

## DirectTV

### 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)
DirectTV	Roadside Ditch	:25

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
DirectTV	50%	64%	37%	45%	55%	35%

Nearly the same percentage of adults were able to identify the advertiser after exposure to the audio-only version of the TV clip (45%) as were able to identify it after exposure to the de-branded television commercial (50%).

### 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?

37% of the respondents who correctly attributed the ad to DirecTV said they knew it right away:

<b>The beginning</b> of the commercial
<b>Immediately</b> , have see this commercial before.
<b>right at the start</b>
Recognized the commercial <b>right away</b>
<b>Right away</b> , I have seen commercial before
I have <b>seen the commercial and others similar.</b>
<b>As soon as I saw it.</b>
<b>Immediately.</b> I have seen this ad-SO many times
Seen the commercial many times. Recognized it <b>almost instantly</b>
I started to recognize it <b>immediately</b>

20% of the respondents who correctly attributed the ad to DirecTV said it was due to the announcer’s voice:

<b>Narrator's voice.</b>
the <b>voice-over person's voice</b> - and I've seen the ad before
From the sound of the <b>narrator.</b>
<b>The narrators voice</b>
The <b>narrator's voice.</b> I've heard the commercial before
The <b>signature deep voice</b>
About 2 seconds into it. It was the <b>voiceover guy.</b> Recognize his voice from several DirecTV spots.
the <b>voice</b>
As soon as I heard the <b>announcer.</b>
recognized the <b>announcers voice</b>

15% of the respondents who correctly attributed the ad to DirecTV said it was due to the “when...then” scenario:

The funny <b>events that build</b> on each other, from getting mad at having cable
<b>When you ... when you ...</b> (the audio trail)
The <b>ridiculous claims</b> from this comic campaign helped me know which satellite tv company it was.
the <b>if this happens and then this</b>
<b>The continuing story</b>

The initiation of the <b>sequence of events</b> . When it goes from this causes that which causes the next thing and so on
I haven't seen that commercial before but <b>I've seen others that follow the same thread</b> and then end with 'get rid of cable'.
after seeing the house exploding one, this <b>fit the same pattern</b>
The <b>series of linear connections</b>
I am unsure if my guess was correct, but I do recall the commercials. A <b>chain of events</b> that happened because you had cable instead of their product. In summary, it was an audio clue that led me to recognize the brand.

8% of the respondents who correctly attributed the ad to DirecTV said it was due to the slogan:

The end when it said <b>get rid of cable</b>
<b>Get rid of cable</b>
When it said ' <b>get rid of cable.</b> '
At the very end: ' <b>Get rid of Cable</b> '
The phrase <b>get rid of cable</b>
<b>Get rid of cable.</b>
I thought it was directtv throughout the video from the progression it had but I was confirmed at the end when the announcer mentioned ' <b>get rid of cable</b> '
at the end when it said <b>get rid of cable</b> . i know i said dish network but now i think its direct tv.
I haven't seen that commercial before but I've seen others that follow the same thread and then end with ' <b>get rid of cable</b> '.

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

55% of the respondents who correctly attributed the ad to DirecTV said they were amused:

I was <b>amused at the outcome</b> of the events but also felt it was very far fetched.
It was <b>pretty humorous</b> , I enjoyed it.
it makes me want to <b>laugh</b>
<b>Hilarious commercials</b> . Good association with directv.
<b>Love it</b> -- so funny and clever.
Triggered my emotion is <b>happy</b> .
This commercial is <b>hilarious!</b>
<b>It made me laugh</b> , it was funny
<b>Good! It is a funny commercial!</b>
<b>very funny</b> commercials

**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?

26% of the respondents who correctly attributed the ad to DirecTV said it was due to the announcer’s voice:

<b>Narrators Voice</b>
When I heard the <b>voice</b> I recognized the commercial.
the <b>spokesman's voice</b>
the <b>voice</b> at the beginning
Audio, the <b>narrator's voice is very distinct</b>
The main <b>voice is very memorable</b> . I knew it was for direct tv right away.
The <b>voice</b> , when he mentioned when you... in the start
I recognized it <b>immediately when I heard the guys voice</b> . It is very memorable... His tone and pacing... I knew -the commercial and in my head I was already jumping to the end thinking 'don't wake up in a ditch...'
Sound of <b>voiceover talent</b> as well as plot
I recognized the <b>voice actor</b> and the concept of the commercial as one I had heard before.

23% of the respondents who correctly attributed the ad to DirecTV said it was due to the “when...then” scenario:

The <b>scenarios</b> in the commercial.
I'm familiar with the commercial and know that the ' <b>if you give a mouse a cookie...'</b> <b>Pattern</b> is happening, it's usually Directv
At the first when he was talking about <b>what happens when you do certain things</b>
<b>When your cable company</b>
Just the <b>string of events</b> . I remembered the series of these ads.
When the announcer was <b>talking about cable tv</b> .
As soon as they started saying ' <b>when you do this...this happens'</b>
when i heard the <b>don't let this happen to you</b> line
Immediately. The ' <b>cable does this'</b> line of commercials is a personal favorite.
The fast way the guy speak about <b>events that lead to one another</b>

14% of the respondents who correctly attributed the ad to DirecTV said it was due to the slogan:

<b>Don't wake up in a roadside ditch</b>
<b>Get rid of cable</b>

Ditch cable
Beat cable
Slogan
get rid of cable
the very end
The line 'ditch cable'.
once the voice said <b>get rid of cable</b> ..its a standard term on every commercial
Get rid of cable

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

36% of the respondents who correctly attributed the ad to DirecTV said they were amused:

It makes me laugh.
Amused
I think its funny
i chuckled, because i remember seeing the commercial and it was funny.
it made me think or the funny endings
These are funny commercials. I like watching them.
I smile - It is funny thinking that the idiot in the eye patch is laying beat up in a ditch because he gets so worked up over little things. Plus in rides a bus in a crappy part of town. He deserved what he got.
I started to picture the scenarios in my mind and to laugh
Funny, I could visualize what the guy he was describing.
It made me laugh for one, but at the sametime it made me wanna switch to Direct Tv for there packages for television.

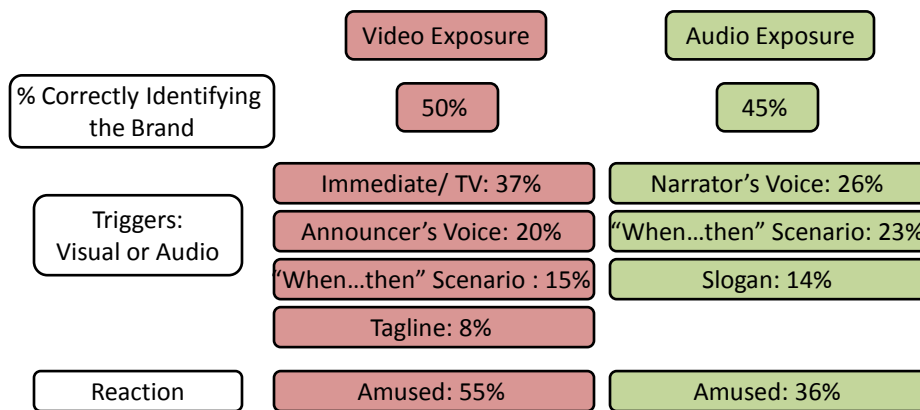
There were also numerous references to being able to visualize the television commercial after exposure to only the audio clip:

I chuckled, because I remember seeing the commercial and it was funny
I started to picture the scenarios in my mind and to laugh
Funny, I could visualize what the guy was describing
I recall the visual of the commercial, humorous
Thought of the TV commercials
I saw their commercial in my head
I think they are funny commercials. I visualized the commercial
Since this was audio I was replaying the visuals from the actual commercial in my mind
I smile. It is funny thinking of the eye patch laying beat up in a ditch

Seeing a guy with an eye patch getting beat up pretty bad

**Summary:**

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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, 63% of the respondents to the audio clip referenced the narrator's voice, the scenario or the tagline as the "aha" branding moment versus only 43% referencing one of these three in the TV clip. The narrator's voice, scenario or tagline effectively filled any void that might have been presumed to have occurred due to the lack of any visual stimuli.

Of note, the majority "aha" branding moments in the TV clip (54%) were auditory in nature (announcer's voice, when/then scenario and tagline) versus 46% of the "aha" moments being visual in nature.

Importantly, the ability of audio to trigger visual is also clearly seen in the comments above where numerous audio only respondents mentioned being able to "see", "picture" or "think of" the television commercial.

For those respondents exposed to the TV clip, one-third identified the advertiser as DirecTV due to the “announcer” or something he said. The narrator’s voice is extremely recognizable as 20% of people exposed to the TV clip cited it as the trigger for brand identification compared to 23% of those exposed to the audio-only clip.

Familiarity with the “when...then” theme is also a primary driver in brand identification: 23% of respondents who were exposed to audio-only attributed it the brand identification.

Physiological impact: Amusement and humor after exposure to these clips was clearly evident. 36% of those exposed to the audio only found humor in the spot vs. 55% for those exposed to the television clip. When exposed to audio only stimulation, it is not possible to experience humor or amusement without mental visualization, that in this case, is either the result of recalling the actual television commercial (imagery transfer) or mentally visualizing the described scenario in the world’s most powerful screen- the human brain. In both cases, audio exposure resulted in “visual” stimulation.

The fact that 37% of those exposed to the de-branded television clip knew right away that the advertiser was DirecTV suggests that the product has received sufficient media weight to seriously consider the increased use of “audio” to continue to provide continuing brand presence.

### **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 and the “when...then” scenario, 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 DirecTV’s commercial messaging.