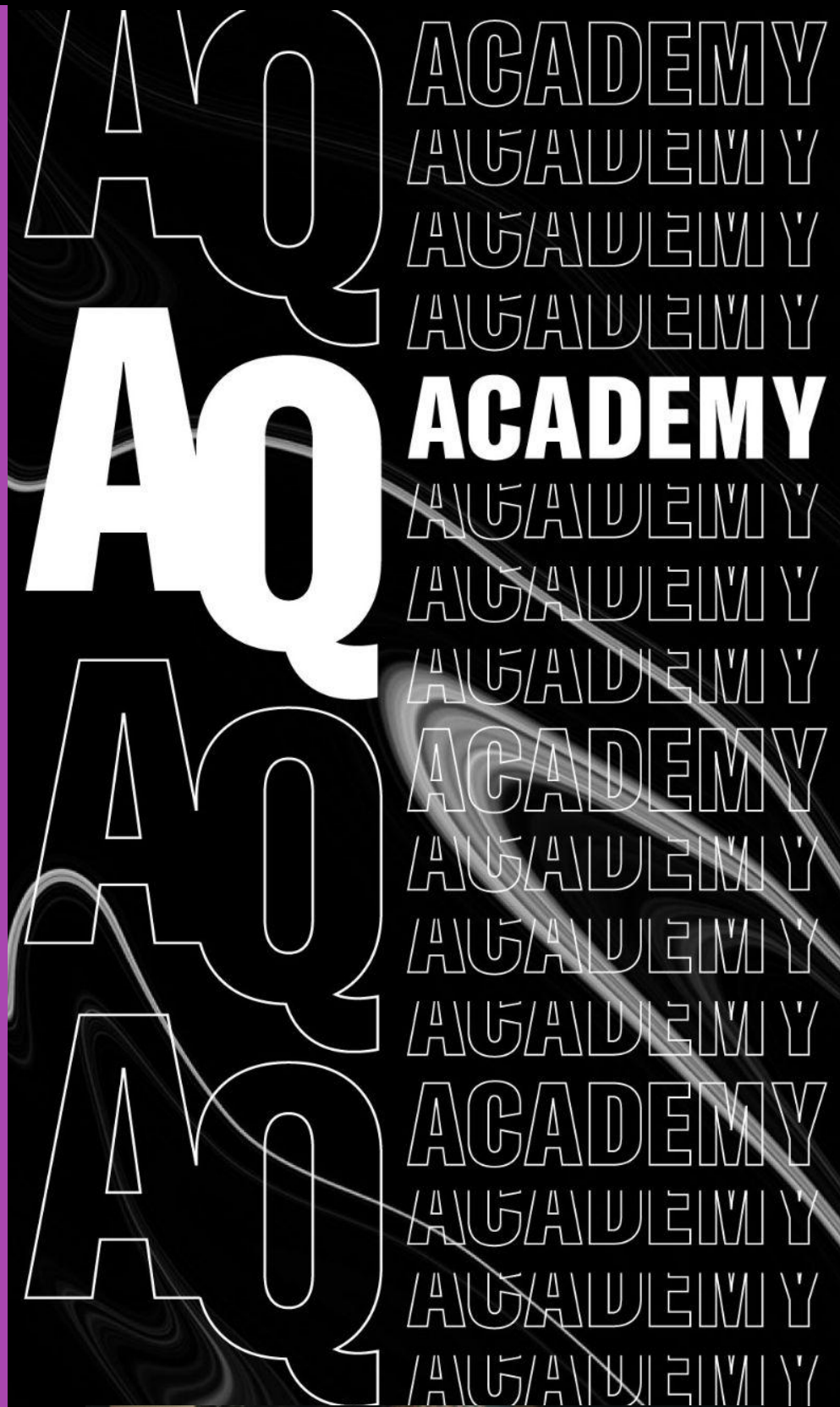
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Course Summaries:

- In the Mood: Explore moods and emotion, and how we can use a sonic language to speak to our feelings.
- Exploring Audio Archetypes: Explore archetypes and semiotics, and how music and sound can create meaning and context.
- Making Sound Sense: Explore cross modal associations and how "sonic hacks" can shape our perception of reality.
- Transculturation: Learn about the nuances of making spots that deliver a message to more than one culture.

Time Commitment:

40 minutes course + 30 minutes certification assessment



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Copy Principles

Our copy teams create immersive audio journeys. From brand voices to bilingual scripts to rich and dynamic soundscapes — they create content that keep listeners engaged. Hear from Studio Resonate’s lead copywriters as they delve into the fundamentals of compelling scriptwriting for audio advertising.

Learning Path: AQ Academy for Creatives

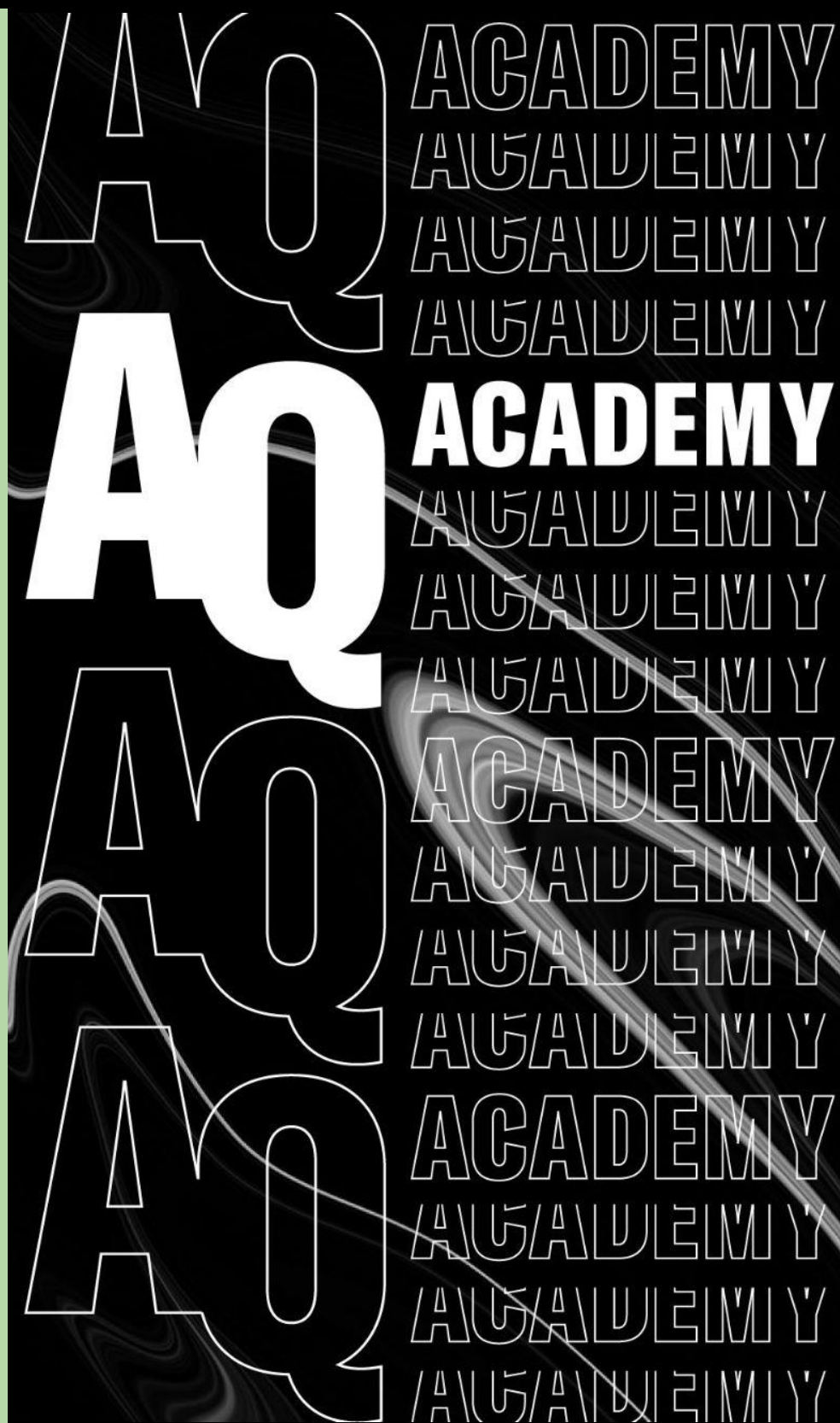
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Course Summaries:

- **Conversational Dialogue:** Learn about the benefits of conversational dialogue, how to avoid common pitfalls, and tools you can use to write more realistic dialogue.
- **Music & Copywriting:** Learn what music can add to an advertising campaign and what you should consider when choosing music for an ad.
- **The Art of Brevity:** Explore how less can be more and how brevity taps into to produce memorable experiences.
- **Writing for Podcast Ads:** Get the scoop on the nuances around creating great copy for a podcast audience.
- **Writing for a Visual Brand:** Learn why every brand should have an audio strategy, the fundamentals of strong audio creative, and how to get started with audio techniques.

Time Commitment:

40 minutes course + 30 minutes certification assessment



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Design Principles

Digital design for streaming audio advertising brings the listener closer to a brand as it shapes a sonic narrative. Tune in to learn how SXM Media's creative consultancy — Studio Resonate — finds inspiration and remains competitive as design leaders in an ever-evolving industry.

Learning Path: AQ Academy for Creatives

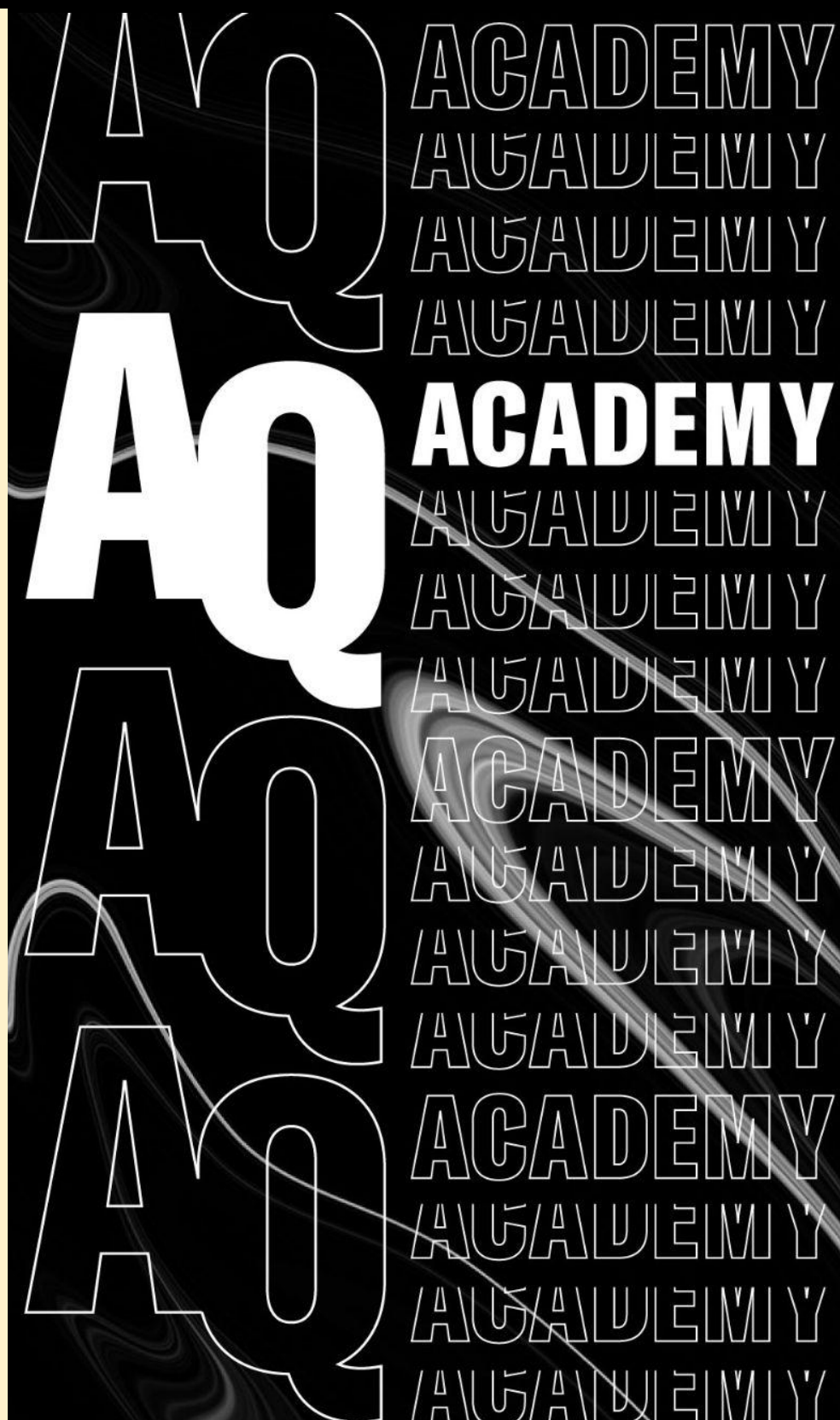
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Course Summaries:

- Custom Executions: Learn about best practices around creating custom executions..
- Design Process: Get to know how Visual Designers work with audio producers to make great ad campaigns.
- Searching for External Inspiration and Process: Explore the variety of places creatives find inspiration.

Time Commitment:

40 minutes course + 30 minutes certification assessment



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