

Audio Logo Index



2019

The Ranking of
Sonic Branding Effectiveness

Making Great Brands

01

Veritonic is the first analytics platform built to quantify the value of sound.

Now, more than ever, the way a brand sounds is critical to how it connects with consumers. The reasons why should be apparent by now, from the fact that sound is processed faster than any other sense,* to how 90 million Americans listen to a podcast each month,* to the commonly-heard prediction that, by next year, half of us will be asking smart speakers to help us search for things.* Add to that the fact that creative drives nearly 50 percent of sales effectiveness,* and the value of turning up the volume on audio creative development becomes glaring.

The audio logo — the shortest representation of a brand that could create its longest-lasting impact — is quickly becoming the new essential for the biggest companies in the world, from **Mastercard** to **Pandora**.

As more are developed, we're learning more about what makes an audio logo truly resonate with people.

With that, welcome to the third edition of our Audio Logo Index, the first report to quantify the value of — and rank — the logos of major brands, and dig in on what's driving their power. Our hope is that this continues to be a useful resource for other businesses as they think about the sound that captures their essence, connects seamlessly to their brand identity, and helps them grow.

Listen on!



Scott Simonelli, CEO & Co-Founder

*https://www.pandoraforbrands.com/article/events_sixdimensionsofsound

*<https://www.edisonresearch.com/wp-content/uploads/2019/03/Infinite-Dial-2019-PDF-1.pdf>

*http://www.insideradio.com/free/nielsen-creative-still-rules-ad-outcomes/article_abae3542-c395-11e7-a0ad-0b99ef23cc5d.html

Methodology

02

We surveyed over 1,600 panelists across the US and UK in Q1 2019.

Panelists were carefully selected to reflect US and UK census-representative distributions of age, gender, ethnicity and race. We also collected household income and a variety of other demographic and psychographic data.

Panelists were played each audio logo and asked to record their emotions and feelings, associations they make with the brand (e.g., “innovative”), and if they recall the logo. For recall, panelists were asked initially if they know the brand, then contacted 48 hours later to test how well they remember it. Engagement — the speed at which respondents recall the logo — was also tracked.

The Veritonic Audio Score (overall score), and all component scores, were calculated for each audio logo by combining emotional response, association, 48-hour recall, and engagement data, powered by Veritonic’s EchoTime™ technology.

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WE’RE PROUD THAT THE FARMERS® MNEMONIC HAS BECOME A PART OF POP CULTURE

Leesa Eichberger, Head of Brand Marketing at Farmers

03

Executive Summary



Farmers Insurance® took the top spot this year, with **Nationwide** close behind. These two sonic brands were also top performers in the prior index and had the highest recall in both indices.

Results of the 2019 Audio Logo Index reinforce the importance that marketing spend has on brand perception in the marketplace, with, for example, **Intel** dipping with decreased spend.*



Playing the audio logo at both the beginning and end of ads (instead of just the end) took on new prominence this year.

In addition to **Honda, Xbox and Playstation, State Farm Insurance** debuted its new audio logo and employs it to both open and close spots. Both **Honda and Xbox** logos increased in overall score and recall.



Financial Services (including insurance and banking) again took top honors for best-performing industry.

Yet the industry average decreased five points from last year, a result of adding in **Mastercard's** new (and consequently poorly-recognized) audio logo. Similarly, the inclusion of **Amazon's** new **Amazon Prime Originals** audio logo dragged down the Entertainment category. QSR was the top industry in the UK, followed by Tech.



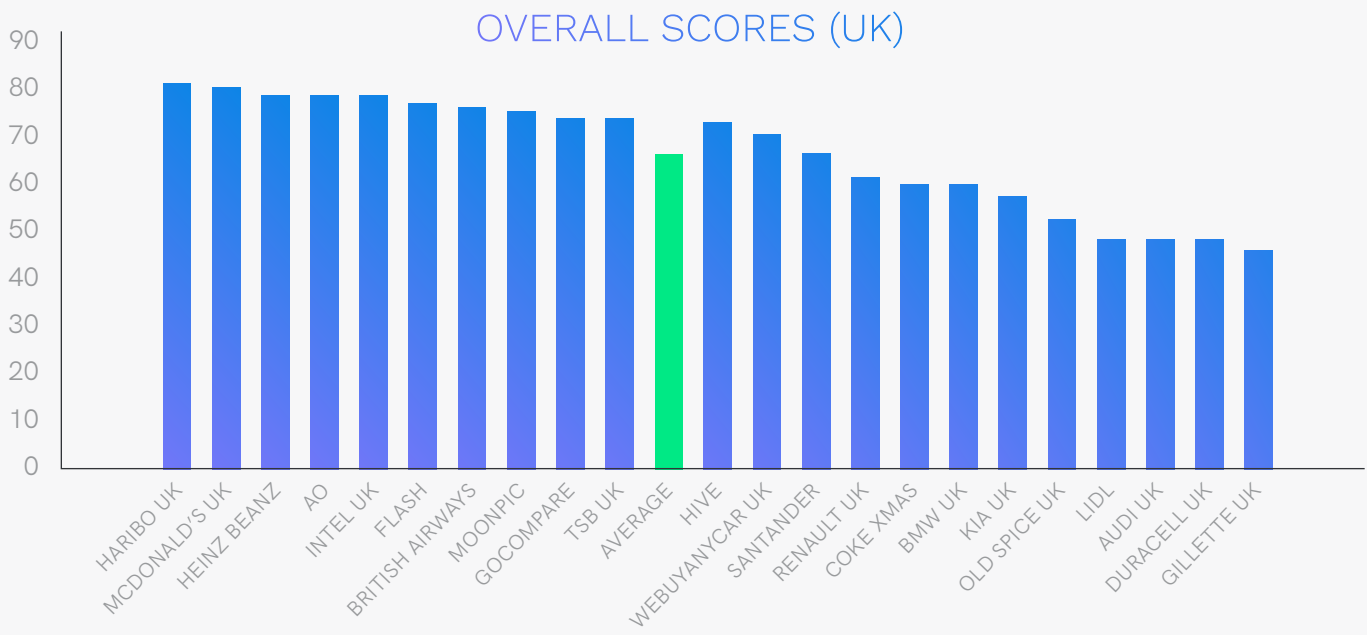
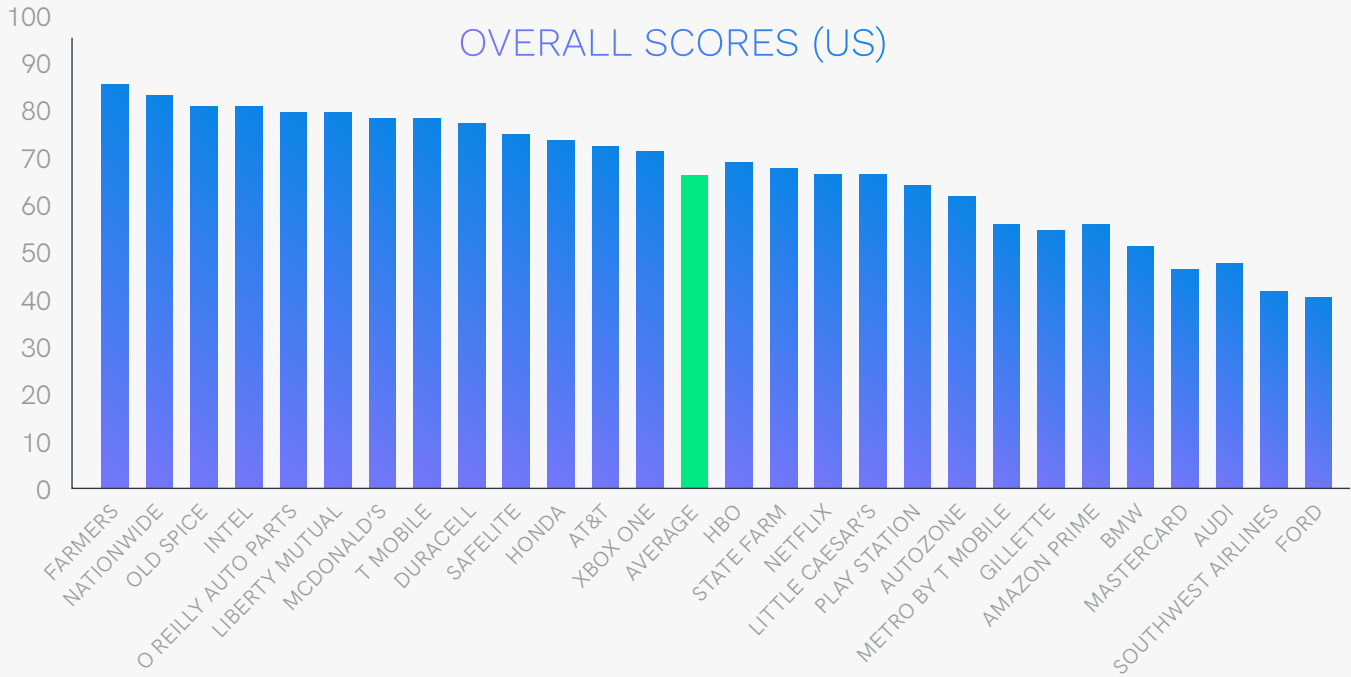
Liberty Mutual proved the power of name repetition, reworking their audio logo to repeat the brand name multiple times.

The new version improved recall by seven points, the largest such increase in the index, and had the second-highest brand recognition. Similarly, audio logos with melody outperformed those without by almost 25 percent, and were over 50 percent more memorable.

Farmers Insurance® took the top spot this year

Financial Services again took top honors

*https://s21.q4cdn.com/600692695/files/doc_financials/2018/Annual/Intel-2018-Annual-Report_INTC.COM-Version.pdf



Key Learnings

04

The findings seem to reinforce all of the research showing that familiarity matters when it comes to recall and likability.



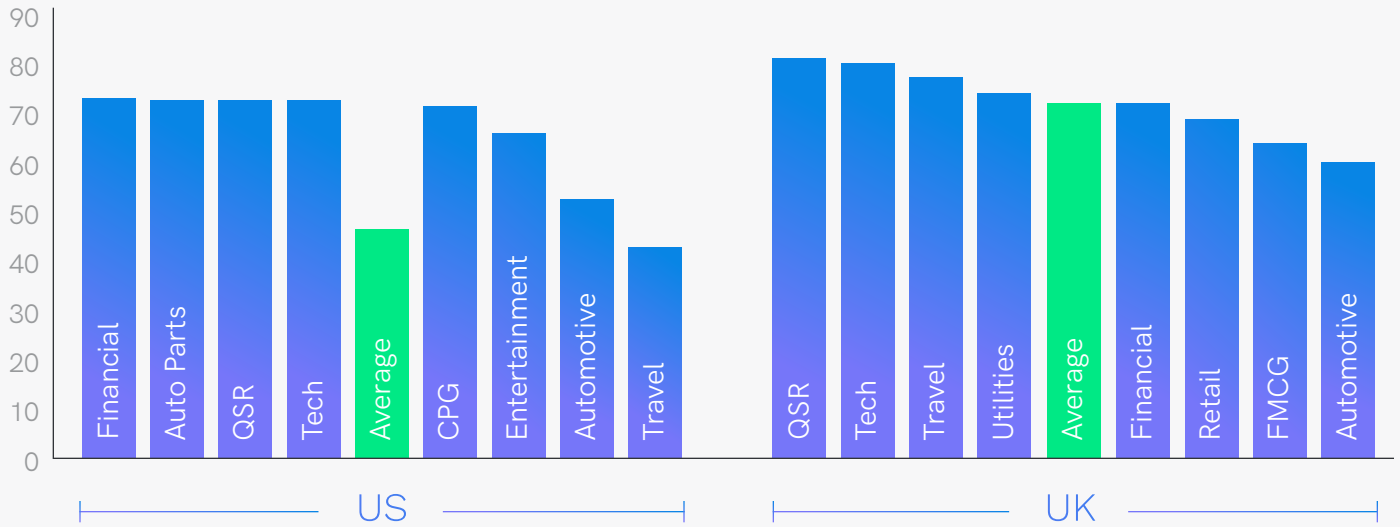
Farmers and Nationwide Take Top Honors

The **Farmers Insurance** logo reasserted its strength, jumping five points over its previous score to take sole possession of the top spot in 2019. **Nationwide**, which previously shared the top spot with **Farmers**, also improved but not as much.

Intel, which also had shared the top spot in the last Index, moved into third place. These findings seem to reinforce all of the research showing that familiarity (driven by the high frequency with which the logos are played in the market) matters when it comes to recall and likability. The results aren't a coincidence in a year when Intel reduced marketing spend 9 percent in 2018 after an 11 percent decrease in 2017.

In the UK, **Flash**, the co-leader in the last report, dropped three points. We speculate that, with Queen's surge in popularity this past year driven by the success of the *Bohemian Rhapsody* film, some might have regarded the use of the band's theme song to *Flash Gordon* for a household cleaner as overkill.

OVERALL SCORE BY INDUSTRY



2

Brand Bookends Drive Recall

More brands are incorporating multiple plays of their audio logos into their advertising, including it at the beginning and end of spots. **State Farm Insurance** is the notable newcomer here, using a fresh and stylized mnemonic of their classic “Like a good neighbor...” jingle to bookend radio and TV spots.

Three longtime proponents of this technique, **Honda**, **Xbox** and **O’Reilly**, all improved substantially in this year’s rankings. **Honda’s** overall score and recall both jumped four points, while **Xbox’s** logo increased five points overall and took a six point leap in recall! **O’Reilly Auto Parts** improved by “only” four points, while its recall improved by one point.

Note that this tactic is not for everyone; these logos are very short, perhaps designed that way with the possibility that they might be used multiple times in a spot.

3

FinServ is Top Industry

Financial Services (including insurance and banking) and Auto Parts again took top honors for best-performing industry, despite both industries moving down by five points from the previous index. **FinServ’s** drop was likely the result of **Mastercard’s** new (and consequently poorly-recognized) audio logo being added. Auto Parts was hurt by **Autozone** adopting a new “whistle” treatment of their audio logo, resulting in a shocking 17-point drop in its overall score.

Entertainment would have taken home the honors as the most improved industry this year, but for the inclusion of **Amazon’s** new **Amazon Prime Originals** audio logo. **Amazon’s** new entry was particularly hurt by its poor recall, which landed in the bottom quartile. **HBO**, **Netflix** and **Xbox** all saw nice jumps in recall, increasing five points on average from the previous study.

One notable industry discrepancy between the US and UK was Travel, which landed at the bottom in the US (average overall score of 43) but near the top in the UK (average score of 78).

In the US, except for Travel (due to our testing one audio logo in that segment, which scored poorly), Automotive is once again the lowest-performing industry.

4

Word and Melody Wins

Including the name of the brand in the audio logo proved to be a powerful tactic — brands that did it had a 14-point higher overall score, on average. Perhaps more tellingly, those logos averaged 25 points higher for recall, and a startling 53 points higher for brand identification.

The poster child for this tactic is **Liberty Mutual**, which reworked its audio logo to emphasize the word “Liberty” repeatedly (the previous version only used the word “Liberty” once). The net effect was a leap in almost every metric the Index evaluated, including recall, which increased by seven points — the most of any brand in this survey.

Moreover, after less than a year in-market, **Liberty Mutual** had the second-highest brand identification of all the audio logos we tested, behind only mega-marketer **Nationwide**.

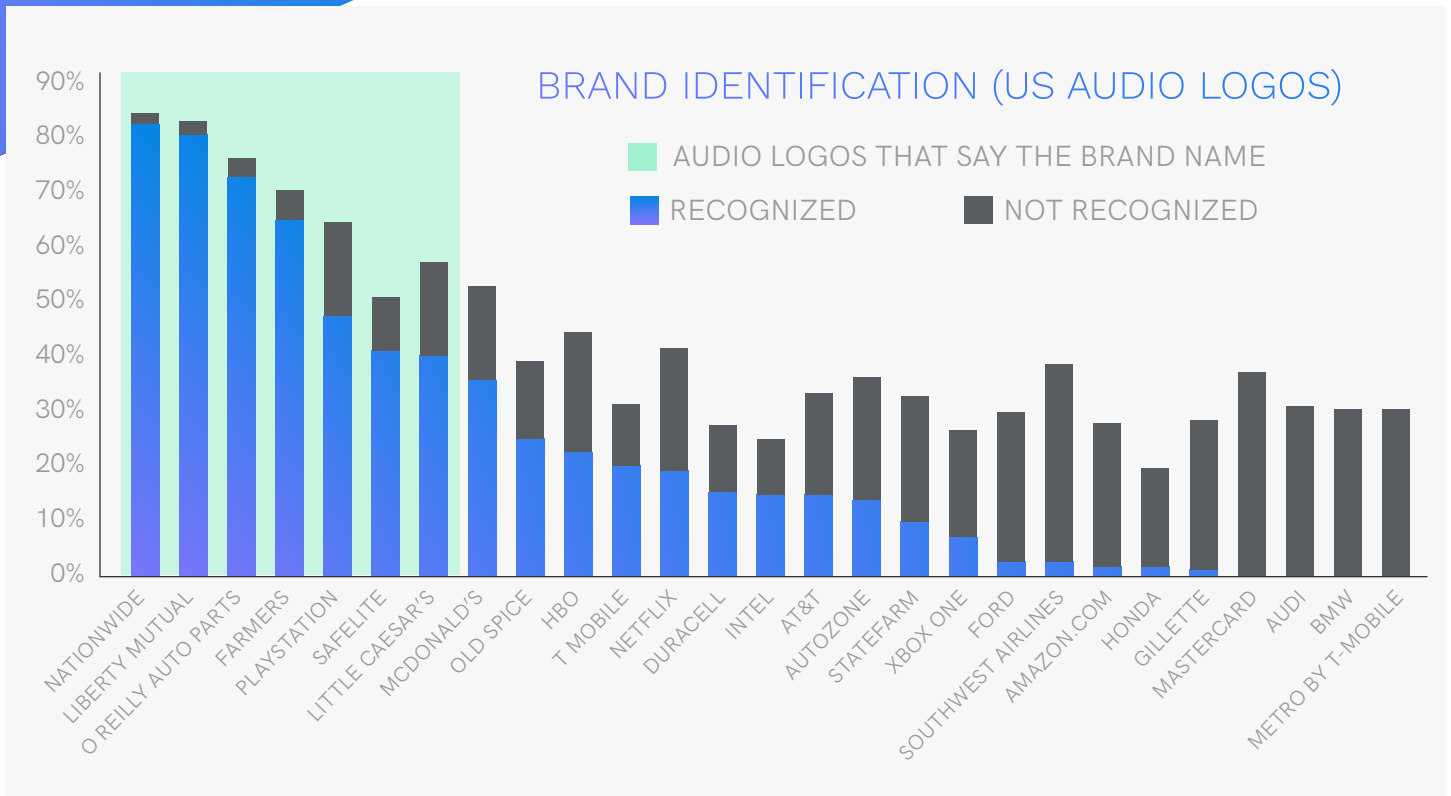
Removing the name from the audio logo may be the reason **Autozone** underperformed so substantially versus last year.

Audio logos that utilize melody once again outperformed those without by almost 25 percent, and by over 50 percent on recall. In the UK, the difference was even more pronounced, where melodic audio logos were 75 percent more memorable.

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NO ONE
HUMS THE
VISUAL

Karl Westman,
Executive Music Producer
at Ogilvy





5

Growing up with entertainment brands

While it's fairly obvious that gaming company logos — **Playstation, Xbox** and the like — would test much better with a younger demographic, it seems that also holds true for streaming entertainment companies; **Netflix, Amazon Originals and HBO** all tested better with 18-34 year olds as well. Overall, the Entertainment sector scored 11 points higher with 18-34 year olds than 35+ year olds.

These findings validate modern consumption habits of entertainment — not only that younger people have been reared on streaming media and gaming, but that they do it with such high frequency that the audio brands of these entities are fundamental in their consciousness.

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I CALL UPON SOUND
WHEN I WANT
CONSUMERS TO
FEEL SOMETHING


*Jeff Benjamin, Partner & Executive
Creative Director at Barton F. Graf*

Test It

05

If you walk away from this report carrying a few key learnings that help you develop (or evolve) your own audio branding, then we've done our job...in part. Hopefully, we're also getting across the point that, in addition to absorbing and applying best practices, it's crucial to test and benchmark your audio creative. It goes without saying that every brand or platform has their own goals and strategies, and it's only by testing for themselves that they can know, objectively, the best sonic course for their own business.

	Veritonic Audio Score	Recall	Excited	Happy	Authentic	Innovative	Inspiring	Likable	Trustworthy	Unique
Farmers	86	95	72	78	78	72	70	76	78	76
Nationwide Tori Kelly	84	95	68	76	76	68	70	76	76	74
Old Spice	82	89	70	80	74	72	68	76	74	74
INTEL	82	92	72	74	76	74	74	72	72	74
O Reilly Auto Parts	81	87	74	78	74	68	70	72	74	76
Liberty Mutual Insurance	80	93	65	70	68	62	64	64	68	68
McDonald's	79	87	72	74	72	68	65	72	65	70
T Mobile	79	88	70	70	70	70	64	70	68	72
Duracell	78	86	70	70	70	70	68	70	68	72
Safelite	76	83	64	72	70	62	64	65	68	68
Honda	75	83	64	70	65	64	60	64	65	64
AT&T	73	73	68	72	74	72	65	72	68	72
XBox One	72	73	70	70	70	70	65	64	65	70
HBO	70	65	76	74	72	70	70	68	68	74
State Farm	69	72	64	68	65	65	64	68	65	68
Netflix	68	63	72	70	70	72	68	70	68	72
Little Caesars	67	66	68	72	70	60	55	68	62	68
PlayStation	65	60	72	70	70	72	65	64	65	72
Autozone	63	59	64	72	64	62	62	65	64	65
Metro by T Mobile	57	48	65	68	65	64	64	68	62	70
Gillette	56	45	62	70	65	62	62	68	62	68
Amazon Prime Original	56	44	65	70	68	65	70	72	68	70
BMW	52	34	72	68	64	70	68	65	60	70
Mastercard	48	26	68	72	64	68	64	70	60	70
Audi	47	27	64	68	64	62	64	68	62	68
Southwest Airlines	43	28	60	62	57	57	54	57	54	65
Ford	40	21	62	54	55	57	52	48	50	62
Context Average	67	66	67	70	68	66	64	67	65	70

 [Listen to the audio logos here](#)

	Veritonic Audio Score	Recall	Excited	Happy	Authentic	Innovative	Inspiring	Likable	Trustworthy	Unique
HARIBO UK	83	93	72	78	70	64	64	74	68	72
McDonald's UK	82	95	65	76	68	60	62	70	65	72
Heinz Beanz	81	92	62	76	76	60	60	76	78	72
AO	81	92	70	72	68	64	64	72	64	68
INTEL UK	81	93	65	68	70	68	68	65	72	70
Flash	79	92	65	70	65	62	62	70	65	65
British Airways	78	91	55	68	72	62	72	70	68	68
Moonpig	77	90	60	70	64	62	60	65	64	68
GoCompare	76	93	55	62	60	55	52	54	60	64
TSB UK	76	90	57	65	62	60	62	68	64	64
Hive	75	85	55	70	64	64	60	65	64	64
webuyanycar UK	72	84	57	65	60	55	57	64	62	62
Santander	68	78	50	62	62	55	60	64	68	55
Renault UK	63	62	64	62	62	62	64	62	60	65
Coke Xmas	61	55	64	68	64	60	64	68	64	64
BMW UK	61	61	62	55	60	62	60	55	54	62
Kia UK	59	60	57	62	57	57	57	60	55	57
Old Spice UK	54	48	57	68	57	54	57	62	55	57
Lidl	50	42	54	65	57	55	55	64	57	57
Audi UK	50	43	57	52	55	57	54	52	52	60
Duracell UK	50	44	54	54	54	57	54	54	50	57
Gillette UK	47	40	50	57	57	55	60	60	57	57
Context Average	68	73	59	65	62	59	60	64	62	63

[Listen to the audio logos here](#)



Veritonic is the audio effectiveness company — the first analytics platform built specifically to quantify the value of sound.

With an easy way to understand which voices, audio logos, music, scripts and functional sounds are most impactful, and to leverage them consistently — in everything from ads to podcasts to smart speaker applications — the world’s leading audio platforms, brands and others cultivate deeper relationships with customers in less time.

To submit your audio logo for consideration in future editions of the index, please contact us at info@veritonic.com.

veritonic.com