

 VERITONIC

US AUDIO LOGO INDEX

2022

It's a big year.

An increasing number of brands are incorporating audio into their marketing strategies each year, and for good reason. Consumers are listening to more audio and podcasts than ever before, and the mobile-first, intimate medium allows advertisers to reach audiences in the right place, at the right time, and with a resonating message.

At Veritonic, we provide brands, publishers, and agencies with the competitive, creative testing, and campaign performance data they need to ensure that their audio - be it podcast ads, streaming audio ads, radio ads, functional sounds, audio logos, etc. - are both optimized and efficient.

As the consumption of audio continues to burgeon, what a brand sounds like is becoming as important as what it looks like. This report analyzes and ranks audio logos of the top brands in the U.S. Audio branding is just one of many kinds of audio that are being utilized to increase reach and brand awareness in today's multi-faceted media landscape.

Scott Simonelli
CEO & Co-Founder, Veritonic

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Methodology

Veritonic's annual Audio Logo Index ranks the top in-market audio logos for overall effectiveness (the Veritonic Audio Score.) Effectiveness is measured by logo recall, creative resonance (i.e. uniqueness, trustworthiness, and innovation), and correct association to the brand and industry. Each logo is compared to Veritonic audio logo benchmarks developed and trained by 6+ years of audio and human response data. This report was compiled based on responses from more than 2,800 panelists that represent the general U.S. population.

Why measure creative resonance, recall, and association to gauge effectiveness?

Creative Resonance. Effective creative is the bedrock of a powerful audio logo. The most effective executions elicit resonant and positive feelings towards a brand.

Recall. Memorability of a brand is paramount for winning future sales. For that reason, we measure recall 48-hours from when the logo was first heard to confirm that your creative packed a memorable punch.

Association. Association. Your audio logo is only effective if your brand is continuously and consistently associated with it (and not one of your competitors). For this reason, association is an important attribute that is factored into our measurement of audio logo success.

TOP AUDIO LOGOS

#1
FOLGERS

2
State Farm

3
Liberty Mutual

4
Farmers Insurance

5
KFC

6
Little Caesar's

7
Ace Hardware

8
Safelite

9
Red Robin

10
Arby's

Hear the Logos

Industry Index

A handful of industries were early adopters of sonic branding, and audio logos in particular. For instance, front-runners in the Entertainment industry including HBO and NBC have been using them since close to their inception. About a decade later, other industries started to take notice, including QSR (with McDonald's now infamous 'Ba-da-ba-ba-ba - I'm Lovin it' audio logo). With the continuous rise of audio consumption and the need to brand without a screen, brands from sectors that previously had very little interest in sonic branding are now adding one—if not multiple—new logos per year.

1	QSR/Restaurant	6	Retail
2	Insurance	7	Automotive & Technology (Tie)
3	Telecom & Entertainment (Tie)	8	Financial
4	CPG	9	Real Estate
5	Medical/Pharma	10	Travel & B2B Services (Tie)

New Entrants

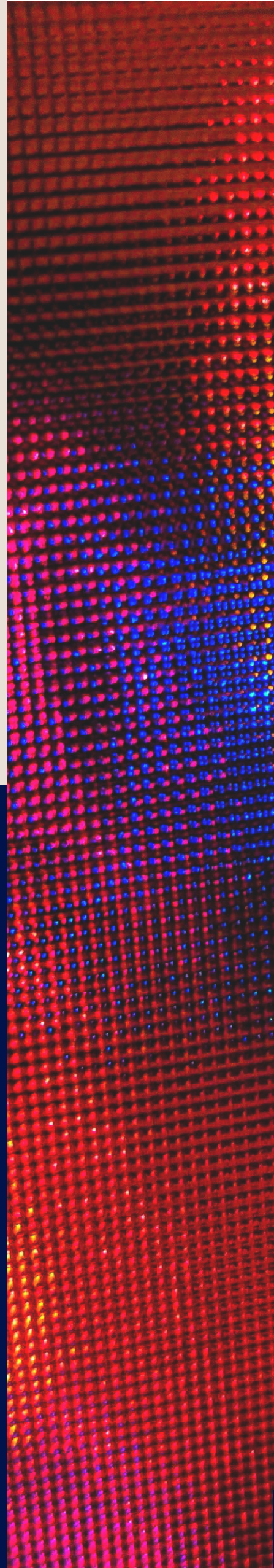
Brands that have released new audio logos over the last year.

- General Motors
- Lexus
- AHA
- Colgate
- Miller Lite
- Trojan
- ABC
- Discover
- Marcus
- Linzess
- Audacy
- Hulu Originals

Modified Logos

Brands that have refreshed their audio logos over the last year.

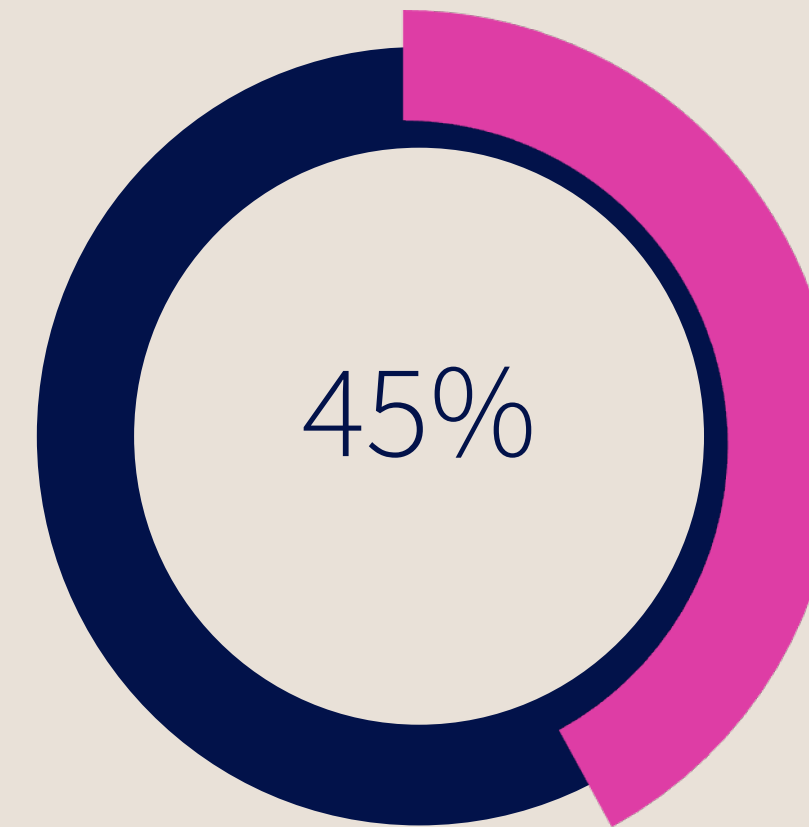
- Grainger
- Intel
- Kay Jewelers
- McDonald’s
- Nationwide
- Nissan
- O’Reilly Auto Parts
- Popeyes
- Wayfair



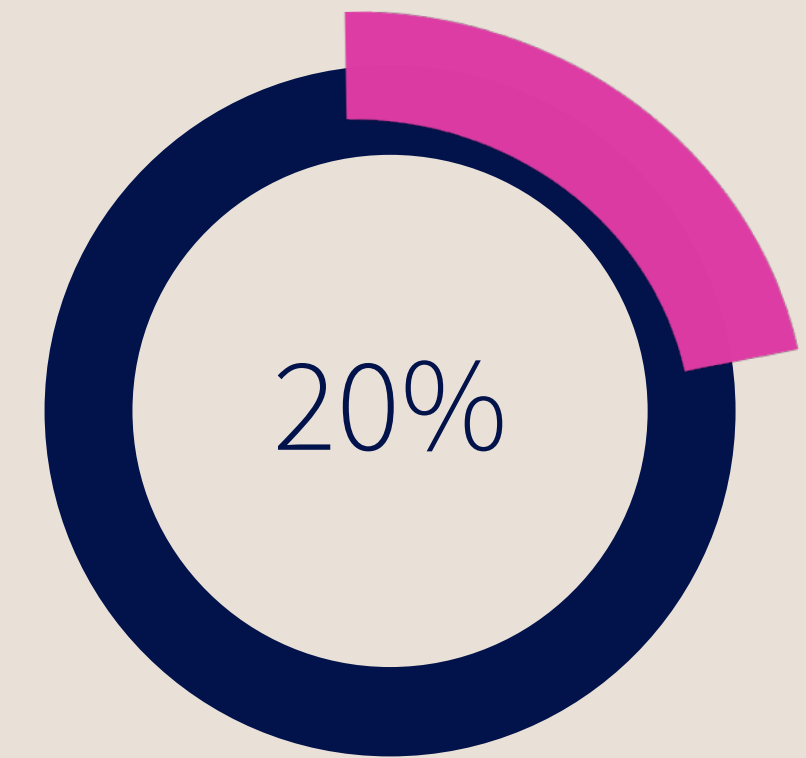
Building Brand Recognition with Audio

Each year, data from the Audio Logo Index demonstrates that melodic audio logos and those that contain a brand mention are more effective for brand recognition than those that are non-melodic and do not contain the brand mention.

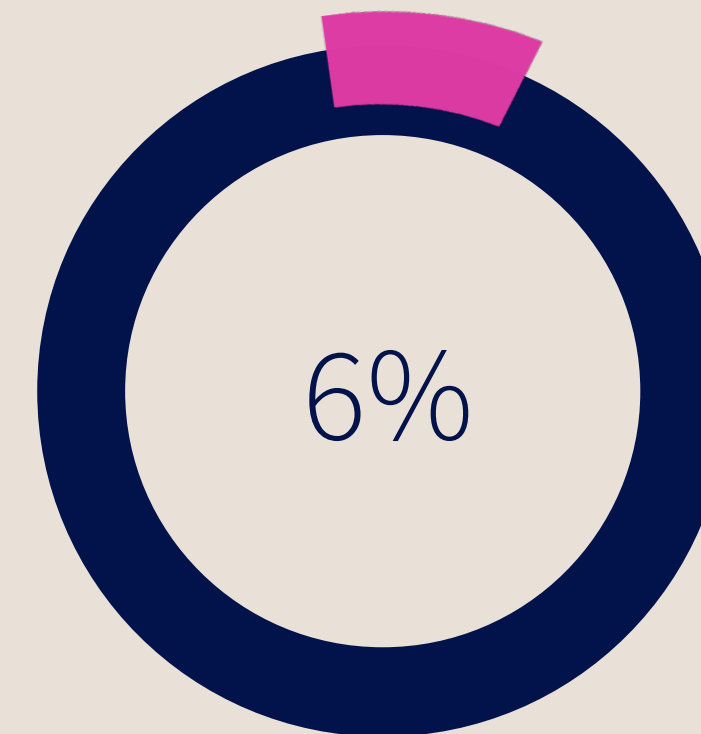
Percentage of respondents that identified the correct brand associated with the logo (unaided)



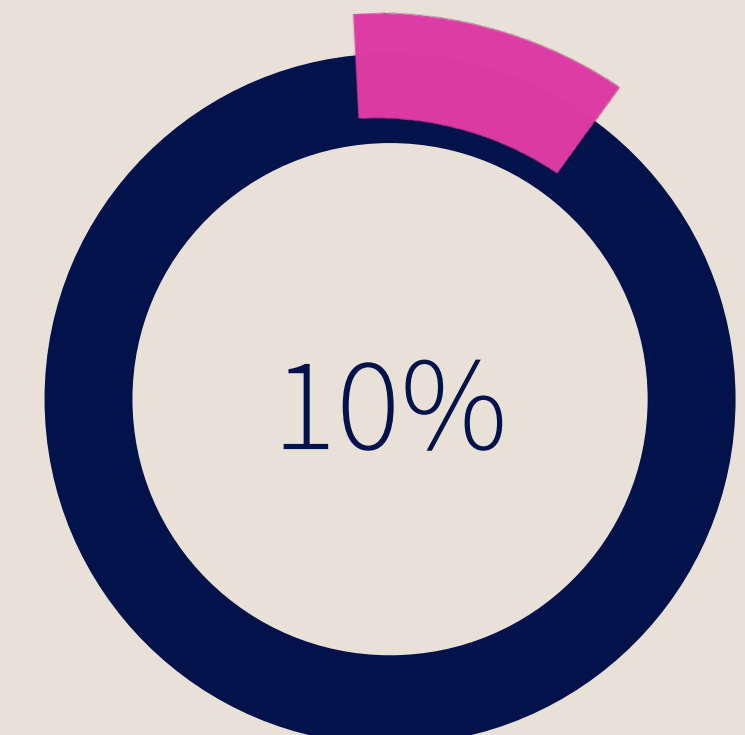
The logo contains a brand name.



The logo is melodic.



The logo does not contain a brand name.

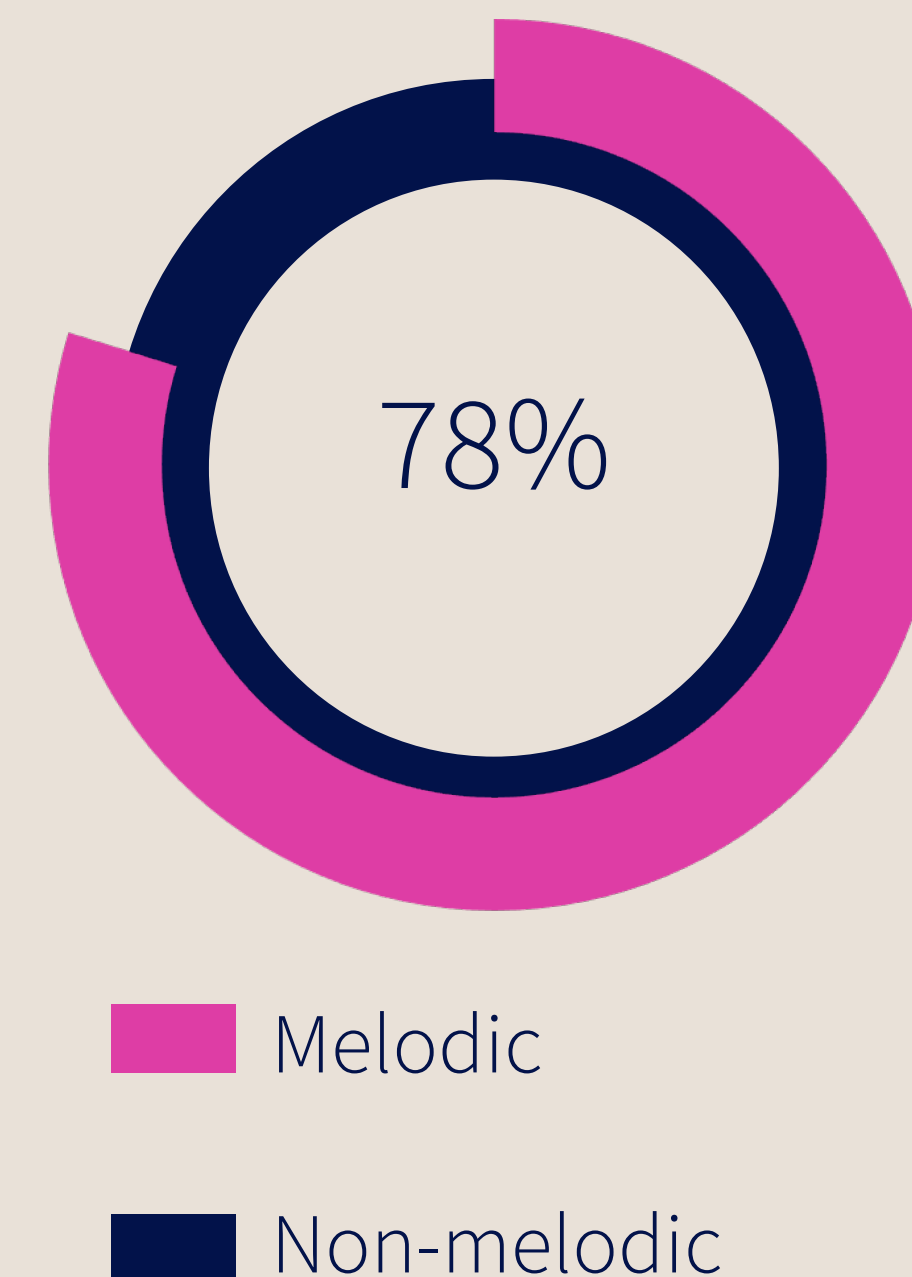
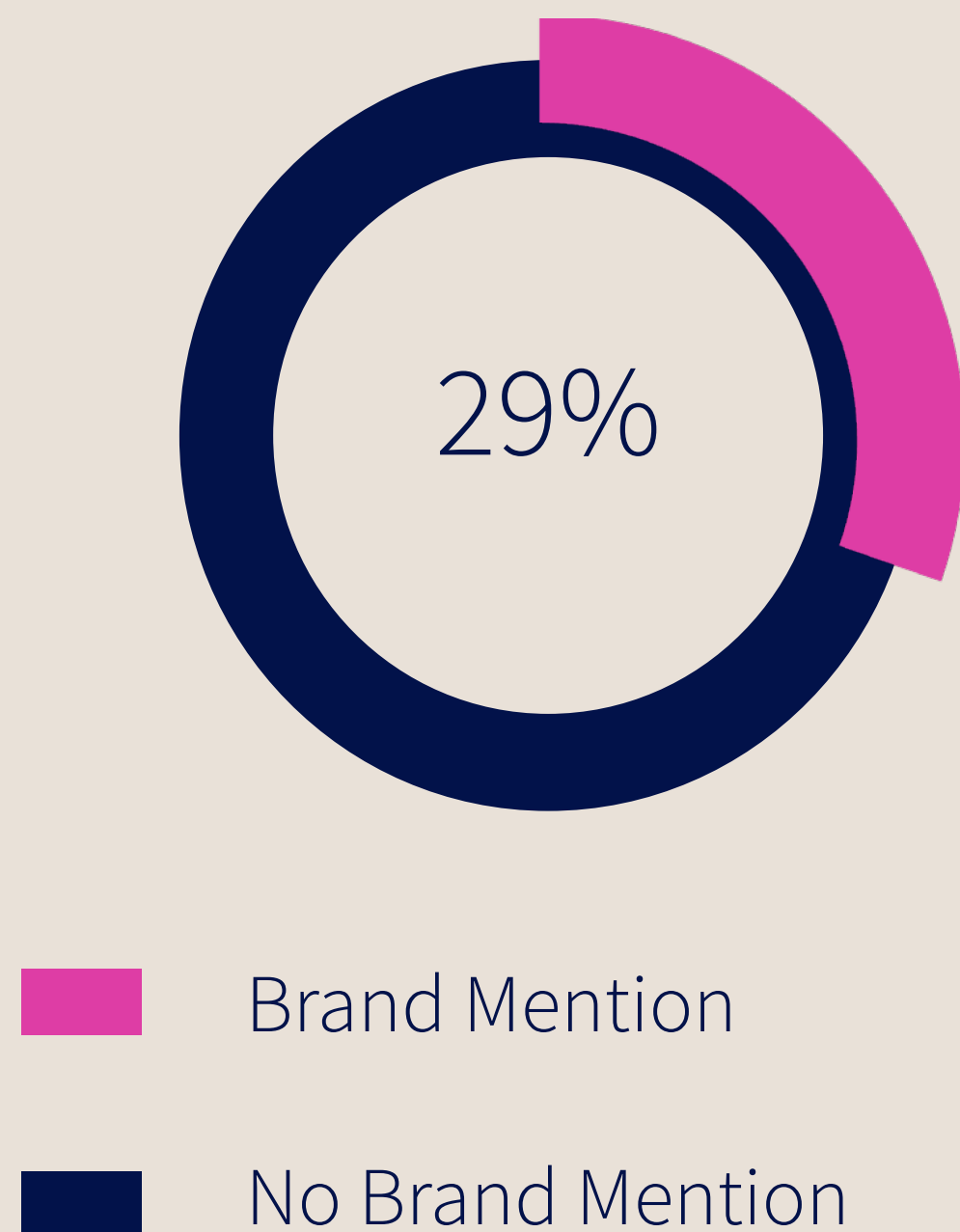


The logo is non-melodic.

In-Market Use of Brand Mention and Melody

The average audio logo does not contain a brand mention and is melodic.

Source: Percentage of logos within the 2022 Audio Logo Index



2022

RESULTS BY INDUSTRY

QSR/Restaurant

- On average, respondents recognized QSR/Restaurant logos at a higher percentage than any other industry.
- Recall for this industry was significantly greater than the overall average across the Index.
- It is no wonder that recall and recognition were exceptional for the QSR/Restaurant vertical as consumers scored the industry overall 16-points above the Index average for positive emotional resonance.

	RECALL
LITTLE CAESAR'S	89
KFC	88
RED ROBIN	87
ARBY'S	86
POPEYES	79
MCDONALD'S	77
TACO BELL	61
INDUSTRY AVERAGE	81
OVERALL AVERAGE	57

Hear the Logos

KFC and Little Caesar’s had the highest scoring logos in QSR/Restaurants.

Creative Attributes

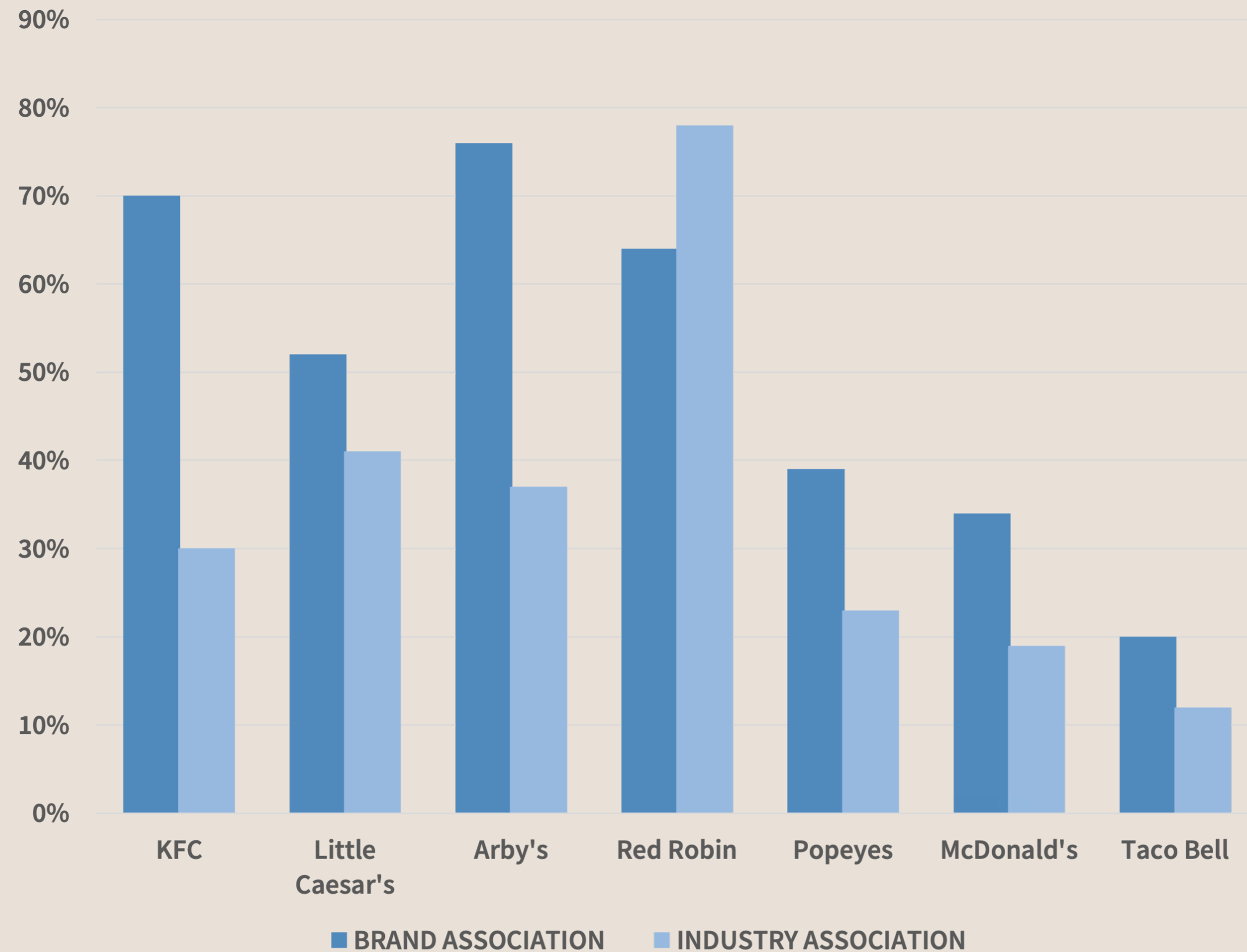
QSR/Restaurants

Many QSR/Restaurant brands were scored highly by consumers for their emotional resonance. KFC and Popeyes elicited feelings of trustworthiness by a slim margin above Little Caesar’s and Arby’s. Aside from Taco Bell, all QSR/Restaurant brands beat the average score for audio logos tested this year for each creative attribute shown below.

	TRUSTWORTHY	FAMILIAR	LIKABLE	INNOVATIVE	UNIQUE	VERITONIC AUDIO SCORE
KFC	79	89	82	72	80	85
LITTLE CAESAR'S	78	89	80	72	79	85
ARBY'S	78	88	80	76	82	84
RED ROBIN	77	85	82	79	82	84
POPEYES	79	84	83	79	83	80
MCDONALD'S	72	78	77	71	77	76
TACO BELL	65	71	71	60	63	63
INDUSTRY AVERAGE	75	83	79	73	78	80
OVERALL AVERAGE	70	70	73	70	73	64

QSR/Restaurants

Brand and Industry Association



Red Robin had exceptional industry association this year, while Arby's and KFC's logos were highly recognizable and associated with their brand by between 70-80% of consumers.

Insurance Highlights

- Insurance has historically led the pack for greatest creative resonance and brand association.
- This year, multiple Insurance brands scored towards the top of the Index overall for their memorable and likable sonic brands. Consistency of use is an important factor that contributes to their success.
- Many insurance brands follow our best practice to brand early and often by including their audio logo at the beginning and end of ads, and across channels.

	RECALL
STATE FARM	91
LIBERTY MUTUAL	91
FARMERS	90
NATIONWIDE	87
AFLAC	86
USAA	85
THE HARTFORD	37
AXA	20
INDUSTRY AVERAGE	73
OVERALL AVERAGE	57

Hear the Logos

“Audio has opened more opportunities for State Farm® to build relationships with listeners, connecting with them in more authentic ways. Audio goes beyond what other media channels do as it promotes self-discovery. It allows us to tap into people’s passions as they dig in on podcasts and music they love.”

Alyson Griffin, Vice President, Marketing at State Farm



Creative Attributes

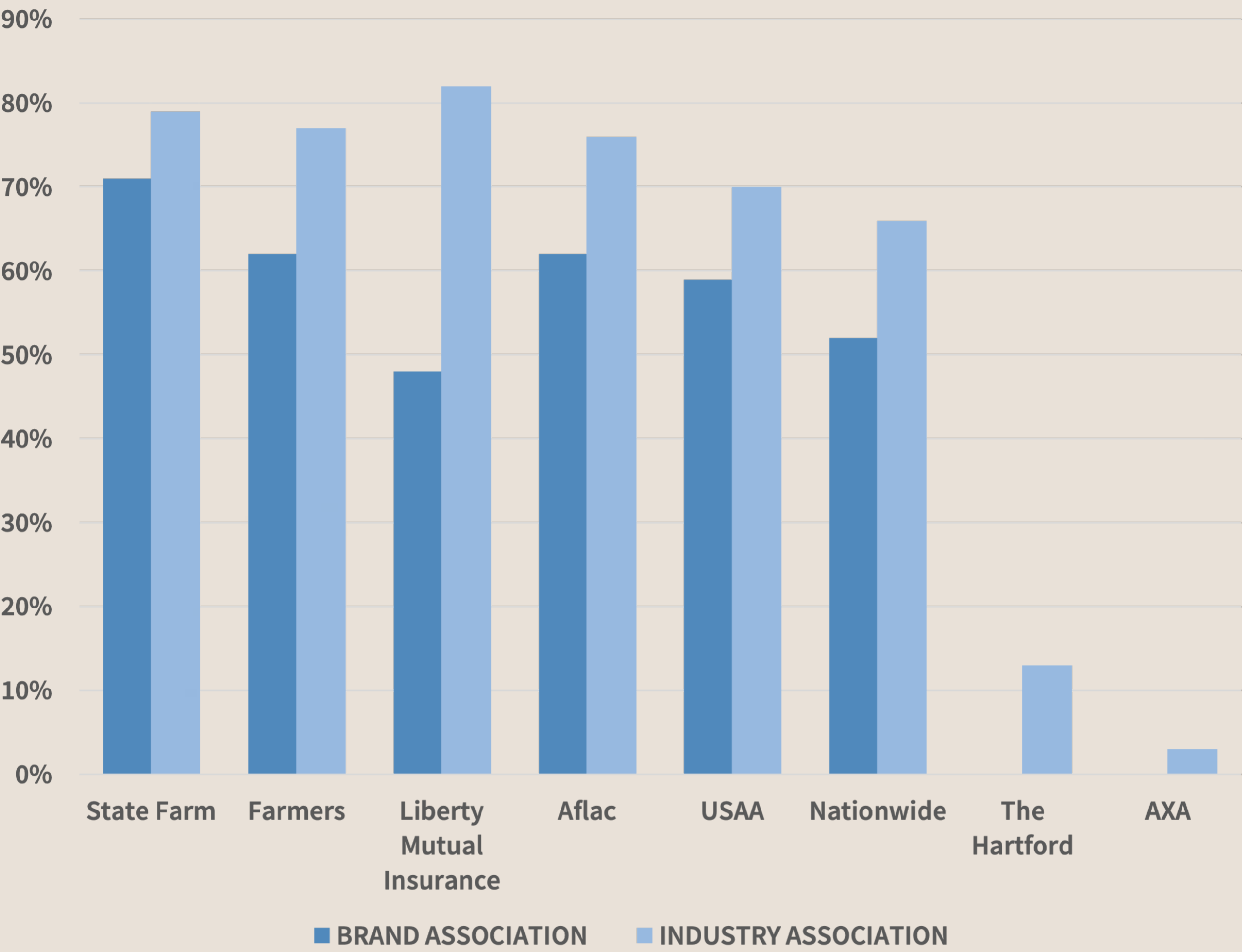
Insurance

State Farm’s consistent use of its audio logo in its ads has paid off—consumers found it most trustworthy, familiar (tied with Liberty Mutual), likable, and innovative. State Farm’s successes do not discount that Liberty Mutual and Farmers Insurance also ranked amongst the top logos overall (third and fourth place, respectively.)

	TRUSTWORTHY	FAMILIAR	LIKABLE	INNOVATIVE	UNIQUE	VERITONIC AUDIO SCORE
STATE FARM	82	90	83	80	80	87
FARMERS	80	89	81	78	81	86
LIBERTY MUTUAL	76	90	77	77	81	86
AFLAC	79	89	78	77	83	84
USAA	79	84	75	75	78	82
NATIONWIDE	78	86	81	74	78	83
THE HARTFORD	68	58	68	63	63	50
AXA	67	54	70	69	70	43
INDUSTRY AVERAGE	76	80	77	74	77	75
OVERALL AVERAGE	70	70	73	70	73	64

Insurance

Brand and Industry Association



Most insurance brands scored well for brand and industry association, with most logos recognized by over 50% of consumers.

Telecommunications Highlights

- Cricket Wireless, T-Mobile, and Metro (by T-Mobile) all scored well above average for recall.
- Most brands in Telecommunications scored similarly for industry association, with Metro (by T-Mobile) leading the group.
- Cricket Wireless, T-Mobile, and Metro all scored similarly well in the 2021 Audio Logo Index, with T-Mobile’s brand association increasing slightly this year.
- Cisco had the most notable brand recognition in the group (46% association between the brand and its logo.)

	RECALL
CRICKET WIRELESS	83
T-MOBILE	76
METRO (BY T-MOBILE)	70
CISCO	45
INDUSTRY AVERAGE	69
OVERALL AVERAGE	57

Hear the Logos

Cricket Wireless had the highest scoring logo in Telecom.

Creative Attributes

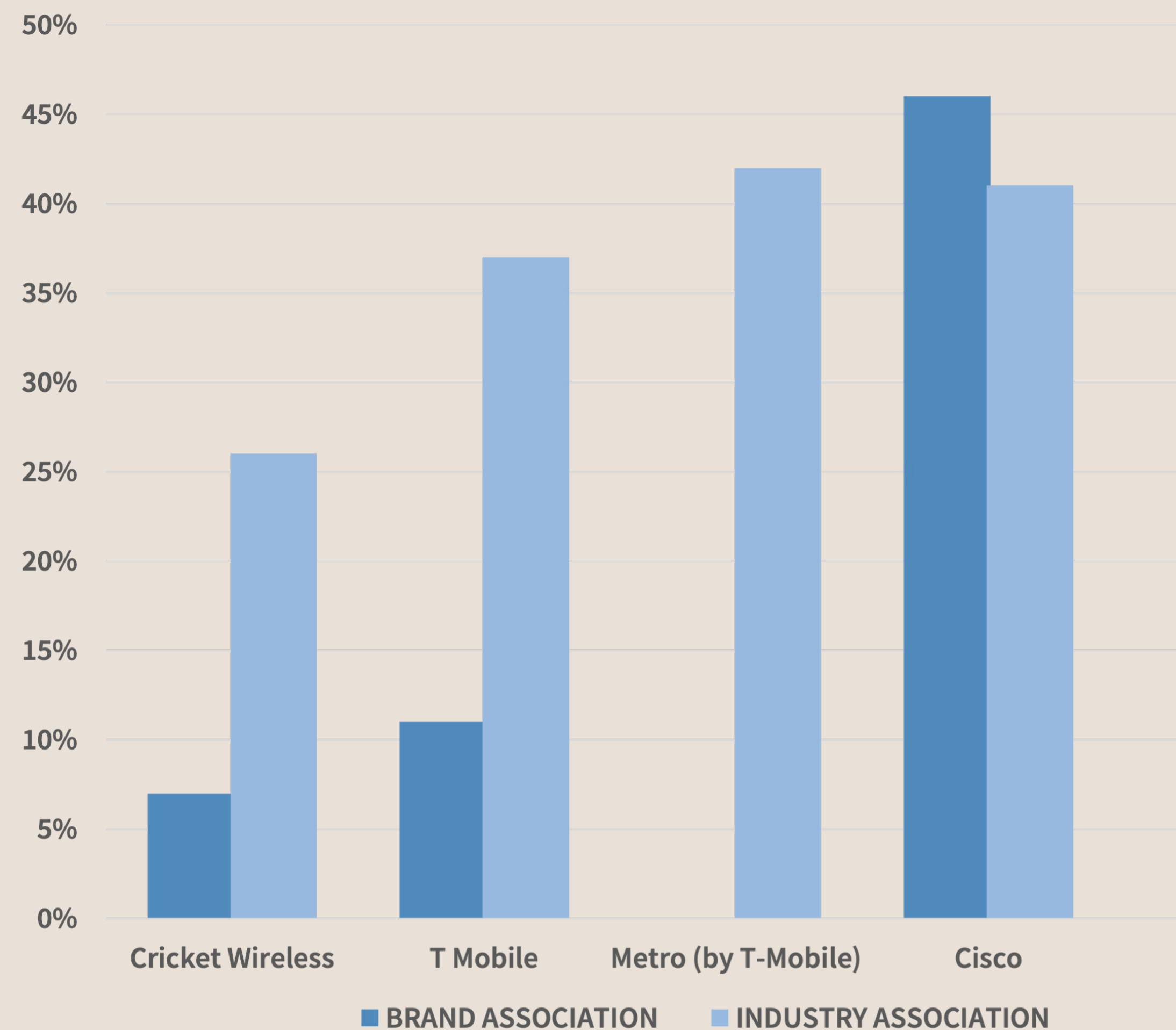
Telecommunications

Cricket Wireless and T-Mobile were very familiar to consumers, while Metro (by T-Mobile) was most trustworthy. Cricket Wireless was ranked the most innovative and unique sound in telecommunications.

	TRUSTWORTHY	FAMILIAR	LIKABLE	INNOVATIVE	UNIQUE	VERITONIC AUDIO SCORE
CRICKET WIRELESS	73	77	74	75	77	79
T MOBILE	72	79	74	75	75	75
METRO (BY T-MOBILE)	75	74	75	74	74	73
CISCO	70	64	70	71	69	56
INDUSTRY AVERAGE	73	74	73	74	74	71
OVERALL AVERAGE	70	70	73	70	73	64

Telecommunications

Brand and Industry Association



For Cisco, Metro (by T-Mobile), and T-Mobile, 35-40% of consumers associated their logos with telecommunications. The Cisco logo was identified by 46% of consumers.



Entertainment Highlights

- Almost every Entertainment logo stood out as unique to consumers.
- The Netflix logo elicited the most feeling of trustworthiness for consumers, followed by NBC.
- NBC and Netflix were the most memorable logos for consumers and the most familiar.
- Even though NBC was very familiar and memorable, unaided consumers had trouble matching the brand with its audio logo. This was similar to other resonant and familiar logos, such as Netflix and CBS.
- PlayStation had the highest brand association in Entertainment.

	RECALL
NBC	81
NETFLIX	80
CBS	74
PLAYSTATION	66
XBOX ONE	65
ABC	56
HBO	53
NINTENDO SWITCH	52
AUDACY	44
HULU ORIGINALS	28
INDUSTRY AVERAGE	60
OVERALL AVERAGE	57

Hear the Logos

NBC and Netflix had the highest scoring logos in Entertainment.

Creative Attributes

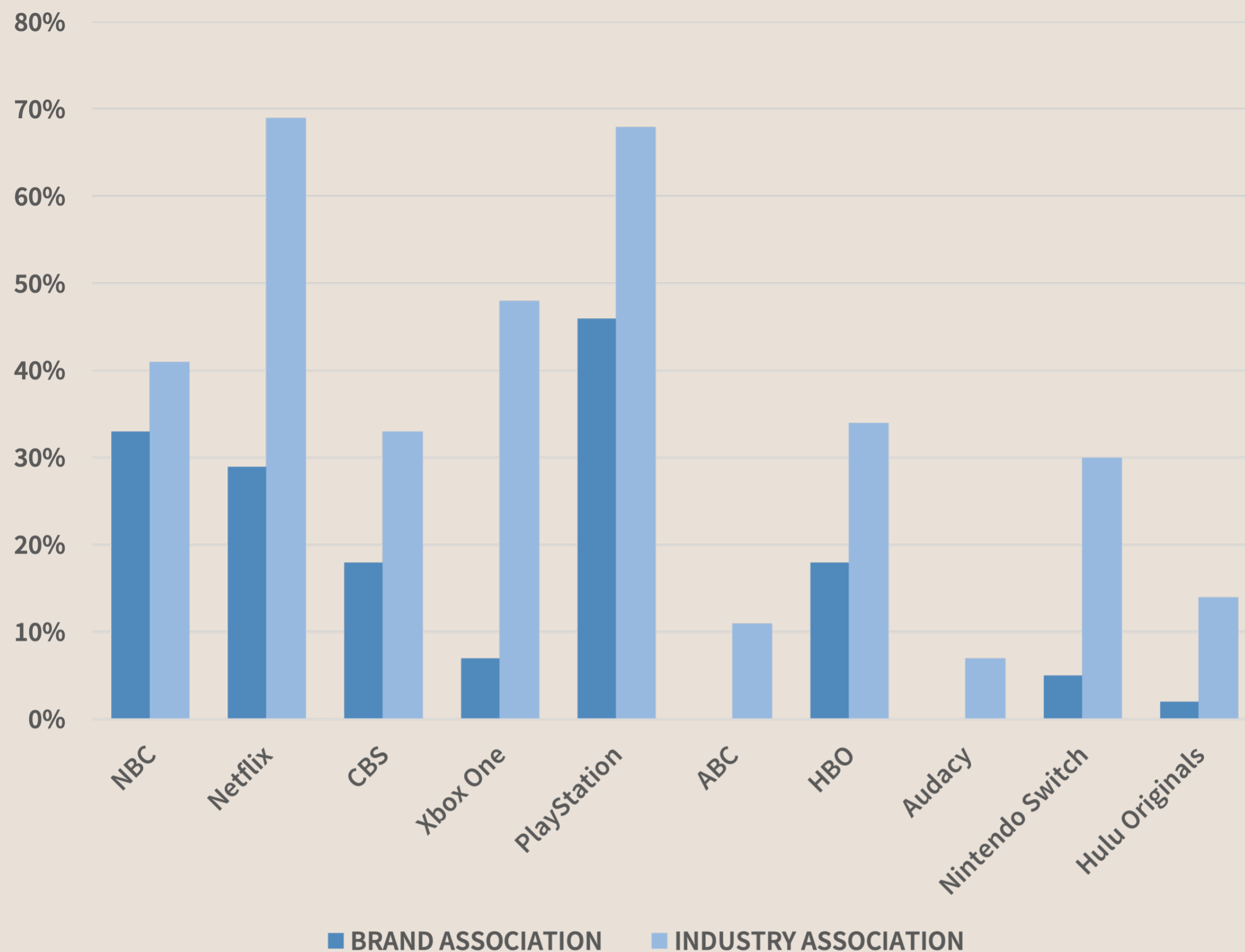
Entertainment

Entertainment brands like Netflix and NBC stood out for their familiarity, uniqueness, and innovative sound. Hulu’s Veritonic Audio Score ranked low as a result of its low recall.

	TRUSTWORTHY	FAMILIAR	LIKABLE	INNOVATIVE	UNIQUE	VERITONIC AUDIO SCORE
NBC	74	83	79	77	78	79
NETFLIX	75	86	78	76	79	79
CBS	73	74	77	74	73	74
XBOX ONE	69	74	72	72	74	69
PLAYSTATION	67	76	68	70	73	68
ABC	70	68	71	76	74	64
HBO	69	73	72	72	77	62
AUDACY	71	68	76	70	71	58
NINTENDO SWITCH	57	65	68	59	63	57
HULU ORIGINALS	63	60	70	68	74	47
INDUSTRY AVERAGE	69	73	73	71	74	66
OVERALL AVERAGE	70	70	73	70	73	64

Entertainment

Brand and Industry Association



Entertainment brands like Netflix and PlayStation both had high industry association and some of the highest brand recognition in Entertainment.

CPG Highlights

- 82% of audio logos representing CPG brands are melodic and 41% contain brand names.
- Overall, the average score for the CPG sector hovered in the middle of all other sectors for recall.
- Colgate and Trojan scored low for familiarity, but this was likely a result of their recent entrances into market.
- Old Spice ranked first in the 2021 Audio Logo Index and dropped to fourth this year, while Tums and Duracell maintained their second and third-place rankings, respectively.

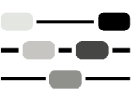
Folgers had the highest scoring logo in CPG and overall.

	RECALL
FOLGERS	94
TUMS	89
DURACELL	85
OLD SPICE	82
FEBREZE	81
JERGENS	75
DAISY SOUR CREAM	72
HARIBO	72
OREO	58
MILLER LITE	43
MRS. MEYER'S CLEAN DAY	40
AHA	39
GILLETTE	37
COLGATE	34
BOUNTY	31
TROJAN	28
CAMPBELL'S	26
INDUSTRY AVERAGE	58
OVERALL AVERAGE	57

Hear the Logos

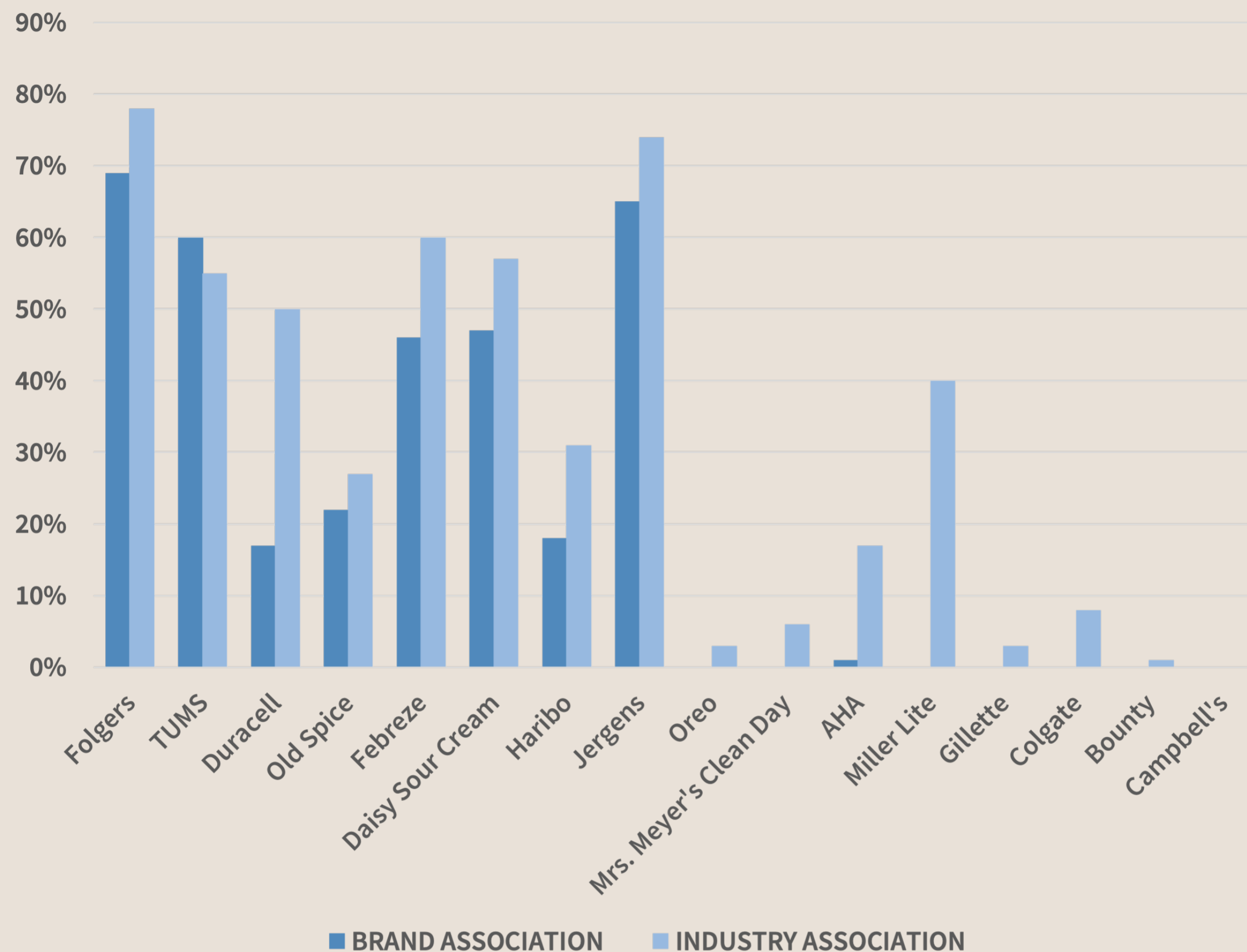
Creative Attributes

	TRUSTWORTHY	FAMILIAR	LIKABLE	INNOVATIVE	UNIQUE	VERITONIC AUDIO SCORE
FOLGERS	86	93	87	81	84	90
TUMS	77	85	76	71	80	83
DURACELL	79	83	77	79	80	82
OLD SPICE	79	84	80	76	78	81
FEBREZE	78	83	80	77	80	80
DAISY SOUR CREAM	77	82	79	71	75	75
HARIBO	73	78	78	71	74	74
JERGENS	73	74	72	62	70	73
OREO	70	69	75	67	69	64
MRS. MEYER'S CLEAN DAY	67	63	76	69	72	55
AHA	63	59	70	66	72	53
MILLER LITE	60	63	63	63	68	53
GILLETTE	65	62	74	67	69	52
COLGATE	64	62	75	67	70	51
BOUNTY	59	57	64	59	64	46
CAMPBELL'S	66	60	73	67	69	46
TROJAN	56	51	52	57	63	41
INDUSTRY AVERAGE	70	71	74	69	73	65
OVERALL AVERAGE	70	70	73	70	73	64



CPG

Brand and Industry Association



CPG brands varied greatly for the percentage of consumers that could identify their audio logos. Consistency in market and powerful creative are drivers of better recognition.

Medical/Pharma Highlights

- Consumer recognition of the logos in this sector are impressively high, especially because SmileDirectClub and Linzess were new to market in 2021.
- The industry average for Medical/Pharmaceuticals was higher than the overall average by 6 points for logos that sounded innovative.
- Overall Medical/Pharma brands had better industry association than brand association, meaning more consumers could identify that the logo belonged to a medical/pharmaceutical company rather than a brand in particular. Specific brand recognition over competitors could be an area of optimization going forward for the industry.

	RECALL
SKYRIZI	72
ABBOTT	61
LINZESS	60
SMILEDIRECTCLUB	59
GSK	44
INDUSTRY AVERAGE	59
OVERALL AVERAGE	57

Hear the Logos

Skyrizi had the highest scoring logo in Medical/Pharma.

Creative Attributes

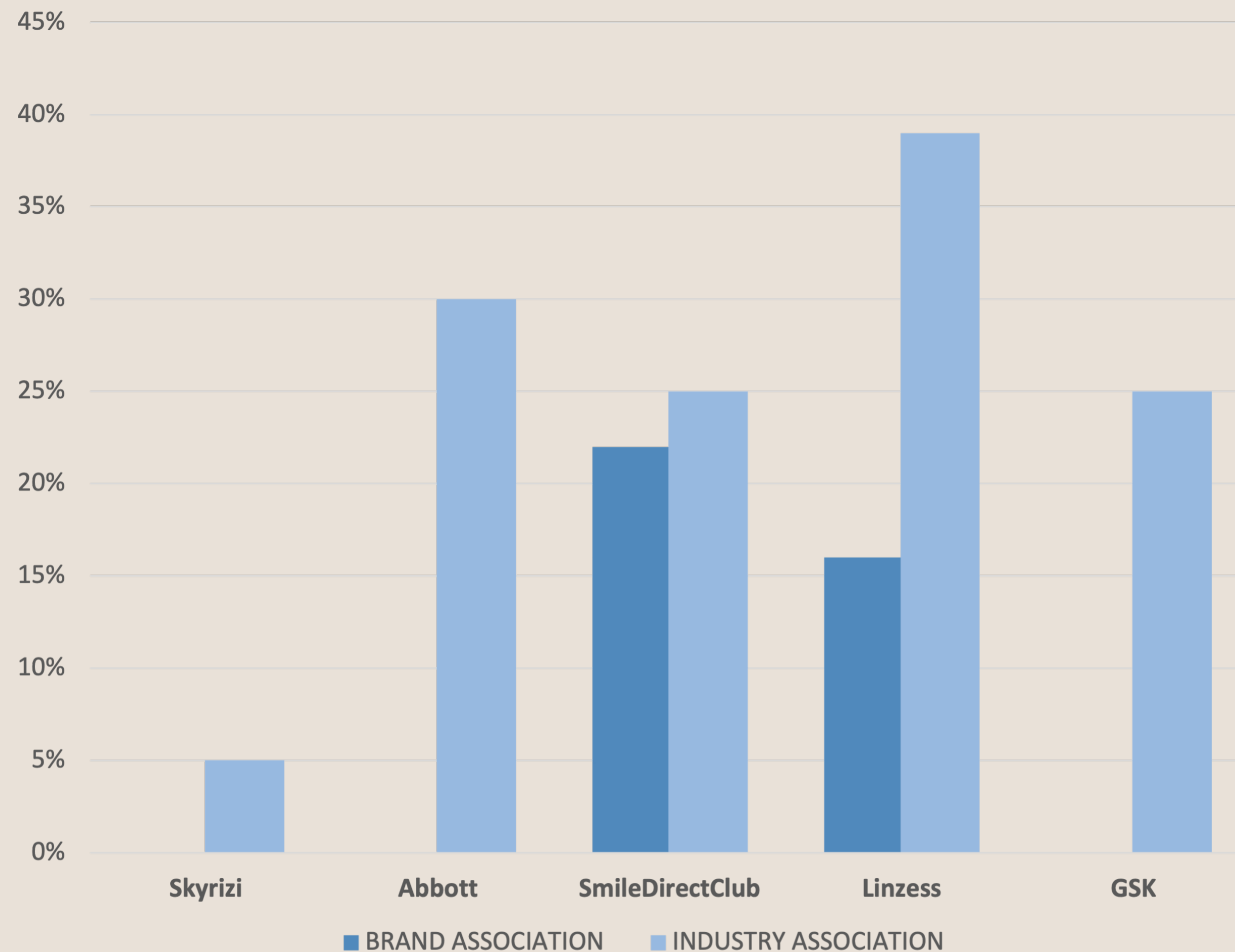
Medical/Pharmaceuticals

Skyrizi had the highest overall Veritonic Audio Score and scored highest for every creative attribute below. Overall, Medical/Pharma had a lower industry average than the overall index average.

	TRUSTWORTHY	FAMILIAR	LIKABLE	INNOVATIVE	UNIQUE	VERITONIC AUDIO SCORE
SKYRIZI	69	74	79	67	73	72
ABBOTT	68	71	78	72	71	67
SMILEDIRECTCLUB	67	66	71	71	71	65
LINZESS	66	68	68	67	64	63
GSK	60	61	59	58	64	53
INDUSTRY AVERAGE	66	68	71	76	69	64
OVERALL AVERAGE	70	70	73	70	73	64

Medical/Pharmaceuticals

Brand and Industry Association



Linzess had the greatest association to pharmaceuticals, while SmileDirectClub, Abbott, and GSK all saw similarly moderate industry association. SmileDirectClub and Linzess had the strongest brand recognition.

Retail Highlights

- Recall of Retail audio brands spanned a wide range, from Ace Hardware with impressively high recall, to Dollar Shave Club that was recalled at a rate that scored 67-points lower than Ace, and 36-points lower than the overall average recall score.
- Dollar Shave Club scored within range of its competitors for creative attributes, but came short of being memorable to consumers which impacted its overall Veritonic Audio Score.
- Kay Jewelers stood out with Ace Hardware as likable, while Kay and Ashley Homestore both scored above the overall benchmark for eliciting feelings of trustworthiness with consumers.
- Some Retail brands were highly recognizable and associated to their brand, while others were not. This appears to be due to consistency of use in market and creative resonance, since both correlate.

	RECALL
ACE HARDWARE	88
ASHLEY HOMESTORE	77
MENARDS	62
BOB'S DISCOUNT FURNITURE (BOB-O-PEDIC)	52
KAY JEWELERS	51
MICHAELS	47
WAYFAIR	39
TRAEGER	38
DOLLAR SHAVE CLUB	21
INDUSTRY AVERAGE	53
OVERALL AVERAGE	57

Hear the Logos

Ace Hardware had the highest scoring logo in Retail.

Creative Attributes

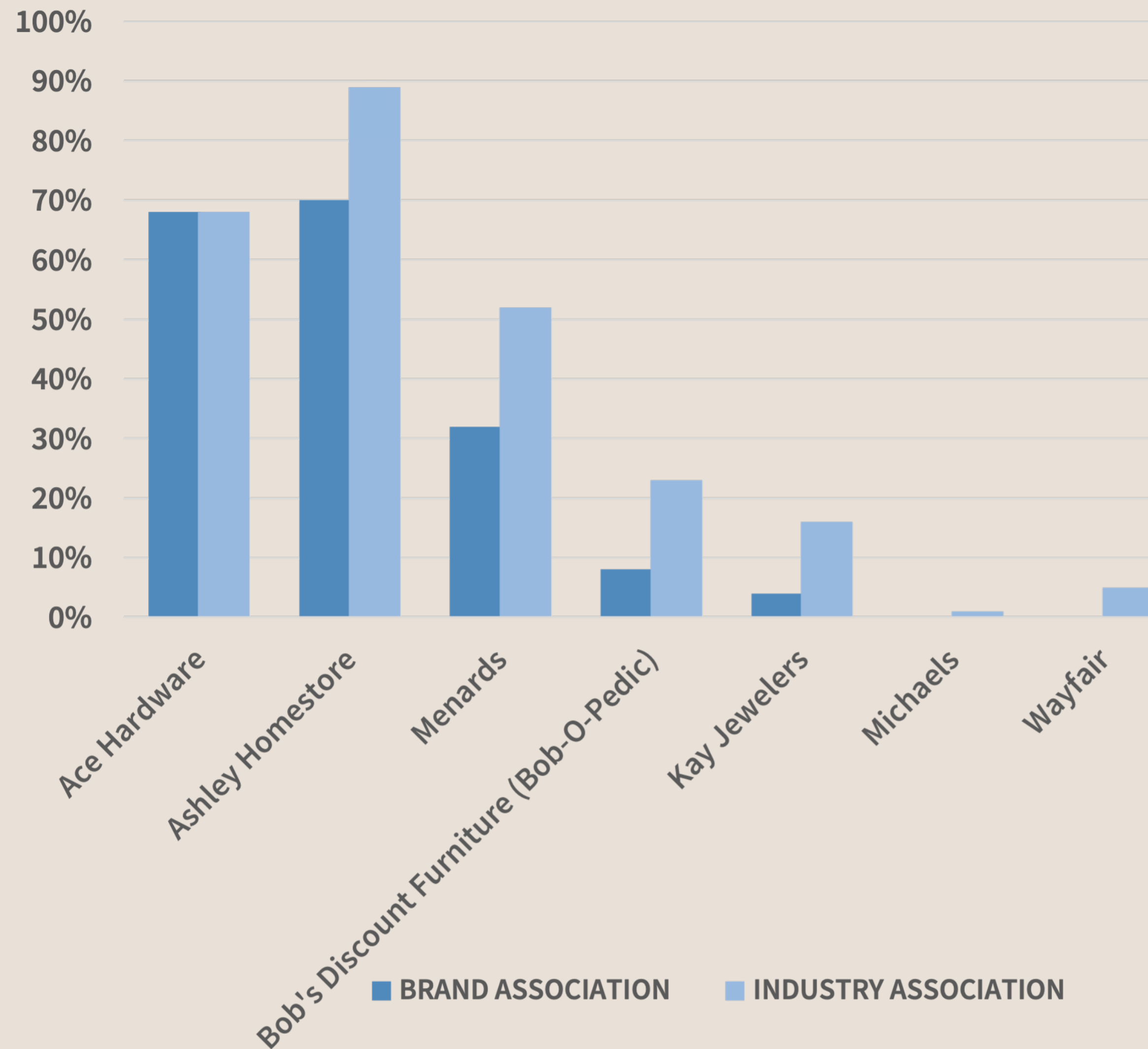
Retail

The Ace Hardware audio logo was most resonant overall for consumers, outscoring its nearest Retail competitor by 10 points.

	TRUSTWORTHY	FAMILIAR	LIKABLE	INNOVATIVE	UNIQUE	VERITONIC AUDIO SCORE
ACE HARDWARE	81	88	81	77	80	84
ASHLEY HOMESTORE	73	76	74	69	69	74
MENARDS	69	69	74	66	68	67
BOB'S DISCOUNT FURNITURE (BOB-O-PEDIC)	67	62	71	67	70	60
KAY JEWELERS	73	67	79	66	72	60
MICHAELS	68	66	76	70	73	59
WAYFAIR	68	61	75	71	74	54
TRAEGER	60	53	65	62	66	50
DOLLAR SHAVE CLUB	59	51	62	62	64	40
INDUSTRY AVERAGE	69	66	73	68	71	61
OVERALL AVERAGE	70	70	73	70	73	64

Retail

Brand and Industry Association



Brand and industry association for Ace Hardware and Ashley Homestore were impressive, while no consumers were able to associate Michaels, Wayfair, Traeger, and Dollar Shave Club to their brand sound.

Automotive & Auto Parts Highlights

- Safelite and O'Reilly Auto Parts stood out as top performers in Automotive/Auto Parts and across the entire Index.
- Auto Parts companies use their logos more consistently in market than automakers.
- Though consumers found General Motor's logo unique, they did not find the logo familiar. More consistent use in market may increase the logo's impact on brand memorability.

Safelite had the highest scoring logo in Auto.

	RECALL
SAFELITE	87
O'REILLY AUTO PARTS	85
AUTOZONE	71
TOYOTA	60
NISSAN	52
LEXUS	41
AUDI	35
GENERAL MOTORS	31
SHELL	31
HONDA	31
MICHELIN	24
INDUSTRY AVERAGE	50
OVERALL AVERAGE	57

Hear the Logos

Creative Attributes

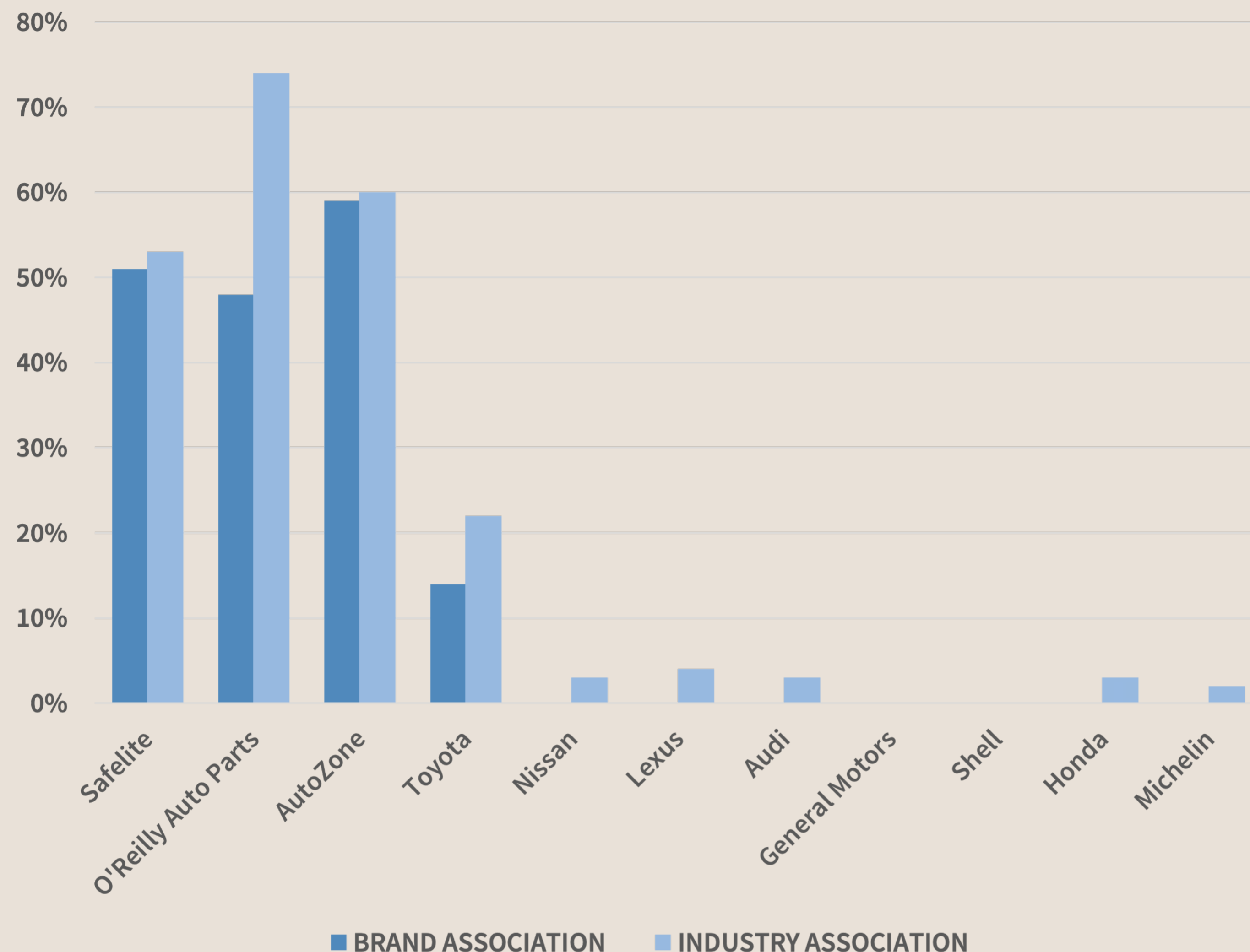
Automotive & Auto Parts

Auto Parts companies have historically ranked well in the Index, and this year is no exception. Safelite and O'Reilly had extremely resonant audio brands, due to effective creative, consistency of use in market, and leveraging unique sounds.

	TRUSTWORTHY	FAMILIAR	LIKABLE	INNOVATIVE	UNIQUE	VERITONIC AUDIO SCORE
SAFELITE	84	87	79	79	79	84
O'REILLY AUTO PARTS	79	86	82	80	78	83
AUTOZONE	75	79	74	71	70	72
TOYOTA	72	73	74	70	70	66
NISSAN	63	63	66	70	72	59
LEXUS	61	61	71	72	71	54
AUDI	65	60	66	72	74	51
GENERAL MOTORS	72	57	74	70	76	51
SHELL	67	63	74	68	72	50
HONDA	58	57	62	64	66	47
MICHELIN	62	60	65	62	64	43
INDUSTRY AVERAGE	69	68	72	71	72	60
OVERALL AVERAGE	70	70	73	70	73	64

Automotive & Auto Parts

Brand and Industry Association



Most Auto brands did not have significantly high brand and industry association. Safelite, O'Reilly Auto Parts, and AutoZone however were all recognized by approximately 50% of consumers.

Technology Highlights

- Intel was significantly more memorable than Sonos for consumers, and overtook the Index average by 4 points.
- Intel and Sonos both scored relatively well for creative resonance, although the lack of familiarity consumers had with the Sonos logo and the lack of uniqueness with the Intel logo led to lower Veritonic Audio Scores for both brands.
- About a third of consumers recognized the Intel logo and could accurately associate the industry.

	RECALL
INTEL	61
SONOS	37
INDUSTRY AVERAGE	49
OVERALL AVERAGE	57

Hear the Logos

Intel had the highest scoring logo in Tech.

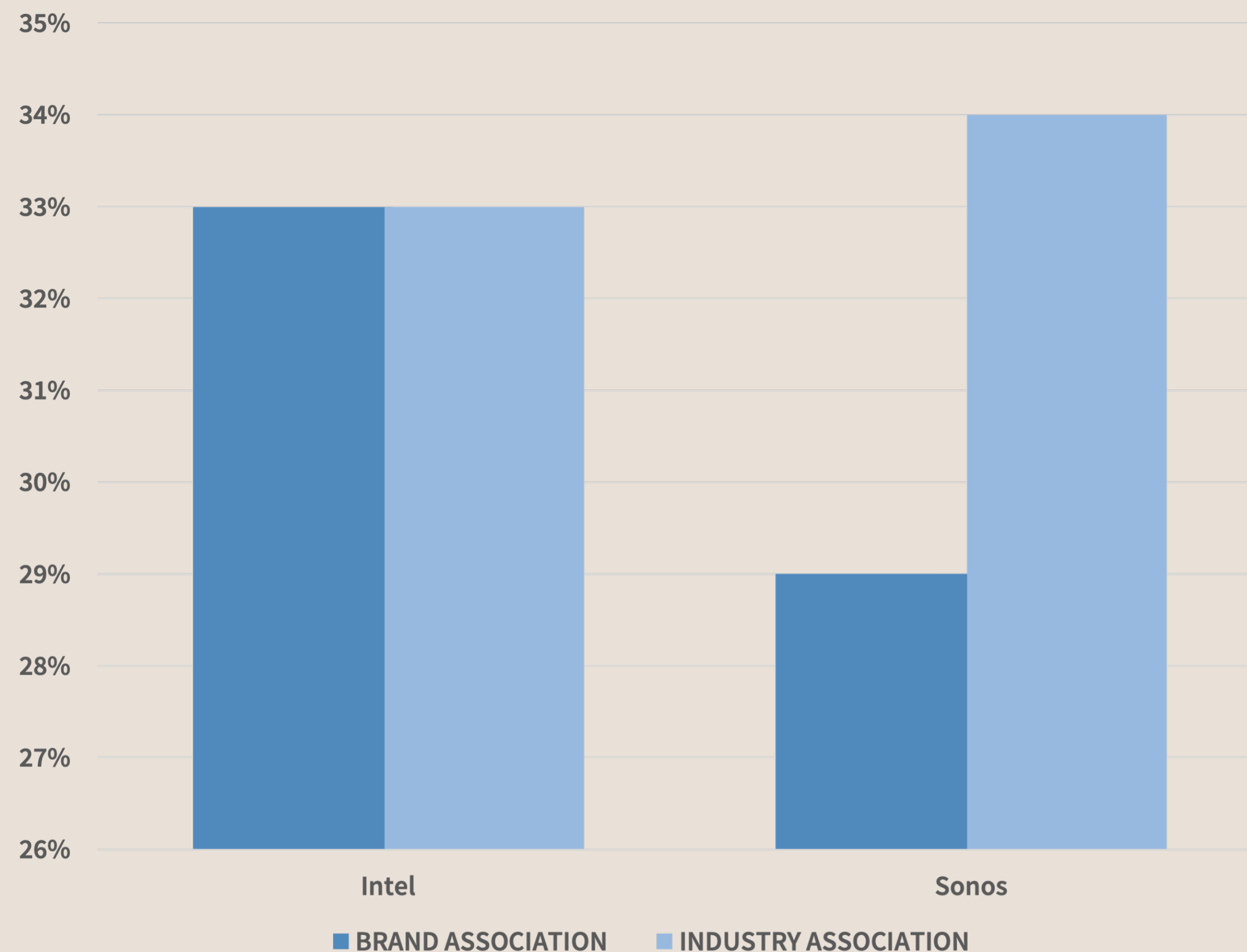
Creative Attributes

Technology

Intel and Sonos split their creative success, with Sonos ranked as more trustworthy, likable, innovative and unique, but Intel as more familiar. Intel still resulted in a higher Veritonic Audio Score because of its memorability.

	TRUSTWORTHY	FAMILIAR	LIKABLE	INNOVATIVE	UNIQUE	VERITONIC AUDIO SCORE
INTEL	67	73	74	72	68	66
SONOS	74	62	76	75	75	54
INDUSTRY AVERAGE	71	68	75	74	72	60
OVERALL AVERAGE	70	70	73	70	73	64

Technology Brand and Industry Association



The Intel audio brand was associated to Intel by 33% of consumers, while 29% could associate the Sono logos to the brand.

Financial Highlights

- Financial creative attribute, recall, and association scores were relatively low compared to other industry averages.
- No audio logos from the Financial sector could be identified with their brand.
- Mastercard and American Express’s logos stood out for being likable, while HSBC resonated with consumers as the most innovative and unique.
- Marcus by Goldman was the most highly associated with Finance, but came short of being associated with the brand (as did every other brand in the Financial industry).

	RECALL
TD AMERITRADE	55
ROCKET MORTGAGE	52
CHARLES SCHWAB	42
AMERICAN EXPRESS	41
PNC	38
MARCUS BY GOLDMAN	30
MASTERCARD	28
DISCOVER CARD	25
HSBC	23
INDUSTRY AVERAGE	37
OVERALL AVERAGE	57

Hear the Logos

TD Ameritrade had the highest scoring logo in Financial.

Creative Attributes

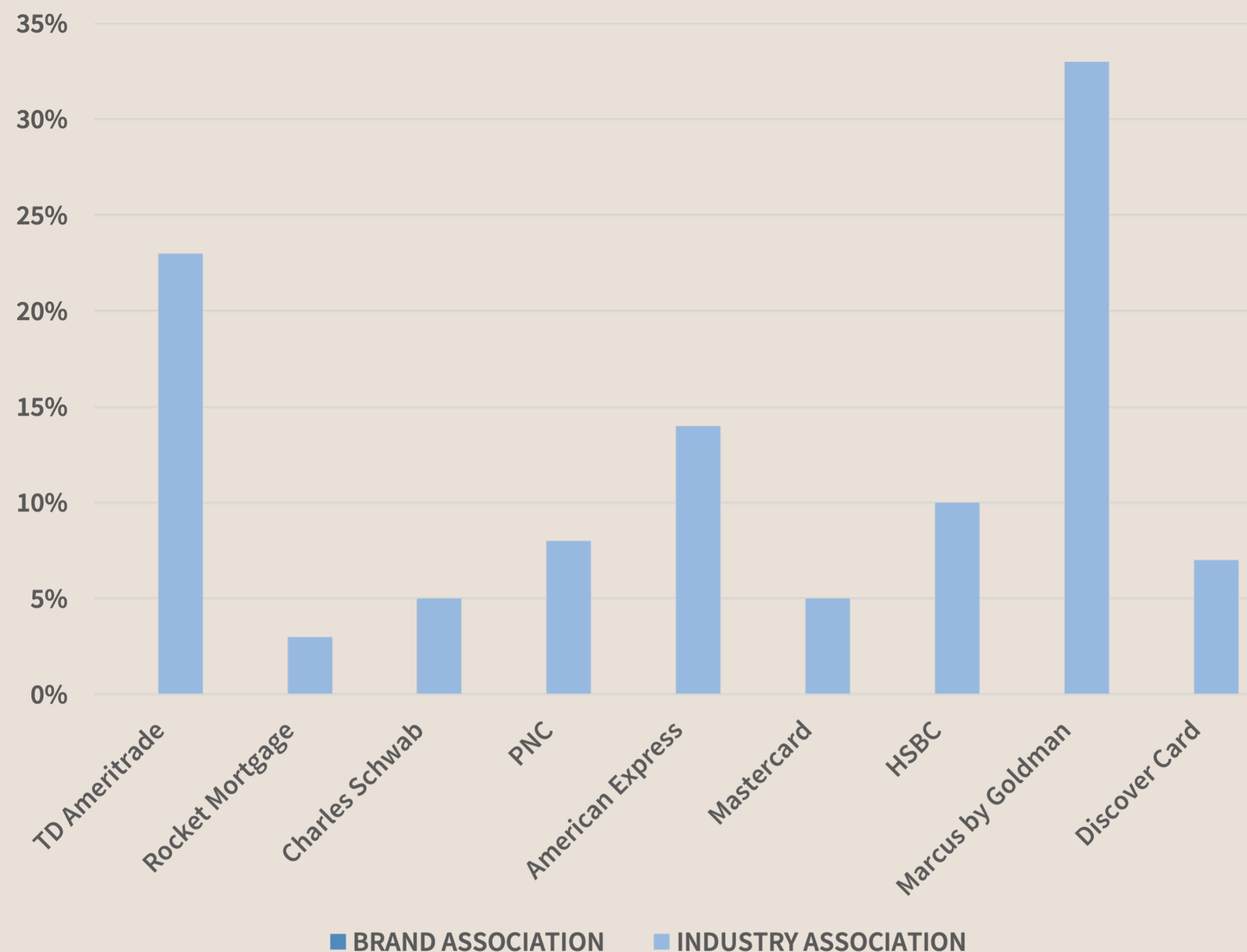
Financial

Banking, credit card, and investment companies fell below the overall average for the creative metrics tested. None of the brands below overtook the benchmark for eliciting feelings of trustworthiness, a metric of significant value for financial institutions.

	TRUSTWORTHY	FAMILIAR	LIKABLE	INNOVATIVE	UNIQUE	VERITONIC AUDIO SCORE
TD AMERITRADE	69	65	72	69	70	62
ROCKET MORTGAGE	66	71	69	63	68	60
CHARLES SCHWAB	70	65	77	69	73	56
PNC	69	62	75	70	73	54
AMERICAN EXPRESS	64	60	69	63	65	53
MASTERCARD	67	60	75	67	71	48
HSBC	68	56	72	71	78	45
MARCUS BY GOLDMAN	59	53	60	64	68	45
DISCOVER CARD	60	50	62	62	63	42
INDUSTRY AVERAGE	66	60	70	66	70	52
OVERALL AVERAGE	70	70	73	70	73	64

Financial

Brand and Industry Association



No Financial brands had any brand recognition associated with consumers hearing their audio logos. Marcus by Goldman had exceptionally high association to Finance considering it had no association to the actual brand.



2022 Audio Logo Index by Veritonic

Real Estate Highlights

- Realtor.com is the only Real Estate company to have an in-market audio logo. This leaves ample space for other brands to join the audio marketing space within the Real Estate industry.
- Realtor.com’s logo elicited feelings of trustworthiness and was considered quite likable to consumers.

Realtor.com was the only logo in Real Estate.

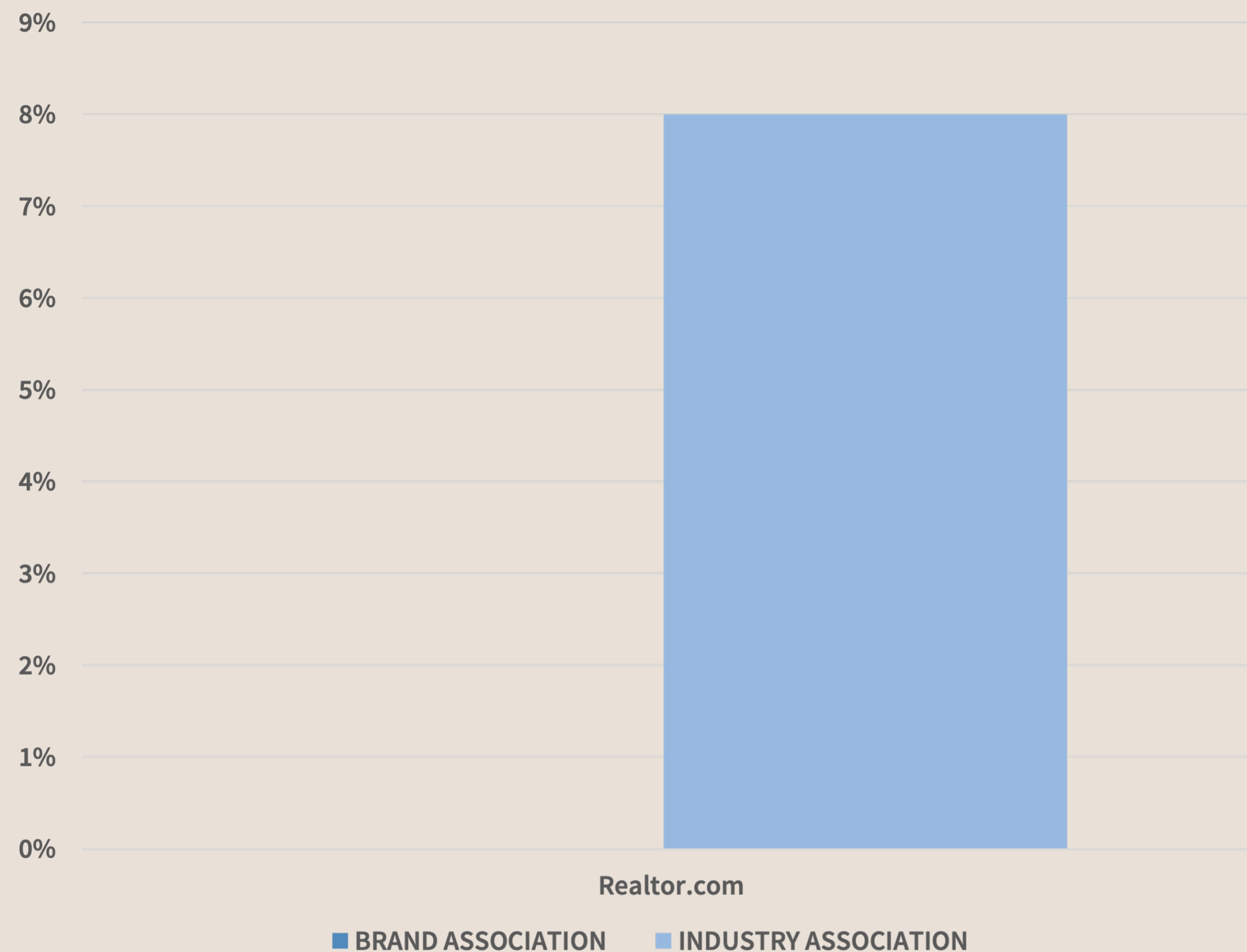
	RECALL
REALTOR.COM	30
OVERALL AVERAGE	57

Hear the Logos

	TRUSTWORTHY	FAMILIAR	LIKABLE	INNOVATIVE	UNIQUE	VERITONIC AUDIO SCORE
REALTOR.COM	68	59	72	67	67	48
OVERALL AVERAGE	70	70	73	70	73	64

Real Estate

Brand and Industry Association



Realtor.com's logo was not associated with the brand by any consumers.

Business Services Highlights

- Business Services logos were not easily identified by the general population.
- Grainger’s sound was associated strongly with being trustworthy, and Microsoft Teams as unique.
- 20% of consumers could associate the Microsoft Teams logo with its industry.

	RECALL
GRAINGER	33
SLACK	31
MICROSOFT TEAMS	29
INDUSTRY AVERAGE	31
OVERALL AVERAGE	57

Hear the Logos

Grainger had the highest scoring logo in Business Services.

Creative Attributes

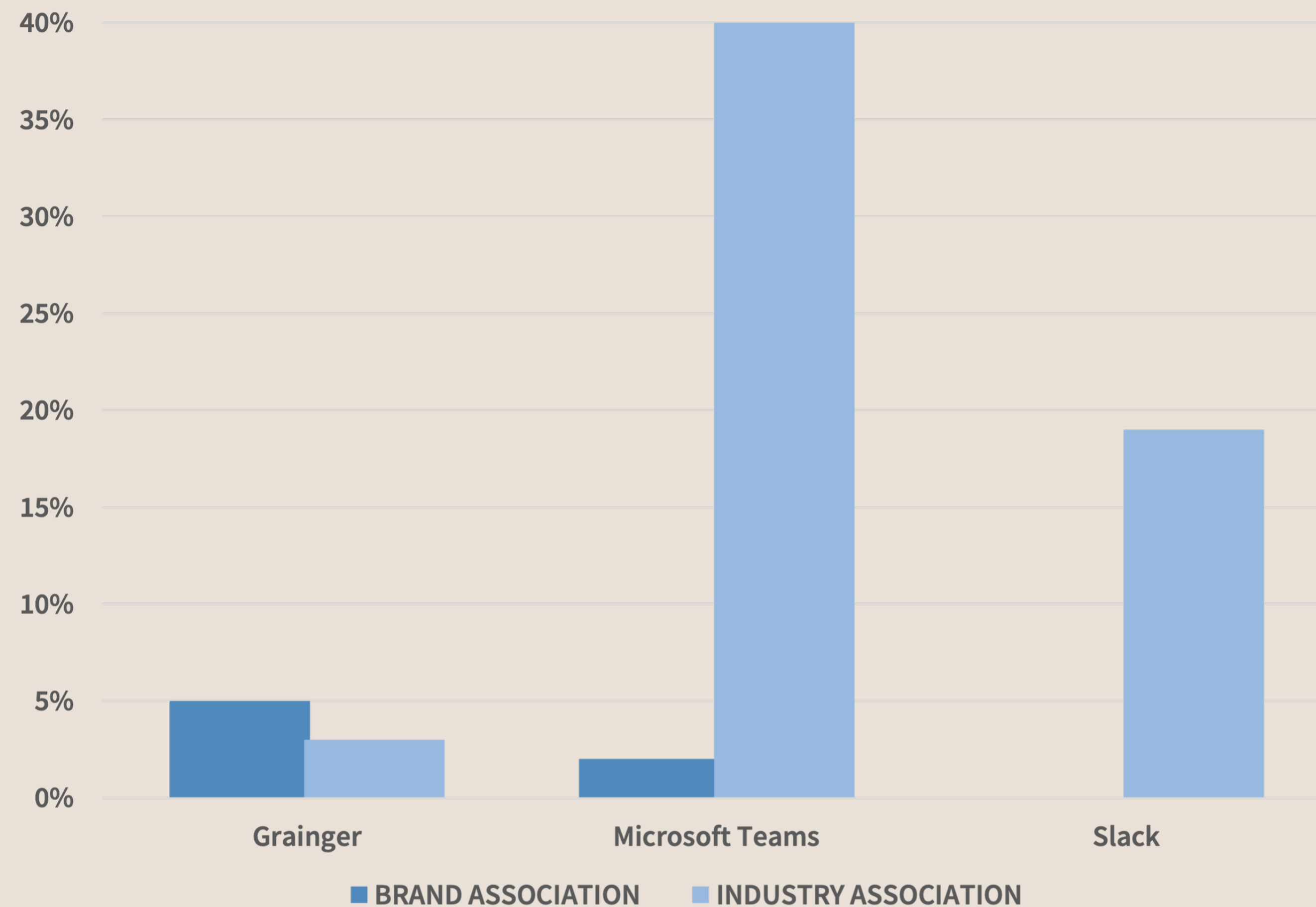
Business Services

Microsoft Teams, Slack, and Grainger scored similarly overall, but differed in the creative attributes that made their logos resonate. This industry is targeting business, so their overall Veritonic Audio Score may be lower than the overall average because this study was targeted to a general population audience.

	TRUSTWORTHY	FAMILIAR	LIKABLE	INNOVATIVE	UNIQUE	VERITONIC AUDIO SCORE
GRAINGER	69	59	68	66	67	49
SLACK	62	53	62	66	69	46
MICROSOFT TEAMS	59	58	62	68	70	45
INDUSTRY AVERAGE	63	57	64	67	69	47
OVERALL AVERAGE	70	70	73	70	73	64

Business Services

Brand and Industry Association



Microsoft Teams and Grainger both scored quite low for brand association compared to other sectors, with Slack receiving 0% brand association. Microsoft Teams had the highest industry association for Business Services.

Travel Highlights

The Travel industry has not begun to leverage the power of sonic branding to its fullest potential quite yet, even though many are utilizing radio, audio, and podcast ads to promote their brands. The only brand tested and using an audio logo in-market is Southwest Airlines. This leaves significant opportunity for other Travel brands to enter the audio branding space.

Southwest was the only logo in-market.

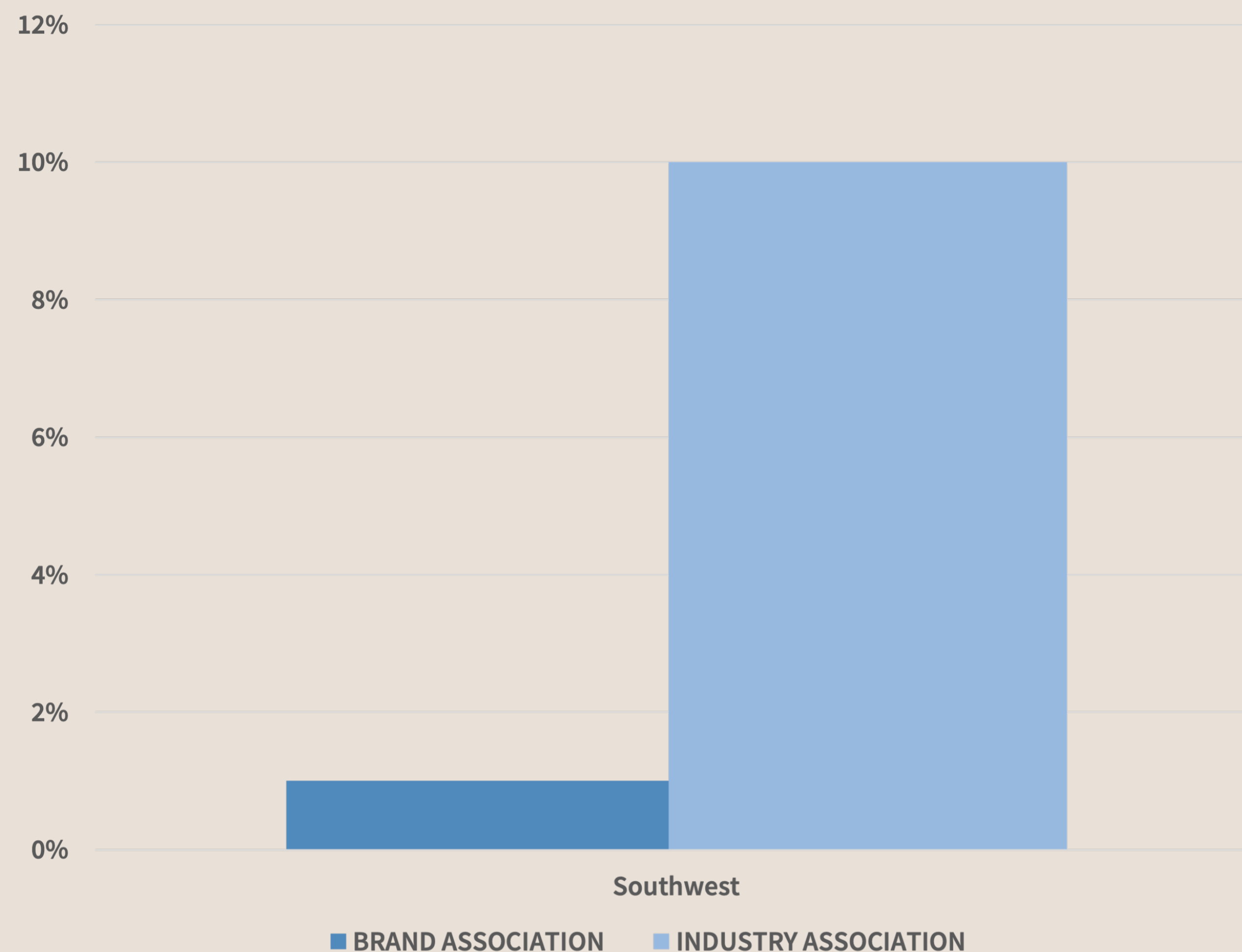
	RECALL
SOUTHWEST	33
OVERALL AVERAGE	57

Hear the Logos

	TRUSTWORTHY	FAMILIAR	LIKABLE	INNOVATIVE	UNIQUE	VERITONIC AUDIO SCORE
SOUTHWEST	56	54	64	63	69	47
OVERALL AVERAGE	70	70	73	70	73	64

Travel

Brand and Industry Association



Southwest had very low brand association. More consistent use in market could make it stand out more in an industry with little sonic competition.



Increasing the Strength of your Audio Creative

Consistency

Consistently leveraging your audio brand is just as important as including your visual brand. After analyzing the effect of in-market use of brands, we found consistency to be one of the most influential parameters for success in sonic branding. (Think listening to a song, you wouldn't be able to sing even the most catchy of tunes after just one or two listens!)

Impact of Consistency

Using an audio logo consistently across marketing materials and consumer interactions with your brand strengthens brand recall, resonance, and brand association.

Brands that consistently use their logo have **36pp*** higher **Veritonic Audio Scores** than those that rarely or never use their logo in market.

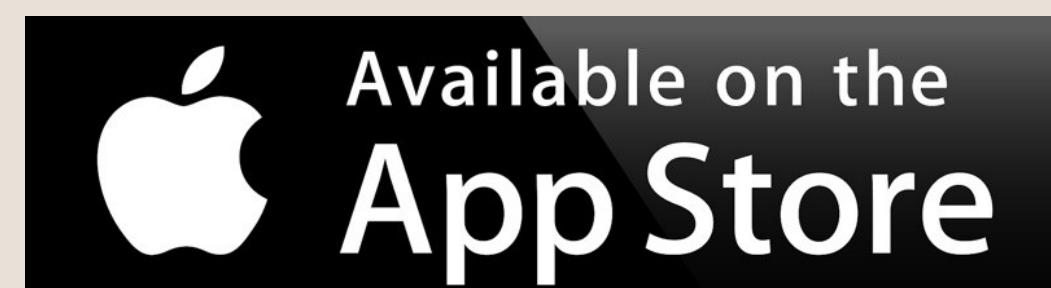
Brands that consistently use their logos have **88pp** higher **recall** than those that rarely/never use their logos in market.

Brands that consistently use their logos score **10pp** higher overall for **creative resonance** than those that rarely/never use their logos in market.

*percentage point

Think you can identify each
brand through sound?

Download our app,
Hear that Brand to find out.



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2022

Audio Logo Index