

Dos Equis

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)
Dos Equis	Most Interesting Man	: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
Dos Equis	74%	91%	57%	70%	80%	60%

70% of consumers were able to correctly attribute the audio-only clip to Dos Equis. The number was only slightly higher for the respondents exposed to the de-branded video clip of the actual television commercial (74%). However amongst the women, more correctly attributed the audio-only clip to Dos Equis than the video 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?

34% of the respondents who correctly attributed the ad to Dos Equis said they knew it when they saw the character:

When I saw the guy with the beard .
When I saw the male character in the commercial
The main character in the commercial.
When I saw the actor
in the beginning when he came out of the ice
When I saw 'the most interesting man in the world.'
When I saw the Dos Equis guy .
at end showing him with beer and 2 gals
within 5 seconds. I recognized the main actor immediately.
When the older guy walked out

32% of the respondents who correctly attributed the ad to Dos Equis said they knew it when they heard the narrator’s voice:

Very distinctive voiceover makes it instantly recognizable
when I heard the announcer
The announcer's voice
The announcers voice and the theme.
When I heard the narrator's voice
Sound of narrator's voice
when I heard the guy talking about the man
The announcers voice
The voice over
The announcers voice , when he started to say 'he isn't afraid to show.....'

25% of the respondents who correctly attributed the ad to Dos Equis said they knew it when they heard the music:

A second of the music was all I needed.
The music gave it away
As soon as the music started
The very moment I heard the music . I love these ads.
As soon as I heard the music playing in the first seconds of the commercial.
Immediately from the music .

From the music and the funny comments
the music was dead giveaway
As soon as I hear the music
the music ; then the weird scenario footage

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 Dos Equis said it was when they heard the narrator’s voice:

The tone of the man's voice
the announcers voice
When it was the narrators voice
The voice over is distinctive
The way the voice spoke the lines gave it away.
The narrator's voice saying 'He is...'. Seen enough of these to know what it is.
When I heard the announcer's voice , I knew he was talking about 'The most interesting man in the world' and Dos XX Beer
As soon as I heard the narrative, I recognized the voice of the Most Interesting Man in the World.
The announcer and the guys voice at the end . Very familiar with these commercials
When the narrator began speaking .

27% of the respondents who correctly attributed the ad to Dos Equis said it was when they heard the music:

The music at the beginning
The opening notes for the most interesting man in the world commercials are all the same.
Opening music
The background music
the music
All of the 'Most Interesting Man in the World' commercials have the same background music so that was the first key, and when the narrator began saying the funny/quirky sayings it made me 100% sure.
I realized just a few seconds into the music since it is played in every Dos Equis commercial.
the music in the background and the 'stay thirsty my friends' at the end

Realized it when I heard the music ..the slogan 'stay thirsty my friends' sticks too
The music gave it away instantly! And the voice of the narrator also confirmed my first instinct.

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

Several dozen respondents exposed to the audio of the commercial indicated that they could visualize the television commercial:

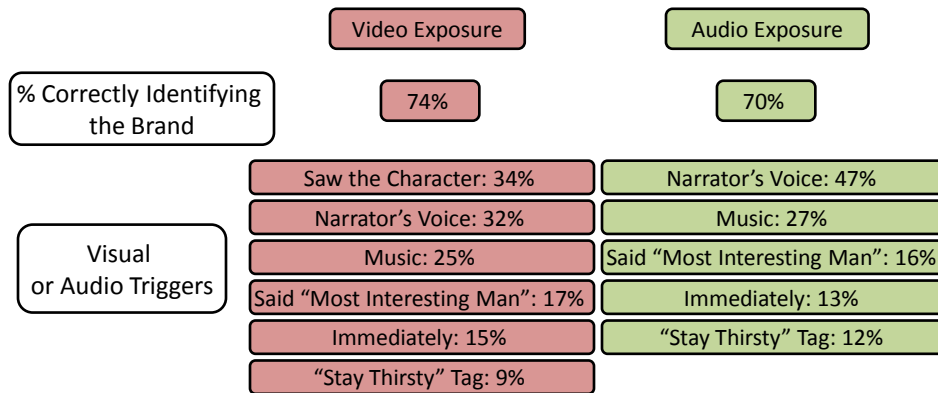
the most interesting man in the world, grey bearded man
I could picture the lead actor face (bearded)
I think those commercials are hilarious and I immediately picture the actor doing whatever is narrated.
It made me feel 'cool' and relaxed. It triggered the mental image of 'cool' people hanging out and drinking.
I was picturing the grey haired man from the commercials.
the guy on the commercial . He is pretty awesome.
Happy. I imagined the older gentleman , cool and collective. Sexy.
It made me think of the old man from dos Equis
Made me think of the Dos Equis man sitting at a table with two women drinking a Dos Equis
I could picture the MIMITW sitting with two dates . It triggered a smile.

In fact, a number of respondents who were exposed to the audio of the commercial indicated that they were thirsty after hearing it. Those exposed to the audio referenced "thirst" two-thirds as much as those exposed to the TV clip:

Beer commercials make me want to drink a beer so they are successful in that aspect. I'd love a beer now
Made me want a beer
Want a beer
Wanting a drink
Thirsty
My mouth starts to water as I imagine a sweating glass of cold beer
Thirsty
A cold refreshing glass of beer
Like I want to go around to cool places and drink a beer
Want a beer after work

Summary:

Dos Equis



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With the absence of visual cues, auditory cues alone can generate brand identification that approximates visual cues, as other senses compensate for the lack of visual stimulation. An example of this is apparent when in the absence of any visual stimuli, 47% of the respondents to the audio clip referenced the narrator's voice as the "aha" branding moment, versus only 32% referencing it as the "aha" moment in the TV clip (this compares to 34% of the respondents referencing actually seeing the actor as the "aha" moment!). Clearly, in the absence of any "visual" in the audio clip, the narrator's voice alone served to effectively fill any void that might have been presumed to have occurred due to the lack of any visual stimuli.

However, the true power of audio in this commercial is seen with those exposed to the TV clip as fully 63% of brand triggers were in the TV clip were auditory in nature, outnumbering visual triggers 2-to-1.

The narrator's voice was by far the biggest brand trigger, with nearly half of the audio-only exposed respondents, and one-third of those exposed to the video mentioning it. Similarly, the music was cited by 1-in-4 respondents to both the audio-only as well as the video clip as the source of their "aha moment."

Dos Equis makes good use of catchphrases in this campaign. Over a quarter of respondents, whether to the audio-only clip or the video referred to either "The Most Interesting Man in the World," or "Stay thirsty, my friends," as their main brand triggers.

Physiological impact: Respondents exposed to the audio-only version reported experiencing mental images of the television commercial as a result of being exposed to the audio. Many described the appearance of the actor, as well as the scene of the commercial. This supports the premise that we hear (whether the voice of a character, background music, etc) impacts what we see. Additionally, those exposed to only the audio were 2/3's as likely to indicate that exposure made them "thirsty" as those exposed to the TV clip- a smaller difference than many may have presumed.

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 music, 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".

The fact that 2/3's of all the branding moments in the TV clip were audio confirms that 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 Dos Equis' commercial messaging.