

Finding a Brand Sound That Goes Down Easy

**60%**

of respondents agree the mnemonic fosters positive brand perception

36%

lift in recall among target audience after hearing the leading mnemonic

Objective

Sonic branding has been mostly absent from the Pharmaceutical industry. So when one of the leading IBS medications, decided to develop and launch a mnemonic, it was paramount to have a solid sense of how people would respond first. Projecting a hopeful tone and inspiring a positive connection to the brand were primary goals.

Approach

The brand worked with its creative agency to develop a range of mnemonics for the brand. To put evidence behind their final choice, the team utilized Veritonic Analytics to not only measure the **effectiveness of the overall strategy**, but to identify which version resonated best with their customer base.

- **3 mnemonics tested**, first alone, then in the context of a video ad
- Assessed for attributes like **trustworthiness**, **likability**, and **hopefulness**, along with measures like positive **brand perception**
- Targeted to diagnosed IBS/IBS-D sufferers

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Results

One version of the mnemonic stood out above the rest with the brand's target audience:

- **Recall +36%**
- Surpassed benchmarks for **trustworthiness** (+8%), **likability** (+11%), and **innovation** (+13%)
- 60% of respondents agree the winning mnemonic creates a **positive perception of the brand**, 7pp above other versions
- **82%** state adding the mnemonic to an ad will help them better remember the brand

Leading the way for sonic branding in Pharma, the brand used the findings from the Veritonic platform to validate the decision to move forward and launch the winning mnemonic in Q2 of this year.

Interested in learning more about how Veritonic research can help you develop or test your advertising?
Contact us at info@veritonic.com

About Veritonic Veritonic is the industry's leading competitive, testing, and performance solution for audio. The preeminent platform provides marketers, brands, and agencies with comprehensive data and insights to support and optimize their streaming audio, podcast, and radio advertising strategies. With competitive intelligence, creative measurement, campaign performance and brand lift capabilities, the Veritonic platform is the industry's most trusted, feature-rich solution for audio advertising optimization.