



The actor, Dennis Haysbert, provides one of the most recognizable voices in advertising. Over 70% of Americans correctly associate it with the insurer, Allstate. His voice provides “comfort” and instills confidence in consumers that Allstate is a trusted, dependable company.

Correctly Identified the Brand: **73%** | Best Performing Demo: **Men 18 – 34 (82%)**

What’s the Message?

“Safety, they are interested in your well-being”

“Security, assurance, confidence.”

“They protect you”

“Strong voice...dependable company”

“That they are secure and trustworthy. That ‘you are in good hands’ and that they are the best option for insurance.”

“You’re in good hands.”

“You’re in good hand with AllState. They’ve ‘got your back.’”

“You are in good hands with them”

“Are you in good hands?”

“The word that pops into my head is ‘security’”

“that the company is reliable”

“We’ve got you covered. Security, assurance”

“Trustworthiness of the service”

“Confidence protection”

“Allstate is trustworthy.”

“Strong voice.. dependable company.”

“The deep voice sounds authoritative and reassuring.”

“His voice the sound of security”

How Did it Make You Feel?

- “Strong, reliable, and safe. It makes me feel secure.”
- “His voice is soothing, makes me think of safety”
- “Like I can count on this company”
- “The voice makes you feel safe”
- “Comforted by the familiar voice.”
- “His voice is soothing, makes me think of safety”
- “His voice makes me feel comforted”
- “I recognize the voice and it is a very reassuring one”
- “I like that it is always the same speaker. He’s reliable, always there”
- “The deep voice sounds authoritative and reassuring.”
- “His voice is very reassuring and comfortable. Some one you trust.”
- “It makes me feel like I’m in good hands.”
- “I’m in good hands”
- “I trust them because I trust President Palmer”
- “Seems like a brand I could trust”
- “Comfort”
- “Comforted by the familiar voice.”
- “Security”

What Did You See?

- “The actor’s face pops into my head. Feel like they’re a reliable company.”
- “I see the commercial in my head”
- “The tall black man spokesperson”
- “The big Allstate man”
- “The spokesperson whose name escapes me pops into my head.”
- “The same guy is on one of my favorite TV shows. It’s hard to separate the two. He plays a trusted character in the TV show and I suppose we are to trust in him for his commercial message.”
- “The African American guy who does the commercials pops into my head.”
- “Mayhem man. African American man from the Unit.”
- “It reminds me of car accidents and the movie Major League”
- “Scenes of accidents with that guys from the show 24”
- “When I hear this sound, I think of the guy on the commercial.”



Laughter is the top emotion invoked by this Sonic Brand. 1 in 4 Americans attributes this sound to Bud Light. Consumers are thoroughly entertained by the “Real Men of Genius” radio campaign, inspiring them to open a cold one. Did you know? The “Real Men of Genius” radio campaign launched in 1998 and ended 10 years later in 2008.

Correctly Identified the Brand: **24%** | Best Performing Demo: **Men 18-34 (35%)**

What’s the Message?

“Real men of genius... real men drink bud light”

“They’re trying appeal to the average, everyday man who is a beer drinker”

“Bud light is fun and is drunk by the common man.”

“The message is that their product is for the average joe. “The company is saying that average people can relate to their product”

“The company is trying tell me their beer is for the every man, the average joe.”

“A beer for the common and uncommon man.”

“Real men of genius”

How Did it Make You Feel?

“Beer, makes me want to drink beer”

“I need a beer”

“Happy! I love the ads and I love the beer!”

“Good, I love hearing these stories. It makes me want to pay attention!”

“Thirsty, relax time”

“Like i want to listen to the whole comercial to make me laugh”

“I love these commercials. if it is a new one, i drop everything to listen to it in its

entirety.”

“Good, I love hearing these stories. It makes me want to pay attention!”

“I love hearing these commercials. Most of them make me laugh out loud. They make me feel good.”

“Going to the bar.”

“Makes me laugh and to wanna have a cold beer.”

“I laugh every time”

“I always smile when I hear this guy!”

“I always enjoy listening to these. They’re well written and they make me laugh.”

“Party time”

“Beer and baseball would be awesome”

“Makes me feel like having some fun “

“Mmmmmmm”

What Did You See?

“Beer pops into my head. It makes me feel thirsty for a drink.”

“Bud light bottles and people in a bar”

“Drinking beer”

“Beer pong, flip cup”

“Dalmation”

“Beer Drinking average guy looking to hang out.”

“Cold beer”

“Rolling coolers.”

“Football pops into my head, like this was on a lot during sports programming”

“Someone walking in slow motion pops into my head.”

“Super bowl”



The iconic “M’m! M’m! Good!” slogan goes beyond inspiring thoughts of hunger and tasty food. This sonic brand triggers nostalgia for the soup consumers grew up with and elicits feelings of well-being, comfort and warmth.

Correctly Identified the Brand: **29%** | Best Performing Demo: **Women 35-54 (37%)**

What’s the Message?

“Eat it to warm up in cold weather”

“Time for some yummy soup”

“Get some soup to get through cold winter”

“Soup that eats like a meal”

“Healthy”

“That it is delicious to everyone including children.”

“Warm soup is good for you”

“Easy to make”

“The company is trying to tell you they have a product that tastes good and is good for you in comparison to other food options.”

“It’s been the slogan for so long that it implies a product with longevity and quality.”

“Soup, it’s what’s for dinner”

“It’s an update on their classic slogan and jingle, so implies that they’ve kept up with the times but retained their original values”

“Comfort food”

“It sounds fun, and inviting”

How Did it Make You Feel?

“Homey and comforting”

“Makes me feel hungry for wholesome yummy soup.”

“Comfort, soup”

“It makes you feel warm!”

“Soup, homey”

“It makes me feel warm and hungry. I think of soup”

“Warmth”

“Makes me hungry for tomato soup, grilled cheese and goldfish on the side”

“Like I need to figure out what’s for dinner tonight”

“wanna eat soup”

“Feel hungry and want to grab something easy to eat.”

“Toasty”

“Makes me think of how jazzed up the jingle had gotten since I was little. Kinda wishing I was little again and had some tomato soup an grilled cheese with my family”

“Brings back old memories.”

“Nostalgia”

“Happy”

“Like a child”

What Did You See?

“Images of chicken noodle soup pop into my head and make me feel like buying a can.”

“the red and white label”

“Mom making soup during cold weather or when we were sick”

“The Campbells soup commercial when the snowman turns into the little boy.”

“Big headed soup kids”

“Little kid eating soup with his sandwich and melting from being so cold”

“Soup can”

“Bowl of hot chicken soup”

“Children eating”

“Soup/rainy day/being a kid”

“Soup! memorable and traditional”

“Hearty soup that I grew up on.”



“Credit Cards” are top-of-mind when exposed to this Sonic Brand. 6 in 10 Americans correctly associate this sound with Capital One and many visualize the “Viking” characters which have been featured in past advertising.

Correctly Identified the Brand: **64%** | Best Performing Demo: **Men 18-34 (75%)**

What’s the Message?

“Better use of a credit card...savings”

“Credit cards with a lot of points”

“We protect your money/identity.”

“Having capital one in your wallet will protect you from scammers and such

“A card so easy even anachronistic vikings can use it..”

“they will protect you the most of any other credit cards in your wallet”

“Their credit cards are different than everyone else’s”

“Selling their low cost checking accounts”

“You should care who is your credit card issuer“

“Compares their card to the ones you have in your wallet”

“The bank offers services that everyone understands and banking is so easy even a barbarian can do it.”

“They want me to think Capital One is the credit card to carry.”

“They are trying to say that their credit card is accepted anywhere”

“Be aware of your finances”

“No fees”

“Be aware of the miles/points you are getting with your cc”

“Secure purchases can be made with this card because we stand by the card.”

“Using capital one can protect your identity”

How Did it Make You Feel?

- “It makes me wonder if i have the best possible credit card in terms of apr and protection”
- “It makes me question what my card can do for me.”
- “If a Viking trusts Capitol One – I should too.”
- “Makes me wonder if I paid my bill”
- “I think of spending money and i feel like shopping”
- “Makes me think about money”
- “I wonder how much money I have at the moment. They’re telling me to be conscious about my money/spending”
- “It makes me feel secure”
- “I like it. I’ve been a Capital One member forever.”
- “Confident”
- “Safe”
- “It makes me laugh”

What Did You See?

- “Vikings!!! and bearded children.”
- “The cave man is standing in front of a bank?”
- “Pictures of the cavemen that they use in their commercials.”
- “Like I imagine Vikings”
- “Barbarians”
- “The comical image of the barbarians trying to navigate current times they use in their ads. Makes me laugh.”
- “Makes me think of their commercials with the Vikings.”
- “Reminds me of bills”
- “Alec Baldwin”
- “The Capital One logo”
- “Pictures of the cavemen that they use in their commercials.”
- “Vikings”
- “I think of some of the silly things they show on those commercials”
- “Funny TV commercials, superbowl Ads”

DURACELL®

The vivid image of the “copper top” battery is inspired by this sound. Reliability and long lasting are what consumers attribute to the Duracell brand. This Sonic Brand also arouses nostalgic feelings, reminding consumers of their childhood experiences with Duracell commercials.

Correctly Identified the Brand: **34%** | Best Performing Demo: **Men 35-54 (47%)**

What’s the Message?

“Duracell batteries...Nobody tops the copper top.”

“Dependable”

“Reliability”

“The product is built to last”

“Power you can rely on.

“Longer lasting batteries”

“Quality

“The copper top’ – that they have long lasting batteries”

“It reminds me of batteries and saving energy.”

“The gold and black battery is long lasting”

“Powerful”

“Long life and power”

“Solid and dependable”

“Duracell batteries are long lasting and reliable.”

“Astronauts use the batteries, I’m getting a good battery”

How Did it Make You Feel?

“Brings back old memories.”

“Nostalgic”

“Nostalgic. I trust it as a brand.”

“Security. Makes me feel good to think of how their batteries are used in life or death situations.”

“Maybe I should check to see if my batteries need to be changed”

“It sounds really familiar. Reminded me of a commercial I used to hear on TV as a kid.”

“It makes me feel nostalgic”

“Reminds of when I was a kid.”

“Are the batteries in the smoke detector still good”

“Need to change my son’s toy’s battery”

“I need batteries”

“I need new batteries”

“Time to check my remote”

“Replace my batteries”

What Did You See?

“The copper-top battery.”

“The copper top”

“A vault pops into my head. it makes me feel secure in that the battery will last long”

“It reminds me of old-school battery commercials and for some reason of the holidays... maybe because they run lots of battery commercials during the holidays.”

“A Duracell battery clanging shut.”

“A battery closing its top”

“The brand”

“A copper top battery”

“The commercials pop into my head.”

“The copper top”

“Copper top battery”

“Coppertop batteries”



Sports Center is on! This ESPN theme song grabs viewer attention and alerts them to the upcoming highlights. Did you know? This tune was composed by Annie Roboff, an award-winning songwriter for artists Whitney Houston, Faith Hill and The Dixie Chicks.

Correctly Identified the Brand: **29%** | Best Performing Demo: **Men 18-34 (51%)**

What's the Message?

"Its time for sports center on espn"

"Sports, scores – here comes something important"

"We're about to talk sports comes to mind. Company is trying to tell me breaking news right here!"

"It makes me fell like I shouldn't miss it"

"Here come the highlights"

"Something big happened"

"Here comes a slam dunk or a homerun."

"ESPN sports break. Something new just happened."

"Pay attention, here comes scores, feels exciting"

"The message that comes to mind is to pay attention now."

"Urgent sports news"

"World leader in sports. They are the best at sports reporting."

"The #1 name in sports news"

"Sports Center, the place for Sports!"

"24/7 sports coverage"

"We have sports!"

"I'm about to hear current sports events"

"Here comes the scores I wanted"

How Did it Make You Feel?

“Makes me want to watch SportsCenter”

“I will listen to what I hear next because I may be interested in it.”

“Excited to see Stu Scott say, ‘Booyah!’”

“It catches my attention.”

“ESPN, I feel like I want to watch the top ten sports plays.”

“ESPN. Excited”

“Happy, Love sports.”

“Excited, energetic. SportsCenter”

“Sports; Feels awesome.”

“Ready to get going.... it makes me feel ready to rock & roll”

“Excited, I like sports”

“Energetic thrilled”

“Yay sports”

“It’s kind of a relief for lots of people, sit down and watch sports center aahhh.”

“Feels good – like the program and its content”

“Excitement”

What Did You See?

“Sports!”

“Big Show!”

“Racing cars pop in my head when I hear the sound, and the audience sitting behind a fence in the stadiums.”

“I feel like I’m watching football.

“The broncos pop into my head, makes me wish we were a better team...”

“Tim Tebow”

“I’m about to see Blake griffin dunk on someone”

“I think of all things sports, football, bball”



Travel and vacation are the first things that pop into consumers' heads when hearing this sonic brand. 1 in 4 consumers correctly associate this sound with the website Expedia.com, inspiring them to book a trip.

Correctly Identified the Brand: **24%** | Best Performing Demo: **Men 18-34 (33%)**

What's the Message?

"Travel discounts"

"Use this as a travel site to book flights, rooms, car"

"Like saving money online."

"Promoting a new airfare deal"

"Smart shopper"

"Saving money on travel sites/hotels/ airlines"

"I think the company is trying to tell me that they are fast when it comes to finding the lowest prices for flights."

"Selling lower price hotels and airline tickets"

"I should check here first before buying my tickets"

"Low rates"

"Cheap rooms"

"Cheep booking"

"Traveling on a budget"

"That it's easy to book travel plans online and travel easily."

"Easy way to book flights, hotels, etc."

"The company is trying to say that you can look for travel prices online"

"The message is that comes to mind is traveling and convenient booking. It is telling me that the product/service is fast and able to be done on the internet"

"Travel discounts"

"Easy to find what you want at its website."

“Selling lower price hotels and airline tickets”
“Easy travel booking”

How Did it Make You Feel?

“I know its Expedia and it makes me want to look for a vacation.”
“Makes me feel like taking a trip”
“Maybe I’ll look there when I go on a trip”
“I want to travel”
“Time to travel!”
“Makes me want to go away on vacation.”
“I want to go somewhere”
“Should I book my next trip through them?”
“Happy plan a vacation today”
“Traveling to different parts of the country and world. I want to go travel.”
“Vacation. Great.”
“Cheerful...going on vacation is fun!”
“Travel. Good.”
“Travel – wish I could be there”
“I want to travel”
“Excited for a new trip”
“I should probably look into their website to see what they offer”
“Vacation! Feels great.”

What Did You See?

“Airplanes pop in my head”
“I think of airplanes”
“The Expedia logo”
“Hawaii”
“Flying on airplane, going on vacation”
“I remember that their commercials were pretty funny.”
“The commercials for it are cool.”



FARMERS®

This catchy, upbeat jingle is correctly attributed to Farmers Insurance by 4 in 10 Americans. This sonic brand instills confidence in consumers that Farmers is a strong company that can be depended on.

Correctly Identified the Brand: **44%** | Best Performing Demo: **Men 18-34 (55%)**

What's the Message?

“We are farmers’.”

“That they’re a longstanding company. They’ve been around forever and are a top company.”

“We are farmers! They work hard to be educated insurers.”

“Insurance, strength, dependability”

“We are strong.”

“We’re here for you ... united”

“We’re fun and funny”

“We are farmers! Gets stuck in my head all the time! they are putting out the message that they” are upbeat, active, and several voices strong.”

“I think of, ‘We are Farmers!...’ i feel like I should sing along”

“They’re solid & dependable like.”

“They take your insurance policy seriously, but they don’t take themselves seriously.”

“Team of qualified professionals”

“Farmers knows the ins and outs of insurance.”

“That the company is like a military group that will have your back.”

How Did it Make You Feel?

“Entertained likely to consider the services”

“Safe”

“Happy sound leads to happy news. – like savings”
“I love these commercials”
“Their commercials are usually pretty cute, so I’m typically amused.”
“Feeling of protection.”
“It makes me feel like I can trust this product”
“Makes me feel upbeat.”
“Trust the brand”
“I think of the funny ads”
“When i hear that sound it grabs my attention and makes me feel more aware.”
“Makes me smile – my dad and brother always do the sound”
“Cheerful, happy”
“It’s cheerful, i sing along!”
“I like their jingle.”
“I wonder about their rates.”

What Did You See?

“The various commercials of agents going through ridiculous training exercizes. They’re fun ads”
“lint ball on fire”
“Think of the house-boat-car.”
“I think of the funny ads”
“the commercials featuring the school-like setting, educated agents”
“I picture JK Simmons’ face”
“Autohomeboat”
“A marching army“
“Interesting commercials are fun to watch because they tell a story”
“Big ball of lint from under couch on fire”
“The bad guy from Oz and the shrink from Law & Order.”
“JJJ from Spider Man. Makes me smile”
“A picture of the men’s choir that sings this. Makes me smile.”



Football is on! That's what 80% of consumers who recognized this brand think. The theme for FOX NFL Football incites feelings of excitement and anticipation like a big event is about to happen.

Correctly Identified the Brand: 79%

What's the Message?

"Football!!!"

"I get to watch football!!!!"

"Sports are a big deal. I can almost here the announcers coming in after the tune"

"Football. Makes me feel happy!"

"Let's Go Cowboys!!!!!!!!!"

"Get excited for football."

"Action. Intensity."

"Fired up for Sunday football. Tough, mean."

"Bring on the chex mix and let's watch some football"

"It's time for big tough guys to battle it out"

"Competition"

"Get ready for a battle and win!"

"Start of a big football game"

"Game on!"

"Game time! I feel excited."

"Let's go Eagles!!"

How Did it Make You Feel?

"It gets me pumped up because football is coming."

"Psyched up"

“Energetic and ready”

“Awesome! I love football”

“It makes me feel like I am going to see something exciting.”

“Energized and excited!”

“Makes me happy, makes me want my remote and a blanket as it reminds me of cold weather.”

“Ecstatic. I Love Football!!!!”

“I love it. Big football fan. It pumps me up for the upcoming game. Don’t care what teams are playing, just want to get this thing started.”

“Strong and determined”

“Tough like a football player.”

“Gets me in the mood for TV, food and beer!”

“Makes me feel like its a Sunday, drink beer & eating pizza watching football.”

“Makes me thirsty for beer.”

What Did You See?

“Big beefy guys”

“Watching the game, hot wings and beer. anticipatory”

“It makes me want to watch a football game and eat game day snacks.”

“Ready for a game with a hero sandwich”

“Sunday football. Stuffing your face. Tailgating.”



Owner of one of the most powerful sonic brands in America. The voice of the GEICO gecko is universally recognized and incites visual images (“green”, “little”, “cute”), while instilling positive, upbeat feelings in consumers. Did you know? Consumers are split whether the gecko’s accent is British or Aussie.

Correctly Identified the Brand: **87%** | Best Performing Demo: **Men 18-34 (98%)**

What’s the Message?

“Geico is where you can save 15% or more when you switch insurance carriers.”

“Like the little gecko, 15 minutes could save you 15% or more on car insurance”

“Save money, switch to Geico ... that’s what comes to mind.”

“It’s the gecko from Geico. I’m going to hear about insurance.”

“Insurance and it makes me feel good know they are available anytime.”

“15 minutes or less insurance quote. seems reasonable”

“Savings on auto insurance”

“Discount car insurance.”

“They are trying to save me money on my auto insurance”

“Great insurance company. With them for years.”

“Car insurance”

“A lizard is selling insurance”

“Insurance, insurance insurance”

“My auto insurance. The gecko insures me.”

“Makes me smile and reminds me of car insurance.”

“Car insurance”

How Did it Make You Feel?

“Makes me laugh. and I always know its a geico commercial.”

“It makes me smile”

“It makes me feel like I want to get to know that little green fellow better!”
“I like it. The lizard is funny.”
“I love it. Feel happy/excited”
“Goofy. The gecko is funny.”
“It makes me laugh because of the talking lizard.”
“The geico gecko. Makes me laugh.”
“Amusement. Makes me feel happy.”
“Want to go Down Under”
“He seems like a nice chap to hang out with and discuss insurance”
“Well, I feel pleasant. I think that’s why they picked a non-American accent – it’s just more pleasant to our ears, and easier to remember.”
“That they have a sense of humor and real people can relate to their insurance”
“I feel very happy when i hear this commercial! I love the green little lizard with his ‘aussie’ accent!”
“Happy”
“The little gecko guy is cool.”
“I love the tv commercials”
“Comical”

What Did You See?

“Just the image of the gecko. These always make me laugh.”
“I see the gecko...”
“Makes me think of the green gecko”
“A little green gecko.”
“I think of the Geico Gekko”
“The lizard pops into my head”
“A Gecko. I listen.”
“The gecko from the commercials”
“Cute little gecko”
“Geico has a spokesgecko.”
“A talking Gecko”
“Cute lizard, makes me laugh”
“The little green Geico”
“Geeko- he’s cute”
“That green gecko”

“Gecko. Fun way to advertise insurance”

“Cute, funny little gecko with australian accent.”

“Gecko. Fun way to advertise insurance”

“Outback steakhouse. Nah, I’m just fooling, the gecko is cute”

“I love the gekko. He is cute.”

“An image of a small creature pops into my mind.”

“They have a cool little lizard mascot”

“The lizard is funny.”

“The little Gecko – cute British accent”

“The lizard pops into my head”



Inspiring people to DIY and tackle home improvements projects, this Sonic Brand is correctly associated with Home Depot by most Americans. The slogan instills confidence in respondents that they are getting a good deal. Did you know? The slogan “More saving, more doing” was introduced in 2009.

Correctly Identified the Brand: **57%** | Best Performing Demo: **Women 35-54 (61%)**

What’s the Message?

“The company is saying you can tackle your own home projects”

“Do it yourself”

“Do it yourself, for less”

“They are trying to tell you that you can save and do more home improvements”

“Home improvement comes to mind.”

“Do it yourself store”

“DIY stuff at a good price”

“With Home Depot you get more done with your home improvement and repairs.”

“The message is you can save more and do more by being a do-it-yourselfer.”

“DIY home improvement is possible”

“Good deals. Knowledgeable employees”

“You can do it. We can help, that come to mind.”

“Home Depot will help you with home projects”

“A brand that you can trust, is looking out for you in terms of savings and having everything you need”

“Message of reliability. The company is conveying that they can be trusted”

“Have pride in the job you do”

“Friendly and helpful service at a home improvement store”

“Creativity, can-do attitude.”

“Honey do list”

How Did it Make You Feel?

“It makes me feel like I can depend on this store to give me what I want.”

“It makes me feel confident”

“Empowered”

“Happy, Love tools”

“Makes me feel hopeful. Makes me think I can afford to do the projects at my house.”

“Comfort and safety. Someone helping me fix something”

“I trust Ed Harris. I like Home Depot just fine.”

“It makes me feel like I can depend on this store to give me what I want.”

“A brand that you can trust, is looking out for you in terms of savings and having everything you need”

“It makes me feel excited about my new apartment. Construction and putting furniture pops into my head.”

“Like I can build the world. Out of plywood”

“It makes me think of spring time house cleaning. Mulching, mowing, cleaning the garage, painting the deck, etc.”

“Reminds me of all the stuff I’d like to do to my apartment!”

“Weekend warrior. Makes me feel like fixing something.”

“Like I can cross more stuff off my to-do list”

“I think of home repairs that need to be made. It makes me feel like going over to Home Depot.”

“Do I need to fix up my house? Makes me feel like doing some upgrades on my house!”

What Did You See?

“I can see their orange & white logo”

“I see a warehouse with home improvement items”

“Guys walking around carrying wood”

“That Ed Harris shops at Home Depot on the weekends.”

“I think of someone in a orange apron.”

“The store facade”

“Those little orange aprons”

“Orange”

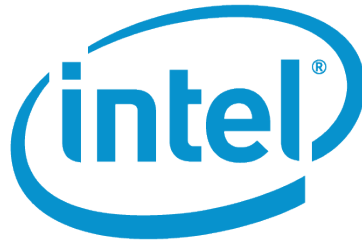
“The Home depot logo”

“Wood”

“Orange Home Depot Sign”

“The orange sign”

“Orange aprons”



Speed and cutting edge technology are what consumers associate with this Sonic Brand. Intel's five-note jingle has achieved near universal awareness in its 10 years of use. 60% of consumers equate this sound with computers, and 41% correctly attribute it to Intel. Did you know? Composer Walter Werzowa created this sonic brand, mixing in over 20 digital sounds – including a xylophone, a marimba, a tambourine, bells, and a hammer striking a pipe.

Correctly Identified the Brand: **41%** | Best Performing Demo: **Men 18-34 (58%)**

What's the Message?

“Technology – this product is advanced.”

“Innovation”

“They are trying to say they have cutting edge technology”

“This always plays whenever there's a new gadget coming out.”

“Modern and cutting edge”

“Advanced, technological but still accessible to everyone”

“Advanced technology through processing power”

“Ahead of the curve”

“Like the company is technologically advanced”

“Their products are the latest technology”

“Computer speed computers.”

“Fast computers”

“Fast processors”

“Components in a computer that make it faster”

“Fast computers that are run with intel chips.”

“Intel Pentium processors in the computer make it run faster”

“Fast moving, efficient technology”

How Did it Make You Feel?

“Feels familiar and reliable”

“Can be trusted”

“It makes me feel like I can rely on this brand”

“It makes me believe a computer is better with Intel inside it.”

“This is a strong company.”

“The processors they make is the best.”

“Reliable pride in their product”

“Reliability because of how consistent the Intel brand has become.”

What Did You See?

“Quality microchips”

“Laptop”

“Computers”

“Little blue box”

“Motherboards”

“I see computers”



“Pizza! Pizza!”...short, simple, and so impactful. Despite the fact there are larger pizza chains in the US, nearly 9 out of 10 Americans place this catchphrase with Little Caesars. Did you know? “Pizza! Pizza!” was created by Little Caesars to promote two pizzas being offered for the same price as one pizza from competitors.

Correctly Identified the Brand: **86%** | Best Performing Demo: **Men 18-34 (93%)**

What’s the Message?

“I believe the ‘pizza pizza’ thing came about back when they were always doing a ‘twofer’ special.”

“That you get a lot for your money”

“Two for one pizza like the original ads back in the 80s”

“It’s fairly annoying but like that it was used to be that you get two pies for one low price.”

“Used to always come with 2 pizzas”

“Buy two pizzas for a cheap price.”

“It used to mean 2 pizzas.”

“You get two pizzas for one great price.”

“Pizza, Double Toppings”

“Reminds me of original meaning of the slogan, when they used to sell 2 pizzas in those long boxes for the price of 1”

“Fast pizza ready for pick up”

“2 Pizza deal from Little caesars”

“5 dollar hot and ready”

“Pizzas that used to come in pairs.”

“Good pizza deals”

“The company is letting me know that I can get 2 really good pizzas for a low price.”

“\$5 pizza”

“Pizza for \$5”

“Inexpensive good pizza, thrifty”

“Little Ceasar’s pizza is cheap and good”

“\$5 hot and ready pizza”

“I think of hot and ready pizza”

How Did it Make You Feel?

“It makes me think of pizza and Little Ceasar’s cheesy bread. “It makes me hungry. I can just smell it.”

“I wish I had some crazy bread.”

“I love their breadsticks and buffalo ranch.”

“I love crazy bread!”

“Makes me want their breadsticks which are amazing”

“Happy and Hungry”

“Want pizza”

“Crave pizza”

“Makes me hungry for fresh hot cheesy pizza”

“I think of delicious pizza. I feel hungry”

“It upsets me now because they don’t do the square 2 pizzas anymore.”

“I haven’t had some in years... every time i hear it i kinda want some. hearing it is rare. and there aren’t any around for miles”

“It makes me want to eat their pizza... i used to eat it all the time in college and now i want one now “

“High school, happy”

“Reminds me of being young eating pizza”

“The 2-pizza boxes they had 20+ years ago, nostalgic”

“Nostalgia for 1980’s pizza chains”

“Fond memories of the good old days.”

“Happy because I used to eat lots of this pizza in college.”

“Nostalgia, I haven’t heard that for a long time.”

+45 MORE MENTIONS OF “HUNGRY

What Did You See?

“Yummy pizza...”

“Images of baby Pan Pans (my favorite).”

“It makes me think of pizza and Little Ceasar’s cheesy bread.”

“Roman character.”

“Reminds me of their old commercials.”

“The image of the Little Ceasar’s cartoon Roman mascot.”

“Pizza and the little caesar dude”

“Man in toga”

“The little cave man guy”

“Little guy in his toga spearing pizzas”

“I think of the cartoon character who represents the brand”

“The little ceasar guy saying pizza pizza.”

“The little cartoon guy with the laurels on his head and the spear flipping the two pizza’s on it.”

“The Little Caesar logo-the guy in the toga with a pizza on a spear.”

“The little guy craves pizza so much that its all he can say (and has to repeat it)”

“An emperor spearing 2 pizzas.”

“It reminds me of old-school pizza commercials on tv with the cartoon Caesar.”

“Little toga wearing guy.”

“I recall the animated little caesars guy banging his spear on the ground and tossing a couple pizzas in the air.”

“The Little Caesar guy. He’s cute.”

“The little greek guy”



Consumers see “fast, sporty cars” when hearing this Sonic Brand. Over half of Americans correctly associate this sound for Mazda which they say instills a spirit of adventure. Did you know?: Since 2000, Mazda has used the phrase “Zoom-Zoom” to describe what it calls the “emotion of motion” that it claims is inherent in its cars.

Correctly Identified the Brand: **55%** | Best Performing Demo: **Men 18-34 (71%)**

What’s the Message?

“Company is trying to tell you their cars are sleek & fast.”

“Fast sporty cars”

“Sporty cars”

“That their cars are sporty and high performance”

“Fun and fast”

“Sporty car – feels like a fun experience awaits me”

“That Mazda cars are sportier to drive than their direct competition (Toyota, Honda, Kia, etc.)”

“It tells me this car is for younger people and it is zippy and fast.”

“You will get to go beautiful places and go fast!”

“The zoom message is one of speed, power, adventure, but paired with the musical arrangement, it makes it feel more lighthearted and free, almost whimsical”

“I should trade in my car”

How Did it Make You Feel?

“It makes me feel like car shopping”

“I would like to get a Mazda”

“Makes me want to go drive”
“Fast, zippy”
“Rolling down my windows and driving fast.”
“Excited”
“Happy because I love driving.”
“Moving freedom”
“Happy and free”
“Fun times. Adventure”
“Makes me feel like I can conquer the world”
“Taking a trip. Happy”
“Makes me want to drive around”
“Makes me feel like zooming”
“Makes me feel like I should be in a convertible car enjoy the sun and wind”
“Makes me want to drive a fast car”
“Makes me want to zoom”
“It makes me feel ready to leave work.”

What Did You See?

“Mazda. Excited”
“Winding road”
“The trucks driving along the coast.”
“I remember the commercials with the little boy whispering ‘Zoom, Zoom.’”
“I love this and it brings to mind my dog zooming around”
“A kid with a car window down”
“Mazda vehicle speeding on the open road.”
“Makes me think of a car commercial with someone driving down an empty, curvy road in the mountains”
“A red mazda driving down the road”
“I see a car on a mountain winding around the curves super fast”
“A car driving through the mountains or highway”
“Car zooming around a curve”



“Ba-da-ba-ba-ba”...just five simple notes are enough to make people hungry and excited for McDonald’s. Menu items such as French fries and Big Macs are among the top-of-mind visuals that pop into people’s heads. Did you know?: The “I’m Lovin’ It” theme comes from a Justin Timberlake song of the same name.

Correctly Identified the Brand: **60%** | Best Performing Demo: **Men 18-34 (80%)**

What’s the Message?

“I’m Lovin’ It’ - Hey, I have three kids under the age of 12, I know McDonalds”

“Just McDonalds – I’m loving it!”

“I’m loving it! they’ve made a lasting memorable jingle with this little tune.

“Bada ba da da im lovin it”

“I’m lovin it’ campaign – that their food is enjoyable”

“I’m lovin it!”

“Everyone loves their products”

“I’m loving it”

“You’ll love every product from McDonald’s.”

“I’m luv in it”

“I’m lovin’ it’ They’re selling the fun food idea.”

“I’m lovin’ it and Justin Timberlake”

“I’m lovin’ it.”

“You should love McDonald’s is the message.”

“I’m lovin it’..positive reinforcement”

“I’m lovin’ it... McDonalds that is. Suggesting that McDonalds is great and everyone should buy.”

How Did it Make You Feel?

“I would love some of those fries!”

“Makes me feel like going to McDonald’s”

“It makes me crave a burger and fries”

“It makes me feel really good and hungry, for mcdonalds.”

“I’m lovin’ it’. Makes me crave”

“Makes me hungry for a Big Mac and fries (and a Shamrock Shake)”

“Makes me crave for Chicken McNuggets.”

“Makes me want to get a burger or something delicious”

“Hungry!”

“I want fries, hungry”

“Daddy, When can we go to McDonalds?!?!?!?”

“I feel like going to McDonald’s – not necessarily because I want to eat there, I just want to be there.”

“Hungry, want mickey d’s”

“Food, burger, fries, yum!”

+14 MORE MENTIONS OF “HUNGRY”

What Did You See?

“Fries pop into my head and it makes me feel hungry”

“Yummy food, the company has used a few notes to convey a successful marketing campaign selling yummy food”

“French fries, mmmmmmm”

“Golden arches, makes me feel like going to McDonald’s”

“The big golden arches.”

“Yellow arches,”

“A m from mcdonalds”

“The big M”

“Happy Meals and good times as a kid”

“Ronald McDonald”

“Big Macs and the Golden Arches.”

“Images of Ronald McDonald come to mind. “Makes me feel like a kid again.”

“French fries”



“Time to watch TV!”...that’s what consumers think when hearing these three notes. Nearly 7 out of 10 Americans correctly associate this sound with the NBC Network. Did you know? The NBC chimes were the first ever audio trademark to be accepted by the U.S. Patent and Trademark Office.

Correctly Identified the Brand: **65%** | Best Performing Demo: **Men 35-54 (71%)**

What’s the Message?

“I want to watch friends.”

“That its time to watch prime time shows”

“It’s time to watch some NBC shows on TV.”

“Time to watch TV”

“My show is on”

“I want to watch TV.”

“Time for the news”

“What’s coming on next”

“What’s on TV tonight?”

“Childhood, Pavlovian response to what’s coming up.”

“Great TV” “Awesome TV and happiness!!”

“Reliable TV”

“I can rely on those pings and everything that follows”

“That this product is dependable and reliable.”

“Trusted name in television”

“NBC is a channel i can trust. They’re trying to tell me NBC is a calm network”

“Trust, confidence, happy”

“Exactly as the company intends — like I’ve found my home channel and don’t need to change it.”

“Trustworthiness, quality, staying power, authority”

“Like something reliably entertaining is coming on.”

“Must watch TV”

How Did It Make You Feel?

“Makes me feel like watching the news”

“I like NBC sitcoms so it makes me want to watch the shows I enjoy.”

“Funny comedy shows. makes me smile”

“Make me think of 30 rock and all the shows I love and that makes me happy!”

“I feel good like I know I’m about to see something someone has thought about”

“Good shows. Good feelings.”

“Feels like home”

“It makes me feel comfortable.”

“It’s a classic tone something you are familiar with. Like it when companies stick with old marketing strategies that work and stand the test of time.”

“Trusted source pops in my head. it makes me feel secure”

“It makes me feel like trusting that product.”

“30 Rock makes me feel amused.”

What Did You See?

“Most of my favorite shows”

“The image of the NBC rainbow peacock pops into my head.”

“Friends and Seinfeld... still”

“30 rock and SNL. funny comedy shows. makes me smile”

“Peacock comes to mind.”

“Sitting around with my friends watching friends”

“The NBC network and the voice which is on NBC which I’m going to watch tonight since I like to write songs”

“Saturday Night Live”

“I associate with Jay Leno and comedies.”

“Matt Lauer”

“The image of Friends pops into my head and makes me remember a show that I love”

“I visualize the NBC logo of the peacock.”



Old Spice

This classic, whistled tune invokes feelings of both manliness and cleanliness. 1 in 3 Americans correctly attributes this sound with the Old Spice brand. Images of the modern day Old Spice spokesperson, Isaiah Mustafa, also pop into people's heads.

Correctly Identified the Brand: **32%** | Best Performing Demo: **Men 35-54 (51%)**

What's the Message?

"That you're a man's man if you use the product."

"That it's a manly product"

"Manly"

"Man smell"

"Manly scented men"

"It's trying to tell me that manly men wear Old Spice."

"Use their product and you will be happy and have a beautiful woman at your side all the time!"

"Buy deodorant"

"I'd buy this product if I were a guy"

"I need to shave"

"Time for a shower"

"I need to buy some new body wash."

"Try old spice"

"Traditional it's the same quality product"

"Clean smell of the sea' type stuff"

"Cleanliness"

"Good clean feeling"

"Fresh and clean"

"That their product is refreshing"

"Traditional"

KATZ MARKETING

[SOLUTIONS]

How Did it Make You Feel?

“I need me some Old Spice.”

“Makes me happy”

“Nice sound. Makes me feel happy.”

“It makes me feel happy. I want to know what this tune is – it’s so familiar but I can’t place it!!!”

“Good jingle – brings smile to my face”

“Happiness”

“Happy go lucky”

“I like it. Makes me want to whistle and smile.”

“Need to freshen up”

“Brings back memories”

“Special because my Dad used to wear this”

“It makes me feel young again.”

“Brings back memories”

“I am back in high school”

“The Old Spice ad with the fisherman. It makes me feel like I am a little girl again.”

What Did You See?

“The guy on the horse pops in my head and I laugh. I feel amused.”

“The guy who’s on the commercial. It’s a funny commercial.”

“The funny African American guy”

“The guy on the white horse who is good looking.”

“I think about the old spice man! “

“The old spice guy who says ‘look at him, now look at me...’”

“Black guy, manly”

“The Old Spice ad with the fisherman.”

“A black man doing weird things”

“Look at you man, now back at me, now back at your man, now back at me.”

“The guy in the towel who changes into different environments and the strong guy who is very enthusiastic in the commercials. It make me feel excited.”

“Funny commercials and a guy with his shirt off pops in my head.”

“The guy on a horse.”



The Dough Boy's little giggle is powerful enough to arouse feelings of hunger, happiness and warmth. The sound triggers images of baked goods, bringing to mind everything from cookies to croissants. Did you know? Originally brought to life with stop motion animation, the Pillsbury Doughboy is now animated through computer-generated imagery (CGI).

Correctly Identified the Brand: **49%** | Best Performing Demo: **Men 18-34 (67%)**

What's the Message?

"It's fun to bake"

"Happiness. Baking up goodness....makes you happy!"

"The product will be fun and playable"

"The product is fun and makes you happy."

"Cooking is fun and easy"

"The company projects an image of fun and entertainment"

"Comforting recipes/products"

"Go bake something"

"What's for dinner?"

"That its family friendly"

"Pastries/what they have to offer and how easy their are to bake/cook"

"Quick and easy pastries right in your refrigerator"

"It's approachable and easy"

"Easy baking stuff"

"That it tastes fresh"

"That its sweet and happy"

"Targeted for kids"

"They're telling me they're a great family product"

KATZ MARKETING

[S O L U + I O N S]

“The message that comes to mind is convenient baking and families. The company is telling me that they are a family oriented and offer convenient baking.”

“They’re trying to promote their latest food creation.”

“For kids and parents”

How Did it Make You Feel?

“Makes me feel at home ”

“Makes me smile cuz of his laugh”

“Homey, folksy.”

“It makes me feel warm inside”

“Warm and happy. I love baking and I love biscuits.”

“I smile, it is an iconic brand”

“Happy and makes me laugh”

“Cute sound. Make me feel happy.”

“Makes me jolly”

“Yummy in the tummy”

“Hungry the smell of fresh rolls”

“Hungry. My mouth waters”

“Hungry for cinnamon rolls.”

“Hungry for pillsbury products”

“Hungry for someone to cook for me”

“Makes me feel hungry for some biscuits!”

“Want bread!”

“Craving for pastries..”

“I want to bake something and have the smell in my home.”

“Makes me feel like making some bread!”

“It makes me feel like my wife should make some cookies!”

“Hungry and wanting to be home for the holidays!”

“Nostalgic – I smiled when I heard the sound.”

“Makes me think of thanksgiving biscuits”

What Did You See?

“Comfort food”

“Cookies”

“Warm home cook food”

“Delicious bakery items.”

“Baked goods – yummy.”

“Yummy desserts”

“Little guys getting poked in the belly.”

“The Pillsbury Dough Boy pops into my head. He’s cool.”

“I just think of the character of the dough boy”

“I think of the Pillsbury Doughboy”

“The little dough boy pops into my head and makes me want a crescent roll.”

“The pop in fresh guy that you push his tummy and he giggles”

“I see the little Pillsbury guys getting his belly pushed in”

“What pops into my head when I hear this is a little white fluffy chef.”

“Pillsbury doughboy giggling when he gets poked.”

“Pillsbury Dough Boy- makes me smile. Reminds me of when I was a kid.”

“I’m reminded once again of my childhood. Used to love to eat Pillsbury cookies as a kid. Makes me feel reminiscent of a more simpler time in my life.”

“Pillsbury products. It makes me feel good. Brings back old memories.”



“Fun” and “good times” is what this sonic brand inspires. Nearly 70% of people correctly attribute this sound to SIX FLAGS. One-third of people also referred to images of the dancing “old man” character, Mr. Six. Did you know?: The SIX FLAGS theme is “We Like to Party,” by the Dutch music group, the Vengaboys.

Correctly Identified the Brand: **69%** | Best Performing Demo: **Men 18-34 (80%)**

What’s the Message?

“Taking the kids to a roller coaster. Fun times.”

“SIX FLAGS is family fun”

“Anyone can be a kid when you go to SIX FLAGS”

“Fun time, for all ages”

“Family fun and entertainment. they sell fun for everyone”

“Family time, good times”

“Playful family-friendly place”

“This company is trying to say that SIX FLAGS can be enjoyed by all family”

“That great adventure is a fun place to go. All family members would have fun there.”

“family time, good times”

“Playtime”

“Fun! It’s trying to say SIX FLAGS is fun, fun, fun!”

“Fun, fun fun!”

“Fun. Happy. Good times”

“Like i want to go to SIX FLAGS”

“Time to go ride a roller coaster”

“Time to go out and have fun”

“It makes me want to go have fun with my family”

“It’s time to think about family vacation”

“A ready to go message..... the company is telling you its ready to go”

“Get on the party bus and go to SIX FLAGS”

How Did it Make You Feel?

“Happy, joy, and laughter”

“The sound makes me happy.”

“Happy. It is an upbeat song that makes you want to dance.”

“Happy makes me want to dance”

“Happy and full of energy”

“Like having a great time at SIX FLAGS! Excited”

“Happy fun time.”

“It makes me think I am going to have fun – it’s a party- woohoo”

“I want to swim and eat cotton candy”

“I need to go to Magic Mountain”

“I think of getting on rides and rollercoasters. I feel like having fun”

“I miss the little dancing bald man”

“Reminds me of the fun that I’ve had at SIX FLAGS”

“Makes me feel nostalgic for summer and fun times and fun roller coasters.”

“I miss Astroworld and Waterworld in Houston.”

“That bald head guy dancing on tv to the music on his way to astroworld. It makes me feel sad because they closed Astroworld down. >:(“

“Makes me feel like a teenager in the summertime”

“Reminds me of the fun that I’ve had at SIX FLAGS”

“Summer fun”

“Makes me miss summer”

What Did You See?

“I see six flags, the six flags bus and the dancing old man having extreme amounts of fun”

“The dancing guy pops into my head”

“Images of SIX FLAGS Great Adventure pop into my head and make me want to go for a ride.”

“Old bald man with black glasses dancing, energetic”

“The SIX FLAGS guy dancing in front of the bus and it makes me feel excited”

“I think of the old man dancing. It makes me feel good.”

“I think of Mr. Six, the old man doing the jig”

“The old guy dancing...it makes me smile and feel like dancing.”

“The scene of the rollercoasters on the commercial. It makes me happy.”

“Image of the bald old guy dressed in black come to mind. makes me feel upbeat and happy great music for an ad.”

“A dancing old man in a tuxedo. makes me feel humored.”

“The old man dancing, makes me feel silly.”

“What pops into my head is a little bald old man dancing around everywhere.” “Makes me feel like I hope I have that much energy to go to SIX FLAGS at his age.”

“The old guy with big glasses dancing”

“Dancing old man. puts a smile on my face”

“Old man in suspenders dancing”



5 in 10 Americans identifies this sonic brand with Southwest Airlines. This sound invokes a positive feeling of happiness that is connected with travel and vacation. The slogan instills confidence in people that they are getting a good deal.

Correctly Identified the Brand: **45%** | Best Performing Demo: **Men 35-54 (59%)**

What's the Message?

"A message of traveling...the company is telling you its product is helpful

"Freedom, lots of options that address multiple needs"

"I think they are trying to express that their fares are reasonable to travel all around the country if you wish."

"This airline gives you freedom."

"Again, this is lighthearted...not an uptight airline."

"They are a very flexible airline"

"Easy to go visit somewhere with their low fares"

"cheap flights"

"You can afford to go anywhere with them but they say it in a funny and original way implying the people that run the airline are that way as well."

"You are now free to move about the country. It's a low cost airline that will get you where you wanna go."

"Time to travel"

How Did it Make You Feel?

"It is now OK to unfasten my seat belt.' I feel somewhat free."

"I think of the airplane workers calling out other airlines for charging baggage fees."

KATZ MARKETING

[S O L U + I O N S]

“No bag fees, yay!”

“No baggage fees or lower ones compared to competition”

“Feels comforting, no fees, can relax now”

“I can afford this”

“It does make me want to travel because of the ‘bong’ in the background that sounds like the airplane cabin sounds”

“Makes me want to fly”

“I feel excited! I love to travel and I almost exclusively fly Southwest.”

“Comfortable”

“Adventurous”

“Warm”

“I smile when I hear it because I do like that slogan and their ads are usually pretty funny. I think about travel and about where I’d like to go on my next trip.”

“Makes me feel like flying with them.”

“Makes me feel like taking a vacation somewhere just to fly!”

What Did You See?

“Sitting on an airplane. It makes me feel like there is more room, for some reason.”

“Promotion of airfare deals”

“I think of the airplane workers calling out other airlines for charging baggage fees.”

“Captain on a airplane, smooth sailing in the air. I feel at ease”

“Getting on a nice plane with honey roasted peanuts”

“I think of an orange and blue plane.”

“The Southwest heart logo”

“Makes me think of the airport and then of traveling to see my family!”

“A plane”

“Blue, orange and brown”

“Airplane tickets”

“Orange planes”

“The Southwest airlines logo”



Like a “Good Neighbor” is what nearly 80% of Americans think of this Sonic Brand for State Farm Insurance. Consumers feel “safe”, “secure” and “cared for” when hearing this sound. Did you know? The State Farm jingle was actually written by Barry Manilow.

Correctly Identified the Brand: **78%** | Best Performing Demo: **Men 35-54 (84%)**

What’s the Message?

“State Farm is there!”

“Like a good neighbor state farm is there....”

“Like a good neighbor, state farm is here”

“State farm insurance is a reliable company.”

“You can count on them”

“Satisfied and safe”

“Safe and secure”

“Like a good neighbor, State Farm is there!”

“That they’re helpful.”

“Anything can be fixed”

“Reliable and there for you”

“Rely on state farm for insurance needs”

“That they’ll always be there and you can count on them like you would a neighbor or friend.”

“That the insurance company with stick by you”

“Implying they’re not some big cold-hearted conglomerate but a friendly, small company.”

“That State Farm stands behind their customers”

“Home owners insurance”

“Friendly service. Nice people. Insurance.”

How Did it Make You Feel?

“Good, cared for. I’ve always loved the jingle. I’ll look to them when I decide to buy and insure a home.”

“Funny commercials about saying, ‘Like a good neighbor...’ and an agent shows up.”

“A good neighbor.... it makes me feel relieved”

“Like a good neighbor, relaxed”

“Good, cared for. I’ve always loved the jingle. I’ll look to them when I decide to buy and insure a home.”

“State Farm insurance is a reliable company.”

“Makes me think of the state farm commercials.”

“It makes me feel good.”

“When I hear the song, I usually think of one ad of theirs in particular that I think it hilarious. It makes me smile because the ad is so funny (the ad with the guy who’s talking to a SF rep at 3 in the morning and his wife catches him).”

“Good, cared for. I’ve always loved the jingle. I’ll look to them when I decide to buy and insure a home.”

“Protected”

“Confident that they are there for their clients”

What Did You See?

“Pictures of homes with white picket fences. Makes me feel protected.”

“Dark red.”

“The red logo pops into my head. It makes me feel secure.”

“The people that appear when you say the jingle like the commercials.”

“I think of a person in a red shirt talking of insurance”

“Commercials on TV”

“The state farm logo”

“Can i get a hot tub commercial”

“I think of the funny State Farm commercials.”

“Road trip”

“The commercials pop into my head, with the couple wanting a new partner’like a good

neighbor, statefarm is there, with a new boyfriend!”

“The commercials I’ve seen on tv.”

“Like a good neighbor’ commercials that border on ridiculous”

“The state farm logo.”



3 out of 4 U.S. consumers correctly associate this sound with the fast food chain. Not only does this sonic brand incite senses of hunger and craving, but also delivers the core message that this restaurant offers an alternative to burgers. Consumers “think” Taco Bell when they “think outside the bun”.

Correctly Identified the Brand: **75%** | Best Performing Demo: **Men 18-34 (85%)**

What’s the Message?

“It provides an alternative to burgers and sandwich.”

“The company is telling me that I can eat really good tacos instead of a hamburger.”

“Taco Bell is challenging you to try its food over ‘typical’ fast food.”

“Next time I’m in the mood for fast food maybe, I will go for tacos instead of a burger.”

“That it’s ‘different’ from places like McDonald’s and Burger King.”

“Think of other options than burgers”

“Open late”

“Late night snacking”

“Open late”

“Cheap tacos. decent late night food”

“Food, Late night”

“It sells good food at all hours”

“Eating tacos late at night”

How Did it Make You Feel?

“Hungry! Love Taco Bell.”

“Hungry...want taco bell...”

“Makes me think of tacos and makes me hungry.”

“I like the bell, I think it was a good addition to get brand recognition. I like all their recent spots. It makes me feel good (and hungry).”

“That I could eat taco bell right now.”

“I think tacos. It makes me feel hungry.”

“Hungry, yummy food”

“Burritos. It makes me crave Taco Bell”

“I miss the Chihuahua”

“I want a pet Chihuahua”

“Hungry”

“I love tacos!”

“Hungry”

“Fast food, hungry”

“Tacos. I get hungry”

“I can go for a taco and it made me hungry”

“It makes me want to go to Taco Bell!”

“good food and makes me feel hungry”

“Burritos and tacos. Makes me wanna eat.”

+ 39 MORE MENTIONS OF “HUNGRY”

What Did You See?

“The taco bell logo”

“The taco bell sign pops in my mind.”

“The taco bell Chihuahua pops into my head. It makes me feel like I haven’t been there in a long time.”

“The older commercials with the dog.”

“Purple”

“Crunchy tacos!”

“Chalupas”

“A crunchy taco supreme”

“Taco Bell nachos pop into my head.”

“Burritos”



While Homer Simpson's "D'oh!" is only ½ second in length, nearly 80% of Americans correctly associate it with The Simpsons. Consumers think of "screwing up" when hearing this sound, but it also puts them in a good mood. Of note: consumers also associate this sonic brand with Nestlé's Butterfinger. Did you know?: "D'oh!" was incorporated into the Oxford English Dictionary in 2001.

Correctly Identified the Brand: **79%** | Best Performing Demo: **Men 18-34 (91%)**

What's the Message?

"HOMER just messed up"

"When i hear that sound it makes me think someone messed up in a funny way."

"Sounds like a stupid mistake"

"Oops"

"HOMER Simpson is dumb"

"Don't lay a finger on my butterfinger!"

"Something bad or unexpected happened, anything is possible."

"Oops is the message that comes to mind."

"Life's pitfalls"

"Dumb"

"D'oh...woops"

"A mistake comes to mind when I hear the sound."

"HOMER Simpson is doing something foolish again."

"Dumb mistake, its funny"

"Homer is stupid, relatable characters"

"The message is that HOMER Simpson is upset about something. That must be a good thing."

"I think of HOMER Simpson doing something stupid"

KATZ MARKETING

[S O L U + I O N S]

“stupid. homer is kinda dumb”

“I think of candy bars and they are trying to tell me that the candy bars are ‘dope’”

“HOMER Simpson pops in my head. I want to buy a butterfinger.”

“HOMER trying to take Bart’s butterfinger. Light-hearted”

How Did it Make You Feel?

“I laugh when I hear this sound.”

“Hilarious...funniest character on TV”

“A good laugh!”

“I like it. I’ve used it hundreds of times.”

“Fun, comedy, laughter”

“Makes me feel happy – everyone loves the Simpsons.”

“Makes me feel like singing Mr. Plow”.

“I feel entertained, light hearted”

“I want chocolates”

“D’oh – feel like I want to smack my palm on my forehead.”

“Makes me feel happy...loved the Simpsons!”

“It made me smile, my husband and i in college used to watch 2 simpsons reruns a night”

“Homer! Love it!”

“Greatest show ever”

“HOMER Simpson, makes me smile”

“A good laugh”

“I am amused”

“The Simpsons; Feel great (I love the show)”

“I love homer simpson!”

“Happy. That show has been around longer than I have. It’s been there all my life”

“Happy”

“I feel like laughing when I hear it.”

“It makes me smile beauce they are funny cartoons”

What Did You See?

“HOMER..donuts!...haha”

“HOMER! It’s the screw-up sound”

“HOMER’S face, like laughing”

“Yellow”

“Reminds me of the stupid mistakes HOMER makes”

“HOMER Simpson pops into my head. It makes me feel wonderful”

“Watching the Simpsons as a kid, it makes me happy.”

“Images of Homer, Bart, Maggie, Lisa and Marge.”

“Weird yellow people”

“Duff Beer”

“HOMER’S face”

“HOMER trying to take Bart’s butterfinger.”

“Marge Simpson and her funny hair”

“I picture Homer forgetting something, or making a mistake, or getting hurt.”

“The Simpson’s cartoon pops into my head and it make me think of injury.”

“Makes me think of HOMER and beer!”

“My son’s board game: The Simpsons edition of Monopoly”

“HOMER Simpson’s D’oh face”

“Image of him saying it.”

“HOMER...donuts!”

“HOMER Simpson pops into my head. It makes me laugh”



The “cell phone” immediately pops into people’s head when hearing this Sonic Brand. 1 in 3 Americans correctly identifies this sound with T-Mobile. Many consumers visualize the “Girl in Pink” from their advertising campaigns.

Correctly Identified the Brand: **36%** | Best Performing Demo: **Men 18-34 (44%)**

What’s the Message?

“Cell phones”

“Cell company”

“My phone company”

“Mobile communications”

“Wireless phone plans”

“Phone company”

“Cell provider”

“4g service network”

“T mobile and unlimited data”

“Simple, cheap, capable”

“The company is trying to let you know they have a loud and clear signal”

“Good phone service at cheap prices”

“It’s technologically advanced. Smart phones.”

“It is simple and fast”

“Fast communications.”

“phones best value in wireless”

“cheap phone service”

“The company tries to say that t-mobile has a faster 4 g network with unlimited text and messaging”

“You are in contact by cell phone with another person and you were able to get in

contact with them quickly and clearly. the company is trying to say their product is fast”
“Cell phones at low prices”

How Did it Make You Feel?

“I have a crush with the chick in pink”

“Catherine Zeta-Jones’ voice. It makes me feel like I wish they still had her doing the commercials rather than the new, young, brunette actress.”

“It makes me feel in control”

“Makes me wonder if i should look into their unlimited plan for 50 dollars promotion”

“Glad, satisfied”

“Where’s the girl in the pink dress?”

“Relieved”

“cell phone, makes me feel interested”

“I like it. I use T-Mobile and like them. It’s my ringtone.”

“Happy.”

“Is my phone ringing? It makes me feel good.”

“Good feeling. positive”

“Connected”

“Time to pay my cell phone bill”

“Chipper”

“It makes me feel like I should pay attention.”

“Makes me feel mature, I have important things to do.”

“Talkative”

What Did You See?

“Carly the T-mobile girl, and nice phones pops into my mind. It makes me feel great.”

“Pink dress lady”

“Beautiful T-mobile girl.”

“Pink and brunette spokesperson”

“The girl in the pink dress”

“I think of Carly the T-Mobile girl.”

“Seeing Catherine Zeta-Jones on TV...always put a smile on my face.”

“Pink”

“The T-mobile logo”

“The T-mobile girl, I think pink”

“The cellphones and the girl in the pink dress”

“cute girl.”

“A phone pops into my head.”

“Katherine Zeta-Jones in the ads.”

“A phone ringing pops into my head.”

“Reminds me of t-mobile and their commercials”

“Model, Miami Heat, Wade”

“A phone pops into my head.”

“Catherine Zeta-Jones, so I feel like it’s 5 years ago”