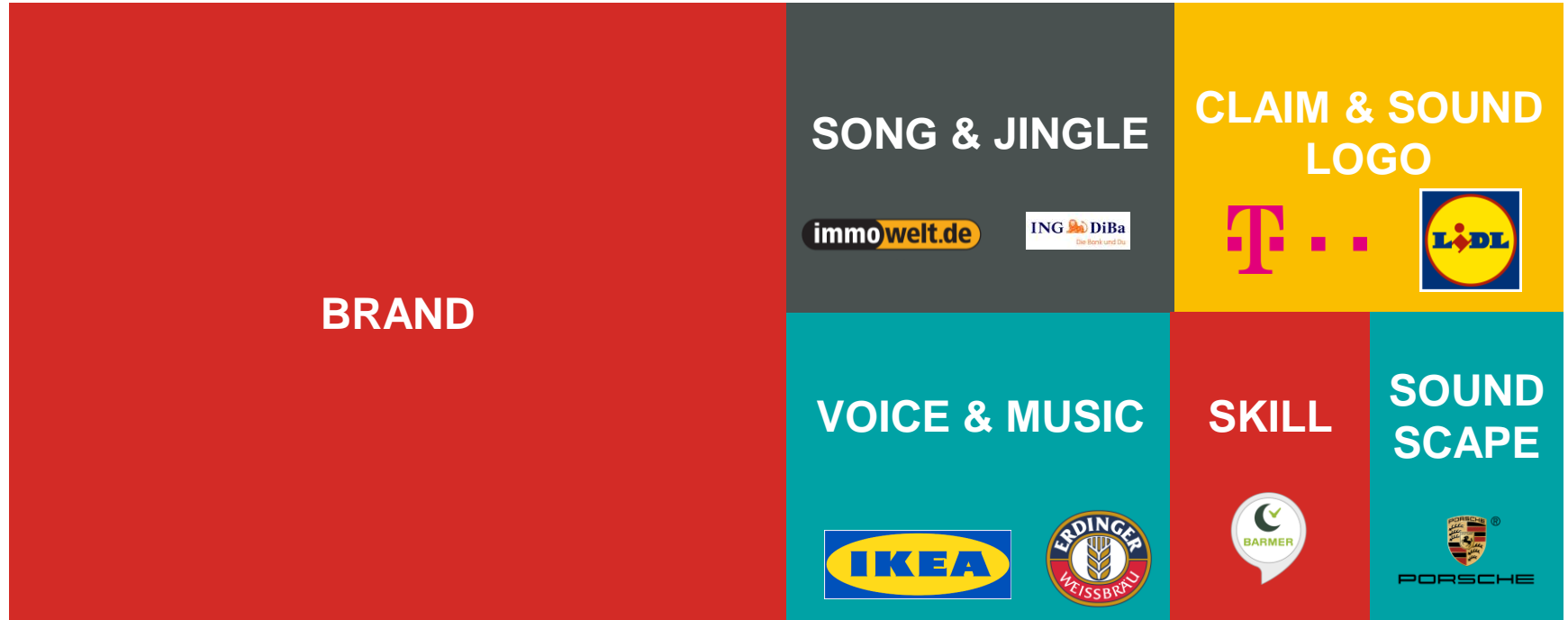




Audio Identity Check – How does audio branding fit brand positioning?

egta MIM Paris Jan 2020

Audio branding is diverse!



How should a brand sound?

... searching for the right audio branding



Audio Identity Check

in cooperation with **KANTAR**

Audio Identity Check

Areas of application

- Clarification of the client's specific situation before the test
- Several possible scenarios where the Audio Identity Check can be used

**Evaluation of
existing audio
brands**

**Audio branding
should be
reworked or
redone**

**Evaluation of a
new audio
branding**

**Audio branding
should be
adapted to fit the
brand**

Audio branding/audio identity – relevant aspects

The main KPIs

AWARENESS

**BRAND
RECOGNITION**

LIKEABILITY

BRAND FIT

Audio Identity Check at a glance

Four audio brands each are tested

FIELDWORK

1 week

**TARGET
GROUP**

Sociodemographi-
cally
representative
group of
18-65 year olds

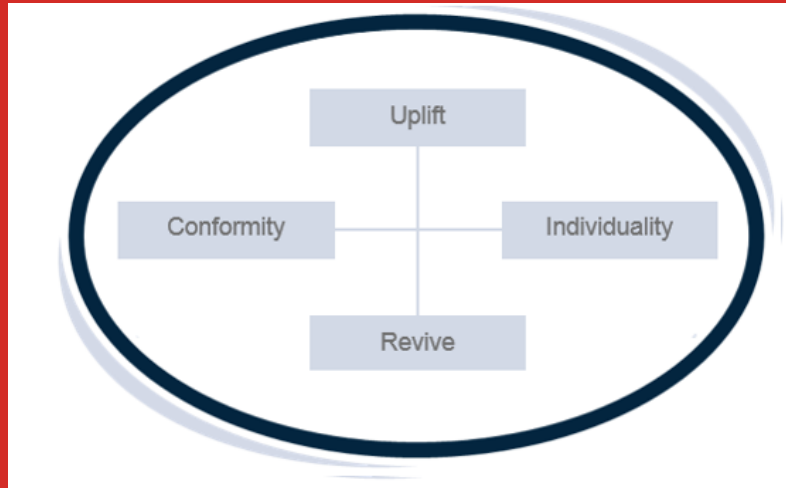
SAMPLE

n=800

INSTITUTE

KANTAR

NeedScope

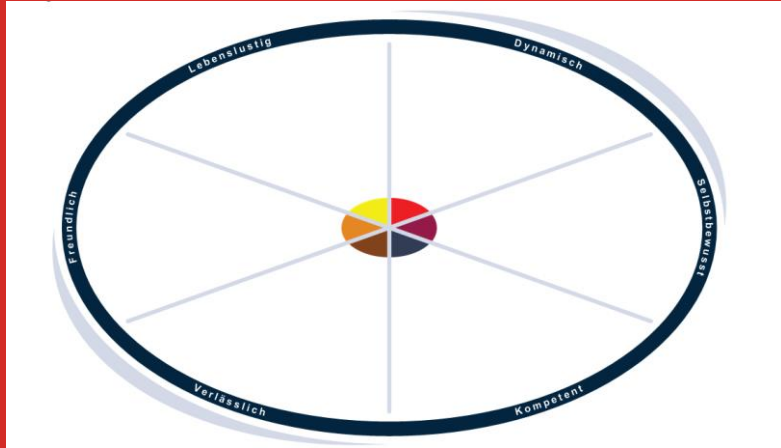


Strong brands provide consumers with more than just product features. They also fulfil underlying needs (uplift (extroverted) vs revive (introverted) and "we"-orientation (conformity) vs "me"-orientation (individuality)).

These two axes form the foundations of all human behaviour.

They unite us as human beings.

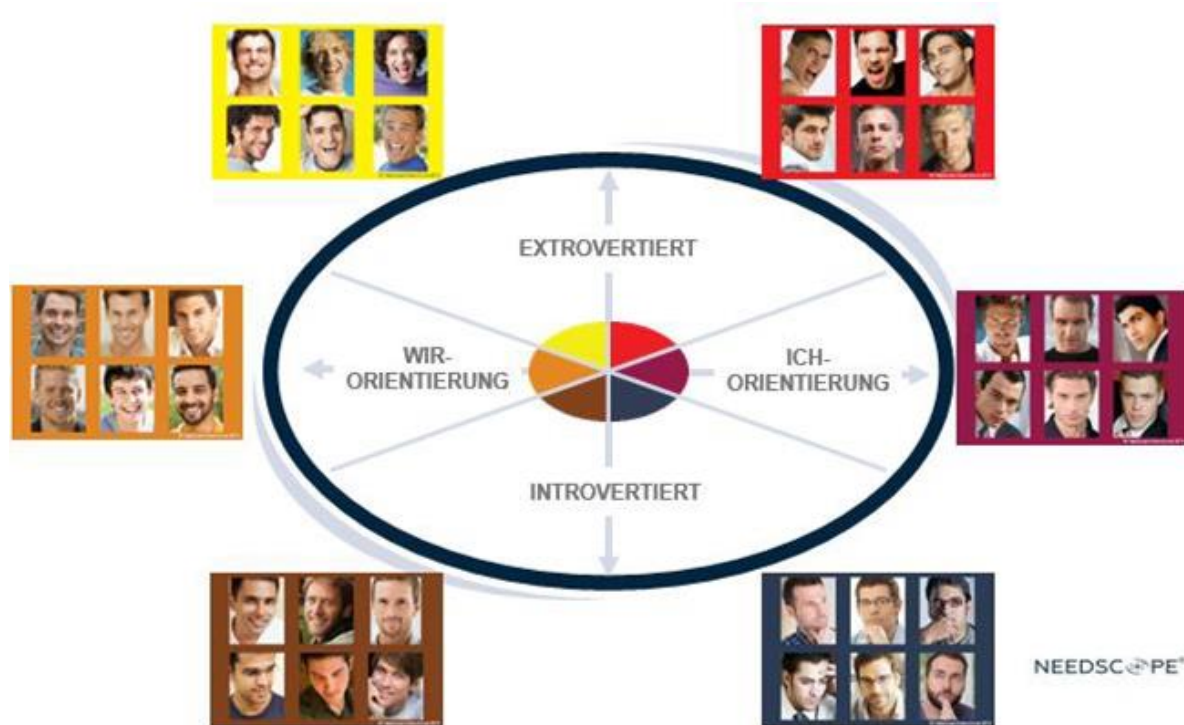
NeedScope



6 segments describing human
behaviour

A key to the emotions

The projective process



Matching the audio branding with an archetype

To which of these people will the audio clip from the advert appeal the most?



Audio Identity Check for Dallmayr



Audio Identity Check for Dallmayr

Summary

47%

Awareness

Half of the respondents had already heard Dallmayr's audio branding

41%

Brand recognition

Four out of ten people familiar with the audio branding correctly associated it with Dallmayr

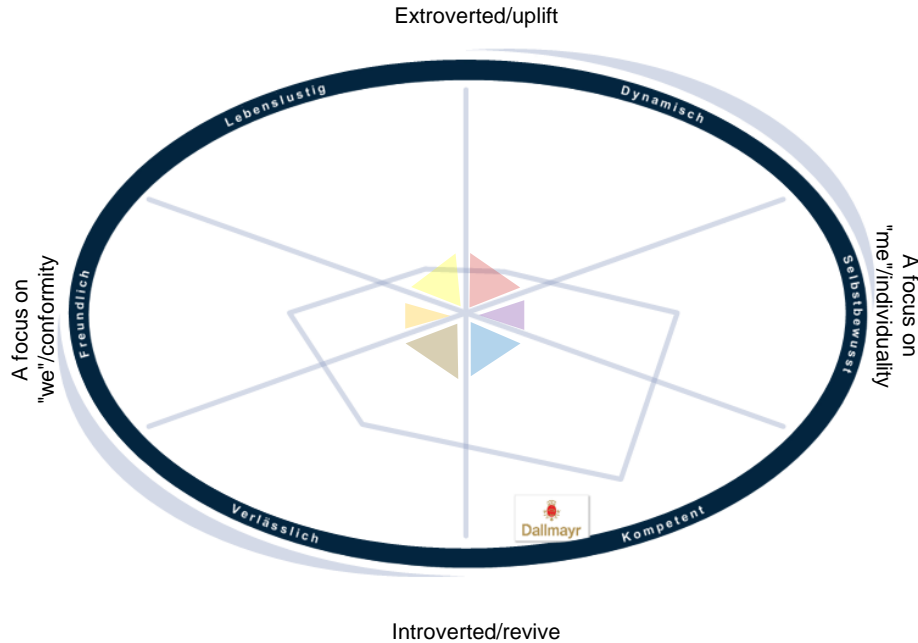
50%

Likeability

50% of the respondents liked the audio branding or liked it a lot

Brand fit

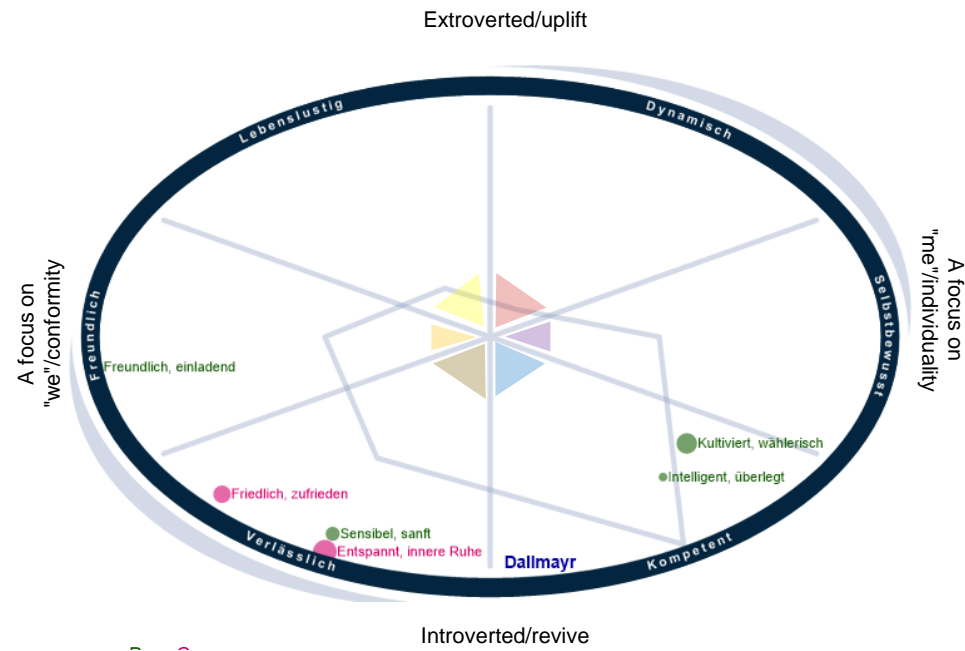
Dallmayr's footprint



Dallmayr's footprint

The way in which the footprint peaks in the "competent" segment illustrates how the majority of the respondents associated Dallmayr with this characteristic. They also equated it with "self-confident", albeit on a weaker level. "Self-confident" is typically the segment attributed to premium brands.

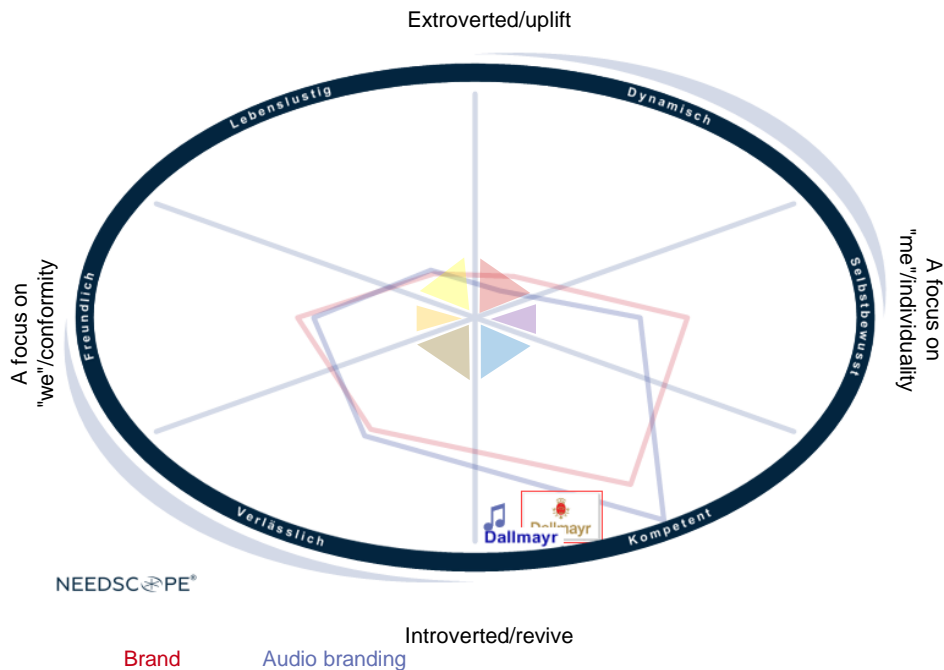
Footprint of Dallmayr's audio branding



Dallmayr's audio branding – footprint and tone

The classical piano music creates an unambiguous footprint that clearly rests in the "competent" segment. The tone is reserved and calm and is overwhelmingly perceived as relaxed, refined and peaceful.

Dallmayr's footprint



Dallmayr – brand vs audio branding

The brand and the audio branding fit together very well, as the footprints virtually sit on top of one another. The audio branding strengthens the brand's association with the "competent" segment.

Classical music is not music for the masses, but is associated with education and discerning tastes. These are associations that fit well with a traditional, established, premium-quality brand like Dallmayr.

Our conclusions following the initial tests

**RESEARCH
QUESTION**

**EFFECT ON
AWARENESS,
BRAND
RECOGNITION
AND
LIKABILITY**

**BRAND
POSITIONING /
BRAND FIT
CAN BE
COMPLEX**

**ADDS TO
VISUAL
TRANSFER
STRATEGY**

THANK YOU