

An Aftertaste You Actually Want



63%

heard the winning logo and thought of ‘quality’

21pts

above the benchmark for food/beverage

Objective

How do you project a feeling of “quality” in a sound? Moreover, how do you make it your own? For one of the most successful light beer brands in history, the value of capturing both of those components effectively in a sonic brand was obvious.

The sound needed to convey the idea that Miller Lite is **refreshing** — a hallmark of high-quality light beer. But as the company regards its **neon sign** as one of its unique brand elements, they were intent on capturing that in the sonic brand as well. In addition to standing on its own, the audio logo also needed to be flexible enough to work across an array of different ad creatives.

Approach

Like all smart marketers, the Miller Lite team looked to a combination of clever creative, developed by sonic agency **The Elements Music**, and data, generated by the **Veritonic platform**, to ensure they were brewing something that

- Built and tested three creative variations centered around the sounds of a bottle opening (a “refreshing” sound) and a neon sign “flicker”
- Targeting: lite beer drinkers ages 21- 40; Hispanic people, a key demographic for the brand
- Components tested:
 - Attributes: authenticity, likability, familiarity, uniqueness and more.
 - “Refreshing” as a custom attribute
 - Recall

An Aftertaste You Actually Want

Results

Two of the three versions, both of which combine the sounds of a bottle opening and neon flickering, beat Veritonic benchmarks for the Food and Beverage sector. While neon is clearly important to the brand, that sound on its own couldn't carry the audio logo. Winners were considered especially authentic, familiar, and likable, and they effectively projected a “refreshing” sound. *[Listen to the top performer.](#)*

- The winner scored:
 - **21 points** above the benchmark overall (Veritonic Audio Score)
 - **28 points** above the neon-only version for projecting a **refreshing** feeling
 - **20 points** above the benchmark for **recall**
 - **18 points** above the neon-only version for **excitement**; 23 points above for **happiness**
- Hispanic listeners found the winner even more familiar, likable, and refreshing than the general population of light beer drinkers
- 63% of listeners agreed that the winning logo made them think of “quality,” while only 13% thought that about the neon-only version

With clarity into the brand sound that resonates with people the best, Miller Lite rolled out the first ads that leverage the winning logo in March.

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.