

## **Diet Pepsi**

### 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:

<b>Brand</b>	<b>Television Ad</b>	<b>Length (secs)</b>
Diet Pepsi	Sofia at the Club	:30

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?"

	<b>Video Exposure</b>			<b>Audio Exposure</b>		
	<b>Adults</b>	<b>Men</b>	<b>Women</b>	<b>Adults</b>	<b>Men</b>	<b>Women</b>
<b>Diet Pepsi</b>	<b>49%</b>	<b>40%</b>	<b>57%</b>	<b>49%</b>	<b>41%</b>	<b>57%</b>

The same percentage of adults (49%) were able to identify the advertiser as Pepsi after exposure to the audio-only version of the TV clip as were able to identify it after exposure to the de-branded television commercial. Among women, the identification rate was even higher at 57% for both groups.

**Video 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?

59% of the respondents who correctly attributed the ad to Diet Pepsi said they knew it when they saw the actress Sofia Vergara:

seeing <b>Sofia Vergara</b>
Right at the beginning when you see <b>Sofia Vergara</b> .
In the first second when I <b>saw Sofia</b> Vergera in the blue dress I recognized this Pepsi commercial.
Right away when I <b>saw Sophia</b> Vergara in a blue dress
When I <b>saw Sophia Veraga</b> . She has done a lot of Pepsi
the second I <b>saw Sophia's face</b>
As soon as <b>the actress started dancing</b>
I knew it was Pepsi as soon as I saw <b>Sofia Vergara dancing</b> . I have seen the commercial many times.
When I saw <b>Sofia Vergara</b>
<b>Sofia Verga</b> was the reason why

27% of the respondents who correctly attributed the ad to Diet Pepsi said they knew it immediately:

From the <b>beginning</b> . I've seen that commercial many times, very familiar.
<b>Right away</b> , seen this commercial many times
<b>When it comes on</b> , seen it many times
I have seen the commercial before, at <b>the beginning</b>
<b>as soon as it started</b>
at the <b>onset</b> of the video
I have seen this commercial <b>many times</b> before.
I <b>immediately</b> recognized the commercial and sophia.
<b>when it first started</b>
<b>Right away</b> . Just remember seeing the commercial

20% of the respondents who correctly attributed the ad to Diet Pepsi said it was due to the music:

<b>Lola song</b>
<b>The song</b> that was playing.

<b>Heard the music</b>
when Sophia showed in the commercial plus <b>the music</b> .
Once I saw the lady and the <b>music</b> started to play.
When I saw Sofia Vagara and heard <b>the song</b>
Sofia Vergara and <b>the music</b> in the commercial.
The can on the tray and the <b>music playing</b> and Sofia Vergara
the second it began and I heard <b>the music</b> and saw Sophia
<b>Song</b>

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

27% of the respondents who correctly attributed the ad to Diet Pepsi said they were happy:

<b>FUNNY</b>
It is a <b>happy</b> commercial
It was <b>funny</b> . I think the actress is hilarious
<b>happy</b>
It makes me <b>smile</b>
<b>upbeat</b>
It's a cute clip, <b>makes me feel good</b> . It's entertaining
I think its <b>funny</b>
I <b>enjoy the music</b> and the fast pace of the commercial.
<b>funny</b>
I paid attention because she is fun to watch. <b>Lighthearted and fun and flirty</b>

**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?

73% of the respondents who correctly attributed the ad to Diet Pepsi said it was due to the music:

when the track ' <b>whatever Lola wants..</b> ' started
I recognize the <b>music</b> from the Sofia Vergara commercial
After the <b>first few beats</b> of the song I realized it was the Pepsi commercial with Sofia Vegara.
<b>The song</b> made me recognize the brand because I know Sophia Vegara dances to it to get to her Pepsi.

Yes <b>the music</b> that is used I automatically imagines Sofia Vergara dancing
as soon as <b>the song</b> started 'whatever lola wants...'
As soon as I heard <b>the song</b> - I have seen this commercial before
<b>Recognized the music</b> and the name Lola and remember the commercial of Sophia V. in it.
as <b>the music began</b> - I recognized it from the diet Pepsi commercials
The minute I heard the <b>song</b>

30% of the respondents who correctly attributed the ad to Diet Pepsi said it was due to Sofia's voice:

When the music started playing. Also, when <b>Sofia spoke</b> .
I recognized the song they used in the commercials right away and figured it was the Pepsi one but <b>Sofia's voice</b> confirmed it
At first I thought this was a Doritos commercial, then I heard the ' <b>I've been looking for you all night' line</b> and I knew it was for Pepsi (I think, or Diet Pepsi).
I <b>recognized Sofia Vegas voice</b> , but didn't remember it was a pop commercial until I heard the can open up
when I heard the <b>actress's voice</b>
<b>Sophia Vergara's voice</b>
<b>When Sofia Vergara started talking</b> . She is a spokesmodel for Pepsi.
When <b>Lola started Speaking</b>
When I heard the <b>lady's voice</b>
when I heard <b>sophia vargia speak</b> I nknew it was a diet pepsi commercial

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

27% of the respondents who correctly attributed the ad to Diet Pepsi said they were happy:

It conveyed <b>excitement</b> and fun.
<b>Party time!!!!!!!</b>
Love it. Love Sofia Vergara...she is very <b>funny</b> .
Image triggered- dance scene. That and the music <b>gets me excited and pumped for dancing</b> .
<b>Happy!</b> She is funny!
Enjoy the <b>comedic tone</b> and music.
the music is very <b>festive</b> - makes me feel like dancing
It made me <b>feel like dancing</b> . It triggered the mental image of salsa dancing.
<b>I wanted to salsa</b>

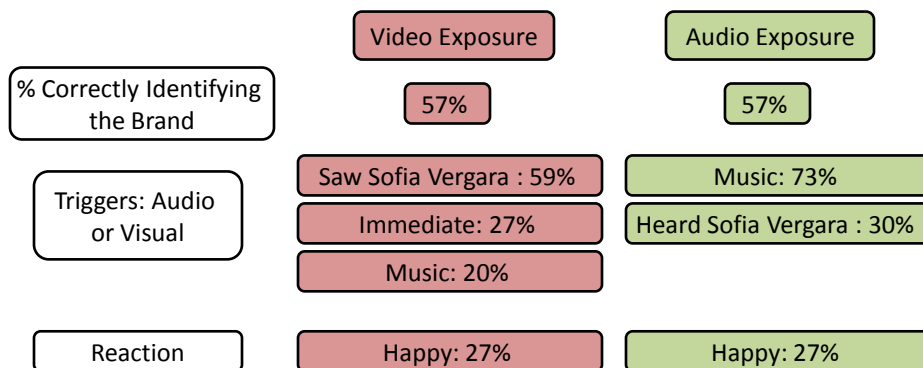
made me **want to dance**

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

It made me smile and triggered <b>mental images of Sofia Vergara drinking Pepsi.</b>
<b>I can picture commercial</b> with Sophia Vergara
<b>See Sophia Bergerac dancing chasing Pepsi</b>
Yes I <b>saw the commercial in my head</b>
<b>mental images conjured was sofia's face and the dance moves</b> they did in the - commercial.
<b>Pictured Sofia Varga in the commercials.</b>
<b>I could picture the commercial.</b> People dancing and moving around a party.
I was <b>picturing the commercial</b> once I heard 'I've been looking for you all night.'
It did <b>trigger Sofia in the club or party.</b>
It triggered a <b>visual of Sofia vergara and that Pepsi commercial</b>

**Summary:**

# Diet Pepsi



Note: responses are for female respondents only

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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, 73% of respondents

referenced the “music” as the “aha” branding moment versus only 20% who referenced “music” in the TV clip. The music 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.

Sofia Vergara’s strength as a spokesperson comes across both in the video and audio-only clips. 59% of those exposed to the video cited seeing her as the main brand trigger, while 30% of audio-only exposed respondents referred to her voice.

Physiological impact: 27% of respondents, regardless of their type of exposure, reported a sense of happiness after the clip. This suggests that sound (whether the voice of a character, background music, etc) can impact consumers as effectively as the visual.

Also of note is the large number of respondents exposed to audio only who indicated they visualized various aspects of the TV commercial.

### **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

Overall, female consumers are generally familiar with the Diet Pepsi campaign, therefore are just as likely to recognize it from audio cues as visual cues.

The data strongly suggests primarily due to the music and Sofia Vergara’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, particularly women, to consider having audio based mediums to play a more important role in communicating Diet Pepsi’s commercial messaging.