

That's a mouthwatering CRUNCH.

**23%**higher recall
than the CPG
norm**12%**higher appeal
overall

Objective

There are not many brands that can claim something as general as a triangle as their own, but somehow Frito-Lay has managed to do so with the Doritos brand. As consumers turned an increasing amount of attention to the audio channel, Frito-Lay focused less on the look of the Doritos brand, and more on its sound.

With taste, smell, a visual, and a solid cultural identity in the bag (so to speak), Frito-Lay set out to translate its unique and 'disruptive' brand identity across the airwaves.

Approach

To tackle the challenge of building out a sonic identity as powerful and memorable as Dorito's visual identity, the Frito-Lay team employed the expertise of sonic branding experts at **Made Music Studio**. Made Music Studio developed cutting edge creatives to take listeners into an alternative Doritos-inspired world, without the visual aids.

- Target audience: 18-24 year olds
- Suite of assets from logos to longer sonic branding elements
- Key brand attribute: "disruptive"



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Results

Frito-Lay has begun releasing the suite of sounds within their ads. Not only did their new logo score **23% above the CPG norm** for recall/memorability, the brand score showed **12% higher overall appeal** for the brand after people heard the logo. Another important metric for the brand to get across in their sonic identity was creating disruption. Veritonic data showed that among their target audience of **18-24 year olds, 70% found the sound disruptive.**



Audio has this visceral ability to connect with us as humans on an emotional level and can be a phenomenal driver of impact from a branding and advertising perspective.

- James Clarke, Senior Director Digital & Social, PepsiCo

The Doritos brand is known for being at the center of culture, and Frito-Lay's stake in audio has proven the medium's worth is here to stay.

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

About Veritonic Veritonic is the world's leader in audio creative research and analytics. 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.