



SCA  VERITONIC

Audio Logo Index

Veritonic & SCA

Making Great Brands

Veritonic is the audio intelligence platform, empowering marketers to understand and quantify the most effective way to use sound. It's the first analytics platform built specifically for businesses to navigate the audio market easily and maximise the massive opportunity it presents.

Powered by "Machine Listening and Learning"™, the **Veritonic** platform scores and benchmarks audio assets quickly and comprehensively, guiding brand leaders like **Visa** and platforms like **Pandora** to make decisions that cultivate deeper relationships with customers through sound.

Veritonic and SCA leveraged the Veritonic Audio Intelligence Platform to collect data on 25 top audio logos in Australia.

Methodology

Veritonic and SCA

leveraged the Veritonic Audio Intelligence Platform to collect data on 26 top audio logos in Australia. First, the selected sonic brands were analysed using the platform's Machine Listening and Learning algorithms to identify trends, strengths and weaknesses. Then, the platform collected human response data from over 2,100 panellists across Australia in Q1 2020.

Panellists were obtained from SCA radio networks' database under the labels of 'Hit VIP' on the Hit Network and 'The Club' on the MMM Network. All members of these databases would be considered listeners of these stations. The combined database contains over 300,000 members, which is split between the Hit and Triple M networks for this report.

Of these members, approximately 100,000 people were invited to be a part of SCA's Vision Critical Insights panel community -- roughly 35,000 live in Metro markets, and 65,000 live in Regional markets -- and recruited for this survey. Panellists were carefully selected to reflect Australian census-representative distributions of gender. We also collected household income and a variety of other demographic and psychographic data.

Panellists listened to each audio logo and scored it based on a range of attributes (e.g., "happy"), and were asked if they remember the logo. They were also asked to identify the brand and industry for each logo, and their degree of familiarity with the logo. For recall, panellists were contacted 48 hours after their initial exposure to the logos to test how well they remember them. Engagement — the speed at which respondents recall the logo — was also tracked.

Finally, the Veritonic Audio Score and all component scores were calculated for each audio logo by combining emotional response, 48-hour recall, and engagement data.



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Summary

Learnings

Summary Learnings

1

Top Scoring Brands

Venerable home improvement brand **Bunnings** took top honours as the number-one-performing audio logo, followed by **Victoria Bitter (VB)**, with Veritonic Audio Scores of 86 and 85, respectively. Top results for authenticity, likeability and uniqueness -- as well as high **recall** -- were primary drivers of these sonic brands' success. Results of the 2020 Audio Logo Index reinforce the importance that marketing spend has on brand perception in the marketplace.

2

Industry

FMCG was the best-performing industry, driven by brands such as **VB** and **SPC**, with Retail close behind. By contrast, in the US, the Insurance sector prevailed again as having the top-performing audio logos, while **QSR** won in the UK. Australian consumers were only slightly more forgiving of Automotive sonic brands than US and UK consumers, as the sector represents the lowest-performing industry across all three markets.

Summary Learnings

3

Global Comparison

Several international brands scored consistently across the Australian, US and UK markets in this year's study. **Intel** is a big winner in this context, coming in 7th, 6th and 3rd in Australia, the US and the UK, respectively. **Netflix's** sonic logo was similarly consistent (17th, 19th and 13th across the three markets).

4

Melody & Words

Audio logos with a melody had 20% higher memorability and brand association than non-melodic logos. Memorability was 15% higher on average when brand is mentioned. Still, a few long-established brands, including **Toyota** and **VB**, have created word-free logos successfully -- they make up 4 of the 5 top-performing sonic logos in Australia.

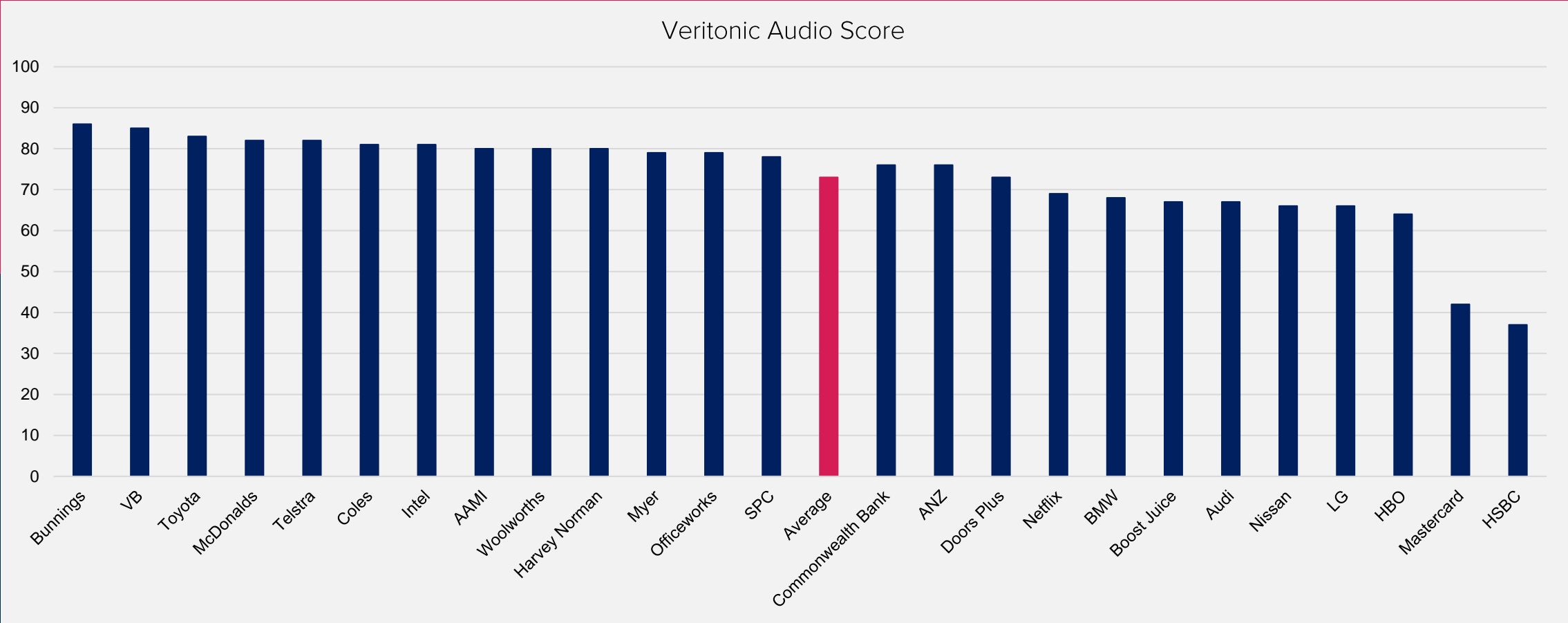
5

Generational Impact

Age matters when it comes to the impact of audio logos. **Boost Juice** and **Netflix** were up to 42% more memorable among the younger demographic (18-39), while the sonic brand of leading produce manufacturer **SPC** was 18% more memorable with an older demographic (40+).

Summary Learnings

Overall Scores





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Key Learnings

Key Learnings

Bunnings & Victoria Bitter Take Top Honours

Home improvement giant Bunnings claimed the number one audio logo in this first Australian Index with a Veritonic Audio Score of 86. The company's sonic brand had winning scores across nearly every indicator -- recall, correct identification of brand and industry -- and emotional attributes including trust, authenticity, happiness, and likeability. High happy and likeable scores make sense, given the fun, upbeat nature of the logo.

Victoria Bitter, the number two brand on the Index, matched Bunnings for emotional attributes including authenticity, likeability, and uniqueness, qualities that seem to map fairly directly to high recall.

Familiarity, which also obviously influences recall, is another strong driver of a high-scoring audio brand. Each of these businesses is both long-established and among the brands spending the most on marketing in Australia. In fact, all of the top-10-scoring brands on the Index -- which claimed an average recall score of 97 -- are heavy ad spenders.

Source: AQX. Expenditure by Media Type -- audio mediums only (TV, Radio, Cinema & Digital). Latest 2 years (02/04/2018 -- 01/04/2020).

“ Our audio logo is an important part of our Bunnings brand codes. Its performance has been impressive, which is largely due to being catchy, upbeat and attention grabbing, which helps keep Bunnings top of mind with consumers ”

James Todd
Director of Marketing - Bunnings

“ VB's iconic anthem has been at the centre of the brand's marketing mix since that very first TV ad back in 1968. Little did those pioneering creatives know that it would still have beer drinkers tapping along to it over 50 years later. It is such an effective shortcut to brand recognition in media such as radio and has firmly planted VB into Australian pop culture. ”

Hugh Jellie
Associate Director -- Victoria Bitter at Carlton & United Breweries

FMCG is the best-performing sector

Strong audio brands within fast-moving consumer goods (FMCG) vertical made it the leading industry in the Index, with an average Veritonic Audio Score of 81 and brands such as VB and SPC leading the pack. The sector (known as CPG in the US) performed equally strong on the US and UK indices. Retail was a fast follower in Australia.

While the Insurance space constantly produces many of the best-received sonic logos every year in the US, driven by regional brands like Liberty Mutual, QSR is just as consistent in the UK, with brands like McDonalds leading the charge. The iconic QSR brand scored equally well on the Australian Index, ranking fourth.

Key Learnings

FMCG is the best-performing sector

The Automotive sector, for the most part, consistently produced the lowest-performing audio logos across all three markets -- somewhat ironic in that auto brands are often perceived as “sexy.” Most logos don’t leverage melody or mention the brand name, both proven best practices and drivers of high recall (see section 4). Not one panellist who heard the sonic logos from **BMW**, **Audi**, and **Nissan** could correctly identify the brand.

The one major exception for the sector is **Toyota**, a sonic brand that has been running since the 1980s and does include a melody. The logo scored 17% higher than the sector average, and 30 points over the average brand association score for any company in this Index. Longevity matters.



Key Learnings

Global Consistency

Data lessons to be learned

Several global audio brands performed consistently across the Australia, US and UK markets. Toward the top of the list, Intel's longstanding logo in particular was a reliable high-performer everywhere. Though it has never included the brand name, its melodic series of four notes and sheer time in market have kept it strong. A little further down each list, though similarly consistent, is Netflix, coming in at number 17, 19 and 13 across Australia, the US and the UK, respectively.

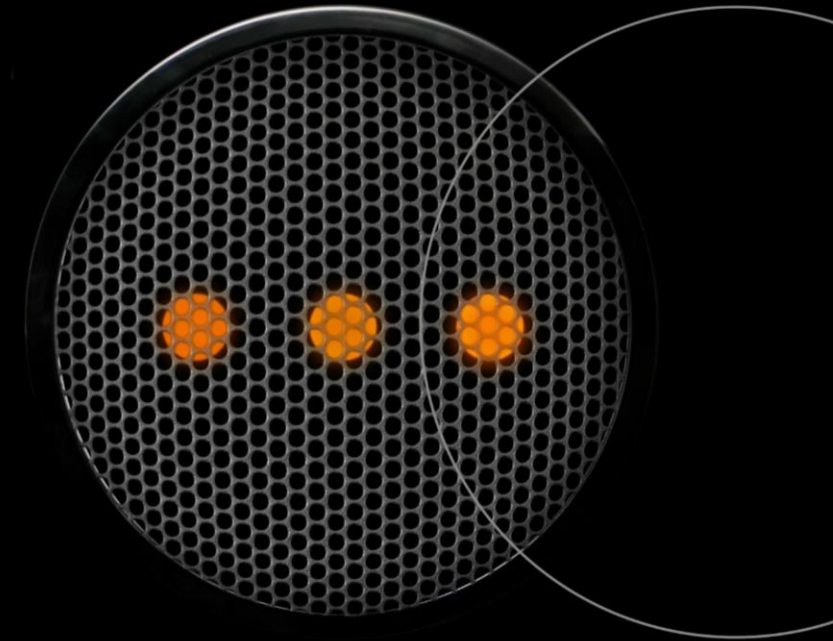
Unfortunately for a few brands, there's a trend amongst the lowest-performing logos as well. Finance leaders HSBC and Mastercard both saw their sonic brands among the bottom of the pack across all three markets. HSBC's performance is likely due to the fact that they launched their new audio logo only recently, making it less familiar.

Key Learnings

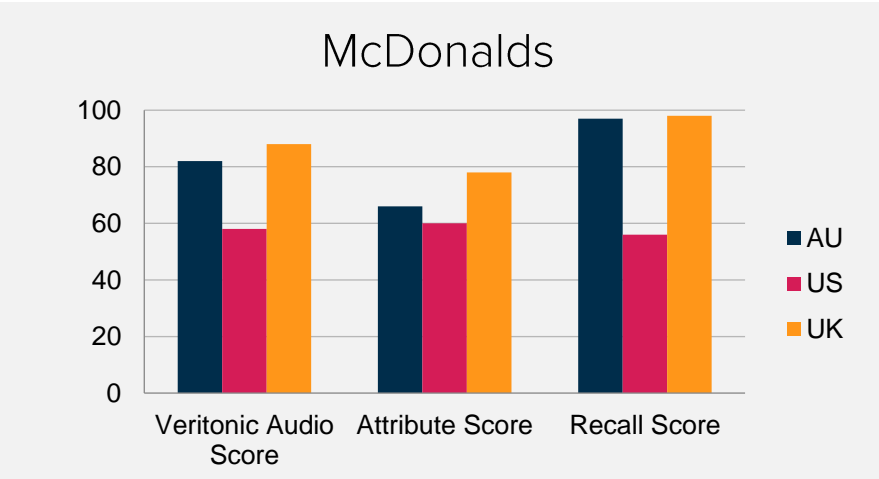
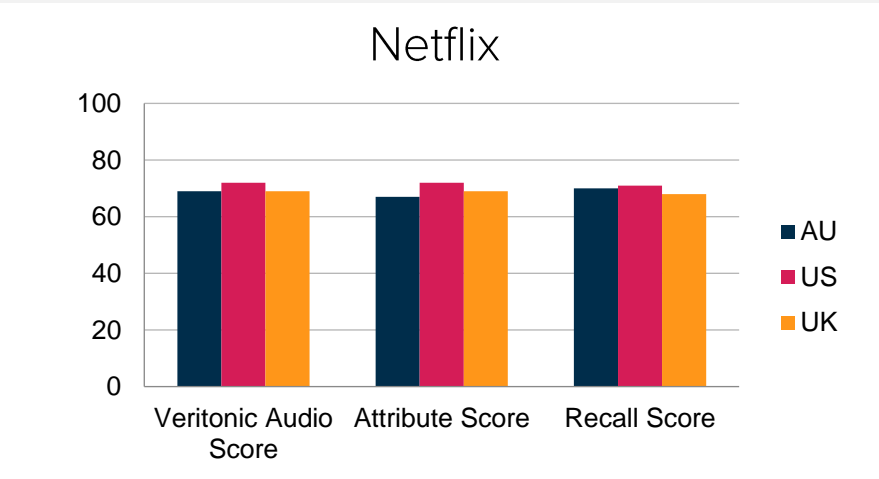
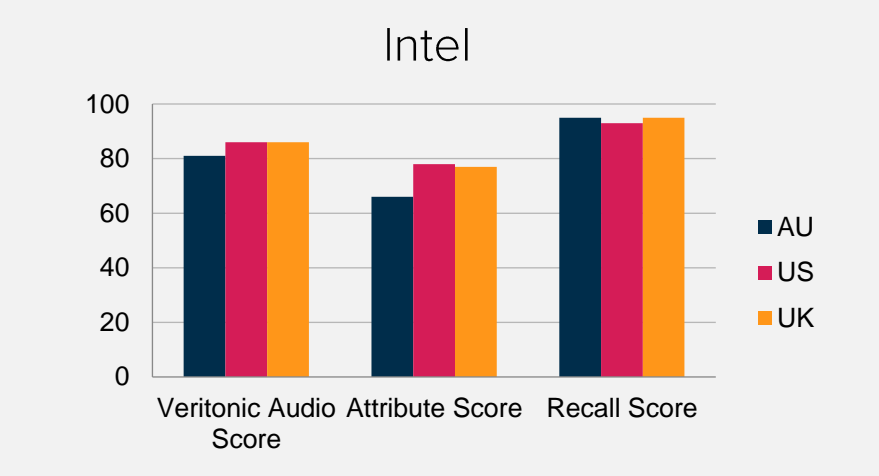
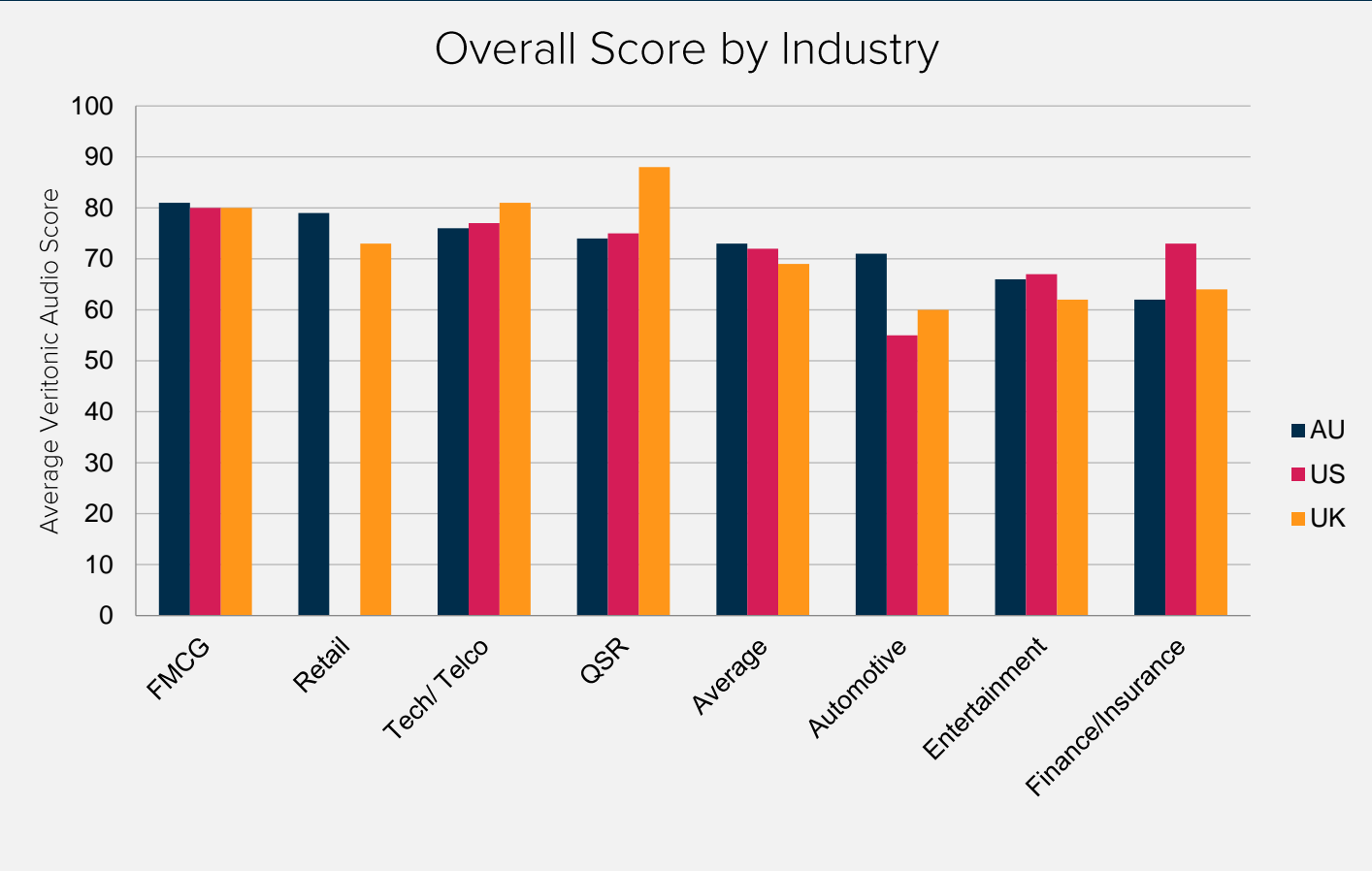
Global Consistency

Mastercard's sonic brand launch -- a comprehensive mix of anthem, shorter tags and even a pop song -- was arguably one of the most discussed branding initiatives in the past year. It's possible that the variety of facets and versions across markets made it harder for its short tag (which also does not include the brand name) to make a lasting impact.

It's worth noting that this level of performance across markets serves as a testament to the power of measurement. If hundreds of respondents across three countries are all reacting to a given sonic brand in the same way, for similar reasons, that brand would probably be wise to listen to the data!



Key Learnings



Key Learnings

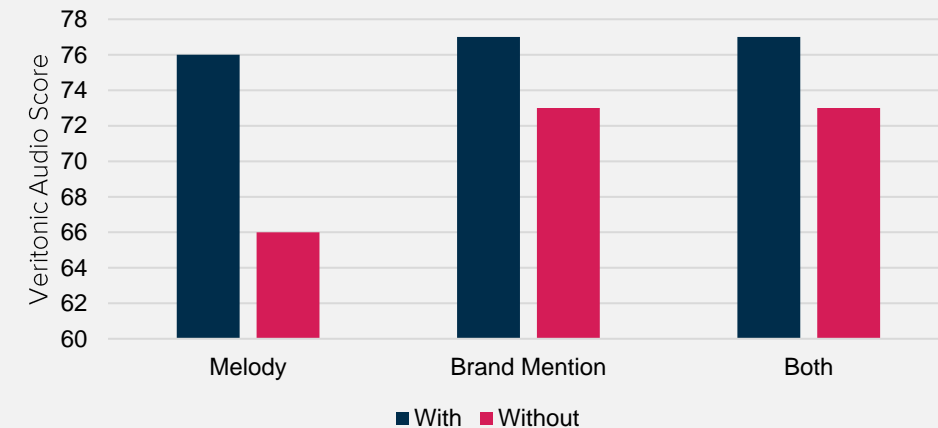
Words & Melody Matter... Unless you're a lionised brand

Aligned with findings across other markets, melody plays a tremendous role in the power of a sonic brand. Melodic logos, defined for these purposes as containing more than just a static tone or sound effect, were 20%-more memorable than non-melodic logos. This fact likely led to their having a 20%-higher identification with the right brand as well.

Winning melodic brands included VB, Bunnings and Toyota. VB's win as the second highest-scoring brand on the Index is a testament to both strong melody and longevity -- the beer brand has been using the same music since 1968.

McDonald's use of melody in the Australian market-version of its logo proved to be much more effective than its US counterpart. Vocal-free in Australia and the UK, the iconic brand landed at the top of both of those indices. In the US, a new variation, featuring a low, "gravely" male voice singing the logo, plummeted from the top 10 in last year's index to the bottom five this year.

Combining Best Practices Yields The Highest Scores



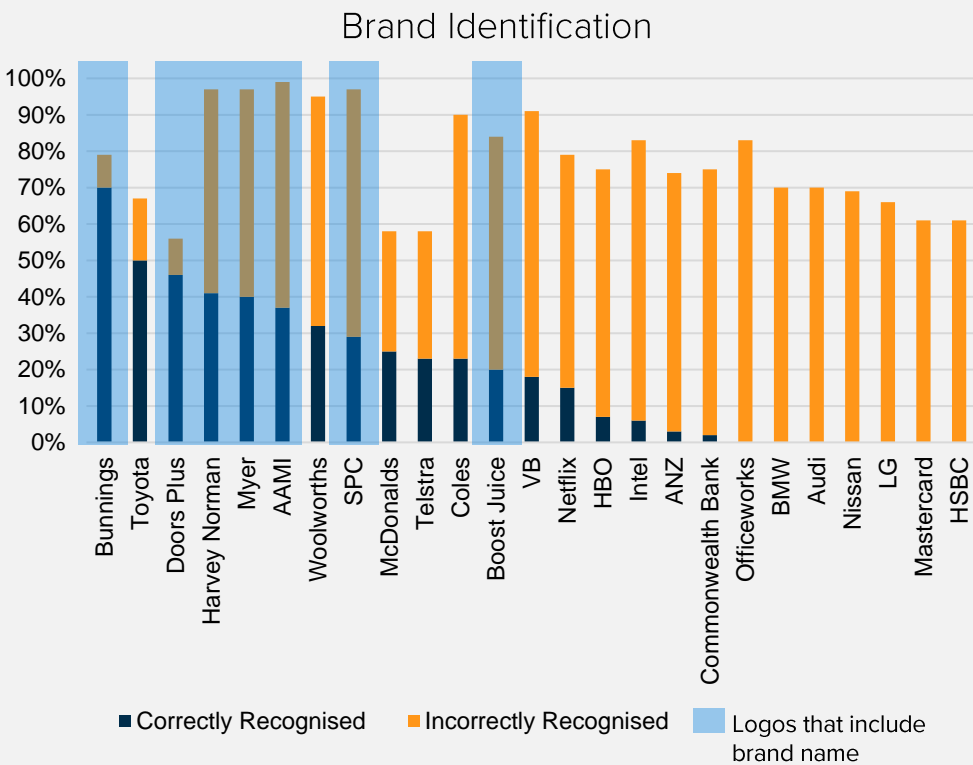
Key Learnings

Words & Melody Matter...

Unless you're a lionised brand

The power of including the name of the brand in the sonic logo is just as considerable, with dramatic effects on recall. On this Index, logos that included the brand name were 15 percent more memorable than those that did not. In the US and UK, the tactic is used to even greater effect; logos with brand names drove 32 percent and 48 percent higher recall, respectively.

The data also proves, however, that long-established brands in Australia don't necessarily need to include their brand name. Toyota, VB, and McDonalds comprised three of the top five logos on this Index.



Key Learnings

A sonic generational divide

Modern, innovative brands seem to be finding as receptive an audience for their audio logos among the younger generation as for the products themselves. Sonic brands from smoothie giant Boost Juice and Netflix, while not particularly high-scorers overall, both performed best among 18-39 year olds in the Index. Each was at least 30% more memorable by this demographic than people over 40. Somewhat ironically, Boost has leveraged the same audio logo for at least 15 years.

Similarly, brands that tend to skew somewhat older saw a commensurate shift in receptivity for their audio brands. Produce manufacturer SPC is a prime example -- its audio logo was 18% more memorable for the 40+ audience than for younger consumers.

Staple brands that have been around for years, however, buck that generational divide, with logos from **Bunnings**, **Toyota**, **McDonalds**, **Harvey Norman** and others scoring relatively equally across demographic groups.



Where to from here?

The ability to measure any audio asset before audiences have heard it is a very useful tool for audio campaign effectiveness and audio branding success.

Using **Veritonic's** unique platform and process, you can test any audio asset for its emotional appeal, and benchmark against industry standards.

- Audio logos
- Audio commercials
- Jingles
- Music
- Podcasts

Veritonic and SCA have an exclusive relationship in Australia. To access Veritonic's suite of services, please contact your SCA Account Manager.

