



Perdue Farms Launches a Distinctive Sonic Identity with Veritonic and Made Music Studio



+21ppt lift in recall



Outperformed category benchmarks on emotional resonance among millennial and Gen Z audiences

OBJECTIVE

Perdue Farms, one of America's most trusted names in poultry, aimed to deepen emotional connection and increase brand recall through the launch of a new sonic logo. The objective was to create a distinctive, consistent audio signature that could perform across a wide range of media—from podcast and streaming audio to digital and broadcast video.

APPROACH

Perdue partnered with **Made Music Studio** to develop several sonic logo concepts and worked with **Veritonic** to validate and optimize the creative through data-backed insights. Using Veritonic's Creative Measurement platform, the team:

- Benchmarked concepts against food category norms for brand fit, recall, and emotional resonance
- Tested consumer perception and memorability across multiple audience segments
- Analyzed pre-market and in-market performance to inform rollout strategy

KEY RESULTS

- The selected sonic logo scored in the **top quartile** for memorability and emotional appeal
- Delivered a **21% lift in unaided brand recall** in podcast and pre-roll environments
- Outperformed category benchmarks on emotional resonance among millennial and Gen Z audiences

Impact

With the sonic logo now integrated across national campaigns, Perdue has established a consistent, recognizable audio presence that enhances brand attribution and recall across touchpoints. Continued measurement with Veritonic ensures the asset remains optimized over time.