



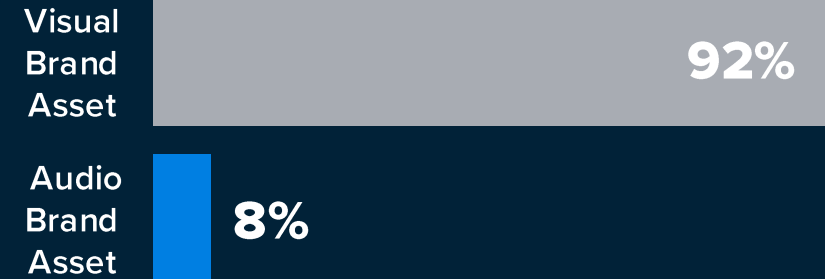
Australia's Audio Logo Index

SCA  VERITONIC

Consumers are exposed to thousands of ads every single day...how can your brand stand out from the crowd?

Research from Ipsos found that audio assets are under-utilised – especially when you consider that audio brand assets outperform visual brand assets on branded attention. Sonic brand cues in particular are the top performing brand asset, 8.53 times likely to be high performing!

Percentage of ads that used brand asset



Average likelihood of asset being high performing





We're passionate about audio branding because we know it can give your brand a competitive edge

That's why SCA, together with Veritonic, pioneered Australia's Audio Logo Index: a one-of-a-kind study 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 audio branding powerfully and effectively, and also provide guidance to brands who have yet to develop their audio brand identity.

Working together to understand what makes great Australian audio brands



SCA partners with Veritonic for audio **creative testing** for our clients as well as industry-leading reports such as this.

Veritonic is the global audio intelligence platform empowering marketers to understand and quantify the most effective way to use sound. It is the first analytics platform built specifically for businesses to navigate the audio market easily and maximise the massive opportunity it presents.



SCAiQ is SCA's Research, Strategy & **Insight Team.**

We are a market research agency within one of Australia's largest entertainment organisations.

We use new research methods and innovative technology to uncover deep insights, providing sparks that ignite great ideas and power more effective audio solutions.



The Studio is SCA's Creative Hub.

We are challengers, market leaders and deep thinkers that place data-led insights at the heart of everything we do to solve client problems and deliver outstanding results.

With deep knowledge of best practice grounded in research, such as this report, we are Australian leaders in audio creativity, delivering award-winning ideas, creative strategy and world-class audio production.

The largest study of its kind in Australia

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

In total, there were 8 tests with approximately 300 respondents completing each test.

The same study is also conducted in the USA and UK, allowing comparisons between the markets to understand best-practice.

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

The data was collected in June and July 2022.

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.

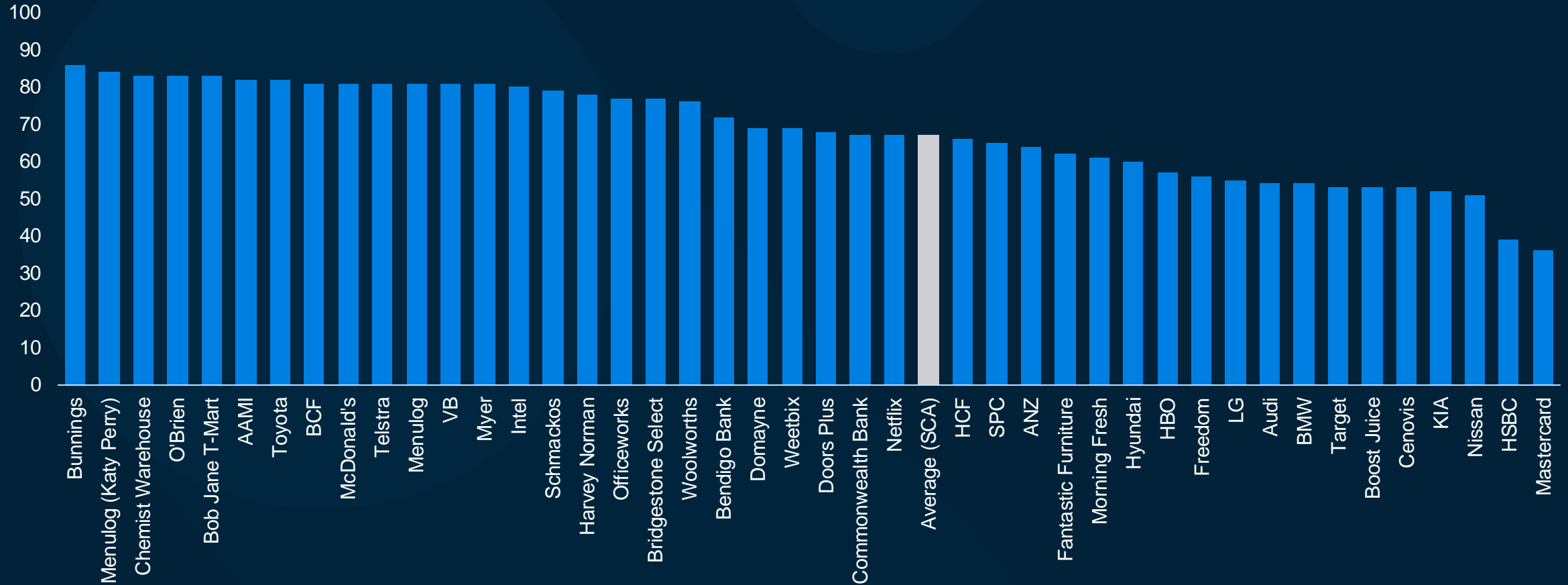
They were also asked to identify the brand and industry for each logo, and their degree of familiarity with the logo.

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.

The Overall Rankings

Based on the Veritonic Audio Score which is the average score of how well the brand performs across attributes & recall



Three Key Learnings

1

**Celebrate & learn
from Australian
brands who are
leading the way
globally**

2

**Use your brand
name and
melody to stand
out and be
remembered**

3

**Embrace your
brand's
personality to
spark emotional
connection**

1

Celebrate & learn from Australian brands who are leading the way globally

Australian brands are leading the way

While the use 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 Australian consumers.

Average Audio Logo Score

Average Recall Score



67

69



58

59



57

57

1

Celebrate & learn from Australian brands who are leading the way globally

QSR, Retail and Tech/Telco are top performing sectors

The top performing brands within each of these sectors all lean heavily into their distinctive brand personality with their audio branding, sparking a strong emotional connection with consumers.

Average Audio Logo Score



75

Leading Brands By Sector



72



72



1

**Celebrate & learn
from Australian
brands who are
leading the way
globally**

Bunnings takes out top spot three years running!

Bunnings had winning scores across nearly every indicator – recall, correct identification of brand/industry and emotional attributes of trust, authenticity and familiar. They have been using the same music since 1995 highlighting the benefits of longevity as well.

Familiarity, which influences recall, is a strong driver of a high-scoring audio brand. All Top 10 brands on the Index are heavy spenders across audio and prioritise the use of their audio logo across all of their advertising to achieve familiarity.



Did you know the original composer of the Bunnings jingle used Shaggy's 'Oh Carolina' as inspiration for their jingle?

“

Our audio logo is an important part of our Bunnings brand codes. Its performance has been impressive, which is largely due to being catchy, upbeat and attention grabbing, which helps keep Bunnings top of mind with consumers.

”

James Todd
Director of Marketing - Bunnings

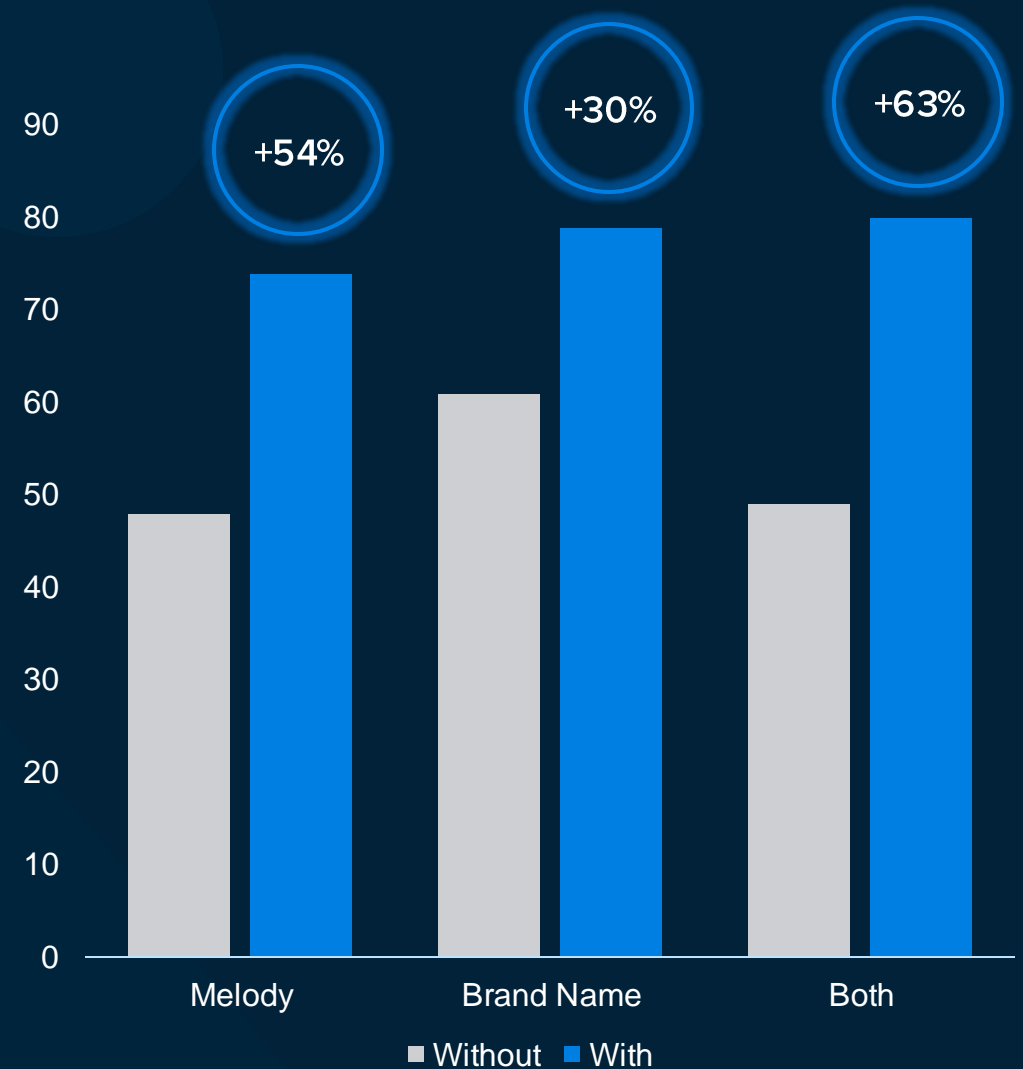
The Bunnings Warehouse logo is displayed on a dark teal rounded square background. The word "BUNNINGS" is in white uppercase letters with a red diagonal slash through the letter 'B'. Below it, the word "warehouse" is in white lowercase letters on a red rectangular background.

2

Use your brand name and melody to stand out and be remembered

Brands using both brand name and melody had 63% higher recall

By including both, every ad impact will work harder. Not only will it help your brand stand out from the clutter, it will also be more easily recalled by sticking in the consumers' long-term memory.



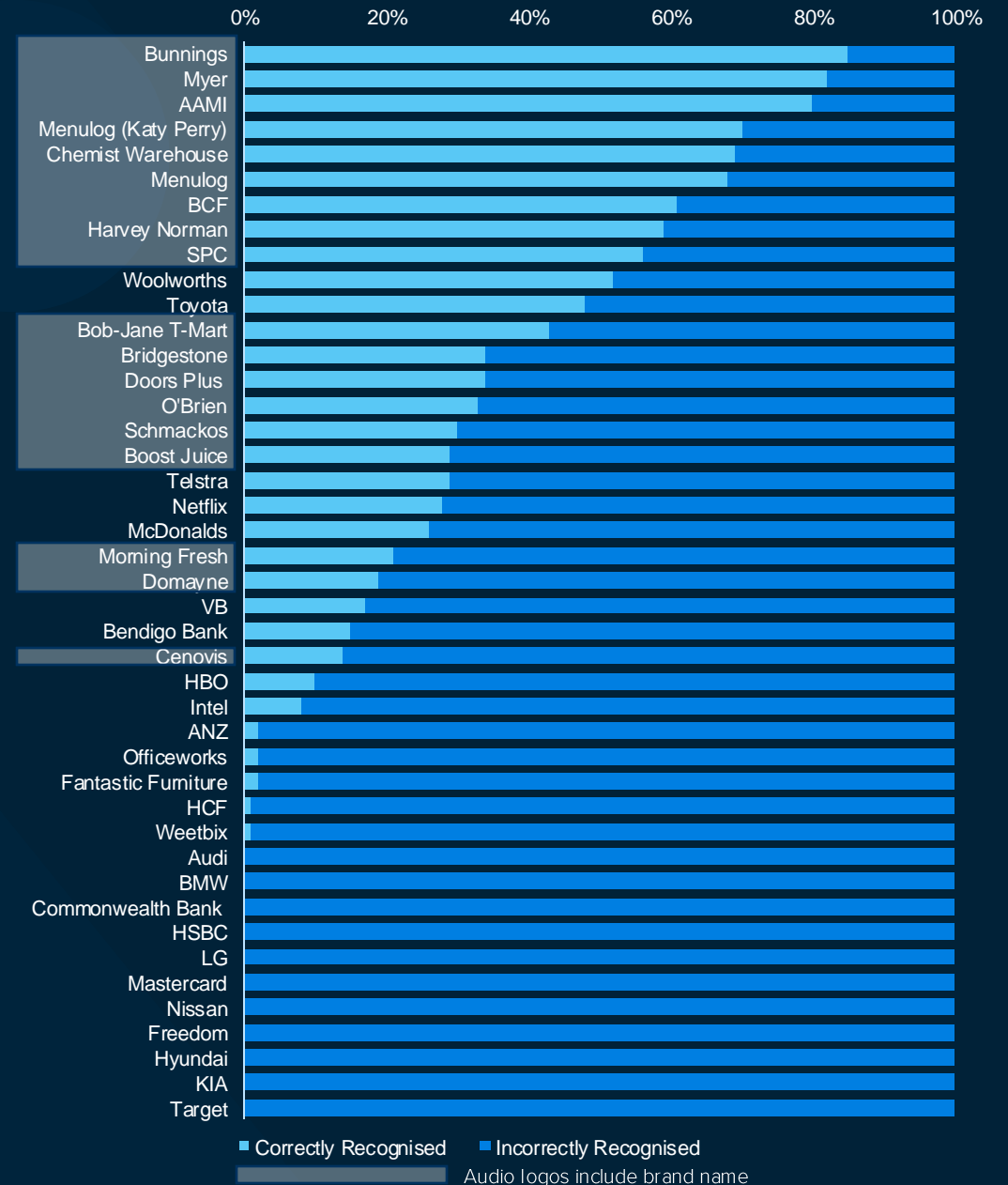
2

Use your brand name and melody to stand out and be remembered

Memorability starts with your name

Audio logos with the brand name were not only more memorable, but also saw correct brand identification 37% points higher than non-brand name logos.

That said – long-established brands, Woolworths and Toyota, still made the Top 10 without their brand name. Why? Because of their commitment to distinctive brand melodies that are now deeply embedded in Australian culture.



“

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



3

Embrace your brand's personality to spark emotional connection

Great audio branding elicits emotions that reflect your brand personality

Audio has the unique ability to convey your brand's meaning with just a few musical notes, sparking an immediate emotional connection with consumers from the very first ad impact. Therefore, it's no surprise that brands with distinctive songs, full of brand personality, are the top scorers on emotional attributes.

Top Scoring Brands On Emotional Attributes

#1



#2



#3



#4



#5



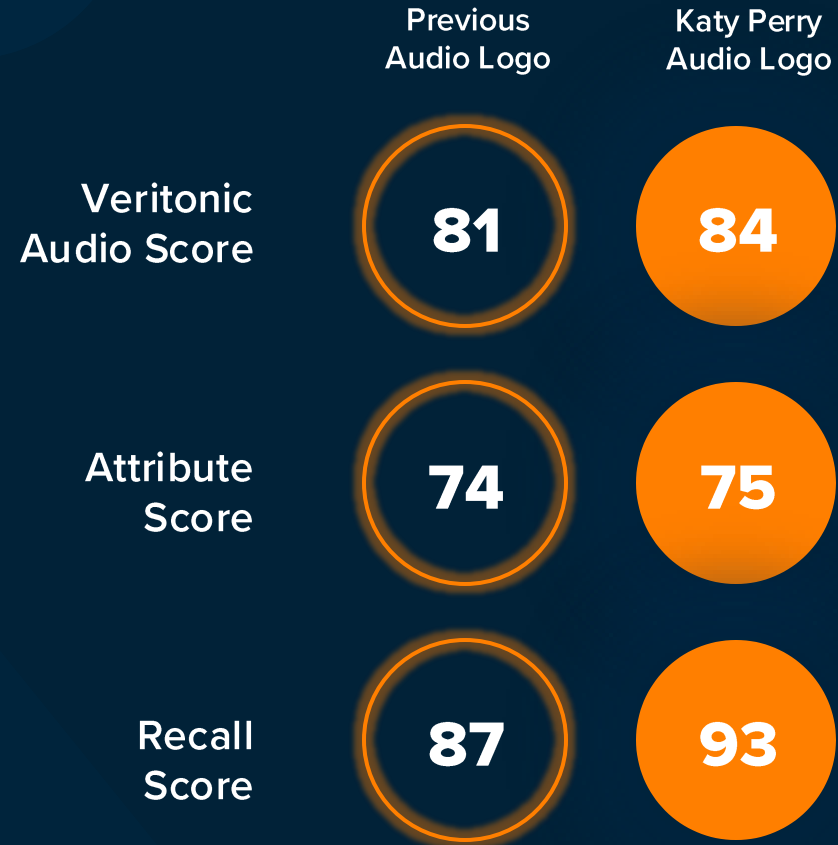
3

Embrace your brand's personality to spark emotional connection

Your sound can still evolve if familiar elements remain

Menulog decided to change up their audio logo by having internationally renowned pop star, Katy Perry, voice the brand's song, and it paid off! Star power rocketed Menulog's audio logo up the chart.

We put its strong performance down to including their brand name, distinctive melody, a familiar (and famous!) talent voice and the brand's commitment / investment to using this audio branding across all media.



Partner with SCA to test & optimise your audio creative assets

Using Veritonic's unique platform and process, you can test any audio asset for its emotional appeal, and benchmark against industry standards, before your campaign goes live:

- Audio logos
- Audio commercials
- Jingles
- Music
- Podcasts

Veritonic and SCA have an exclusive relationship in Australia.

To access this suite of services, please contact your SCA Account Manager.



