

Snickers

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)
Snickers	Features Joe Pesci	: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
Snickers	83%	86%	80%	82%	85%	79%

Nearly the same percentage of adults were able to identify the advertiser after exposure to the audio-only version of the TV clip (82%) as were able to identify it after exposure to the de-branded television commercial (83%).

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 Snickers said they knew it right away:

I've seen that commercial before - knew as soon as it started
At the very beginning (I have seen this commercial before).
at first glance
the beginning because i love that commercial. great actor too
The very beginning , I have seen this commercial numerous times
Right away as I have seen this commercial a lot on the TV.
Instantly
As soon as it came on
right away ...I've seen this commercial a lot
as soon as it played. seen it many times on tv

24% of the respondents who correctly attributed the ad to Snickers said it was due to the actor, Joe Pesci:

when I saw Joe Pesci I knew
Joe Pesci
Angry Celebrity
I IMMEDIATELY knew it was Snickers when I saw a young crowd of people and one older person, most notably, a celebrity, Joe Pesci .
The setup and Joe Pesci
beginning when I saw the actors
Joe P, actor
when I saw Joe Pesci out of place.
when i saw Joe
When they showed Joe Pesci .

16% of the respondents who correctly attributed the ad to Snickers said it was due to the slogan:

When I heard the catch phrase, you're not you when you're hungry
Ur not you when ur hungry. Go from celebrity to regular person
The end.. Not who you are statement
'you're not you when your hungry' Hungry gave it away
'you're not you when you're hungry'

'You are not you when you are hungry'
At the end 'You're not you...' is in other commercials.
Very end - 'you're not you when you're hungry.'
The line.. 'You're not you when you're hungry'
I didn't know until the tagline at the end.

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

52% of the respondents who correctly attributed the ad to Snickers said they were amused:

I was cracking up with laughter . I love Joe Pesci in this commercial!!!
Very funny , Joe Pesci is great.
Ammused . I think most of these commercials are funny.
It made me laugh! LOL!
It made me laugh
Funny
good, funny ads from them
Very clever .
Laughter
I was amused and entertained . I think the message in this commercial is communicated effectively and in a hilarious fashion.

16% of the respondents who correctly attributed the ad to Snickers said they were hungry or wanted to eat a Snickers:

I think it's funny, and I could pretty much always go for a Snickers
Hungry
Hunger
A CRAVING FOR CHOCOLATE
wanting a snickers now
I want a snickers!
A little hungry
Hungry
just makes me think ummm snickers is good isn't it.
Hungry

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?

34% of the respondents who correctly attributed the ad to Snickers when they heard the voice of actor, Joe Pesci:

Joe Pesci voice
Joe pesci voice
When I heard Joe Pesci's voice
When Joe Pesci spoke -
When I heard Joe Pesci's voice I knew it.
When I heard Joe Pesci's voice.
As soon as I heard Joe Pesci's voice
Joe Pesci's voice in the commercial is recognizeable even without the video.
Joe Pesci's voice.
Joe Pesci speaking was the clue.

31% of the respondents who correctly attributed the ad to Snickers said it was due to the slogan:

Not until the end, ' You're not you when you're hungry. '
you're not you when you're hungry.
you aren't you when you are hungry
The very end when it said ' you're not you when you're hungry '
It wasn't until the tag line. I recognized the actors, but couldn't place it until, ' You're not you, when you're hungry '
Didn't know if it was a movie at first... Then, when I heard ' you're not you when you're hungry, ' i recalled that snickers commercial. Audio doesn't help much, but I remember seeing the TV commercial.
The phrase You're not you when you're hungry.
the ' You are not you when you are hungry ' part
I noticed it at the end when it said your not you when your hungry.
the phrase ' you're not you when you're hungry '

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

32% of the respondents who correctly attributed the ad to Snickers said they were amused:

made me laugh and could relate to being crabby when hungry
Made me laugh. It's a funny joke.

Funny
Silly
ready to laugh
Laughter again
funny . cute.
makes me laugh , mental images of joe pesce in my head
Amused . It's a funny marketing campaign.
laughter . smiles.

14% of the respondents who correctly attributed the ad to Snickers said they were hungry or wanted to eat a Snicker Bar:

Like I'd like to have a Snickers .
Made me want to eat a Snicker's bar .
Just made me want a Snickers bar .
Made me hungry . Also funny.
Made me want a snack .
it made me think about wanting a Snickers
Made me want a snickers . LOL
I saw a Snickers and wanted to eat one
Hungry!
get a snickers bar--pronto!

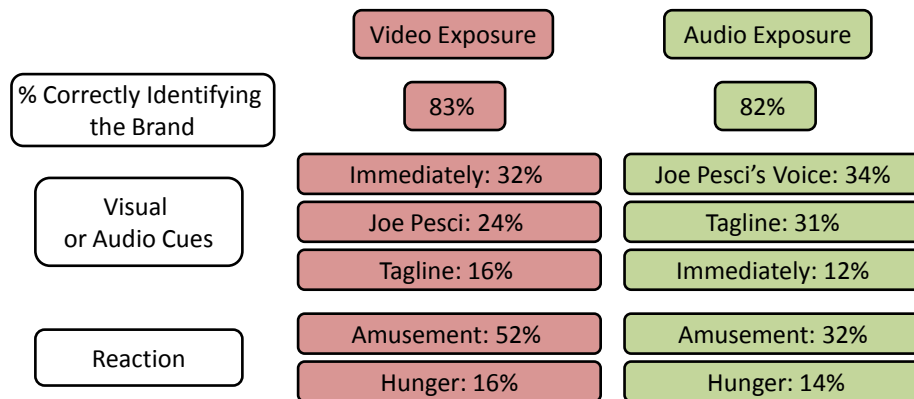
Interestingly the audio clip triggered just as many “hungry” comments as the television clip.

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

I could see the TV commercial
I could see the commercial
I love snickers and can visualize the commercial in my head
Satisfaction at remembering the commercial
I pictured the commercial
Triggered the image of the commercial in that party scene
Visualized the ad
I could picture the scene they were in
I could picture them at the party meeting the two girls
Mental images from the commercial

Summary:

Snickers



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, 65% of the respondents to the audio clip referenced Pesci's voice or tagline as the "aha" branding moment versus 40% referencing one of the two in the TV clip. The Pesci's voice and the tag line served to effectively fill any void that might have been presumed to have occurred due to the lack of any visual stimuli.

Aside from the character's he has played in his movie career, Joe Pesci is well-known for his distinctive voice. Nearly one-third of audio exposed cited it as the primary driver of brand identification for this commercial.

Also, Snickers is the owner of a recognizable slogan: 16% of respondents to the TV clip referred to it as a brand trigger. However on the audio-only version, this percentage is much higher. 31% said the audio mention on the tagline was the trigger.

Physiological impact: Amusement and humor from exposure to this campaign was evident by respondents whether in the TV or audio clip. 32% of respondents exposed to the audio only referenced humor in the clip even vs. 52% to the TV clip. Additionally, nearly the same percentage of respondents cited hunger/craving as a response to the ad (16% TV clip/14% audio clip).

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 Pesci's voice and tagline, that the audio components of the television commercial are as effective in generating brand awareness as the actual television commercial. Additionally, 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 Snicker's commercial messaging.