

Duracell

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)
Duracell	Olympics	:17

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
Duracell	77%	85%	69%	77%	84%	71%

The same percentage of adults (77%) were able to identify the advertiser as Duracell 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 men, the identification rate was even higher at about 85% 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?

32% of the respondents who correctly attributed the ad to Duracell said they knew it when they saw the visual of a battery / copper top:

The initial gold image
Gold ring with a plus sign
The image of the battery in the first image
First image of the battery
when I saw the battery
As soon as I saw the copper top at the beginning.
from the beginning when I saw the top of the battery.
saw battery top
The first second of the commercial with the image of the positive end of the battery.
Battery look at the beginning that wasn't energizer

30% of the respondents who correctly attributed the ad to Duracell said they knew it when they heard the three tones:

The bing, bing, BING sound. You automatically recognize that sound and know it is Duracell.
the ' Duracell' sound. has been the same for years
When it did the three tone sound that Duracell usually uses, that clued me in, and the tagline at the end.
At first I thought this was a Gatorade G2 commercial with all of the athletes, but as soon as I heard the ' Duracell' tone I knew it was Duracell.
The Duracell 'tone'
The ' bing bing' sound at the very beginning is unmistakable for Duracell.
the famous ding ding ding was the moment
The music at the end. Otherwise, I didn't know the brand.
At the end, with the three tones
Music at the end

23% of the respondents who correctly attributed the ad to Duracell said it was due to the mention of the word “copper”:

when copper was mentioned
The very end when he said ' they rely on copper '.

When I heard the word ' copper ' mentioned I immediately thought of the brand of batteries Duracell.
At the word copper
I recognized it instantly as a battery ad, but I didn't know it was Duracell until the end when I heard ' copper '
Once they said copper
When copper was mentioned and the music at the end
At the end. The musical theme and ' Copper ' was a giveaway.
Mention of copper , and the Duracell micro-theme notes.
'they rely on copper'

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

Twenty-seven respondents indicated that the commercial impacted their perception:

Positive. Athletes present a powerful positive image
They depend on copper to go for the gold is definitely a strong line that evokes national pride
Proud of athletes that represented the US at the Olympics.
feels familiar - a brand I've always known
The intense feeling of strength they were trying to show. Saying the same is true of the battery.
Inspired in a way, by the athletes training
Good. Dependable. Safe. Nice that they support the Olympics
It made me feel like duracell is a reliable brand
Good image of Duracell
Interested in hearing what they had to say

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 Duracell said it was due to the mention of the word copper:

'They rely on Copper'
The mention of copper and being built to last
said copper and heard the 'tone'
Not until the very end, the copper comment and I'm not 100% sure on this one.
At the beginning I was pretty sure that it was for Duracell and then the man said

copper. That is when I was sure it was for Duracell Coppertop batteries.
when it said they rely on copper -the coppertop battery
When I heard ' they rely on copper '.
Audio background, and the reference to ' copper '
The very end when he said copper
the word ' copper ' - the copper top battery

39% of the respondents who correctly attributed the ad to Duracell said it was when they heard the three tones:

as soon as the ' chimes ' went off, after the 3rd note
The very end, the Duracell three tone sound
The tri-tone beep
When I heard the beep at the start of the ad
Yes, I realized when the background 3-chime tone played. Not at all before it. From the initial narration, I thought it was for Gatorade.
when I heard their signature 3 tones at the end of the commercial.
when the background noise does that 3 ding sound.. ding ding then a louder ding.. they have used that forever and its instilled in Americas brain as that sound means Duracell
the end where the chime happened
Beeping tone in background
the notes at the end of the clip.

27% of the respondents who correctly attributed the ad to Duracell said it was when they heard the narrator:

Towards the end. I recognized the voice as Jeff Bridges , and was trying to place what it was for. Then right before he said 'Copper' I thought 'Duracell?' Then he said it, and they played that unmistakable sound - the 3 tones, that is known for Duracell and I was certain.
About half way through I recognized the voice over artist
the sound of the spokespersons voice
The mans voice
The voice was familiar
I recognized the narrator at the very beginning since he has been used in other commercials for Duracell
Hearing the actor's voice
The music in the ad is so familiar by now, as well as Jeff Bridges's narration for them.
The guys voice is what I recognized.
at the beginning - it was the voice of the commerical , but I had ot listen all the

way through to make sure

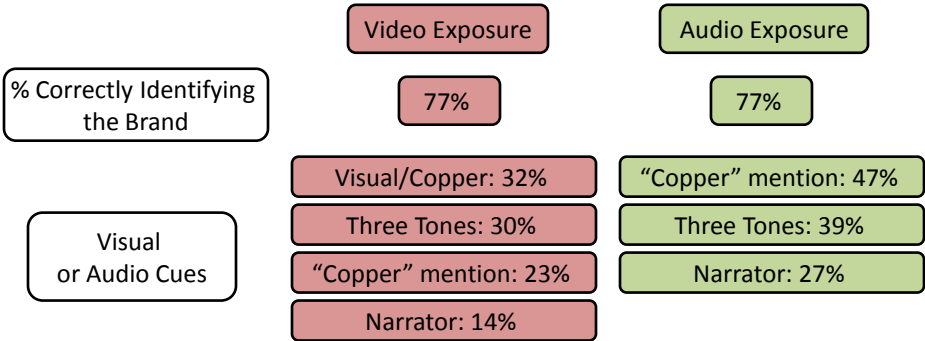
Question #3: Respondents to the audio clip were asked: How did the clip make you feel? Did it trigger any mental pictures or emotions?

Thirty-six respondents referenced being able visualize the television commercial after exposure to only the audio:

Could see athletes training and the battery bein 'assembled' at the end.
It brought to mind the Duracell packaging/logo.
I could picture the battery folding together at the end
memories of past duracel commercials
Yes, it made me remember the commercial.
The graphic of the commercial, copper battery glowing.
It was familiar from seeing past commercials. I could imagine athletes running around a track.
It triggered the visual of the Duracell battery black and copper colors coming together.
I can picture the battery unfolding like it does on the TV commerical
Mental images of the copper top battery- and made me think of many of their broadcast commercials, and what products I use them in at home.

Summary:

Duracell



32% of cues were Visual

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, 47% of the respondents to the audio clip referenced the word “copper” as the “aha” branding moment versus only 23% of respondents exposed to the TV clip. The word “copper,” along with the three-tone iconic audio signature, and the narrator served to effectively fill any void that might have been presumed to have occurred due to the lack of any visual stimuli.

Of note, 68% of the “aha” branding moments in the TV clip were auditory in nature (three tones, the word “copper,” and the narrator’s voice) rather than anything visual. Given that 77% of consumers were able to attribute the de-branded ad to Duracell, regardless of exposure to the video or audio-only version, it suggests that the product has received sufficient media weight to seriously consider the increased use of “audio” to continue to provide continuing brand presence.

The Duracell three-tone chime has proven to be an extremely successful “audio signature,” as it was referenced by 39% of audio-only respondents, in spite of it not being prominently showcased, as well as 23% of those exposed to the video. Consumers associate this audio signature closely with the Duracell brand.

The narrator’s voice from the Duracell television ads is recognizable as 14% of people exposed to the TV clip cited it as the trigger for brand identification versus 27% of those exposed to the audio-only clip. Jeff Bridges is earning his money.

Physiological impact: Respondents to the audio-only version were able to associate the word “copper” with the Duracell battery and packaging. Whether the result of recalling the actual television commercial (imagery transfer) or mentally creating an image in the world’s most powerful screen, the human brain, exposure to audio clearly resulted in “visual” stimulation. Without even a mention of the word “battery,” the word “copper” was enough to conjure the image of a copper-top battery for nearly half of the audio-only exposed respondents. For ¼ of the video exposed respondents, the word “copper” was also their primary brand trigger.

Interestingly, only 9% more TV clip respondents indicated that actually noting copper as the key branding cue as opposed to those who “heard” the word “copper” in the audio clip, a differential much smaller 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 word “copper”, the 3 tones and the actor’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”. The fact that over 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 Duracell commercial messaging.