

# EAR VS EYE

STUDY

MOM EDITION

Measuring Mom's connection  
with Television campaigns

JULY 2013

## Mom Edition



When it comes to successful television commercials, what we **hear** is often more important than what we see.



The byproduct of many television campaigns is the creation of a **powerful, proprietary audio asset.**

## Many brands have generated sufficient TV exposure so...

- just the sound of the narrator's voice,
- the music featured in the commercial
- or the mention of the slogan

...can trigger extensive brand messaging.

## Study Goals

- To better understand the role audio plays in successful Television commercials geared towards moms
- To quantify audio and visual's role in triggering brand identification in these commercials

## Methodology

- TV commercials were debranded for 10 national mom-focused advertisers
  - All visual and audio mentions were stripped out
- Online interviews with 300 mothers (W25-54)
- Created two groups (n=150)
  - Each served 10 clips (mix of video and audio-tracks)
- Data collection dates: April 18-22, 2013

CRITICALMASSMEDIA

Mom Edition

## Tested Television Commercials



**PROGRESSIVE**



Dove  




Johnson's<sup>®</sup>  
baby

OLD NAVY

WALT DISNEY World<sup>®</sup>

## Line of Questioning

1

### Brand Identification

- Name the company or brand you think the clip was for?

2

### Brand Trigger

- 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?

3

### Ad Response

- How did the audio make you feel? Did it trigger any mental images or emotions?
- How did the video make you feel? Did it trigger any emotions?

## Mom Edition

## Mom Results: Audio vs. TV

% Of Moms Who Correctly Connected The Media Clip To The Brand

	TV Exposure	Audio Exposure	Index: Audio vs. TV
Olive Garden	92%	92%	100%
Progressive	86%	85%	99%
Kellogg's Frosted Flakes	95%	82%	86%
Disney	93%	80%	86%
Green Giant	91%	80%	88%
Snuggles	78%	79%	101%
J&J Baby Lotion	87%	68%	78%
Dove	84%	68%	81%
Old Navy	90%	67%	74%
Clorox	92%	66%	72%
Average score:	89%	77%	86%

## Mom Edition



AUDIO



VIDEO/  
AUDIO



Mom Edition

 <p><b>% Correctly Identifying the Brand</b></p>	<p><b>Video Exposure</b></p>	<p><b>Audio Exposure</b></p>
<p><b>Triggers: Visual or Audio</b></p>	<p>95%</p> <p>Saw Tony the Tiger: 89%</p>	<p>82%</p> <p>“They’re Gr-r-reat!”: 66%</p> <p>Tony the Tiger’s Voice: 58%</p>
<p><b>Reaction</b></p>	<p>Fun/Good Feelings: 19%</p> <p>Nostalgia: 14%</p> <p>Hunger/Want: 13%</p>	<p>Mental Images: 33%</p> <p>Nostalgia: 20%</p> <p>Fun/Good Feelings: 16%</p> <p>Hunger/Want: 9%</p>



# "They're Grrreat!" (66%)



Only when I heard  
**'they're great'**  
- Mom, 32

**They're great!**  
- Mom, 36

Not until the end when tony the tiger said  
**they're great.** I had no clue what product  
this was till the end. - Mom, 30

Not until the very end with Tony  
the Tiger's voice saying, **'they're great!'**  
- Mom, 28

When the tiger voice said  
**'they're great!'**  
- Mom, 29

the **tag line Their great!**  
- Mom, 47

The clue was at the end,  
**'There Great'.**  
- Mom, 40

**'They're great!' with Tony**  
the Tiger voice - Mom, 51

Not until the VERY end, when Tony the  
Tiger said, **'Theyyyyyyyy'rrree Great!!'**  
- Mom, 42

when I heard **they're great!**  
- Mom, 45

Tony the Tiger saying  
**THEY'RE grrrrrEAT**  
- Mom, 27



# Tony the Tiger's Voice (58%)



**Tony's voice** at beginning  
- Mom, 50

Not till the end  
**when Tony talked**  
- Mom, 38

When I hear **Tony the Tiger's voice.**  
- Mom, 39

I heard **Tony the Tiger**- Mom, 44

**Tony the Tiger**  
- Mom, 34

**Tony the Tiger's voice**  
- Mom, 52

When I heard **Tony the Tiger**  
- Mom, 38

The audio of  
**Tony the Tiger**  
- Mom, 34

When I heard  
**Tony the Tiger.**  
- Mom, 43

**Tony the Tiger talking**  
- Mom, 38



**Like a kid again.** I saw myself eating Kellogg's Frosted Flakes with my siblings at the kitchen table  
- Mom, 49

It made me feel happy. I **used to eat the cereal when I was younger.** I could visualize Tony The Tiger.  
- Mom, 45

**Reminded me of my childhood**  
- Mom, 38

Seeing Tony the Tiger, it made me **nostalgic**  
- Mom, 34

**Reminded me of childhood breakfast at** my friend Diana's house  
- Mom, 38

**Memories of my family**  
- Mom, 44

**Reminded me of when I was a kid** and ate Frosted Flakes  
- Mom, 48

**Childhood memories**  
- Mom, 34

I love frosted flakes, reminds me of my **childhood**  
- Mom, 45

Brought back **childhood memories** - Mom, 54

## Mom Edition



AUDIO



VIDEO/  
AUDIO



% Correctly Identifying the Brand	Video Exposure	Audio Exposure
	<p>92%</p>	<p>92%</p>
<p>Triggers: Visual or Audio</p>	<p>Food Items: 65% Dinner/Lunch Deals: 12% “Unlimited”: 7%</p>	<p>Food Items: 66% “Unlimited”: 20% Dinner/Lunch Deals: 14% “Italian”: 9%</p>
<p>Reaction</p>	<p>Hunger/Want: 68%</p>	<p>Hunger/Want: 57% Mental Images: 10%</p>



# Food Items (66%)



**Soup, salad and bread sticks**  
- Mom, 41

**Salad and warm breadsticks**  
- Mom, 25

**Breadsticks!!!**  
- Mom, 33

**Salad and breadsticks** - always come with the meals at Olive Garden  
- Mom, 39

When she said **breadsticks** and **salad**.  
Everyone knows olive gardens breadsticks  
- Mom, 35

**Warm breadsticks**  
- Mom, 26

**'Warm breadsticks'**  
- Mom, 41

The **breadsticks**  
- Mom, 31

The **salad** and **breadsticks** are  
Definitely from Olive Garden  
- Mom, 45

**Eggplant parmesan**  
- Mom, 30



# Hunger/Want (57%)



**Hungry**

– Mom, 30

Made me think my husband and I  
**need to go on date night there**

– Mom, 27

Like I **wanted some  
italian food**

- Mom, 34

**Hunger :)**

– Mom, 50

**It makes me hungry!!!**

I love Olive Garden

- Mom, 32

**Hungry!**

– Mom, 31

Actually, I love Olive Garden,  
so I could **'taste' and 'feel' the breadsticks**

- Mom, 33

It **made my mouth water**  
those breadsticks.

- Mom, 31

Like I **should visit  
live Garden soon!**

– Mom, 48

Gives me the **urge  
for Italian food**

– Mom, 33

2013

# EAR VS EYE STUDY

Mom Edition



## Green Giant™

AUDIO



VIDEO/  
AUDIO



## Mom Edition

% Correctly Identifying the Brand 	Video Exposure	Audio Exposure
<b>Triggers: Visual or Audio</b>	91%  Green Giant /Packaging: 66% “Ho Ho Ho”: 28% Veggies Growing: 10% Descriptive Words: 6%	80%  “Ho Ho Ho”: 87% Descriptive Words: 13% Images of Giant: 27%
<b>Reaction</b>	Hunger/Buy/Plan Dinner: 14% Quality Product: 12% Nostalgia: 9%	Hunger/Buy: 12% Images of Veggies: 11% Nostalgia: 7%



# Ho, Ho, Ho! (87%)



The end when he says  
**oh ho ho.**  
- Mom, 32

when I heard the **Ho Ho Ho**  
I almost sang 'green giant'  
- Mom, 27

Not until **ho ho ho** at end.  
Knew it was a vegetable company.  
- Mom, 50

Voice of **Ho Ho Ho**  
was the aha moment  
- Mom, 41

Right at the end when I  
Heard the giant say  
**'ho ho ho'**  
- Mom, 33

at the last few seconds  
when i heard '**ho, ho ho**'  
- Mom, 34

The **ho ho ho**  
of the jingle  
- Mom, 34

THE **HOHOHO,**  
**GREEN GIANT**  
- Mom, 41

At the end...**ho ho ho**  
- Mom, 46

# Images of the Giant (27%)



A mental image of the **green giant standing with vegetable garden around him.**

- Mom, 31

Triggered mental image of the **Jolly Green Giant**

- Mom, 41

the **old green giant character**

- Mom, 48

the **green giant on the peas packaging**

- Mom, 48

**THE GREEN GIANT IN FRONT OF THE VALLEY.**

- Mom, 27

mental image of a **Green Giant**

- Mom, 38

It made me think about and picture the **green giant**

- Mom, 47

Created image of the **green Giant mascot**

- Mom, 34

Made me think of what **the giant** looks like

- Mom, 30

2013

# EAR VS EYE STUDY

Mom Edition



AUDIO



VIDEO/  
AUDIO



## Mom Edition

 % Correctly Identifying the Brand	Video Exposure	Audio Exposure
<b>Triggers:</b> <b>Visual or Audio</b>	92%  Bottle: 42% Scenario: 24% Slogan: 11%	66%  Dialogue: 50% Slogan: 14% Funny: 31%
<b>Reaction</b>	Funny: 55% Relatable: 29% Gross: 11%	Relatable: 24% Images: 18% Gross: 10%



# Dialogue (50%)



When the mom says **"Where"**  
- Mom, 30

**Mommy, I went...**  
- Mom, 46

The **'poo poo'**  
comment  
- Mom, 29

When the child said  
**Mommy I made poo poo**  
- Mom, 42

**Mommy, Mommy  
I made Poo-poo..**  
- Mom, 45

kids **exclamation of  
poo poo**  
- Mom, 45

When he said **'I made poo poo'**  
- Mom, 29

when the mom said  
**'where'?**  
- Mom, 44



# Funny (31%)



lol

- Mom, 30

Made me **laugh**

- Mom, 29

It made me **smile**

- Mom, 47

Happy. **Cute** commercial.

- Mom, 35

**laughed** because I remember the commercial

- Mom, 33

It made me **laugh**

- Mom, 42

Laugh - **funny**

- Mom, 48

good mood...made me **smile**

- Mom, 31

the child makes me **laugh**

- Mom, 47

Found it silly / **funny**

- Mom, 37



funny- it was a situation I  
**could identify with**  
- Mom, 42

Empathy - **'I've been there'**  
- Mom, 46

Ha! Funny &  
**relatable**  
- Mom, 37

It made me chuckle. I like this commercial  
because I can **relate** to it!  
- Mom, 33

**Reminded me of my son.**  
- Mom, 30

**Memories.**  
I do have 4 sons.  
- Mom, 45

I have a 3 year old **and have actually had this moment.**  
It made me cringe. I used Clorox myself. Lol.  
- Mom, 28

I wanted to laugh since I have 3 kids and I  
can **relate** to the video.  
- Mom, 31

I could **relate** to it as a parent  
who is potty training.  
- Mom, 37

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# EAR VS EYE STUDY

Mom Edition

# Dove



AUDIO



VIDEO/  
AUDIO



## Mom Edition

	Video Exposure	Audio Exposure
<b>% Correctly Identifying the Brand</b>	<b>84%</b>	<b>68%</b>
<b>Triggers: Visual or Audio</b>	Women/Robes: 36% Bottle: 21% Music: 9% Paper Test: 9%	Music: 24% Paper Test: 10% Voices: 8% Asking Women Premise: 7%
<b>Reaction</b>	Happy/Calm/Refreshed: 21% Want to try: 16%	Mental Images: 23% Happy/Calm/Refreshed: 10% Want to try: 4%



# Music (24%)



The **music** is familiar  
- Mom, 40

The **music**...  
- Mom, 47

The **music** in the background  
- Mom, 37

I know the **music**  
- Mom, 45

The **music** in the background about  
half way through the clip  
- Mom, 33

The **whistling** at the end.  
- Mom, 46

The **music** made me realize it was for  
dove and the speech confirmed it  
- Mom, 33

I thought it was dove from beginning  
but needed the **jingle**  
- Mom, 33

After a few seconds from hearing the **music**  
- Mom, 31

The **whistling** in the background.  
- Mom, 35



# Mental Images (23%)



I can **see the samples** they made  
on the commercial  
- Mom, 30

**Recognized the audio**  
**so I could visualize the women**  
from the televised commercial  
- Mom, 37

I **remembered the little paper dolls** and  
changing colors  
- Mom, 45

**Seen in my head the ladies with**  
**white undershirts** (tee shirt or sleeveless)  
like in the commercial  
- Mom, 32

Well I saw the **Dove logo**, and a bunch  
of **natural looking women**  
responding.  
- Mom, 31

It made me  
**visualize the commercial**  
- Mom, 33

**women in robes**  
- Mom, 47

**paper people**  
- Mom, 30

Saw the **image of the commercial.**  
The women feeling their skin.  
- Mom, 27



AUDIO



VIDEO/  
AUDIO



## Mom Edition

	Video Exposure	Audio Exposure
<b>% Correctly Identifying the Brand</b>	<b>90%</b>	<b>67%</b>
<b>Triggers: Visual or Audio</b>	Graphics/Fonts: 26% Stewardess: 18% Immediately: 18% Products/Prices: 14% Style of Ad: 9%	Voices: 24% Phrases: 16% Products/Prices: 14% Style of Ad: 10%
<b>Reaction</b>	Buy/Check Out Website: 18% Annoying/Cheesy: 11% Amused: 10%	Amused: 13% Buy/Check Out Website: 8% Annoying/Cheesy: 8%

Recognized the **voice** of the announcer.

- Mom, 42

As soon as I heard the **woman** talk

- Mom, 29

I recognized the **female voice** from the commercial and the plane reference

- Mom, 33

The **man's voice**

- Mom, 41

immediately the **voice** of the actress stood out for me

- Mom, 33

When I heard **Julie Hagerty's voice**, I remembered having seen the commercial before.

- Mom, 48

Right away –

**Julie Hagerty's voice**

- Mom, 47

It was when the **man started talking** – I recognized his voice

- Mom, 41

Hearing the actress from Airplane

- **Julie Hagerty.**

- Mom, 35



Audio

# Mental Images (19%)



Just **picturing some of their commercials** on TV.

– Mom, 32

It made me think of **bright summery colors.**

– Mom, 31

It triggered a mental image. As soon as I heard the commercial.

**I could picture the airplane scene**

– Mom, 33

Made me **remember the commercial** and the girls in the eyelet dresses

– Mom, 27

The **airplane commercial images**

- Mom, 33

It made me **visualize the commercial**

- Mom, 38

Made me think of the **uins** in the commercials

– Mom, 50

**Saw the commercial in my head**

– Mom, 33

**I picture the commercial and the actress** from Airplane!

– Mom, 29

**I saw the airplane** and remembered the commercial

– Mom, 25

2013

# EAR VS EYE STUDY

Mom Edition

# PROGRESSIVE®



AUDIO



VIDEO/  
AUDIO



Mom Edition

<b>PROGRESSIVE®</b>	Video Exposure	Audio Exposure
% Correctly Identifying the Brand	86%	85%
Triggers: Visual or Audio	Saw Flo: 81% Opening Scene: 16%	“Where’s Flo?”: 58% Flo’s Voice: 40%
Reaction	Amused: 40%	Amused: 35%





When **the lady said Flo**, every body knows Flo, and then I heard her voice.  
- Mom, 28

The **name 'Flo'**  
- Mom, 49

Right away when she said –  
**where's Flo?**  
- Mom, 42

When the woman said  
**Flo's name**  
- Mom, 49

I suspected it when the woman said '**Flo**' but hearing Flo's voice confirmed it  
- Mom, 34

When I **heard Flo's name!**  
- Mom, 27

When the lady yelled  
**'where is Flo?'**  
- Mom, 29



When **Flo spoke** I knew  
- Mom, 43

Suspicious at Flo's name,  
then **her voice confirmed**  
- Mom, 45

**Flo who has become the famous  
spokeswoman** for this insurance company  
thanks to her quirkiness.  
- Mom, 33

When **Flo began speaking**  
- Mom, 44

The **voice of the  
Progressive woman**  
- Mom, 44

When Flo answered,  
**I recognized her voice.**  
- Mom, 45

When **Flo started talking**  
- Mom, 38

**Amused.**

I like their commercials  
– Mom, 37

Mental image of Flo and  
the entire commercial;  
**funny emotion triggered**  
– Mom, 41

It **made me smile**, those commercials are **funny**.  
– Mom, 28

I like Flo's personality,  
so these commercials **make me smile**.  
– Mom, 27

I love Progressive commercials,  
so it **made me happy**.  
– Mom, 31

**I love Flo**. She is cool.  
– Mom, 50

**Made me laugh** and i could see the guy  
trying to get the juggler to toss him the chainsaw  
– Mom, 48

**Love her.**  
– Mom, 45

2013

# EAR VS EYE STUDY

Mom Edition



AUDIO



VIDEO/  
AUDIO



## Mom Edition

 <p><b>% Correctly Identifying the Brand</b></p>	<p><b>Video Exposure</b></p>	<p><b>Audio Exposure</b></p>
<p><b>Triggers: Visual or Audio</b></p>	<p><b>87%</b></p> <p>Pink Bottle: 66%</p> <p>Saw Baby: 24%</p> <p>Applying Lotion: 7%</p>	<p><b>68%</b></p> <p>Baby Noises: 28%</p> <p>“Moisture”: 16%</p> <p>“Lotion”: 13%</p>
<p><b>Reaction</b></p>	<p>Happy: 28%</p> <p>Nostalgic: 28%</p> <p>Warm/Relaxed: 9%</p>	<p>Happy: 26%</p> <p>Warm/Relaxed: 17%</p> <p>Nostalgic: 9%</p>

## Audio Exposure: Brand Triggers

### Baby Noises (28%)

Baby in back ground

Because of the baby

baby's voice

Heard the baby

when the baby cooed

The baby cooing

when the baby coos

the baby cooing

When the baby made a sound

After a few seconds and hearing  
the baby's voice.

### "Moisture" (16%)

My skin needs more moisture

My skin loses moisture twice as  
fast as yours.

I love this commercial when the baby  
is looking at her smiling

Loose moisture quote.

losing moisture

When the actor talks about babies skin  
losing moisture 2x as fast and gentle  
enough to use twice a day.

The music and the talk of baby's skin losing  
moisture 2x as fast

The music and my skin loses moisture



## Audio Exposed: Reaction



### Happy (26%)

A happy baby always **makes you feel good**

**aww little baby**

**Babies!**

**Happy and comforted.** Relaxed.

**happy, in peace**

I felt **aww, cute** little baby..

i love the image of the baby –  
I remembered it was cute

It **made me smile** and think about my babies

**just happy** because of baby

**Love babies**

**Love babies** and sweet and soft they are

Proud and **happy**

### Warm / Relaxed

A **calming** commercial.

Sweet, **comforted**

The audio was nuturing and **calming**.  
A product so delicate for a baby but also  
good enough for adults.

**very nice feeling.** very touching when the  
mother caresses the baby on the bed after  
she applies the lotion

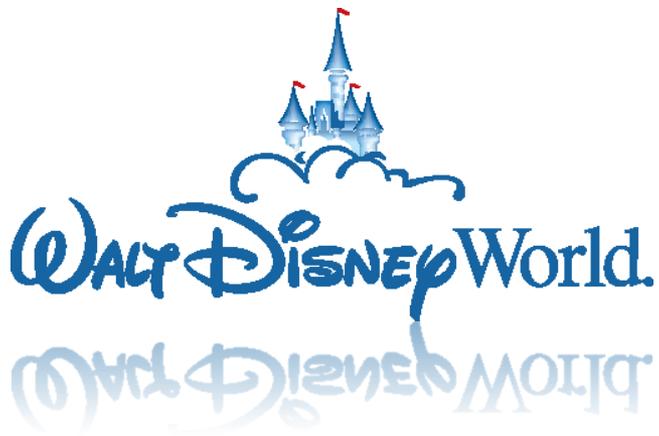
**warm and fuzzy**

**warm.** I picture a little baby giggling

it's **warm** & cuddly

Makes me want to **cuddle my son**

## Mom Edition



AUDIO



VIDEO/  
AUDIO



## Mom Edition

 WALT DISNEY World. % Correctly Identifying the Brand	Video Exposure	Audio Exposure
	93%	80%
<b>Triggers:</b> <b>Visual or Audio</b>	Dumbo: 33% Cindy's Castle: 18% Tinkerbell: 15% "Dreams come true": 9%	"Magic Kingdoms": 30% "Dreams come true": 24% "Elephants can fly": 18% "Believes in fairies": 11% "Wishing on stars": 9%
<b>Reaction</b>	Happy/Excited: 35% Want to go: 26% Nostalgic: 15%	Happy/Excited: 24% Want to go: 18% Nostalgic: 18%



## Audio Exposed: Brand Triggers

<b>“Magic Kingdoms” (30%)</b>	<b>“Dreams Come True” (24%)</b>	<b>“Elephants Can Fly” (18%)</b>
<p>As soon as I heard the phrases 'magic kingdom' and 'wish upon a star', I knew what this was.</p>	<p>At the end - a place where <b>dreams come true</b></p>	<p>The comment about 'Magic Kingdoms' and <b>Elephants Flying</b>.</p>
<p>When it talked about <b>Magic Kingdom</b></p>	<p>I recognized the commercial but wasn't positive until the end when it said 'where <b>dreams come true.</b>'</p>	<p>When they said ' <b>elephants can fly</b>'</p>
<p>Talking about families and <b>magic</b></p>	<p>'The Place Where <b>Dreams Come True</b>'</p>	<p>Talking about <b>elephants flying</b></p>
<p>When they said <b>Magic Kingdom</b></p>	<p>the very last second. The place where <b>dreams come true.</b></p>	<p><b>Flying elephants</b></p>
<p>Princesses, <b>magic kingdoms</b>, flying elephants.</p>	<p>When she said, a place where <b>dreams come true.</b></p>	<p>after mentioning <b>elephants</b>. gave me clues to the commercial</p>
<p>it actually said <b>magic kingdom</b>, fairies, dreams come true</p>		<p>Mentions of characters or icons of Disney-magical fairies, <b>flying elephants</b>, etc.</p>



## Audio Exposure: Reactions

### Happy (24%)

Disney is my favorite place - **makes me happy**

**happy** –  
want to take kids there

**Happy**, relaxed.

**happy**, triggered images of disney  
and its characters

**happy**, wishful

I love Disney World; we just went  
2 weeks ago. Love **love DISNEY!**

images of **happy families**

**made me smile.**  
Images of Dumbo ride.

### Want to go (18%)

**hopeful** that someday i can take a  
Disney World vacation.

**Hopeful to go one day.**

**I want to go**

**I want to go** to Disney!

**i wish** i could afford to go!

Like I need to take my kids in a  
**vacation**

Made me think about **going to  
Disneyland.**

Made me want to **go back** to  
Disneyland

Time to **plan a** Disney vacation!!

want to **book my trip**

### Nostalgic (18%)

Happy... **made me remember** when I  
went to Disneyland and about how  
much my kids would like it.

**Brings me back** to my children with  
smiles on there faces when they see  
Mickey and Minnie Mouse.

I liked it, it **reminded me** of vacations  
and fun times with the children

I pictured Disneyland  
**trips with my kids.**

**Excited.** It triggers memories from  
when I was there and how fun it was.

## Mom Edition



AUDIO



VIDEO/  
AUDIO



	Video Exposure	Audio Exposure
<p><b>% Correctly Identifying the Brand</b></p> 	<p><b>78%</b></p>	<p><b>79%</b></p>
<p><b>Triggers: Visual or Audio</b></p>	<p><b>Saw Bear: 92%</b>  <b>Clean/Soft/Smell: 18%</b>  <b>Cuddly: 16%</b></p>	<p><b>Bear's Voice: 95%</b>  <b>Cuddly: 18%</b>  <b>Clean/Soft/Smell: 14%</b></p>
<p><b>Reaction</b></p>	<p><b>Happy: 10%</b></p>	<p><b>Happy: 4%</b></p>

## Audio Exposure: Brand Trigger



### Bear's Voice (95%)

When I heard the teddy bear's **voice**.

When I kept hearing the **bear talk** and he said he was cheaper than the leading brand.

As soon as the Snuggle **bear started talking**- I recognized his voice & knew what it was.

when the **bear started to talk**

I knew it was fabric softener from the beginning but when I heard the **voice of the bear** in the commercials I knew for sure

hearing **snuggle's voice**

When I heard **that small voice**.

As soon as I heard **Snuggle the bears voice** I was able to recognize the brand.

As soon as I heard the **bears voice**.

The **voice of the Snuggle bear** as he has been the leading spokesman for the company!

## Audio Exposed: Reaction

### Cuddly (18%)



As soon as I heard the little bear's voice I imagined him and the bottle. I can remember seeing him **snuggling** a towel in the commercial.

**fuzzy, soft** white stuffed bear

good-**cuddly**-happy

I love that bear. He is so **sweet and cuddly**.

i saw the **cute little bear**

I want to **squeeze the bear**

i wanted to **hug the bear**

Made me picture the bear. **he is so cute**

### Clean/Soft/Smell (14%)

Happy that my clothes can **feel soft and smell** like they had been hanged dried in a meadow on a sunny day.

**clean soft** clothes

**clean/fresh**. cute snuggle bear.

Clothes **smelling good**

It made me smile and laugh and visualize the snuggle bear **smelling linen fresh clothing**.

The **clean fresh smell** of just dried clothes.

**Comfort with a good smell**, like Snuggly.



## Imagery Transfer from Audio Exposure

I imagined the **bear in a basket** of clean linen. Felt happy and fresh

i pictured the **bear bouncing on top of a laundry basket** and i like fresh blankets so i thought about freshness

pictured the **bear bouncing on a pile of clean towels**

I pictured the **snuggly bear falling into a basket of fluffy clothes**

It made me think of **Snuggle the bear falling into soft towels/blankets.**

mental image of the **little bear falling on a big pile of fresh, clean towels**

## For today's Moms, what they hear is often as important as what they see!

- Audio cues can generate brand identification metrics that rival visual cues, as other senses compensate for the lack of any visual stimulation.
- Imagery transfer is real. Consumers can “see” and “picture” what they hear.
- Audio cues can trigger physiological responses (hunger, happiness, desire) as effectively as visual cues.
- Radio should be given strong consideration for inclusion on media plans as it can deliver the impact of TV at audio pricing.

*For additional detail and for an advertiser-by-advertiser recap go to [www.raisingthevolume.com](http://www.raisingthevolume.com)*