

Apple iPhone (Siri)

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)
Apple	Siri Date Night	:23

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
Apple	79%	84%	75%	76%	81%	71%

The identification rate for Apple was nearly identical (about 8-in-10), whether consumers were exposed to the TV clip or just the audio track from that TV clip.

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?

31% of the respondents who correctly attributed the ad to Apple said they knew it when they heard the voice of the phone, Siri:

When Siri started talking.
As soon as Siri spoke
As soon as the phone started talking.
I have seen the commercial before but as soon as I heard Siri talk I knew it was iPhone.
The Siri voice and iPhone sounds are pretty unmistakable.
The voice of the phone.
When the Siri device started giving answers. I think iPhones are the only ones to do this.
When the voice responds to SLJ that's when I knew.

23% of the respondents who correctly attributed the ad to Apple said they knew it when they saw the iPhone product:

As soon as I saw the phone.
I could see the iPhone and he was using Siri
Saw the device and knew the technology
saw the product
Saw the product , so I know what the commercial was from the beginning.
When I saw him holding the phone
When I saw the iPhone

17% of the respondents who correctly attributed the ad to Apple said they knew it when they saw the actor Samuel L Jackson:

When Sam Jackson was talking to Siri
When I saw Samuel L. Jackson holding an iPhone
as soon as I saw Samuel Jackson since I have seen this commercial several times
Samuel L. Jackson started talking
Samuel I Jackson keeps talking to the phone. iPhone is the only phone with the feature being standard
when I saw Sam Jackson talking to Siri
When Sam Jackson spoke to his phone

The third question respondents to the TV clip were asked was: How did the video make you feel? Did it trigger any emotion?

16% of the respondents who correctly attributed the ad to Apple said they were amused or happy:

I thought it was funny and fun .
I thought it was well made. Very funny
It's interesting and funny
Funny to see Samuel L Jackson in an Apple ad
I like this ad, it's funny and clever
I like Apple a lot and its a fun commercial that shows off some features of the phone.
I thought it was funny . Made me want to upgrade my iPhone.
I love Sam Jackson, it made me happy
Love Samuel, got a couple chuckles .
Made me feel great since I have an iPhone 5. Excitement and Gracious.
Good emotions. I love Apple .

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?

47% of the respondents who correctly attributed the ad to Apple said they knew it when they heard the voice of the phone, Siri:

The beginning. The voice of Siri is distinct and the style of commercial too.
When I heard Siri talk . Plus I'm iPhone user
When I heard Siri talking
When I heard Siri's voice and all the questions being asked and her answering them
when I heard the 'female' voice
when I heard the voice answer the question
When Siri began talking
when she answered his question, I recognized the voice .
It was the famous talking app for iPhone

37% of the respondents who correctly attributed the ad to Apple said they knew it when they heard the double-beep of the phone:

everyone knows the ' Siri ' beeps!
Immediately, the double tone synonymous with Siri
the ' beep beep ' before the woman's voice
the beep beep sound
The Siri ' Boop Boop ' made me aware it was an iPhone commercial.
The sound affect *bing*bing* after he spoke
When I heard the beep before Siri's voice
When I heard the distinctive beep beep sound that Siri makes (I have an iPhone 4S).

16% of the respondents who correctly attributed the ad to Apple said they knew it when they heard the voice of actor Samuel L Jackson:

I have seen this commercial and recognized the voice of Samuel L. Jackson.
I recognized Samuel Jackson's voice from seeing the commercials for Siri (I think it's on his iPhone)
I remember the commercial with Samuel L. Jackson
The moment Samuel Jackson started talking into the phone.
when I heard Samuel L Jackson asking questions
When I heard Samuel L. Jackson and Siri talking.
The voice from Siri and the actor Samuel Jackson voice
when heard Siri answering Samuel Jackson

Respondents to the audio responded as follows to question #3: How did the clip make you feel? Did it trigger any emotion?

16% of the respondents who correctly attributed the ad to Apple said they were amused or happy:

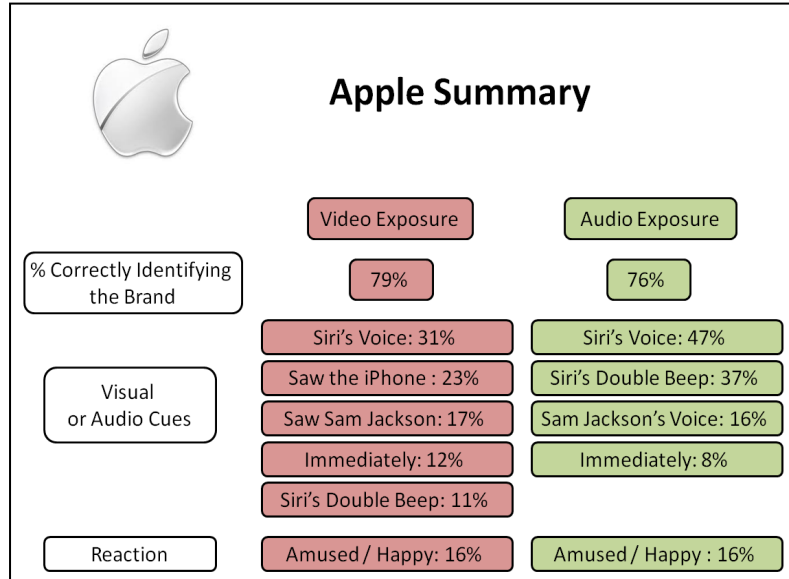
Funny commercial. I like the actor.
I thought of the commercial, made me smile
I think this commercial is so freaking funny . Love the ending line. Ha-ha
It's funny
I just remembered the sort of silly commercial. It made me a little giggly , because I think it's kind of a ridiculous commercial. How often does Samuel L. Jackson make gazpacho??
These commercials are funny
Happy. I thought of a guy talking to his iPhone that was sitting on the counter in a stand.
made me smile

Good. I have an iPhone and love it
That I'm happy I have an iPhone. Learn about technology and confident in Apple.
Love Siri. Use it all the time
Happy. Love the iPhone, Apple Computer. I have this phone and just LOVE IT.

There were also references to being able to visualize the television commercial after exposure to only the audio clip:

Sam L Jackson cooking
It made me think of Samuel L. Jackson in the kitchen.
Made me think of Sam Jackson cooking. Cool and funny
I could picture Sam Jackson's face.
I pictured Samuel L Jackson in an apron walking through his kitchen. Kind of a funny image.
I immediately recognized the sound and it immediately triggered images of my iPhone
I could visual Samuel Jackson in his kitchen with his iPhone
I found it clever, I re-imagined him walking in his kitchen talking to his phone
I could picture Samuel L. Jackson talking to his phone. It conjured a little envy because I have iPhone 4. No Siri.
Pictured Samuel L. Jackson talking to his iPhone.

Summary:



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 the Apple Siri ad which despite the absence of any visual stimuli, 76% of respondents to the audio clip correctly identified the brand featured in the ad. This is nearly identical to the 79% of respondents served the TV clip who correctly identified the brand.

Sound is truly crucial to the success of this TV campaign. In fact, the number one "aha" moment cited by respondents to the TV clip was audio in nature...the voice of Siri itself. 31% said Siri's voice was the brand trigger. Also, 11% of respondents to the TV clip cited the "double beep" of the iPhone as the brand trigger. For this ad, audio cues are more important than visual cues in driving brand recognition.

For those respondents exposed to the audio-only version, 44% also cited the voice of Siri as the top trigger for knowing it was for Apple. Also, 37% cited the "double beep" of the iPhone as the brand trigger, so the majority of respondents knew it was Apple based on the sound generated by the iPhone, whether a voice or the double beep. These cues served to effectively fill any void that might have been presumed to have occurred due to the lack of any visual stimuli.

Importantly, the ability of audio to trigger the visual is also clearly seen in the comments above. After exposure to the audio clip, numerous respondents mentioned being able to "see", "picture" or "think off" the television commercial. A common image cited by respondents was "Sam Jackson walking through a kitchen."

Physiological impact: The emotional impact generated by both the video and audio were nearly identical with 16% of respondents saying they are amused or happy as a result of exposure. This suggest that sound (whether the voice of a character, background music, etc) can inspire and motivate consumers as effectively as the visual.

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. Additionally, both the audio clip and the TV clip were equally adept at communicating anticipation/excitement to go and see the movie.

The data strongly suggests primarily due to the “voice” of the product Siri, the audio components of the Apple television commercial is a s effective in generating brand awareness as the television commercial itself. Many of those exposed to the audio clip were also able to visualize the actual television commercial experiencing what is known as “imagery transfer”. The ability of audio to trigger visual images is clearly seen. After exposure to only the audio clip, many respondents pictured Samuel L Jackson walking around a kitchen.

Overall it appears as if the audio aspects of the commercial had been sufficiently ingrained in the minds/psyche of the consumer to consider having audio based mediums to play a more important role in communicating Apple’s commercial messaging.