

Capital One

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)
Capital One	Visigoths	:08

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
Capital One	81%	91%	70%	70%	78%	62%

7-in-10 consumers were able to identify the advertiser as Capital One after exposure to the audio track from the TV clip, and that ratio was higher among men (nearly 8-in-10). These numbers are 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?

56% of the respondents who correctly attributed the ad to Capital One said they knew it when saw the Vikings:

The Vikings 'spokes men'
Recognized the vikings and the silly scenario, and if those had not triggered memory the tag line 'what's in your wallet' would have.
As soon as I saw the viking and heard the phrase 'what's in your wallet'.
when I saw the helmet , I was certain.
The Vikings are very recognizable characters for Capital One.
I've known the Vikings on TV for Capital One forever. Love those commercials
The first viking helmet . The accent. Then the catch phrase at the end.
Vikings - seen them enough to know
Seeing the vikings , then hearing them say, 'What's in your wallet?'
First sight - Vikings

40% of the respondents who correctly attributed the ad to Capital One said they knew it when they heard the slogan.

This took me until hearing the catchphrase which company this commercial belonged to. The caveman were familiar, but then when I kept thinking caveman I was pulled toward geico but knew that was wrong
Had no idea until the ' What's in your wallet ' comment.
I thought it was when I saw the viking, but knew it was when I heard ' What's in your wallet? '.
when I saw the Viking. it was confirmed when they said, ' what's in your wallet. '
at the end when he says, ' what's in your wallet? ' :)
Not until they asked ' What's in your wallet? '
WHEN I HEARD ' WHAT'S IN YOUR WALLET . THE AHA MOMENT IS WHEN I HAD HEARD THE STATEMENT 'WHAT'S IN YOUR WALLET'
At the end of the video when the man said ' what's in your wallet. '
i recognize those vikings. the aha was when they said ' what's in your wallet '
Didn't know the commercial. Got it from the catch phrase.. What's in your wallet

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?

76% of the respondents who correctly attributed the ad to Capital One said it was when they heard the slogan:

'What's in Your Wallet' is very well known.
What's in Your Wallet - also the accent of the first speaker
At the end when someone says, 'What's in your wallet?'
about 5 seconds in the clip. when asked 'what's in your wallet'
The aha moment was 'what's in your wallet.' That made me remember the product
What's in Your wallet?
'Whats in your wallet' is what made me sure of it. It sounded similar to some of their other commercials too.
At first I thought it was one of the hotel commercials. Only when I heard the tagline 'What's in Your Wallet?' I recognized it was for Capital One.
Recognize the slogan 'What's in Your Wallet'
At the last second the question 'what's in your wallet' triggered my aha moment

18% of the respondents who correctly attributed the ad to Capital One said it was when they heard the voices:

Actor's voice and the tag line
The voice of the actor sounded like the vikings in the previous ads. 'What's in your wallet,' however, was the biggest giveaway.
As soon as I heard the man's accent . Then the tag line.
when the actor started to talk
when i heard the viking starting to talk
recognized the voice
Once I pinpointed what the voice was (Viking)
Immediately. As soon as I heard the viking's voice .
after hearing the voice
the barbarians voices and the ' whats in your wallet '

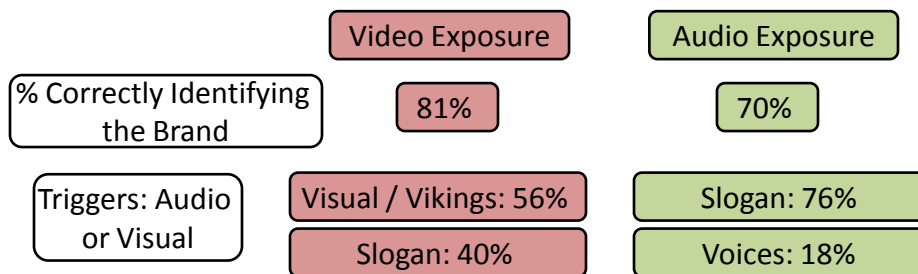
Question #3: Respondents to the audio clip were asked: How did the clip make you feel? Did it trigger any mental pictures or emotions?

23% of the respondents who correctly attributed the ad to Capital One were able to visualize the television commercial after exposure to the audio:

I thought about Credit Cards and Capital One's cool viking commercials.
It made me think of the Vikings in the capital one commercials
an image of the neandathals used in the commercials
It triggered mental images of Alec Baldwin and Vikings.
I saw Vikings in my head
Made me think of the Viking guys on the commercials
Their vikings or barbarians or whatever. They always make me smile because of their antics.
The goofy viking dudes from the commercials. And Alec Baldwin.
Pictured Jimmy Fallon...
It reminded me of the kid with the beard in the commercial

Summary:

Capital One



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, 76% of the respondents to the audio clip referenced the slogan as the “aha” branding moment, versus 56% referencing the visual of the “Vikings” as the “aha” branding moment in the TV clip. The slogan alone 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.

A key point to highlight is that in the TV clip, fully 42% of the “aha” branding moments were audio in nature. 58% were visual in nature. Due to the industry emphasis on the visual, many would have presumed the impact of the visual to be higher.

The Vikings voices are so well known that 18% of the “audio-only” respondents referenced their voices as the brand trigger.

Capital One’s “What’s in your wallet?” slogan has proven to be an extremely successful “audio signature”. Not surprisingly, 76% of the audio only respondents cited the tagline as the brand ID trigger but nearly half of the respondents exposed to TV clip also cited the slogan as the as the trigger. This just serves to highlight and confirm the importance of audio to this brands marketing efforts whether it be the Vikings voices, the slogan or the music.

Physiological impact: Fully one quarter of respondents exposed to the audio-only clip reported experiencing visual imaging. The well known voices of the Vikings inspired not only vivid pictures of bearded barbarians, but also images of other Capital One spokespeople not present in this particular clip – i.e. Alec Baldwin and Jimmy Fallon.

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 the slogan and the Vikings voices, 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 Capital One’s commercial messaging.