

# Hitting the Right Note When Choosing Music for TV Spots



Winning creative  
beat benchmarks  
for recall and  
intent

Project completed  
in just a week

## Objective

One of the largest American retailers was launching a national television campaign and needed guidance over which music should be included. The brand only had one week to decide before their creative was set to go live, and needed verifiable data to support their choice.

## Approach

The brand's marketing team leveraged Veritonic's Creative Testing technology to test various musical options to see which elicited the most favorable emotional response to the spot and the brand from their target audience, and which articulated the brand's key attributes best. The team was also interested in measuring the extent to which the music drove recall and influenced intent to buy after hearing the spot.

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## Results

The brand's marketing team utilized Veritonic's Predictive AI technology and human panel testing to make their final decision. First, they used predictive scoring to narrow their track options to the highest scorers, then leveraged Veritonic's human panel testing methodology to ensure the creative was optimal for their target audience and specific brand attributes.

The brand received its results in just 7 days. Both the predictive results (optimized for a gen pop audience) and the human panel test (optimized for the brand's target audience) resulted in the same top scoring creative, providing the brand with credible support for their music choices. The unanimous data enabled the brand to confidently go to market with the most optimized creative possible.

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

**About Veritonic** Veritonic is the industry's leading competitive, testing, and performance solution for audio. Our technology provides brands, publishers, and agencies with the data they need to optimize their omni-channel audio investments across podcasts, streaming audio, broadcast radio, audiobooks, video, and more. With competitive intelligence, creative testing, campaign performance and brand lift capabilities in an easy-to-use UI, the Veritonic platform is the most comprehensive solution for audio optimization and efficacy.