



AUDIO ASSETS & BRAND BUILDING

How Audio Strategies Strengthen Brands

THE OVERALL CONCEPT

- **Aim**: to claim the hot topic „audio branding“ for AS&S and to prove that audio branding delivers extra ad impact
- **Approach**: A major effectiveness study with 100 radio commercials tested and 10,000 participants
- **Communication**: Presenting the exclusive results at our AS&S Radio Breakfast Tour in November 2019
- **Conveying the key term „double punch“ and the key image of blue boxing gloves**

THE OVERALL CONCEPT



- Conveying the key term „double punch“ and the key image of blue boxing gloves

THE IMPACT OF DISTINCTIVE BRAND ASSETS IS UNDISPUTABLE





...but what happens in Audio?!

➔ To get the most out of Audio,
brands need an audio strategy, too.

THREE MODELS OF HUMAN BEINGS & PERSUASION

Robots

→ Advertising is useless!

Only Human

→ Advertising is effective
when useful!

Zombies

→ Advertising is highly
effective and manipulative!

WHY WE NEED ADVERTISING

The consumer is a benefit-boosting being...

...with limitations:



diffuse preferences



incomplete information



limited capacities



ADVERTISING

HELPS

PRODUCT VS. BRAND

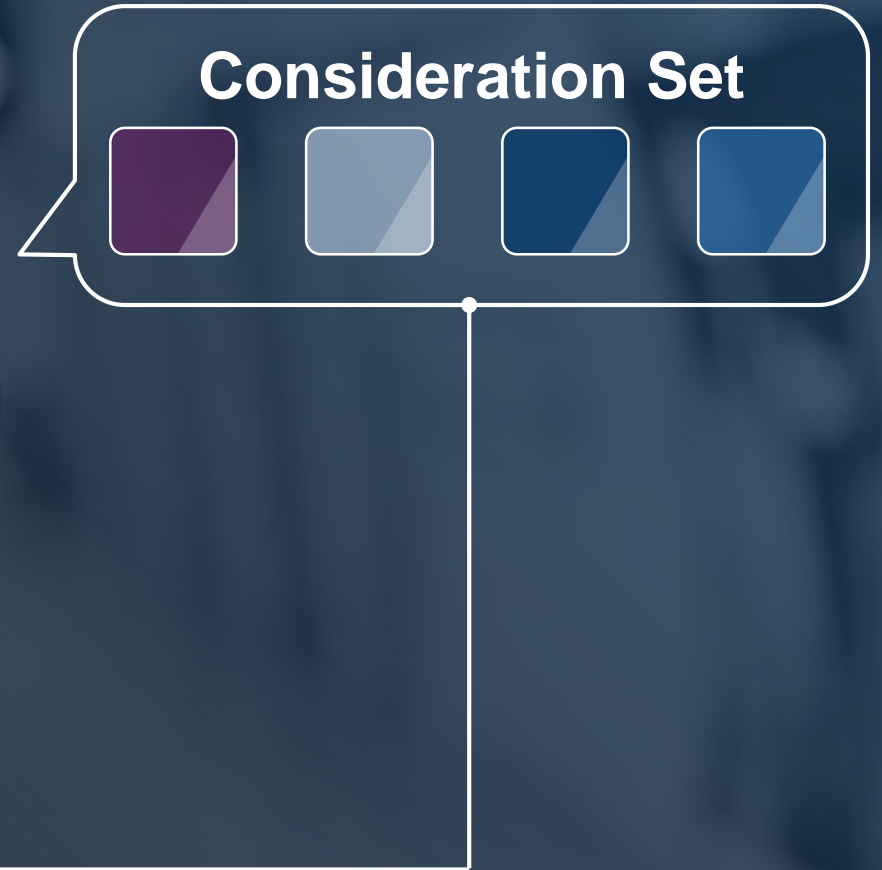


**PRODUCTS ARE
EXCHANGEABLE**

**BRANDS ARE
DISCRIMINABLE**

ADVERTISING MAKES IT EASY...

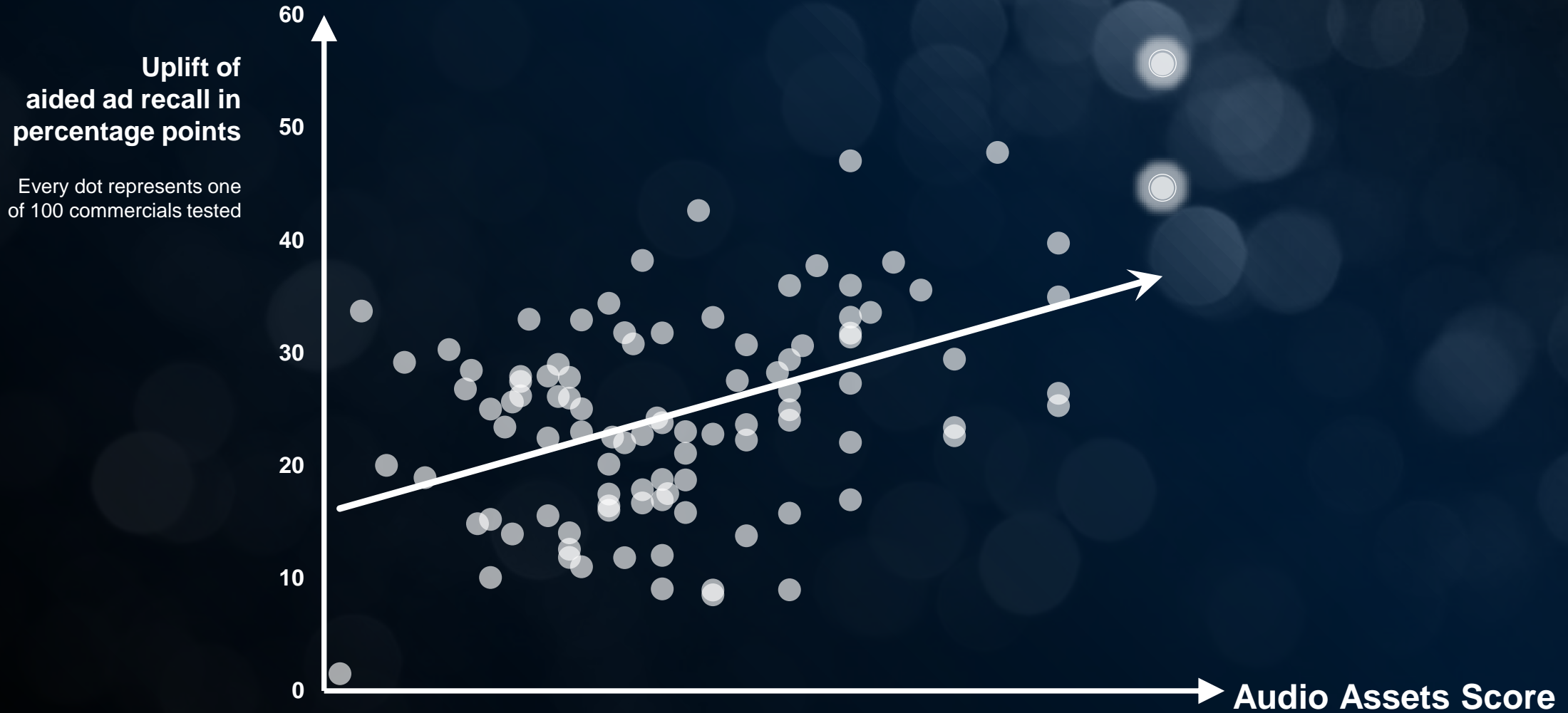
...for consumers to consume!



TURNING SOUND ELEMENTS INTO AUDIO ASSETS: A MARATHON THAT PAYS OFF



1. AUDIO ASSETS DRIVE AD IMPACT



2. AUDIO ASSETS CLASP THE BRAND MESSAGE



...



late branding
without audio assets

early branding with
audio assets

Index

400

350

300

250

200

150

100

50

0

96

86

80

76

116

181

258

350

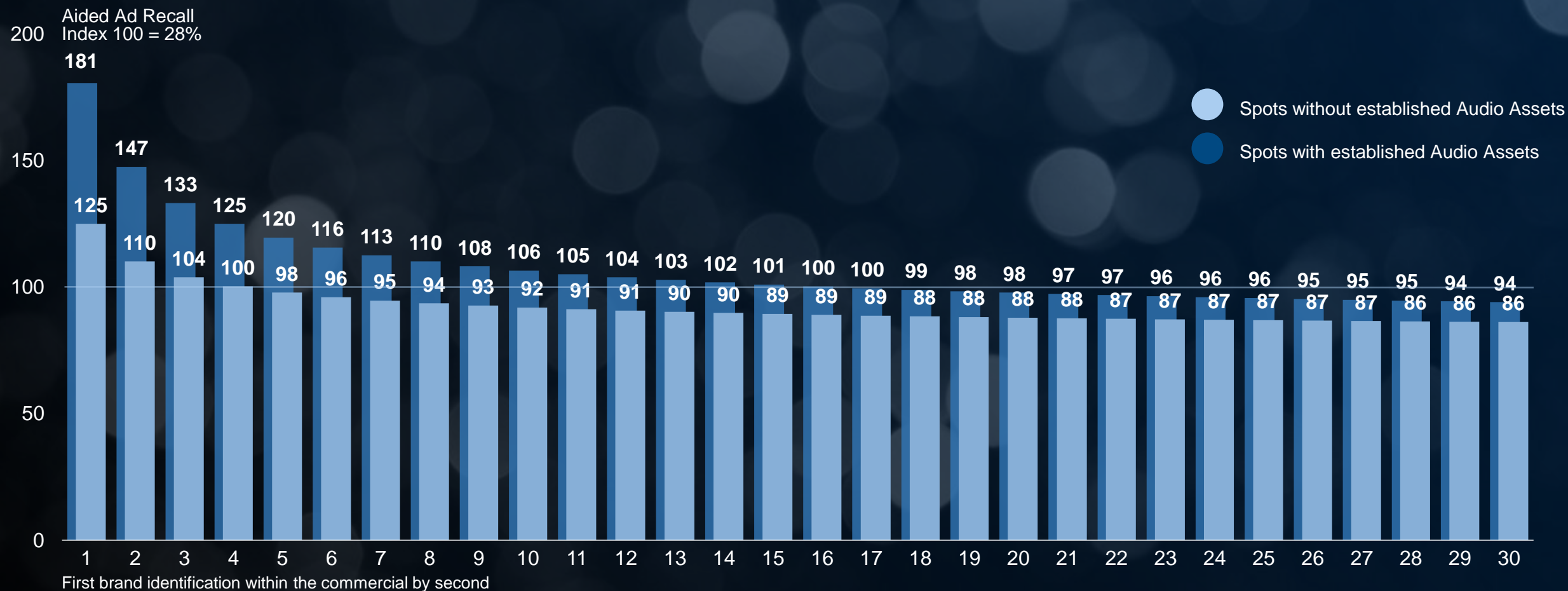
● Aided Brand Awareness
Index 100 = 61%

● Aided Ad Recall
Index 100 = 28%

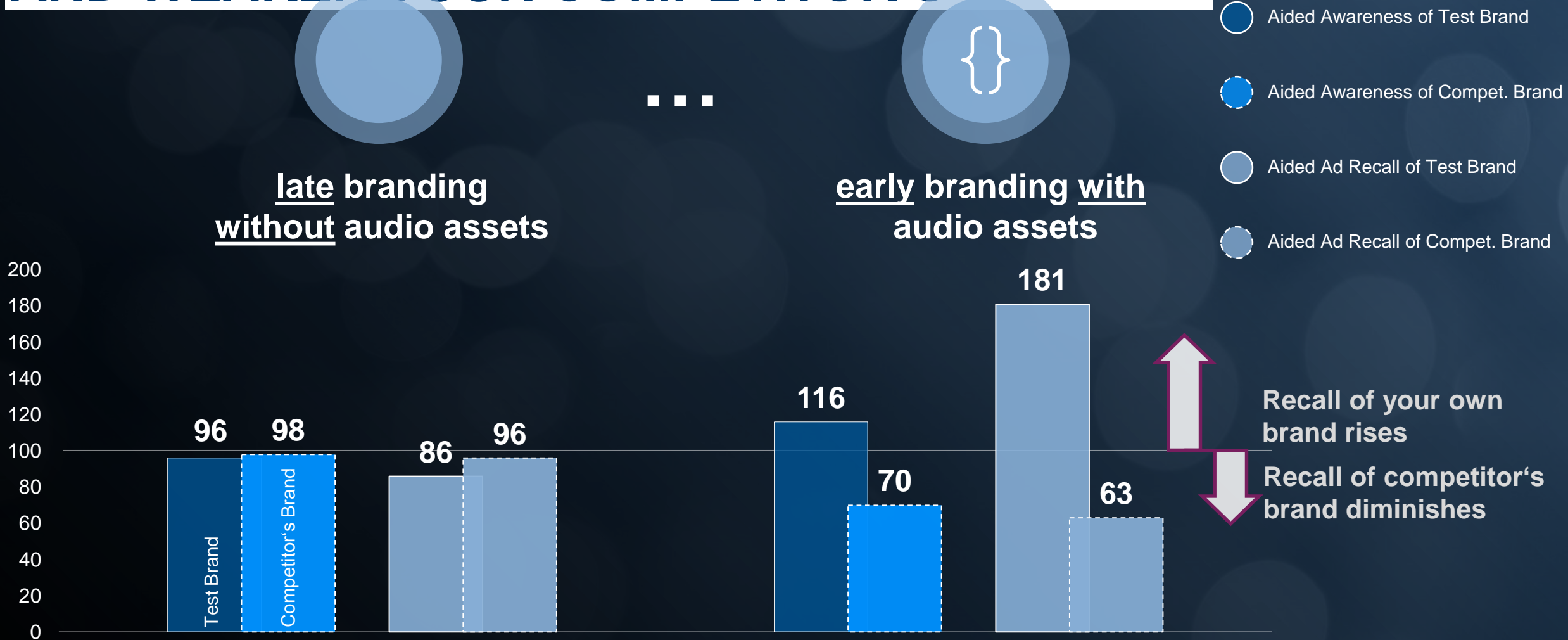
● Unaided Ad Recall
Index 100 = 12%

● Unaided Ad Recall / Top of Mind
Index 100 = 5%

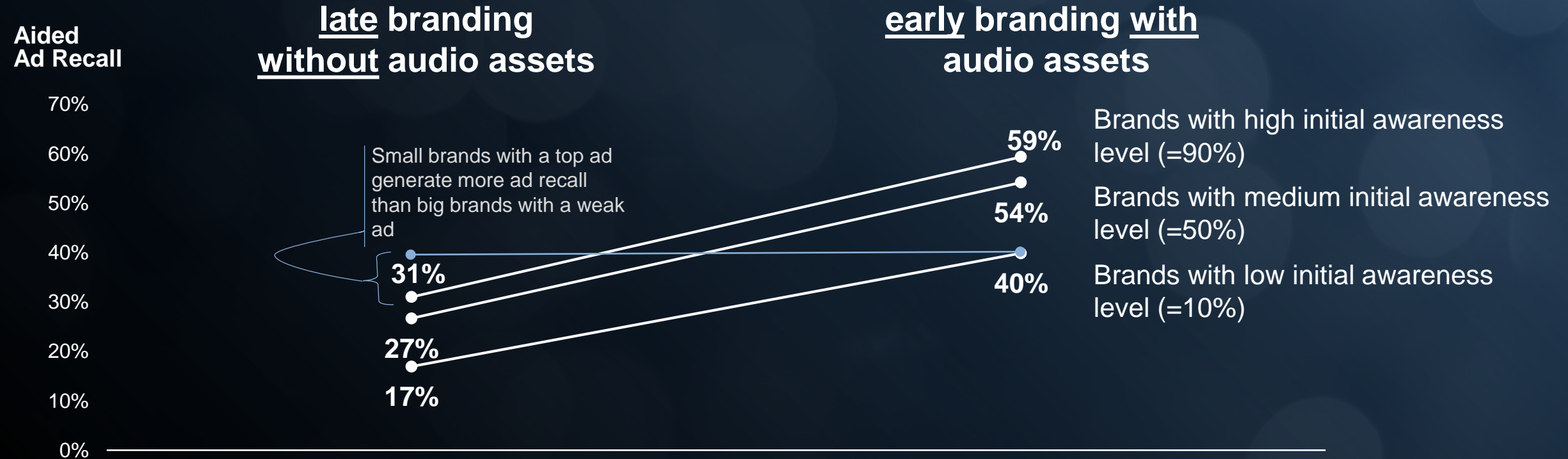
EARLY BRANDING IN THE SPOT ALSO DRIVES AD IMPACT, ESPECIALLY WHEN COMBINED WITH AUDIO ASSETS



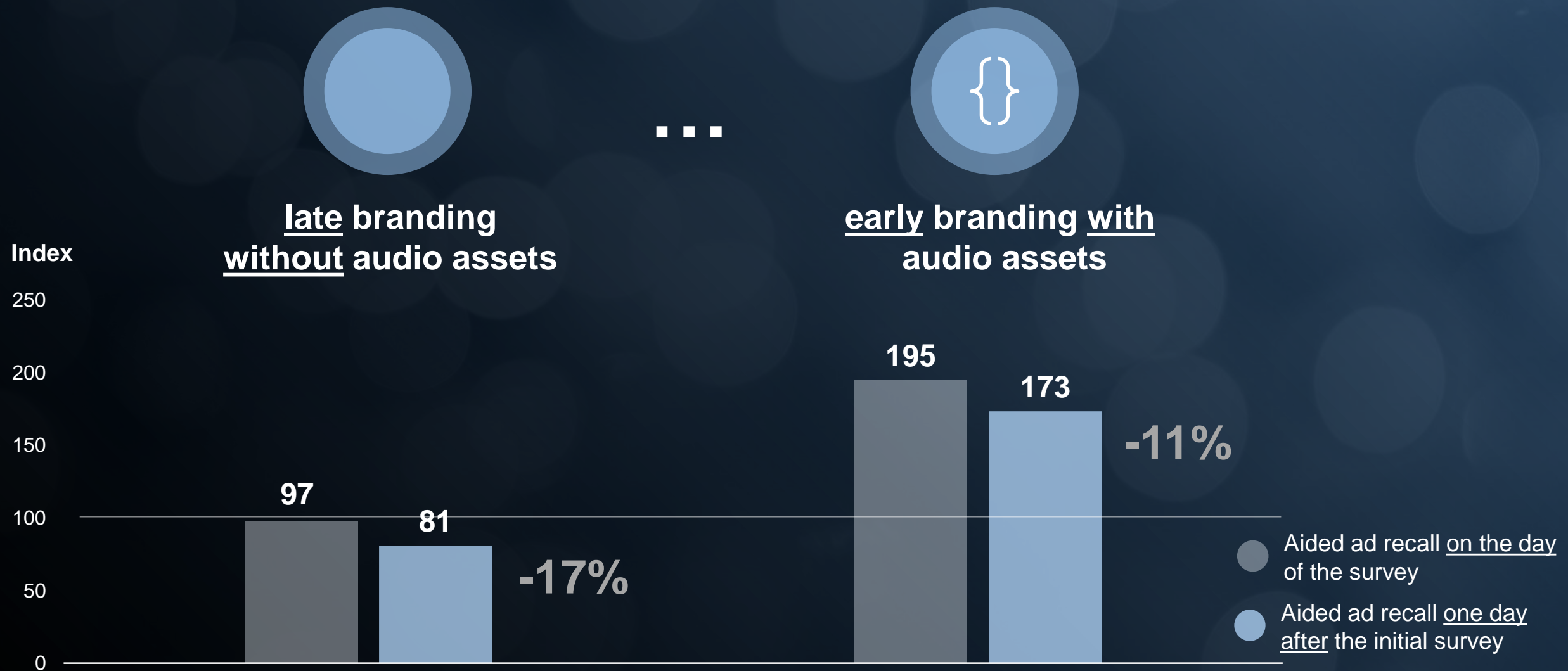
3. AUDIO ASSETS STRENGTHEN YOUR BRAND AND WEAKEN YOUR COMPETITOR'S



4. AUDIO ASSETS ARE RELEVANT FOR ALL BRANDS, BIG OR SMALL



5. AUDIO ASSETS GENERATE STRONGER AFTER-EFFECTS



6. ADDITIONAL IMPLICIT ASSOCIATION TEST SHOWS:

Audio assets and creative storytelling of the product benefit strengthen the association of brands and requirement situations

