



september
» Strategie & Forschung

From Sound to Brand

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egta MIM, Milano - March 2023

» Agenda

- 1 Objective and study-setup
- 2 Influence of the audio-variants on the brand picture
- 3 Influence of the created inner pictures on the product Level.
- 4 Which informations do the audio-variants tell us additionally?



» Task: To prove the emotional power of radio based on an experiment



Study-content:

- » approach: professional development of three identical radiospots with the same texts (15 sek.) about a chocolate bar by the fictitious brand „macanu“
- » however, all three spots are completely different in terms of the auditory implementation, from speakers to tonality, accompanying music or accompanying sounds and dramaturgical language staging.

Aim of the study:

- » to show that the spots have different emotional effects and how and why it is that way. for this purpose, qualitative and quantitative research should be carried out.

Subject of the study:

- » investigation with an average sample of radio listeners, distributed over an age range of 18–59 and 50% male/female

Qualitative part of the study:

- » n=24 in-depth-interviews at 90 minutes in a studio. every radiospot was played eight times as first of three. all spots were talked over in an interview and compared at the end.

quantitative part of the study:

- » n=900, monadic test-design (n=300 per spot-variant)

» Radio is able to create strong emotions

Every spot triggers inner pictures, which in turn stand for certain emotions.

**This is not surprising...
We found out that before.**

However: What *is* surprising:

1. The fact that these emotions are not **created** in the text at all: How did the spots **work out** this?
2. The **intensity** and **uniqueness** of the emotions; in between the interviews there was only little variance. **Do really all listeners feel *that same*?**

Speaker:

What is it?

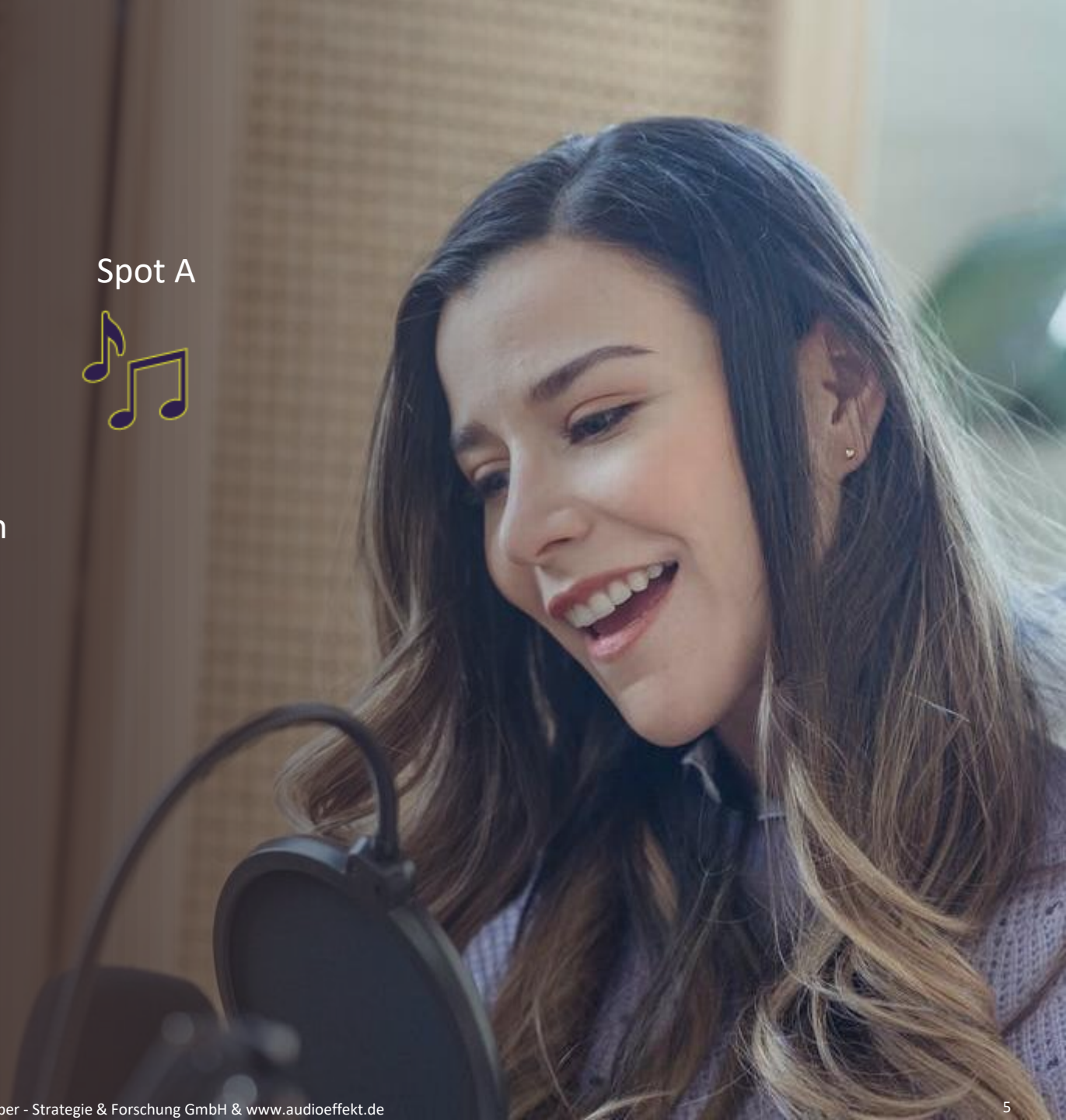
This - is the new Macanu.

Just crunchy, hand-harvested macadamia nuts, coated in creamy caramel, in a coat of organic dark chocolate.

Tastes - simply quite incomparably indescribably, and does good.

Macanu. The new chocolate nut bar.

Spot A





» Associations with spot A: Seduction is the dominant emotional frame.



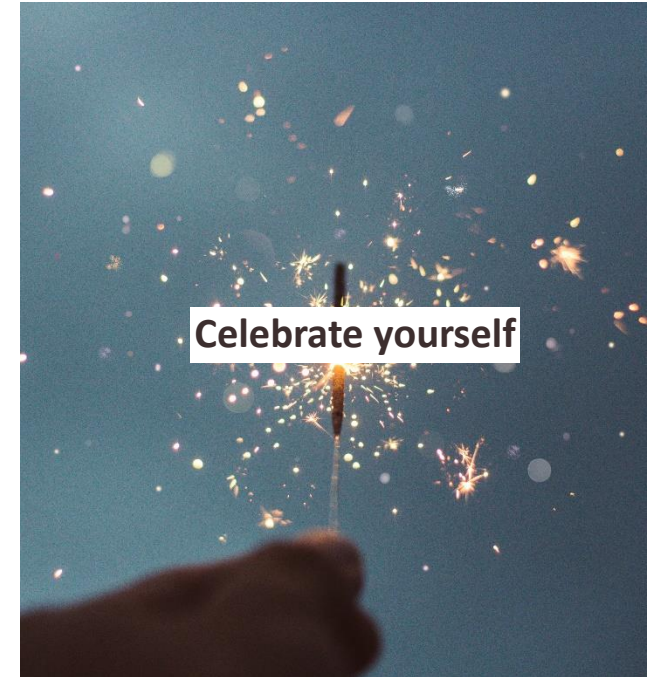
Intimacy



Sensual pleasure

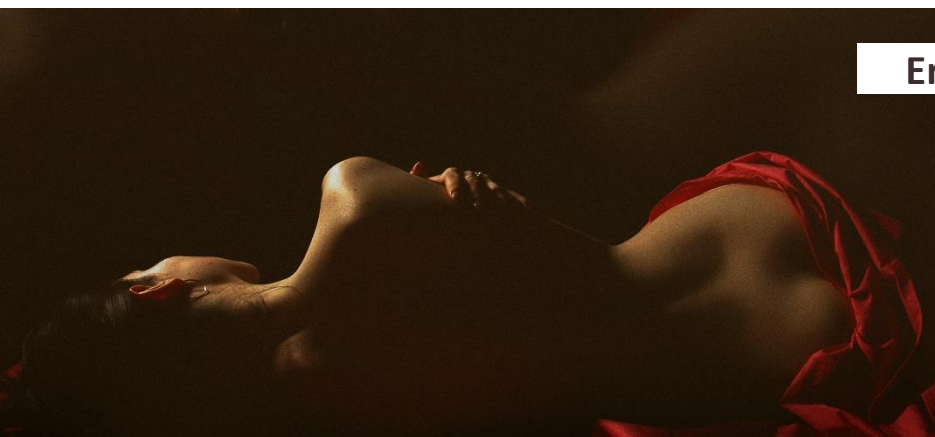
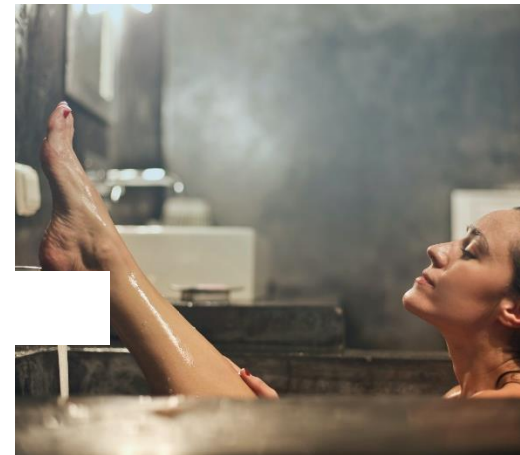


Noble, precious

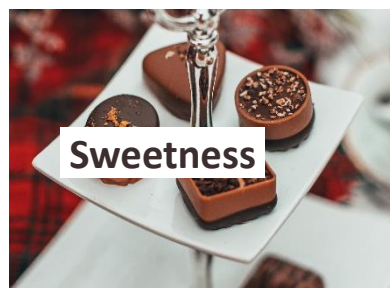


Celebrate yourself

Seduction



Erotic



Sweetness



Stimulating heat



Touch

Speaker:

What is it?

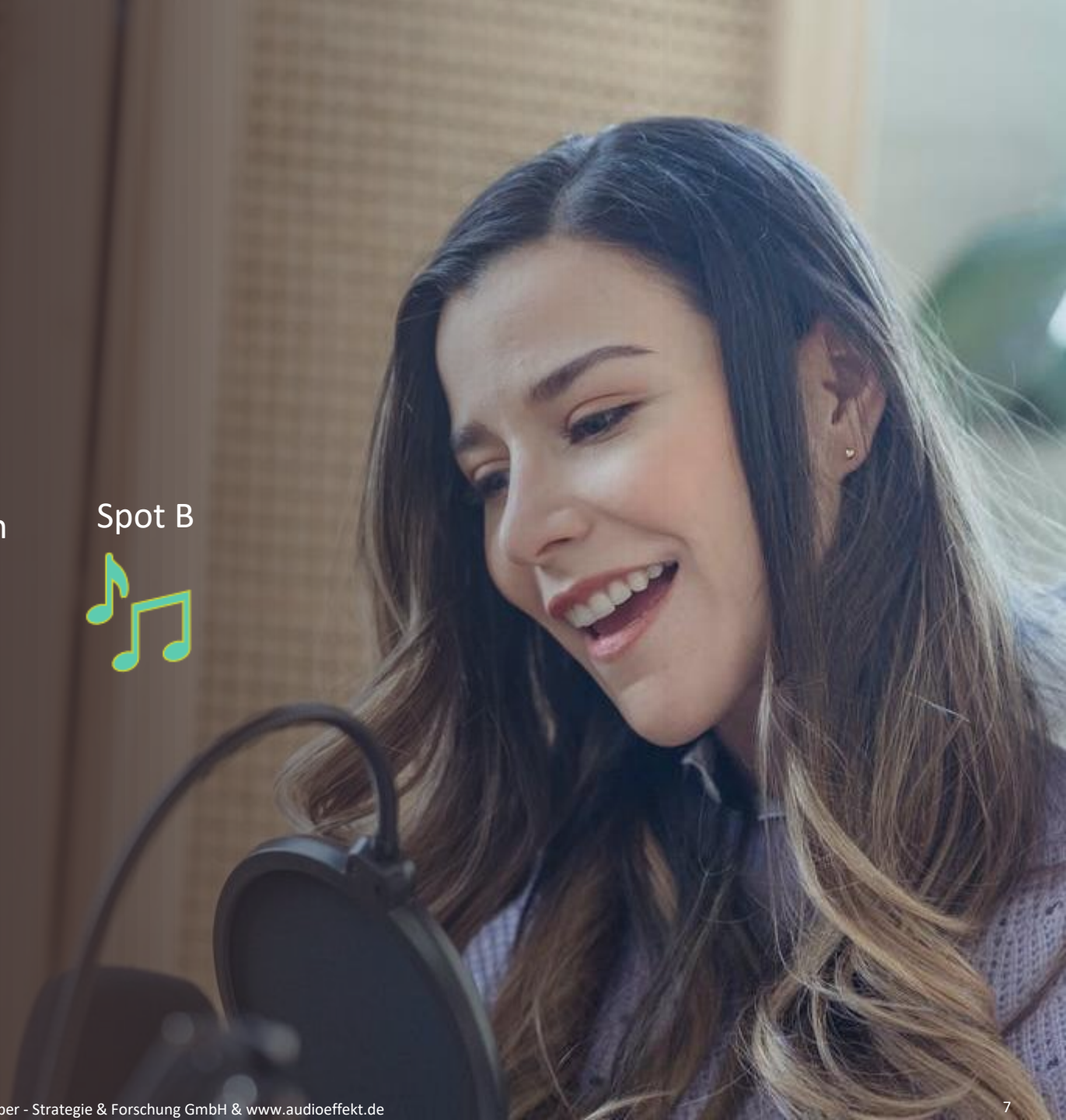
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Spot B



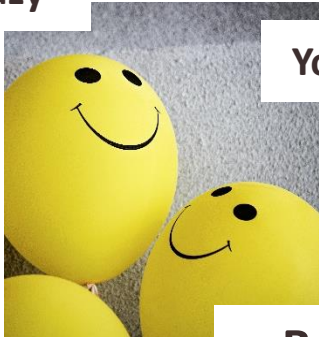
» Associations with spot B: Belonging is the primary emotional statement here.



Exuberance



Being crazy



Youth



Belonging, being part of



Urban Life



Discover, desire for life



Movement, dynamics, energy



Speaker:

What is it?

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Spot C





» Associations with spot C: This is strongly about Inner Peace.

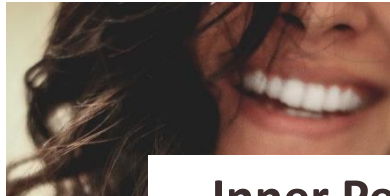


Harmony

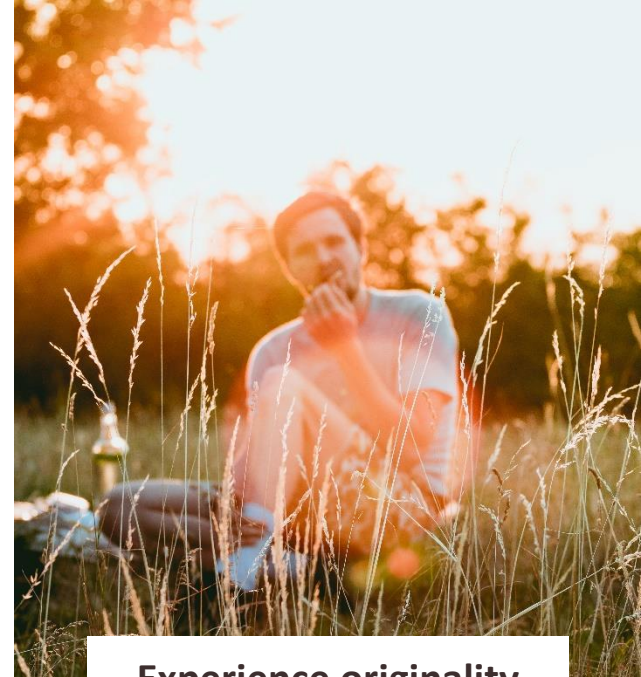
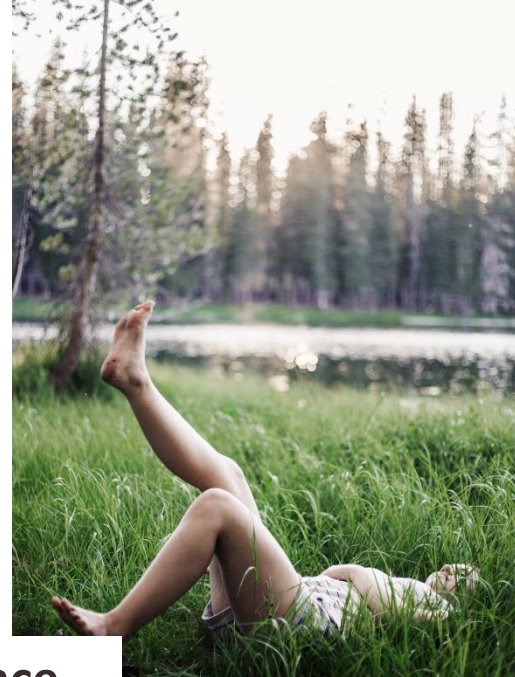
Being cared for



Security and responsibility



Inner Peace



Experience originality



Silence, depth

Balance, mindfulness





» The direct comparison of the index values makes it clear which associations pay off on the spot in each case

First spot associations - TOP 5, index values

Spot A: Seduction

sensual	131	↑
curious	131	↑
seductive	128	↑
noble	128	↑
passionate	123	↗

Spot B: Belonging

alive	118	↗
hilarious	118	↗
happy	117	↗
sportive	114	↗
powerful	114	↗

Spot C: Inner Peace

idyllic	129	↑
relaxing	118	↗
healthy	116	↗
harmonic	111	↗
vitalising	110	↗

Bitte geben Sie für jedes Eigenschaftswort intuitiv an, ob dieses zu dem eben gehörten Spot passt oder nicht. [Implizite Messung, Zustimmung-/Ablehnungswerte inkl. Reaktionszeit]; Spot Verführung (a) n=287, Spot Dabeisein-Wollen (b) n=290, Spot Innerer Frieden (c) n=293; Indiziert auf Durchschnitt.

» Psychological selectivity: radio links to our egos.

Spots do not simply trigger different emotions through their sound design, far from it.

They activate different egos in us, which react to the spots like parts of a multiple personality, and with pinpoint accuracy.

Spot activates in us different old versions of ourselves

Spot ‚Seduction‘: adult as object of erotic desire

Spot ‚Belonging‘: adolescent(s) being cool and wanting to be accepted

Spot ‚Inner Peace‘: child who needs protection and security

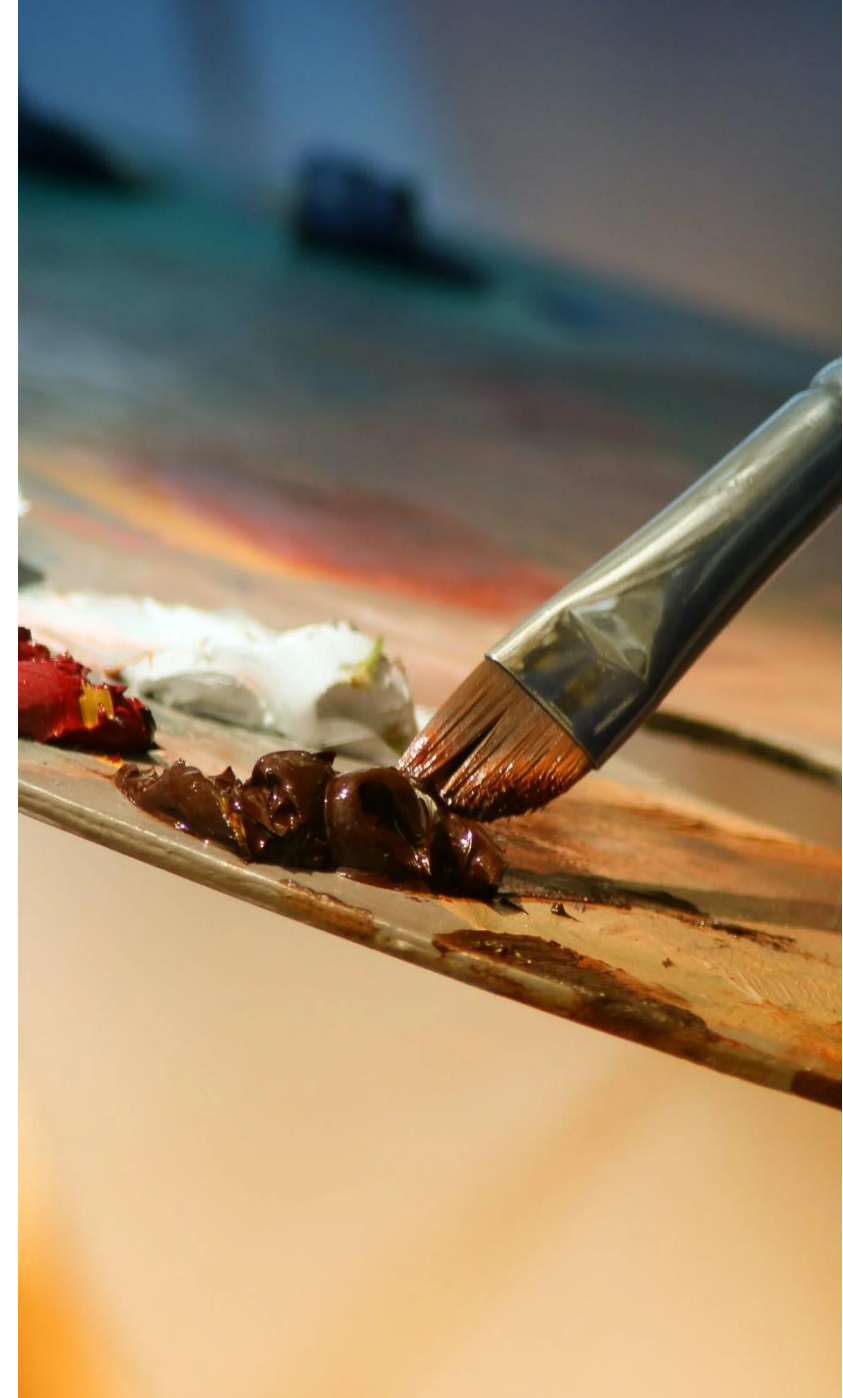
Insight: Sound design for radio spots is not a simple emotion button, but a whole keyboard.

By the way: TV can't do that as well, because with given TV images we bring less of our own into the experience than with radio.



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» Again a short look back: 1 script – 3 different worlds

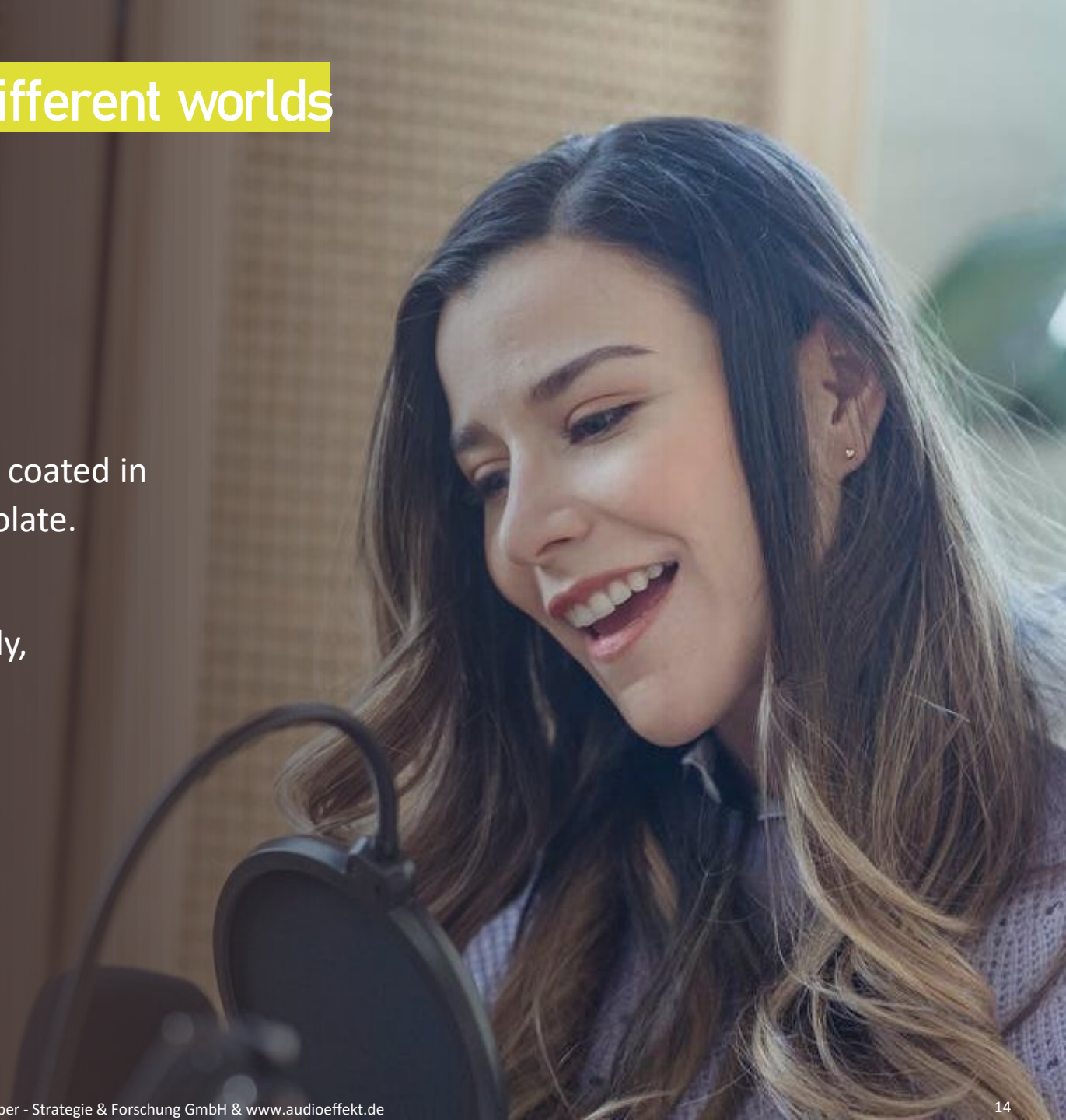
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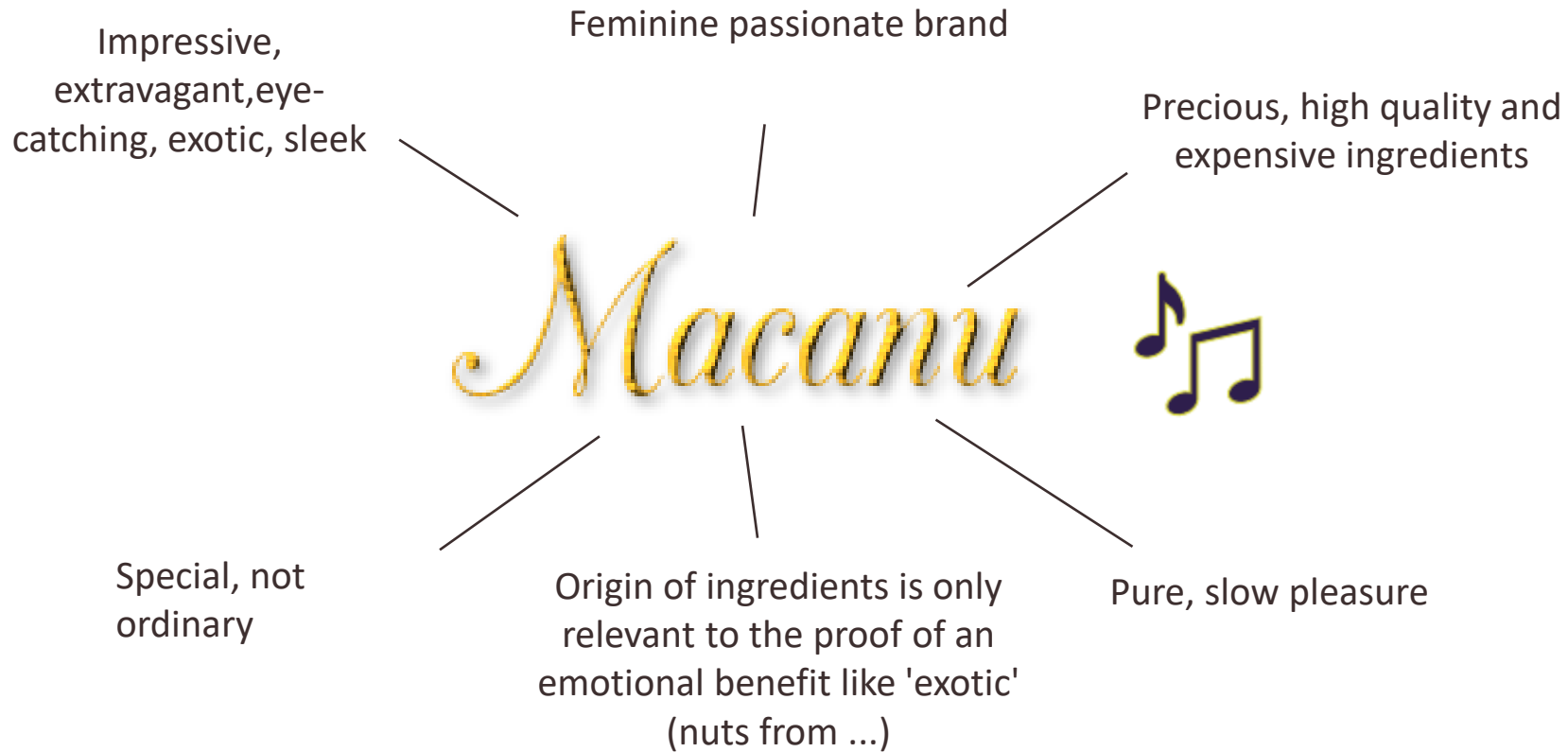
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» The brand image from the **Seduction** spot conveys the benefits precisely



» Brand from the spot „Belonging“ is young and hedonistic

Cool, confident, but also extroverted and mission-conscious

Masculine, dynamic and urban brand, possibly based in a subculture (surfing, skating...)

Driving ingredients are in the foreground, for example the energetic of the nut



For active lifestyle and companionship

Ingredients background is less relevant here

Quick, crisp indulgence, and on it goes



Similar: Sprite

» Spot „Inner Peace“ leads to a brand that is conscious & responsible

Authentic, harmonious,
calming and forgiving

Rather feminine, caring,
responsible brand

Focus on the quality of
the ingredients, less on
their enjoyment effect

MacanU



For moments
when you come
to rest.

Focus on the origin of
ingredients and their production
(e.g. fairly traded and produced
cocoa)

Slow, conscious
enjoyment. Avoiding
self-centred
indulgence



Similar: Yogi Tea

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**What could the
advertised
products
possibly look
like?**





» Spot „Seduction“: The sensual seduction is also reflected in the packaging

*



Colour world

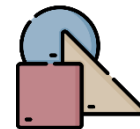


» Warm, muted colours such as burgundy, dark blue or chocolaty browns



Material and haptics

» Solid plastic foil or coated paper with a matt look and slightly roughened feel combined with shiny, smooth gold foil



Design elements

» Simple basic design decorated with golden, shiny elements, such as nuts

A combination of noble and restrained simplicity with exciting and high quality details create a valuable look & feel that stimulates the senses.

*Exemplary, subsequent product sketching based on the collected data



Spot „Belonging“: The youthful dynamism of the spot shows in the design and makes it loud, colourful and lively

*



Colour World



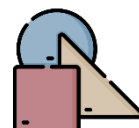
» Strong and colourful solid colours, such as lime green, yellow or orange

Material and haptics



» Conventional, loudly crackling plastic packaging in high-gloss look
» Smooth simple feel without texture

Design elements



» Smooth, simple feel without texture
» Graphic Elements
» Mix of different font styles and sizes

The colourful design with tear-open aid suggests power and enjoyment of life.

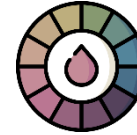
*Exemplary, subsequent product sketching based on the collected data



» Spot „Inner Peace“: The healthy product associations are shown in a natural-looking and sustainable packaging



Colour World



» Natural colour world, such as brown and green tones

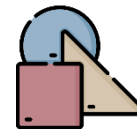
Material and haptics



» Sustainable packaging, such as strong/sturdy paper with a light structure

» Packaging material is made of recycled material and/or recyclable

Design elements



» Reduced design

» Nut illustrations

» Organic / Fairtrade seal

The look and feel fully pay off on the sustainability aspect. The textured surface with natural colours literally scream "I'm pure nature - I'm good for you!"

*Exemplary, subsequent product sketching based on the collected data

» Through the different design and tonality, the spot succeeds in suggesting three completely different and distinct packaging designs.



» Spot „**Seduction**“: Sturdy paper packaging in combination with plastic / gold foil do justice to the noble and high-quality product.



» Spot „**Belonging**“: The plastic film conveys the robust to-go character and enables quick opening.



» Spot „**Inner Peace**“: The focus on sustainable and organic is reflected in the packaging material in the form of sustainable packaging alternatives.

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» Via the ear to the shelf:

The spots succeed in transporting the listener's thoughts to the shopping locations, conveying product value and arousing desire.



The different product worlds also affect the expected points of purchase!



Audio spots manage to convey clear product values by turning small auditory adjusting screws



Audio spots trigger curiosity and a desire to have. Images are created in the mind and the respondents have a clear idea of the product.

» Summary

- Spots do not simply trigger different emotions through their sound design, far from it. They activate different egos in us, which react to the spots like parts of a multiple personality, and with pinpoint accuracy.
- Through the completely different emotional appeal, the spots succeed in creating three completely different and distinct brand images and product worlds.
- The audio spots succeed in transporting the listener's thoughts to the shopping locations, conveying product value and awakening a desire for the Macanu bar.

» The brains behind the study

