

SCA  VERITONIC

# Audio Logo Index

Veritonic & SCA

# Making Great Brands

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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 36 top audio logos in Australia.**

# Methodology

## Veritonic and SCA

leveraged the Veritonic Audio Intelligence Platform to collect data on 36 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. Each test had approximately 500 respondents complete each test and in total there were 7 tests.

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, as well as external panel provider TEG.

Panellists from SCA and TEG 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 second year running as the number-one-performing audio logo, followed by **Toyota**, with Veritonic Audio Scores of 89 and 86, respectively. Top results for authenticity, trustworthiness and familiarity -- as well as high **recall** -- were primary drivers of these sonic brands' success. Results of the 2021 Audio Logo Index reinforce the importance that marketing spend has on brand perception in the marketplace.

# 2

### Industry

QSR is the best-performing industry, driven by brands such as Menulog and McDonald's, with Retail, FMCG and Tech/Telco all following closely behind.

# 3

### Melody & Words

Audio logos with a melody had 17% 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 2 of the 5 top-performing sonic logos in Australia.

## Summary Learnings

# 4

### **New Logo Delivers Results**

Menulog came to market this year with its very first audio logo, and managed to debut in the top 10 audio logos in our index.

Menulog's audio brand assets managed to tick two key boxes when creating audio logos – Using melody & mentioning the brand name.

# 5

### **Misattribution**

Misattribution of audio logos was common in this year's index, particularly among brands within the Tech and Finance sector.

Creating an audio logo doesn't stop with best practice principles - brands must also ensure their logo is unique, or risk misattribution.

# 6

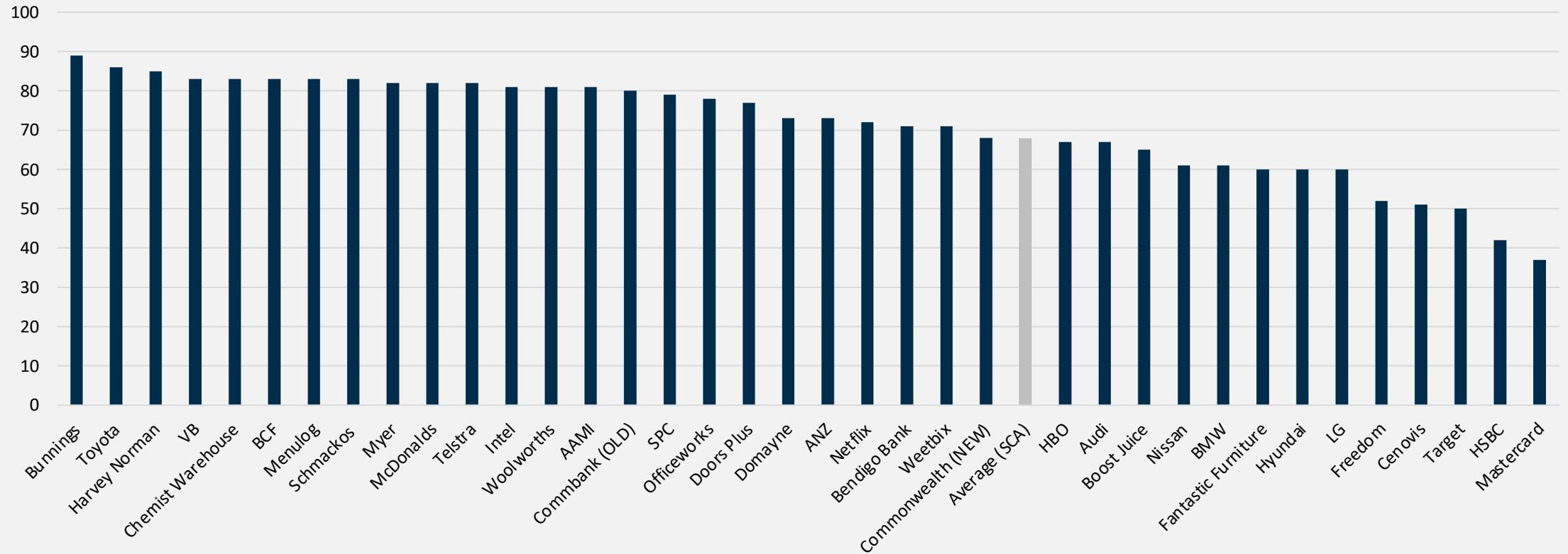
### **Changes YOY**

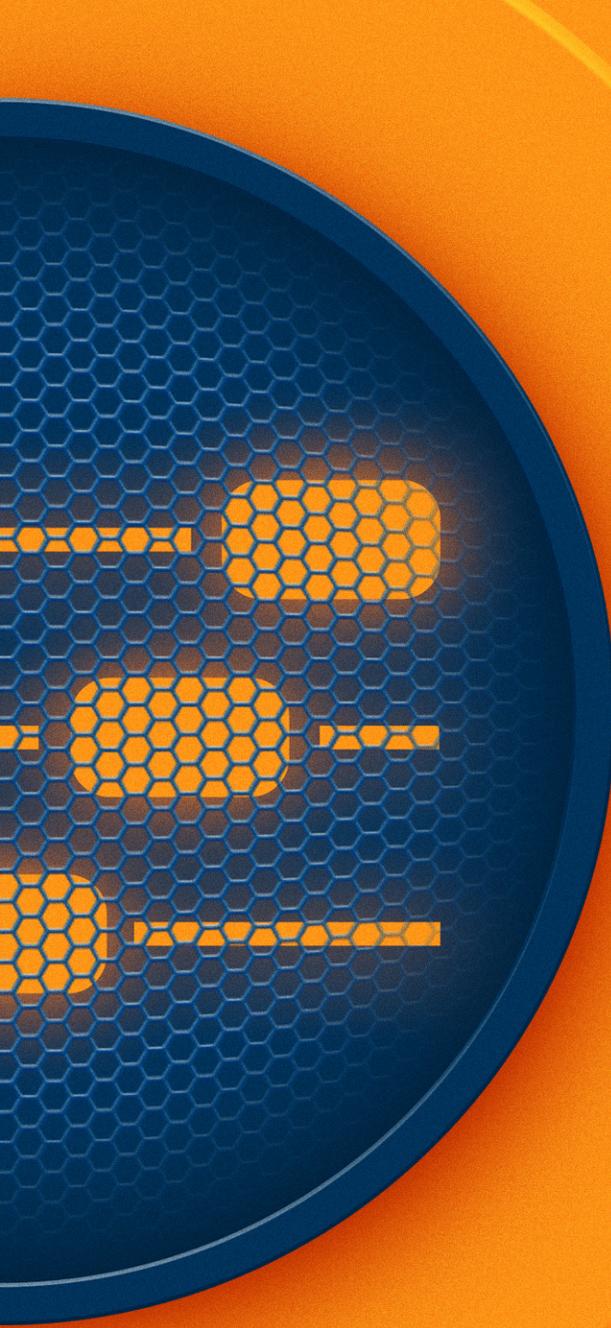
Brands that saw the biggest moves in performance YOY included Toyota, Bunnings, Harvey Norman, Myer, SPC and Woolworths. Of the brands that saw the biggest improvements in performance in the study, all were hyper relevant during COVID-19 (i.e. FMCG, home improvements, finance, retail). Furthermore, all six brands utilised best practice when creating a sonic logo.

Summary Learnings

# Overall Scores

Veritonic Audio Logo Score





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# Key Learnings

## Key Learnings

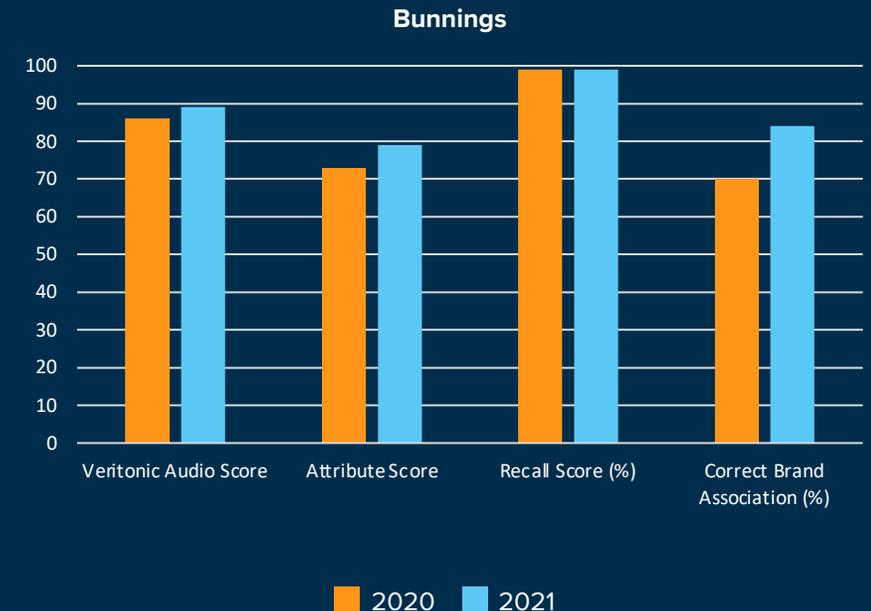
# Bunnings Takes Top Spot Second Year Running!

Home improvement giant **Bunnings** claimed the number one audio logo in this second Australian Audio Logo Index with a Veritonic Audio Score of 89, elevating performance from last year increasing correct brand association by 14ppt. 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 and being familiar. High trust and authenticity scores make sense, given the consistent nature of the logo & brand.

**Toyota**, the number two brand on the Index, tracked closely behind **Bunnings** for emotional attributes including trustworthy, familiar, innovative and unique. Interestingly, Toyota and Bunnings were also among the brands to see the biggest increases in performance YOY.

Familiarity, which also obviously influences recall, is another strong driver of a high-scoring audio brand. Each of these businesses are 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 are heavy ad spenders across audio platforms.

Source: AQX. Expenditure by Media Type – audio mediums only (TV, Radio, Cinema), 2019 – 2021 | 6/01/2019 - 3/07/2021.



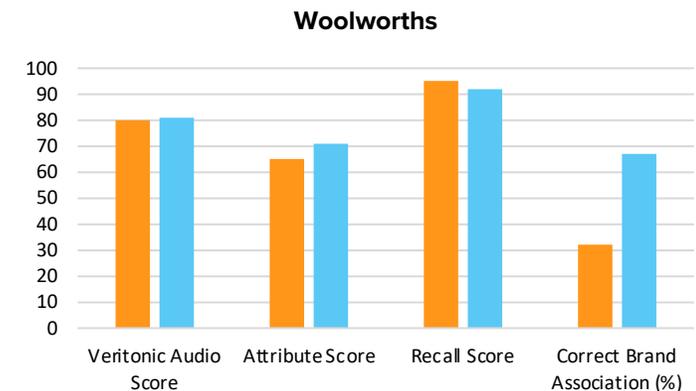
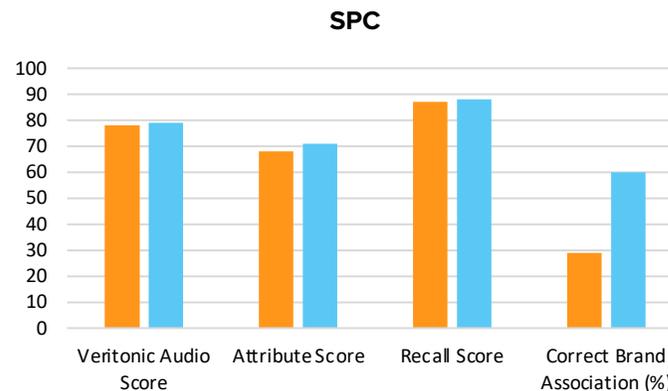
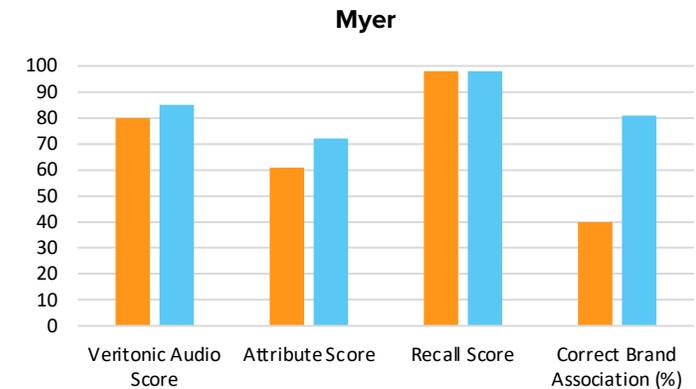
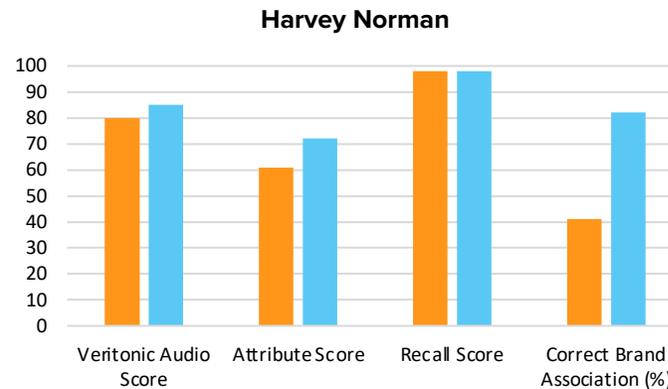
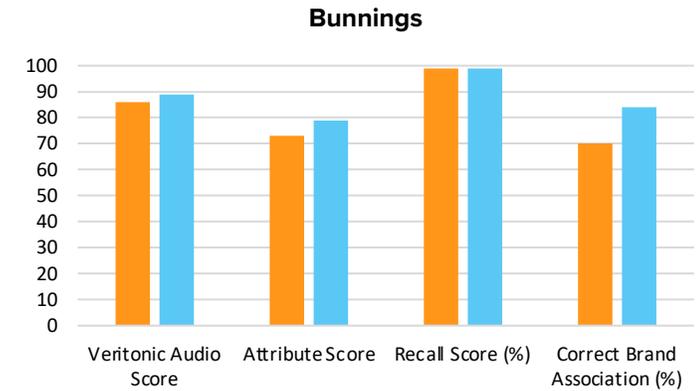
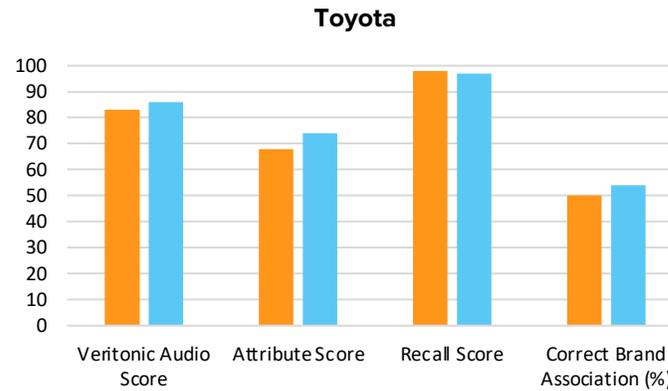
## Key Learnings

# Biggest movers in performance YOY...

### Biggest movers in performance YOY:

- Toyota saw an uplift of 4% in their overall audio score, driven by big moves in their attribute score.
- Bunnings saw an uplift of 3% in their overall audio score, with 14ppt increase in correct brand association
- Harvey Norman saw an uplift of 6% in their overall audio score, an increase of 18% in attributes, 41ppt increase in brand association
- Myer saw an uplift of 4% in their overall audio score, an increase of 16% in attributes, and an improvement of 41ppt increase in brand association
- SPC saw an uplift of 1% in their overall audio score, an increase of 4% in attributes, and an improvement of 31ppt increase in brand association
- Woolworths saw an uplift of 1% in their overall audio score, an increase of 9% in attributes, and an improvement of 35ppt increase in brand association

Of the brands that saw the biggest improvements in performance YOY, are brands that were also hyper relevant during COVID-19 (i.e. FMCG, home improvements, finance, retail). Furthermore, all six brands utilised melody, and 4 out of the 6 mentioned their brand name in their audio logos.



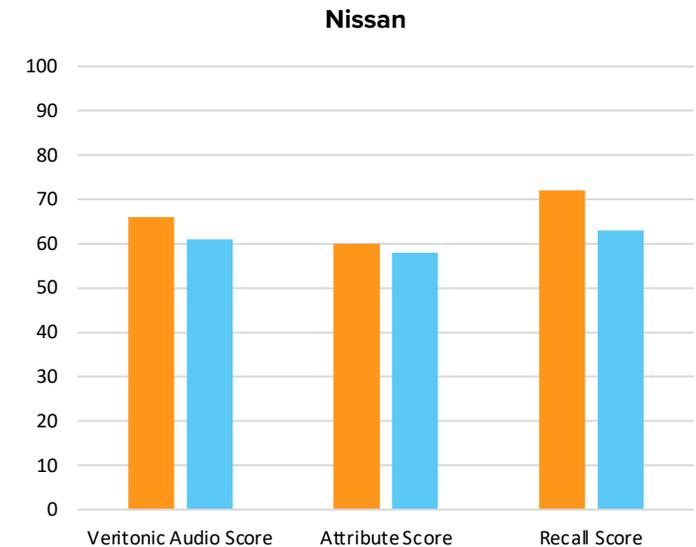
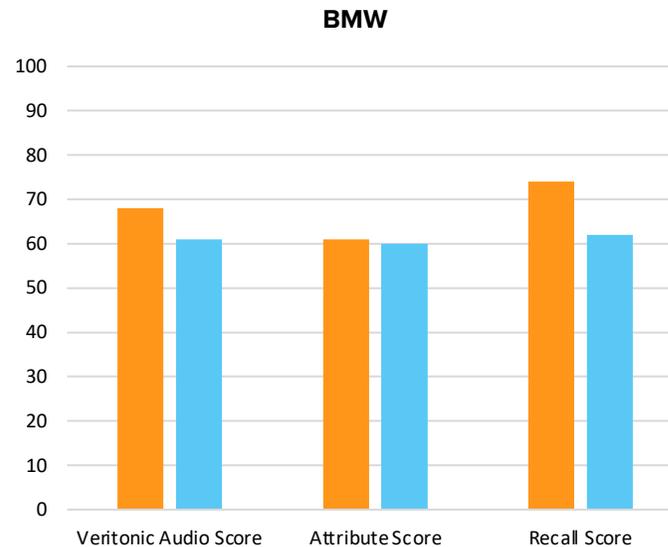
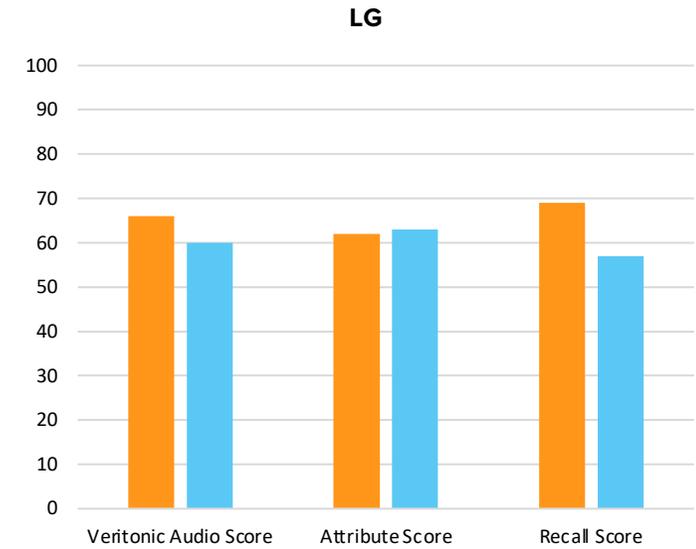
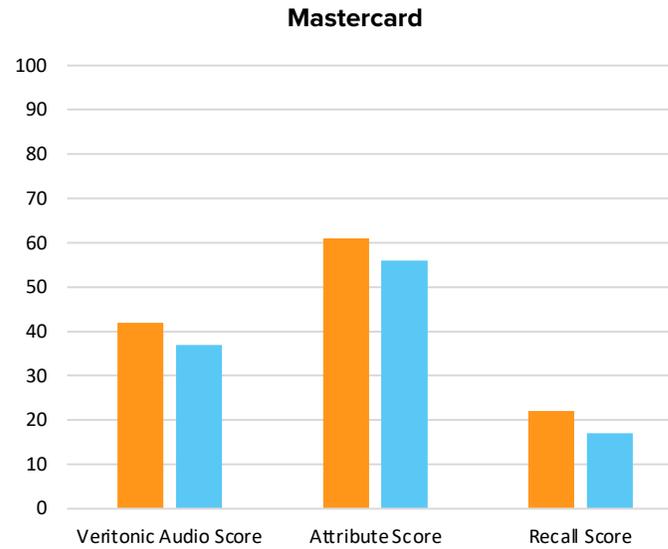
## Key Learnings

# Biggest decreases in performance YOY...

### Brands that saw the biggest decline in performance YOY:

- Mastercard saw an decrease of 12% in their overall audio score, decline of 23% in recall, and a decline of 8% attributes
- BMW saw an decrease of 10% in their overall audio score and a decline of 16% in recall
- LG saw an decrease of 9% in their overall audio score and a decline of 17% in recall
- Nissan saw an decrease of 8% in their overall audio score and a decline of 13% in recall

All 4 brands saw a 0% brand association, meaning that none of our study subjects identified the brand associated with each of the audio logos correctly.



## Key Learnings

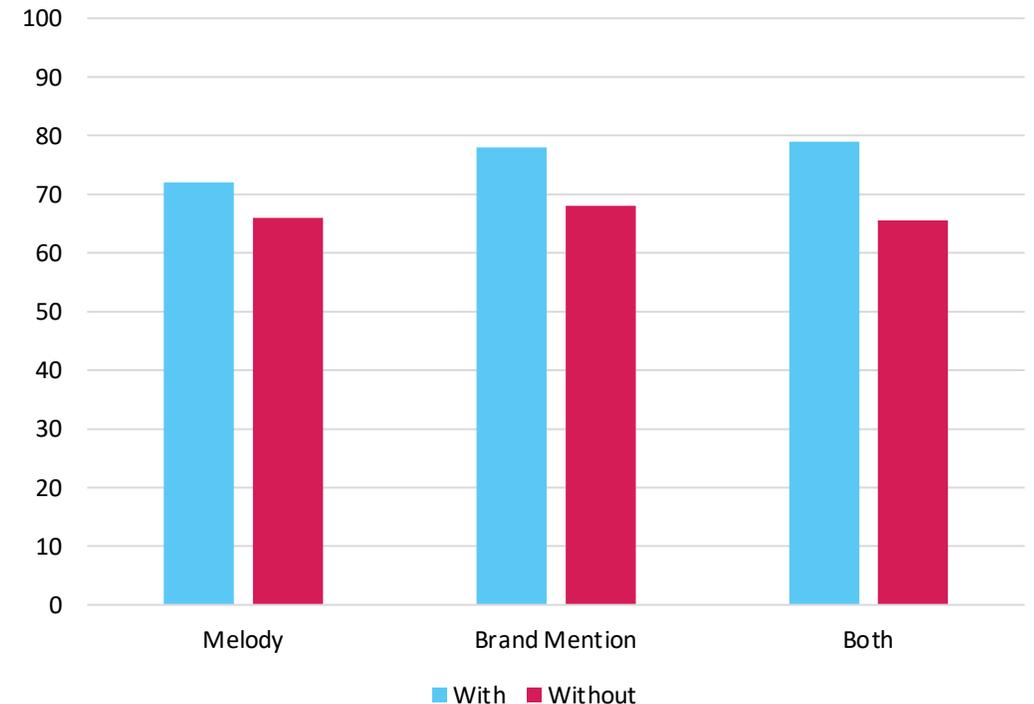
# Words & Melody Matter... Unless you're a well-established brand

Aligned with similar findings in the US and UK Audio Logo Index, 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 17%-more memorable than non-melodic logos. This fact likely led to their having a 18%-higher identification with the right brand as well.

Winning melodic brands included **Bunnings, Toyota & Harvey Norman**. Toyota's win as the second highest-scoring brand on the Index is a testament to both strong melody and longevity -- the automotive brand has been using the same music for almost 40 years.

Interestingly Toyota's 'Oh what a feeling' audio logo is no longer used in their advertising, which shows the longevity that a high-performing audio logo can offer, when best practice audio branding principles are applied.

Combining Best Practices Yields The Highest Veritonic Audio Scores

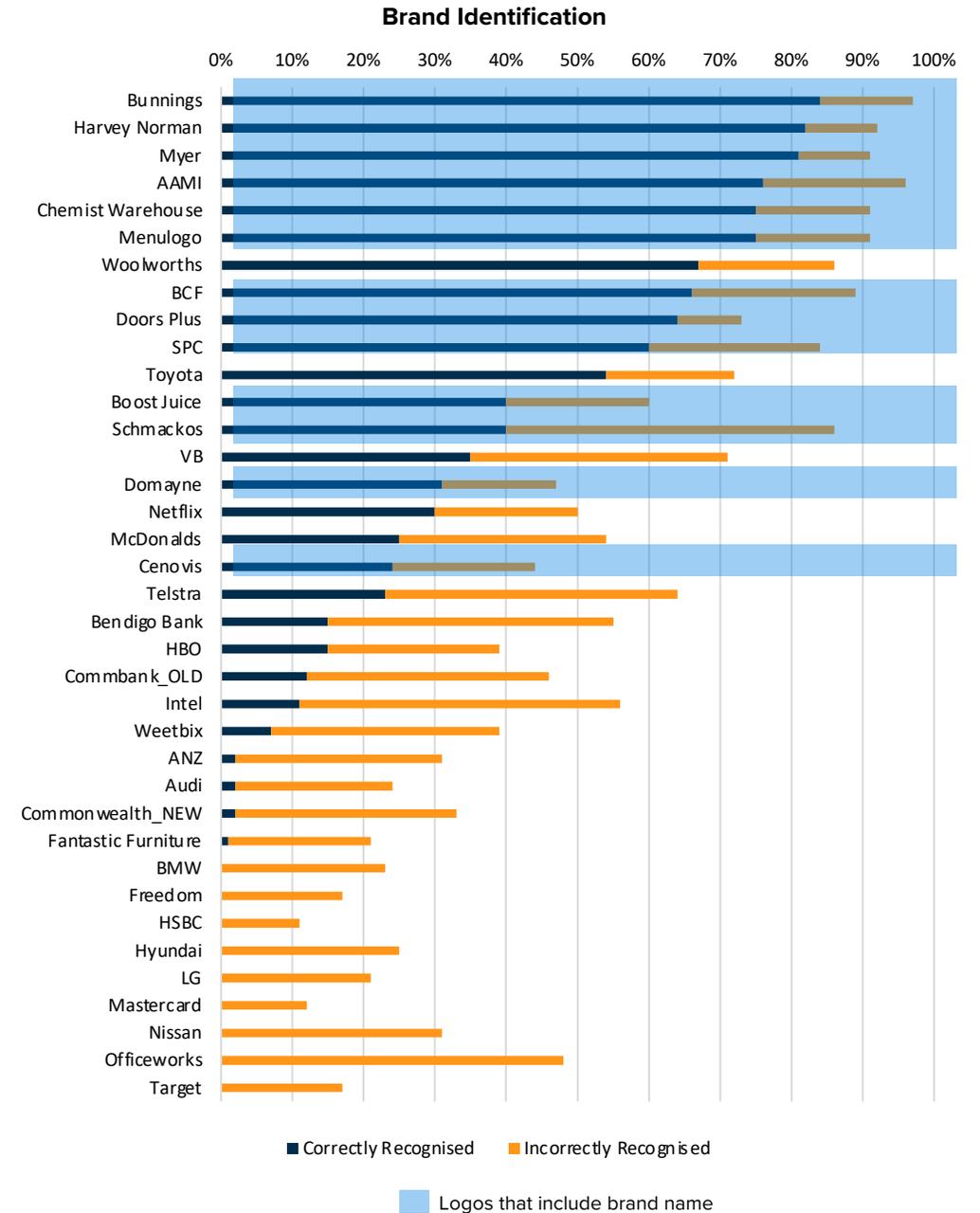


## Key Learnings

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

The power of including the name of the brand in the audio logo is just as valuable, with dramatic effects on recall. In this study, logos that included the brand name were 18 percent more memorable than those that did not.

The data also proves however that long-established brands in Australia don't necessarily need to include their brand name. **Toyota** and **VB** have used word-free audio logos for many years, making up 2 of the 5 top-performing sonic logos in Australia.



## Key Learnings

# Misattribution was common in 2021

Misattribution of brands was high in this year's index and was more prominent among brands within the Tech and Finance sector. In particular, there was a lot of confusion with Telstra, and their audio brand assets being mistaken for other brands.

This misattribution follows a similar pattern to the US Audio Logo Index, particularly among telco brands.

Creating an Audio Logo doesn't just stop with the best practices of 'Melody and Words'. Ensuring your logo is unique to your brand is equally important. When investing in a sonic brand, you want to ensure your brand stands out.

**Here are a few example of how big brands' logos sound largely similar to the consumer ear...**

- Intel was inaccurately associated with Microsoft (9%) and Dell (6%).
- Commonwealth Bank was inaccurately associated with Telstra (5%).
- Bendigo Bank was inaccurately associated with Commonwealth bank (12%).
- Telstra was inaccurately associated with Woolworths (5%).
- Officeworks was inaccurately associated with Telstra (12%).

## Key Learnings

# ‘Delivering’ results in its first year...

Menulog, who came to market this year with their very first audio logo, managed to debut in the top 10 audio logos in our Index.

Menulog’s audio logo managed to tick two key boxes when creating sonic brand assets – using **melody** & having the **brand name mentioned**. Menulog also had large investment behind the audio logo, with it being played across all advertising assets, both audio and video.

With Menulog’s recall score sitting at 96 and likeability sitting at 71, it’s clear that repetition and familiarity helps to boost likeability.



## Key Learnings

# Audio branding success, simplified

From two years of studying Australian audio brands in detail and from our working relationship with Veritonic, we're able to determine the three factors that make for a successful audio brand. The main factors in creating a successful audio brand logo are:

## Melody

Using a distinctive collection of notes encodes your brand into consumers' memories easily and effortlessly.

## Including the brand name

Mentioning the brand as part of your audio logo helps 'bake the brand in' to your audio assets, offering higher successful attribution. If the brand name can be sung, not just spoken, those results are generally even higher.

## Frequency

Frequency is an important part of encoding your audio logo into memory. Adding your brand's audio logo to any and every asset that can carry it helps to keep your brand top of mind, and in the case of audio logos, it happens effortlessly – even in low involvement scenarios.

# Where to from here?

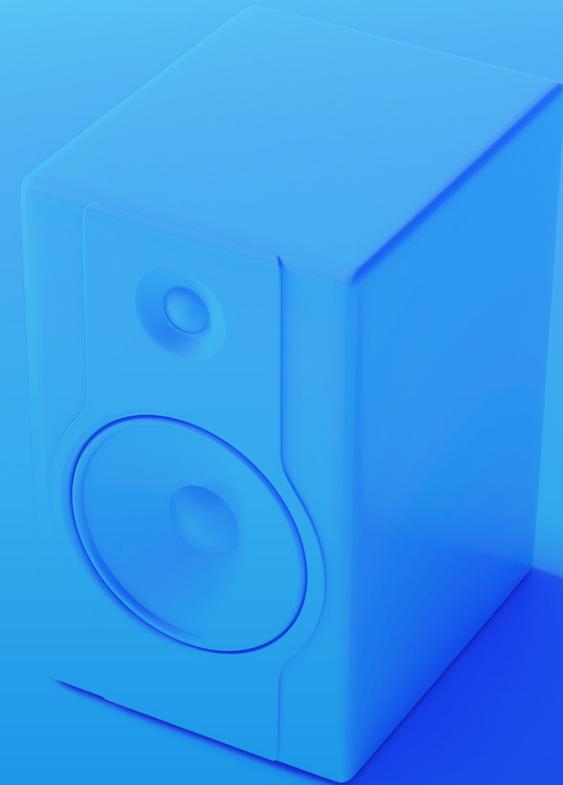
The ability to measure any audio asset before audiences have heard it is a very useful tool for audio campaign effectiveness and audio branding success.

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

See more at [www.veritonic.com](http://www.veritonic.com)

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



# Audio brand asset creation with **BRAND SOUND**

At SCA, in the last few years we've created effective audio brand assets for some of Australia's biggest brands, via our audio logo offering BRANDSOUND.

Household names including SPC, Cenovis, Luna Park and more have used The Studio at SCA to create and craft brand assets to use across all possible mediums.

BRANDSOUND utilises our experience in audio along with our access to the Veritonic audio testing platform to deliver world-class audio brand assets.

If you're interested in audio assets for your brand, please talk to your SCA Account Manager.



