

Allstate

Study goals:

- 1) To better understand the role audio plays in successful television commercials that have had sufficient time and budget to generate high levels of awareness
- 2) To quantify audio and visual's role in triggering brand identification in these commercials

Methodology: Television commercials from top U.S. advertisers were de-branded with all audio and visual "brand" mentions stripped out. Online interviews were conducted with 300 consumers (A21-54). Two groups of 150 respondents were served 14 clips comprised of a mix of the de-branded television commercials and audio-only versions of the commercials.

One of the tested ads was for:

Brand	Television Ad	Length (secs)
Allstate	Never Take a Holiday	:15

Fieldwork for this commercial was conducted December 10-13, 2012.

First question: After exposure to the de-branded TV commercial clip or audio of that clip, respondents were asked "Name the company or brand you think the clip was for?"

	Video Exposure			Audio Exposure		
	Adults	Men	Women	Adults	Men	Women
Allstate	85%	87%	82%	80%	87%	74%

8-in-10 consumers were able to identify the advertiser as Allstate after exposure to the audio track from the TV clip, just slightly lower than the scores for the actual de-branded television commercial.

De-branded television exposure: Brand Triggers

Question #2: At what point did you realize what the brand was? What visual or audio clue led you to recognize the brand? Was there an “aha” moment?

63% of the respondents who correctly attributed the ad to Allstate said they knew it when they saw the actor:

Dennis Haysbert. I recognized him.
As soon as I saw the actor. He is featured in all of Allstate's ads.
The second I saw the actor. Can't believe he played Cerrano in Major League.
immediately, spokesman
The Allstate guy
The main actor is in all the Allstate commercials.
When I saw that actor talking
Immediately. I recognized their spokesman.
the actor from 24
I recognize the actor and commercial he has a great voice

38% of the respondents who correctly attributed the ad to Allstate said they knew it when they heard the voice of the actor.

Dennis Haysbert's voice is an immediate 'Allstate' trigger for me.
immediately. his voice
The voice. His voice is iconic.
That voice! You can't mistake that voice. We love Dennis. Perfect man for the job.
Allstate guy's voice is instantly recognizable. They should pay him more.
As soon as I heard the voice.
When I heard Dennis voice! Lol we all know he's the spokesperson.
From the voice of the character. His voice is recognizable with Allstate
as soon as I heard the actors voice
I recognize and associate the actor's voice with Allstate. I've seen the commercial many times.

Question #3: Respondents to the TV clip were asked: How did the video make you feel? Did it trigger any emotion?

Responses ranged from familiar, comforting, calming, funny, and trustworthy. Many of the same reactions expressed by those exposed to the audio only clip.

Audio-only exposure: Brand Triggers

Question #2: At what point did you realize what the brand was? What visual or audio clue led you to recognize the brand? Was there an “aha” moment?

92% of the respondents who correctly attributed the ad to GEICO said it was when they heard the voice of the actor:

I recognized the distinctive voice of Dennis Haysbert.
Immediately when I heard the spokesman .
The all state guy's voice
The Voice... immediately
Immediately after hearing the voice
I recognize the actor's voice , and the way he's describing the incidents.
The voice of the actor who's done the ads for a while is very recognizable, and I don't believe he does other ads, at least none that I've seen, so it's distinctive that it's All State.
Recognize voice immediately
Thy guys deep voice. Unmistakable.
The sound of the voice and instantly I recognized it

Question #3: Respondents to the audio clip were asked: How did the video make you feel? Did it trigger any emotion?

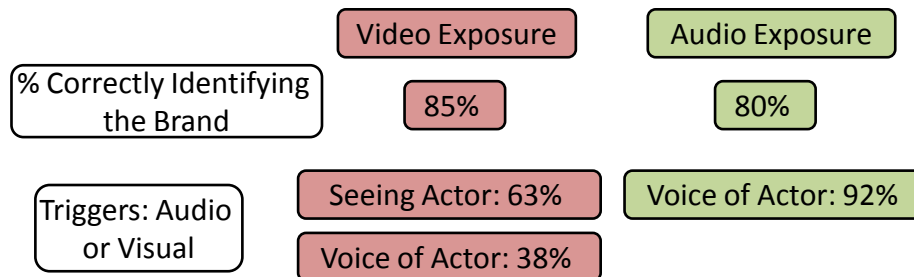
The answers ranged from calm, funny, protected, comforting, entertained, safe and happy.

Over two dozen indicated they could visualize the television commercial:

Made me think of the video ad
Image of the actor speaking
Triggered pictures of the Mayhem guy
Mental image of the commercial
I can visualize the commercial
The TV ads
I saw him in my head
I pictured the actor
Took me mentally to the TV commercial. played commercial visually in my head as I listened
Yes, remembered seeing the commercial

Summary:

Allstate



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In the absence of any visual cues, auditory cues alone can generate brand identification metrics that rival visual cues, as other senses compensate for the lack of any visual stimulation. An example of this is illustrated when in the absence of any visual stimuli, 92% of the respondents to the audio clip referenced the narrator's voice as the "aha" branding moment versus 63% referencing actually seeing the actor in the TV clip. The narrator's voice in the audio clip served to effectively compensate for any brand ID deficiency that might have been presumed to have occurred due to the lack of any visual stimuli.

While 63% referenced seeing the actor in the TV clip, close to 40% referenced his voice as the "aha" moment in the same clip, resulting in a virtual visual/audio ratio of 60/40. This ratio should prove surprising to many.

A considerable amount of imagery transfer was seen in the audio only group with a considerable number of respondents referencing their ability to visualize the TV commercial, the actor or the scenario.

Conclusion:

These findings are particularly impressive in light of the fact that the audio clip used in this study was lifted verbatim from the TV commercial. If enhancements/modifications were made to reflect an audio-only form of delivery, it would likely lead to an even more impressive audio result.

The data strongly suggests primarily due to the actor's voice, that the audio components of the television commercial are as effective in generating brand awareness as the actual television commercial. Many of those exposed to the audio clip were also able to visualize the actual television commercial experiencing what is known as "imagery transfer". Overall it appears as if the audio aspects of the commercial has been sufficiently ingrained in the minds/psyche of the consumer to consider having audio based mediums to play a more important role in communicating Allstate's commercial messaging.