


# Audio Logo Index

2022





# Don't get lost in the crowd. Make yourself distinctive, and make it YOU.

The advertising space is cluttered. Consumers are exposed to thousands of ads every single day. So how do you stand out?

*“The presence of brand assets is strongly linked to positive branded attention effects, more so than just directly showing or talking about the brand.”*

Brands prioritise time and money on their visual logos but often forget about the impact of their sonic assets- the audio logo.

Research from Ipsos found that audio assets are on average more effective than some visual assets at [driving branded attention](#).



Source: IPSOS Views | The Power of You Feb 2020 | By Adam Sheridan

# Celebrating the brands who stand out from the crowd.



The SCA Veritonic Audio Logo Index is a one-of-a-kind study in Australia that measures the effectiveness and emotional resonance of some of Australia's biggest brands' audio assets.

Our aim is to celebrate the brands who use sonic branding powerfully and effectively, and also provide guidance to brands who have yet to develop their sonic brand identity.

**SCA leveraged the Veritonic Audio Intelligence Platform to collect data on 44 top audio logos in Australia.**

# Methodology

SCA used the Veritonic Audio Intelligence platform and methodology to collect data on 44 top audio logos in Australia.

Each test had approximately 300 respondents complete each test and in total there were 8 tests.

The approximately 2,400 research panellists involved were obtained from TEG Ovation, Dynata and Octopus.

Panellists were carefully selected to reflect Australian census-representative distributions of gender. Household income and a variety of other demographic and psychographic data was also collected, adding extra important information to the study.

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.

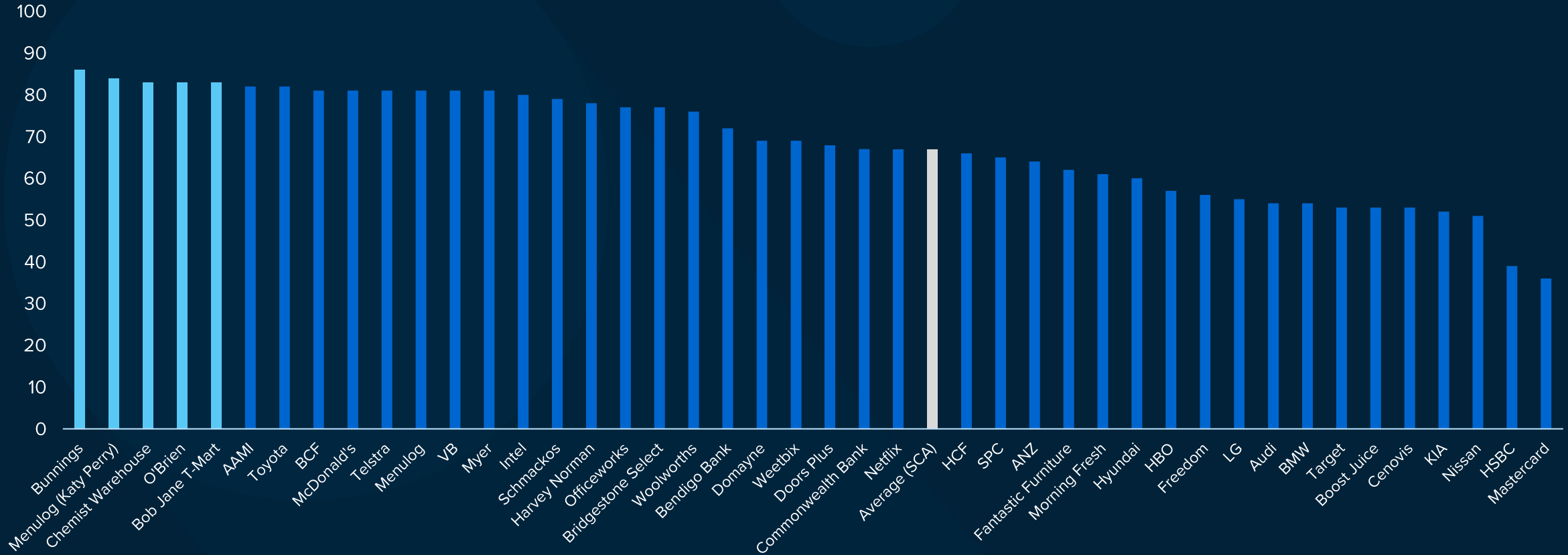
Finally, the Veritonic Audio Score and all component scores were calculated for each audio logo by combining emotional response, 48-hour recall, and engagement data.

# Summary Learnings

Audio Logo Index 2022

# Overall Scores

Veritonic Audio Logo Score



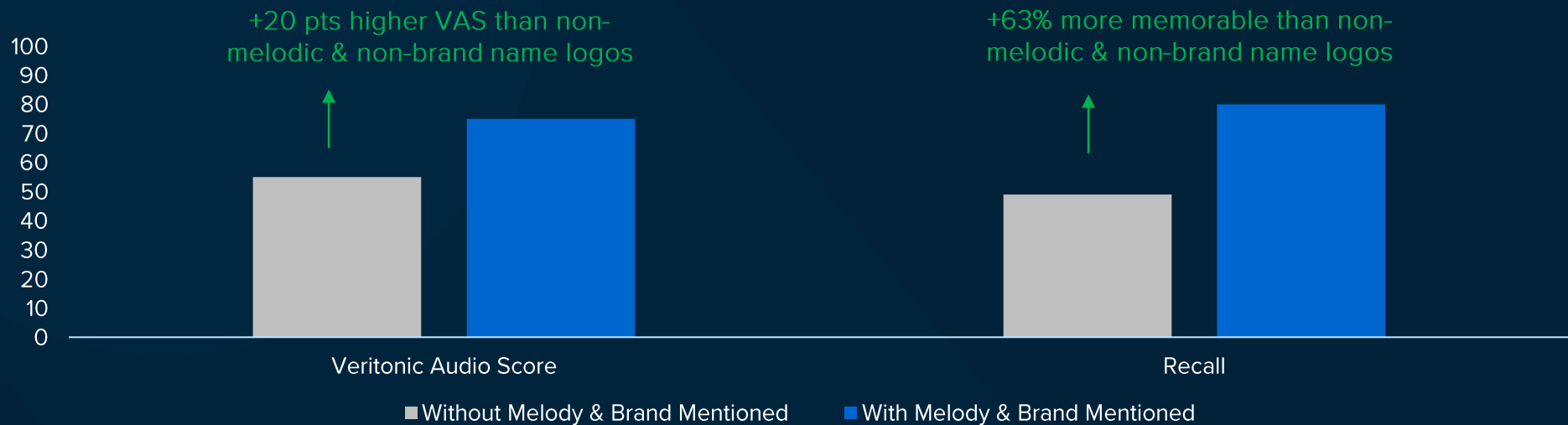
# Summary

## Key Learnings

# 1

### Cut through the clutter by using your brand name and melody

Audio logos that were melodic saw a higher Veritonic Audio Score and more memorable than non-melodic logos. Furthermore, the power of including the name of the brand in the sonic logo saw dramatic effects on recall. On this Index, logos that included the brand name were more memorable than those that did not – Meaning, your ad spot money is working harder for you. By including both melody & your brand name in your sonic sound, your brand is easier to remember, which in turn allows your brand to cut through the clutter and remain in the consumers long term memory.



# Summary

## Key Learnings

# 2

### Australian brands are leading the way when it comes to audio logos

Whilst the usage of audio logos isn't as wide-spread in Australia compared to the UK and US, Australian brands are outperforming the US and UK averages.

This is a testament to the creativity of Australian talent and brand managers' ability to successfully embed audio logos into the minds of consumers.

	Ave Audio Logo Score	Ave Recall Score
Australia	67	69
UK	58	59
US	57	57



# Summary

## Key Learnings

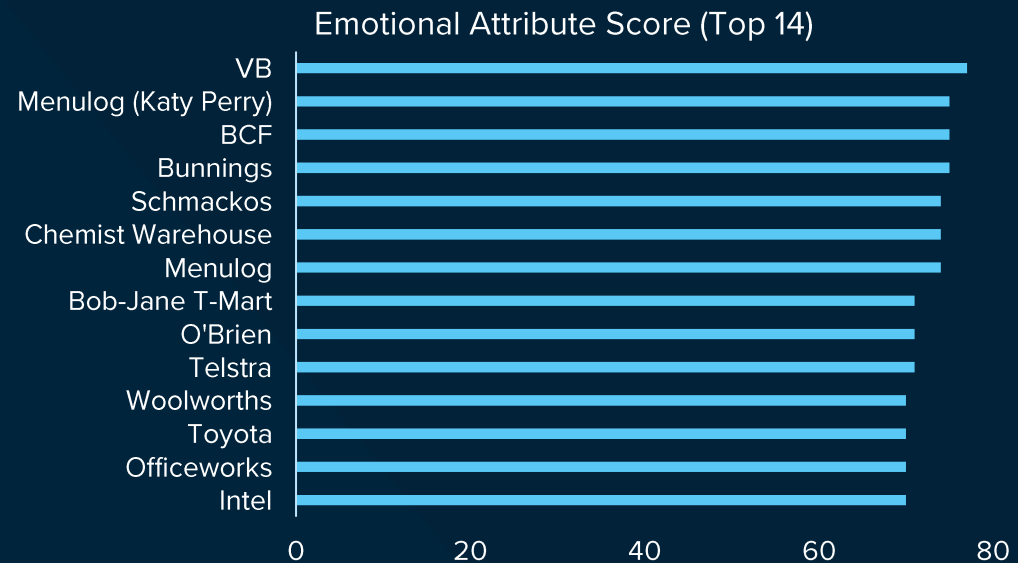
# 3

### Embrace brand personality to improve likeability

Leveraging your brand personality, or 'sounding like you' improves brand resonance.

Audio brand cues are a very effective way to bring a brand to life when it's reflective and relevant to the brand!

This chart demonstrates that when it comes to emotional attributes, VB leads the pack:



Source: 1). IPSOS Views | The Power of You Feb 2020 | By Adam Sheridan

# Deep Dive

Audio Logo Index 2022



# Bunnings Takes Top Spot Third Year Running!

Bunnings claimed the number one audio logo in this third 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 and familiar.

Familiarity, which also influences recall, is another strong driver of a high-scoring audio brand. All of the top-10-scoring brands on the Index are heavy ad spenders across audio platforms, and prioritise the placement & use of their audio logo across all of their advertising.



Did you know, that the original composer of the Bunnings jingle used Shaggy's, 'Oh Carolina' as inspiration for this jingle? Hear the story now [here](#).



Source: AQX. Expenditure by Media Type – audio mediums only (TV, Radio, Cinema). Fin year 2019-2022.

# Leverage sonic branding to assist with long term memory encoding

*We all agree that a message must enter long-term memory (or long-term memory encoding) if it is to have an effect on consumer behaviour in the future. Long-term memory encoding of brand information and messaging is sometimes referred to as mental availability...*

*...Specifically, visual attention typically accounts for no more than 15% of what is being encoded in long-term memory (Silberstein et al 2000, Silvetti et al 2013)...*

*...While 15% is better than nothing, visual attention is a far cry from understanding what is going into long-term memory and hence contributes to impact, encoding approximately 15%. **But what we also know about the science of long-term memory encoding is that many other powerful subconscious factors like context, clutter, creative, sonic branding, emotion and storytelling contribute to the other 85% of memory creation.***

- Peter Pynta | Neuro-Insight

Those who have audio logos are aware of sonic branding's ability to assist with long term memory encoding and keeping a brand top of mind with consumers...



**“At Chemist Warehouse, we’ve always known the value of audio branding and its ability to work across so many channels. Our jingle and audio logo are very important parts of our brand asset suite, as they help us stay top of mind with consumers.”**

Rutene Wharekawa

Group Media & Partnerships Manager - Chemist Warehouse



# QSR comes out on top as the best-performing sector...

QSR is the top performing industry in the audio logo space, with an average Veritonic Audio Score of 75. Menulog undoubtedly led the charge in the QSR space, along with McDonalds.

Retail & Tech/Telco were tied as the second top performing industries in the audio logo space, with an average Veritonic Audio Score of 72. Telstra led the charge in the Tech/Telco space, while strong audio brands such as Bunnings and Myer within the retail sector, made it the second leading industry in the Index.

*So why do the leaders in the category perform so strongly?*

An interesting insight into the top performing brands within these sectors, were all brands that leant into their brand personality in their sonic sounds. **By embracing your brands personality, it is more likely that your brands message will spark emotion.**



# Sing it! Melody Matters

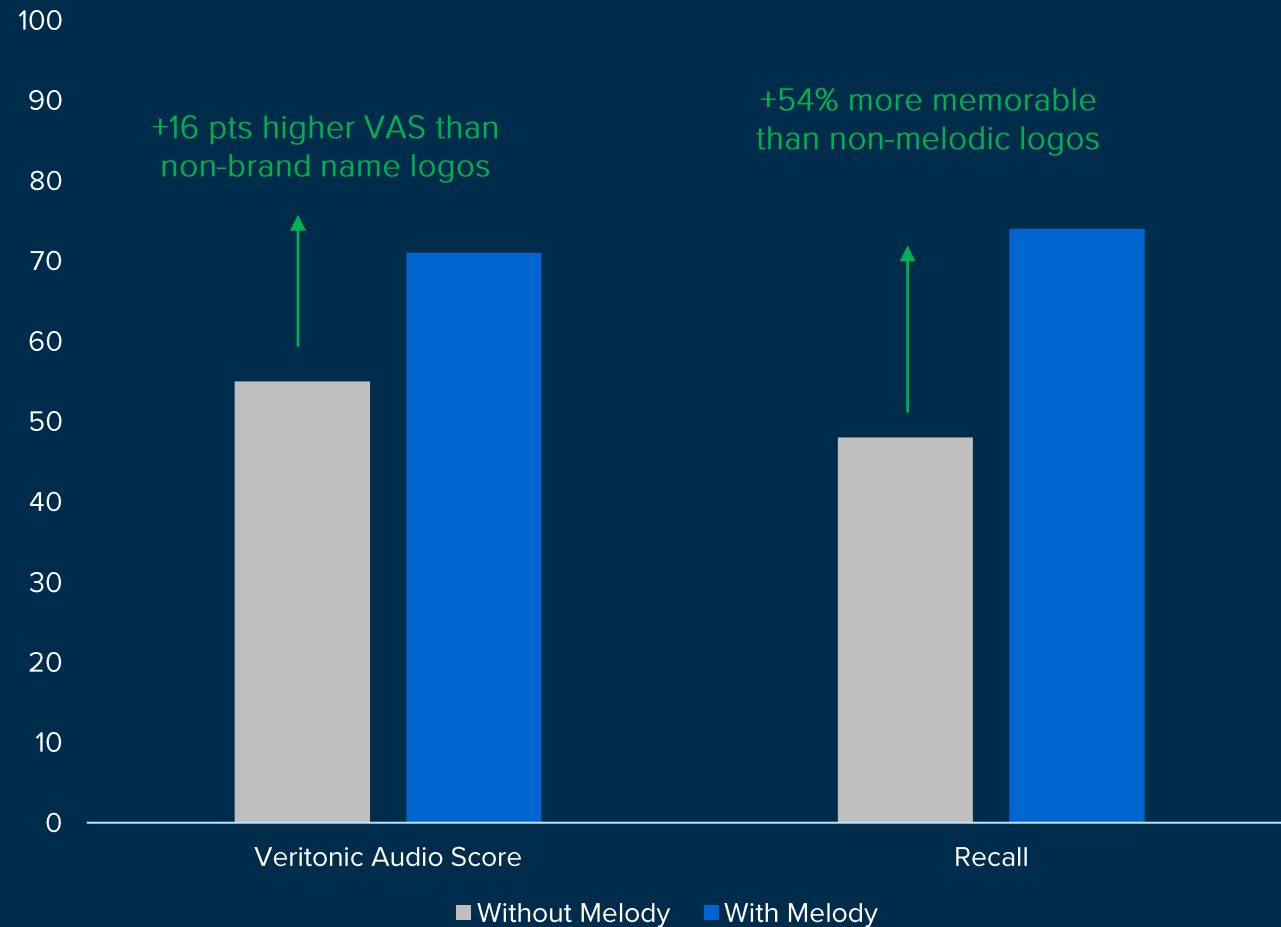
Aligned with findings across other markets and in previous years, melody, defined for these purposes as containing more than just a static tone or sound effect, plays a tremendous role in the power of a sonic brand.

Audio logos that were melodic saw a Veritonic Audio Score 16 points higher than non-melodic logos and were 54% more memorable than non-melodic logos.

Winning melodic brands included Bunnings, Menulog, Chemist Warehouse, Bob-Jane T-Mart & O'Brien. Bunnings' win as the highest-scoring brand on the Index is a testament to both strong melody and longevity - the retail brand has been using the same music since 1995.



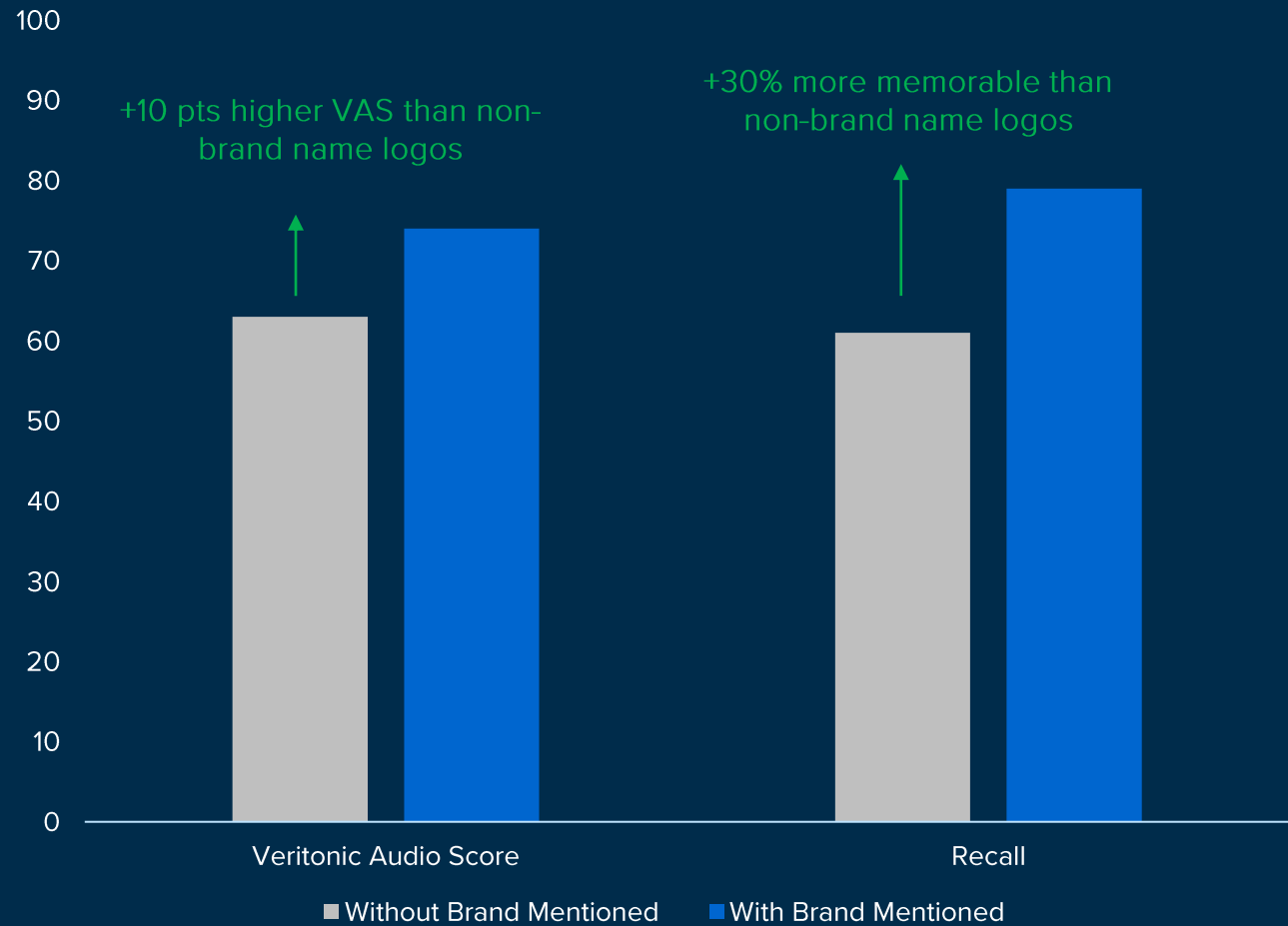
Melody Yields The Higher Veritonic Audio Scores & Recall



# Say it! Words Matter

Reconfirming findings from previous years, when the BRAND NAME is mentioned in the audio logo, scores improve and they are 30% more MEMORABLE than non-brand name logos. Don't miss this opportunity to replay your brand name.

Brand Name Yields The Higher Veritonic Audio Scores & Recall

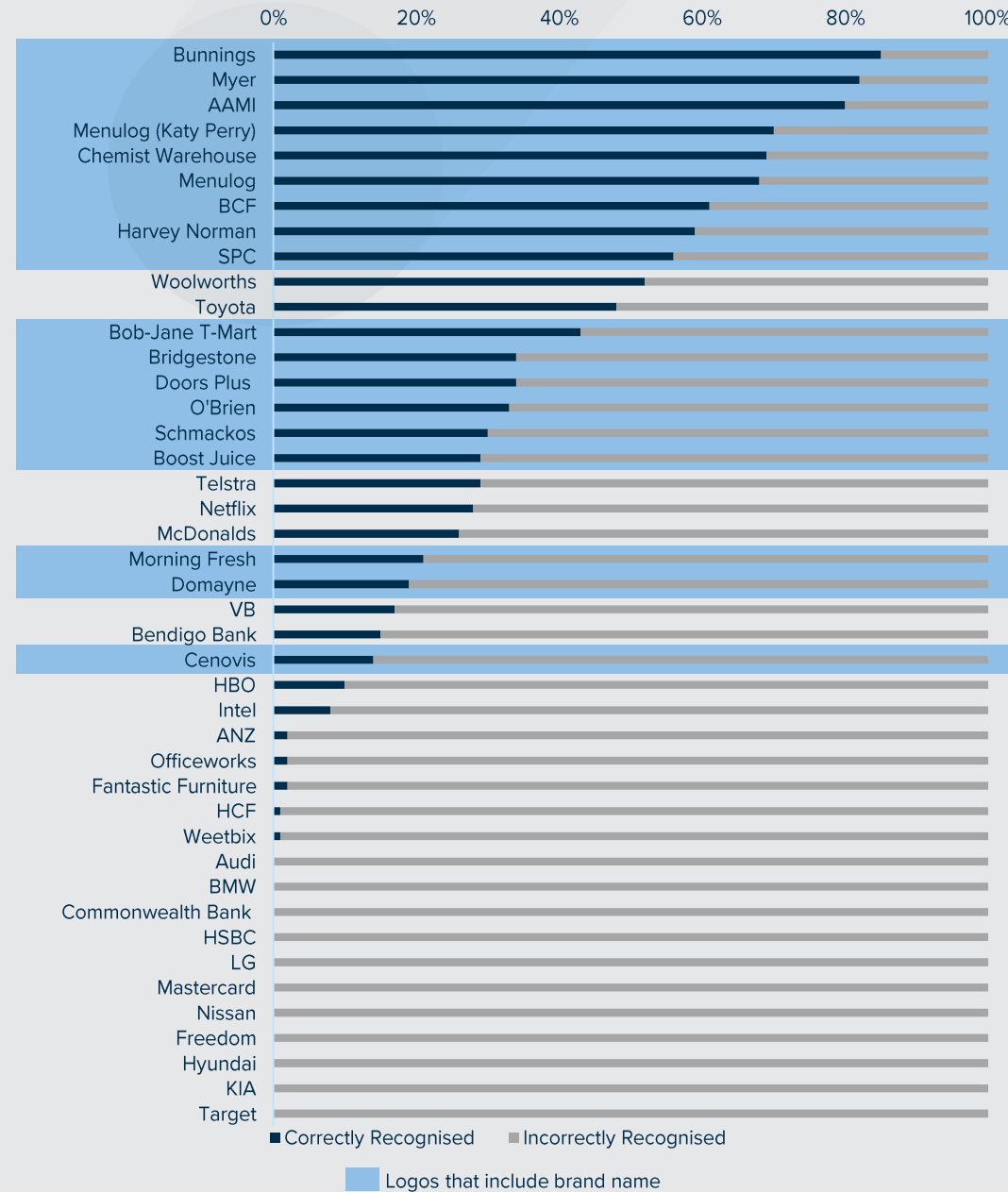




# Memorability starts with your name

Logos that included the brand name not only were more memorable than those that did not, but also saw a **correct brand identification result 37% points higher than non-brand name logos** – Meaning your money is working harder for you!

The data also proves, however, that long-established brands in Australia don't necessarily need to include their brand name. Woolworths & Toyota, have created word-free logos successfully making up 2 of the 10 top-performing sonic logos in Australia. However, the key to word-free logos success is the inclusion of melody.



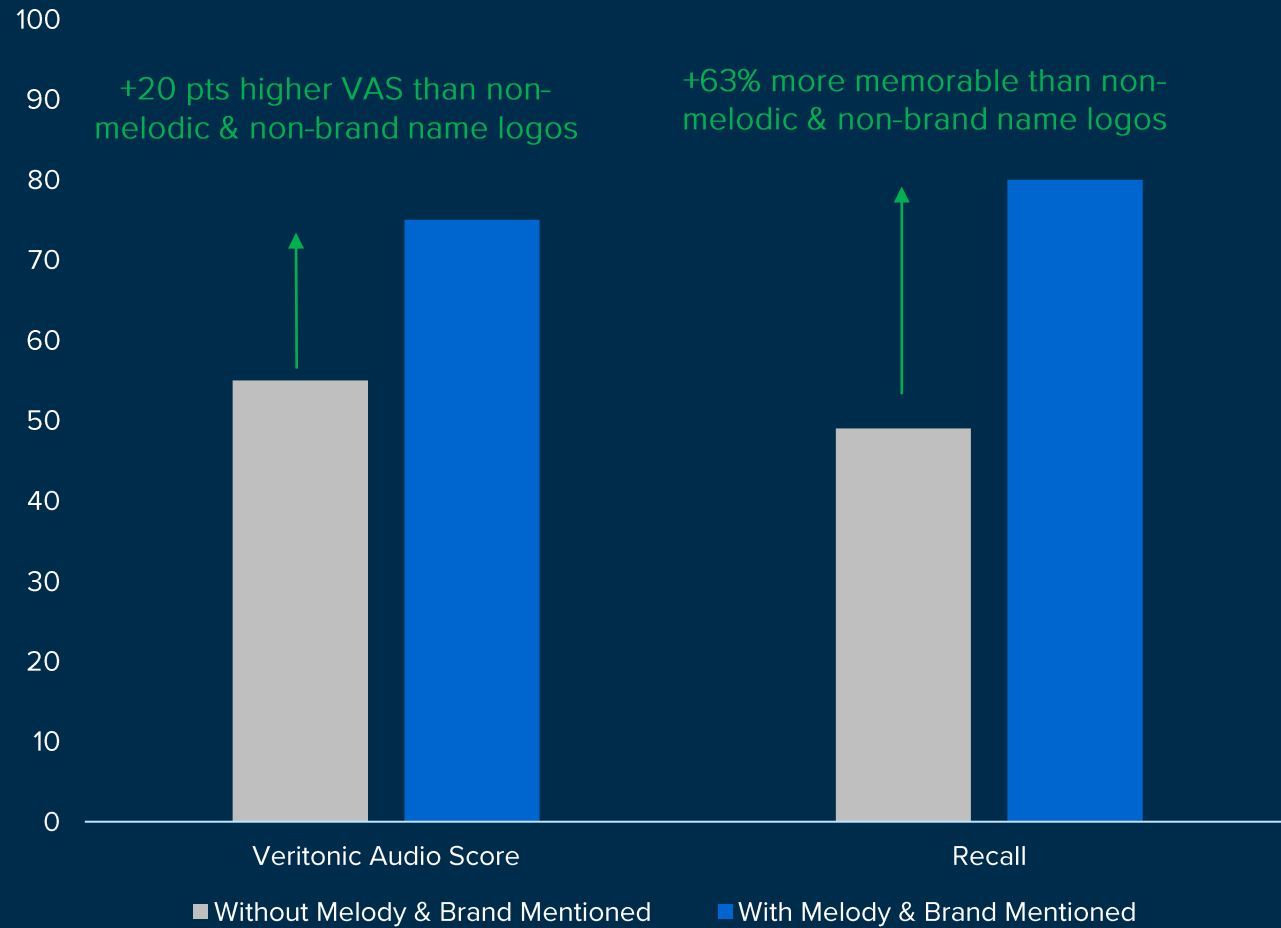
Brand Identification

# Combining best practices! Melody & Words Matter

*Porque no los dos?*

When brands utilise both melody and brand name, the audio logo performs even more strongly, and is considerably more memorable. Make your money work harder for you by ensuring you have both.

Melody & Brand Name Yields The Higher Veritonic Audio Scores & Recall



# Don't be afraid to let your audio logo evolve...

As long as you keep some of the key features the same.

Menulog decided to change up their audio logo in mid 2022 by including internationally renowned pop star, Katy Perry to voice their sonic brand, and it paid off. Star power has rocketed the Menulog audio logo up the chart.

By including Katy Perry, Menulog saw a higher recall score and was seen as more authentic and inspiring compared to their previous generic-voiced audio logo. Their high audio score was predominately driven by their strong recall score.

Why did Menulog's audio logo perform so well?

- It was melodic
- It included the brand name
- It was talent voiced
- It had the investment behind it, with their audio logo being displayed across all assets (audio and visual platforms).



Menulog	Previous Audio Logo	Current Audio Logo
Veritonic Audio Logo Score	81	84
Attribute Score	74	75
Recall Score	87	93

# Want to test your audio ad or logo?

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.



**For more information  
about audio branding,  
reach out to your SCA  
Account Manager**

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