

2021

Audio Logo Index

A VERITONIC COMPETITIVE
INTELLIGENCE REPORT

 VERITONIC



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Making the Right Sonic Impression

There have never been more opportunities for marketers to reach people through sound. Some you've been hearing about for a while now — we obviously don't need to remind you how hot podcasting is, for example. Some newer opportunities, like social audio, are starting to take center stage. Some others, like functional sound, can even play into this strange cultural moment in time — think of the ubiquitous Amazon truck “backing up” alert, which trades generic beeps for what sounds like birds.

Once they know people are listening, how do brands ensure that they're not only making a lasting impression, but the right impression? The audio logo can go a long way in projecting an identity. We've analyzed more of them than ever to gauge that power in this fifth edition of the Audio Logo Index.

Other consumer touchpoints, like ads, can supplement sonic identities when businesses know they need to project more than what can be expressed by a logo alone. With that, this year's index spotlights a brand that's making their commitment to inclusiveness clear across all of their marketing.

As the past year saw a lot of new sonic branding activity, we've also added a separate look at new entrants, some of which scored higher for certain emotional measures than the most famous sonic brands in history.

Special thanks to our amazing channel partners — SXM Media's Steve Keller, AMP's Bjorn Thorleifsson, and Soundlounge's Kerry Schofield — for some insightful perspectives on the space.



Scott Simonelli, CEO & Co-Founder, Veritonic



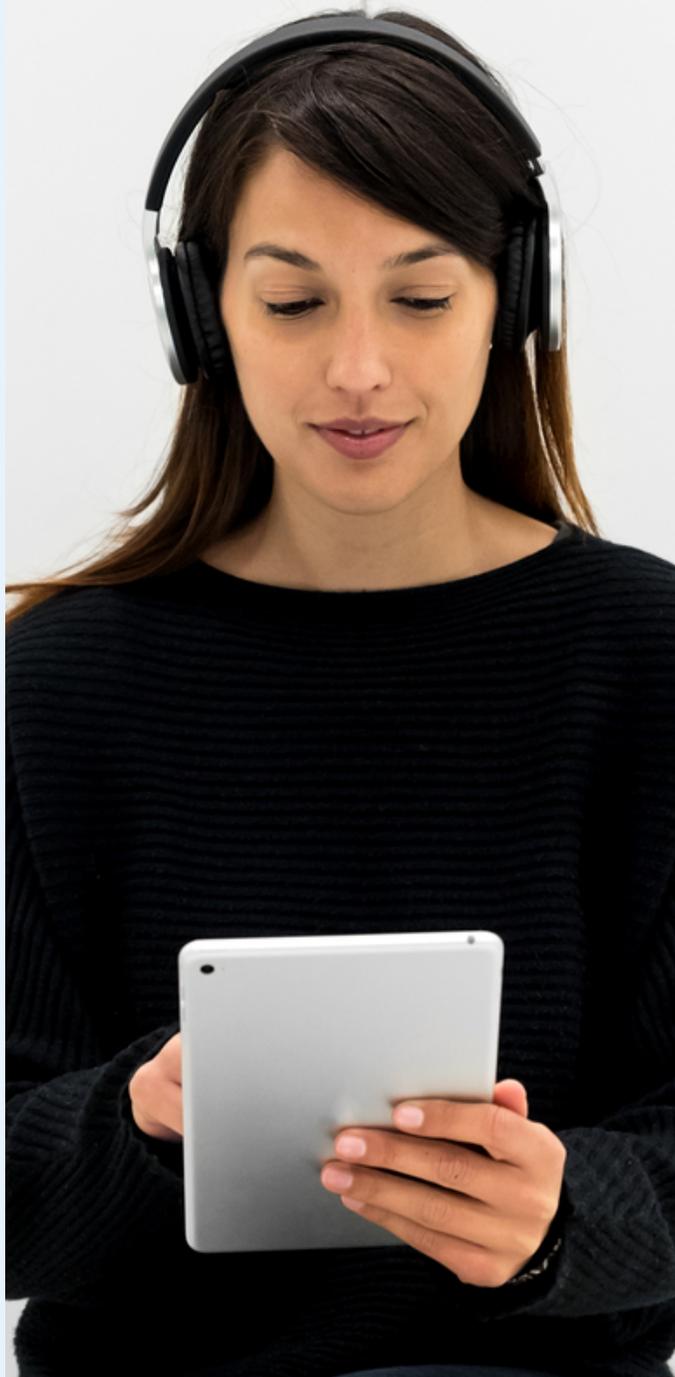
**Veritonic is
the audio
intelligence
platform.**

“

In our audio campaigns, we look to ensure that we're making subtle but impactful creative decisions to know that we're speaking to and for all audiences.

When we see, hear, and understand each other, we can create an environment of compassion, collaboration, and connection.

Cliona Hayes, Director of Global Brand & Advertising, Indeed



Methodology

The Veritonic Audio Intelligence Platform analyzed over a hundred of the top consumer brand audio logos across US and UK markets.

The platform first processed the files using Machine Listening and Learning™ algorithms to identify trends, strengths and weaknesses. It then captured the reactions of about 3,700 people across the US and UK in Q1 2021. Panelists were carefully selected to reflect US and UK census-representative distributions of age, gender, ethnicity, and race.

The platform also collected household income and a variety of other demographic and psychographic data.

Panelists listened to each audio logo and scored it based on a range of attributes (e.g., “happy”). They were also asked to identify the brand and industry for each logo, and their degree of familiarity with the logo. For recall, panelists were contacted 48 hours after their initial exposure and asked if they remembered the logo. The speed at which respondents recall the logo was also tracked.

The platform calculated the Veritonic Audio Score (overall score) and all component scores of each audio logo by combining emotional response and 48-hour recall.

Executive Summary

1

US Insurance brands once again proved the staying power of their audio logos, with **Farmers** and **State Farm** claiming the first two spots in the index. Several new additions came out strong, with **Popeyes**, **Red Robin**, and **Ace Hardware** all tying for third-place.

In the UK, **McDonald's** sonic brand once again took top honors, though listeners were slightly (8%) more **confused about which brand the mnemonic actually represented**. This is clearly due, in part, to the fact that it does not use the brand name (seven out of the UK top 10 do).

Nine out of the top 10 US audio logos include the brand's name; Intel's five "bong" mnemonic, now 27 years old, is the sole exception.

2

The importance of including your brand name in your audio logo has never been more obvious. For proof, look no further than **AutoZone**, whose sonic brand went from the bottom 10 last year (with a whistle-only treatment) to number 12 this year (with its full musical slogan).

Other brands that still haven't gotten that point continued to drop on the index, with **T-Mobile** and **Taco Bell**, for example, both declining 64% in proper brand recognition.

3

Many brands are leveraging audio marketing beyond sonic logos to reinforce the brand values they're trying to project. Career site **Indeed**, in particular, has been focusing much of its audio marketing narrative on female-owned businesses. Respondents expressed a **higher willingness (60%) to use a site whose advertising reflected inclusivity and diversity**.

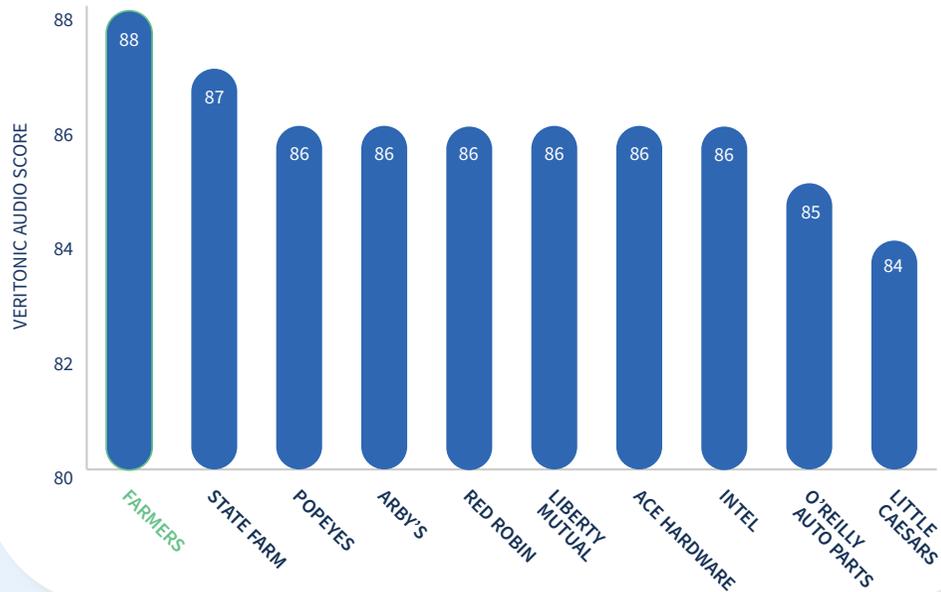
4

The past year saw several brands, including **Sonos** and **Michaels** art stores, launching their first audio logos. New entrants like **SmileDirectClub** clearly demonstrated that they had a good handle on best practices, leveraging both melody and brand name, and seeing higher brand recognition than established players like **Oreo** and **Honda**.

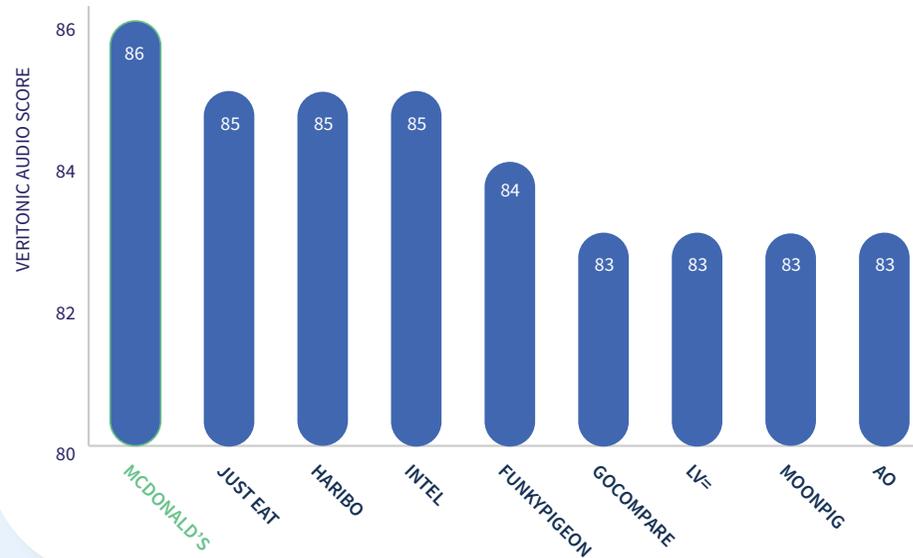
UK supermarket chain **ASDA** revamped its classic sonic brand and saw nearly 50% proper brand association.

Top 10 By Veritonic Audio Score

US WINNERS



UK WINNERS



Key Learnings

1 QSR has the most winners, but can't dethrone Insurance.

Insurance again proved itself the sector to beat when it comes to strong sonic branding. **Farmers Insurance** and **State Farm** claimed the top two spots in the index (overall scores of 88 and 87, respectively), and Liberty Mutual tied several other brands for third place. QSR, however, put the most brand logos in the top 10: **Little Caesars**, **Red Robin**, **Popeyes**, and **Arby's**.

With some exceptions, most insurance brands seem to tick every box of best practices: they use their **brand name** in their audio logos, incorporate **melody**, and they're very consistent in how they use their mnemonics in ads.

[Listen to Farmers.](#)

Moreover, going beyond logo alone, insurance brands are clearly big on the use of **brand characters** in their ads. That consistent combination of brand elements clearly drives recall — State Farm, Farmers, and Liberty had the **three most memorable logos** in the index (97, 95, and 94, respectively).

Lack of consistency, on the other hand, contributed to some big drops this year. **Honda's** logo, in particular, plummeted 60% in overall score. While the strategy to move away from their two-note mnemonic was reasonable, given its mediocre performance (0% proper brand association last year), moving to a purely percussive treatment — and not using the brand name — suggests a squandered opportunity for a reset.

[Listen to Honda.](#)



In a year when **happiness** arguably mattered more than anything else, three sonic brands from three different sectors stood out for making people feel good: **Old Spice, Popeyes, and O'Reilly Auto Parts** (with “happiness” scores of 83, 82, and 82, respectively).

UK consumers once again awarded **McDonald's** the best overall sonic brand (86), though insurance leader **GoCompare** tied it for the highest recall score (96). The latter was also considerably more effective at making people think of the correct brand.

Few companies can beat **Moonpig** for the successful reintroduction of classic, loved brand elements. Likely buoyed by an update to its visual logo as well, its sonic brand, brought back by a new CMO, **jumped 20 percentage points in proper brand association** on this year's index, with 83% saying they recognized and knew the brand.

Similar to Honda in the US, **Nissan's** changes to their sonic brand in the UK didn't keep it from landing in the bottom slot for the second year in a row. Here again, revising with the inclusion of their brand name likely would have helped boost their scores.



2 The value of saying your name has never been more obvious.

It seems so intuitive at this point: put your brand name in your audio logo and it's going to be easier for people to know that sound is you, which in turn creates brand affinity. **Nine out of the top-10 audio logos** in this index include the brand name.

This year's big winner on that front is **AutoZone**. While the company has had a few different audio logos in market, its "whistle only" version seemed predominant in 2019 and was analyzed in last year's index. That version scored among the bottom 10 logos overall, with only 12% proper brand association. This year, their mnemonic with full, sung slogan and brand name **jumped 62 percentage points in brand recognition** and missed the top-10 overall by only two places.

[Listen to AutoZone.](#)

On the other hand, **Mastercard's** sonic brand clearly could have benefited from a best-practice update. While last year's low performance could be partially ascribed to being new to market, their logo's second year in a row of 0% correct brand association and 13% drop in overall score seem pretty telling.

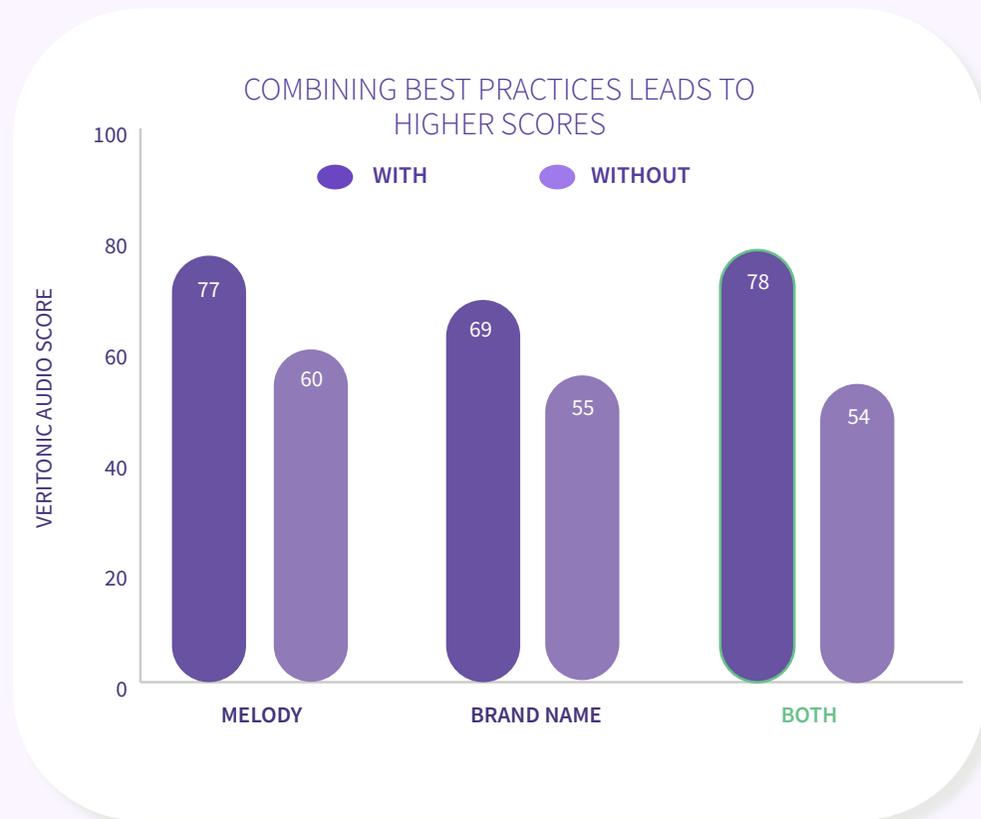


Audio logos that use the brand name score 29% higher overall.

Entertainment brands are also in a tricky spot here. Of the 10 sonic brands tested this year, 41% of respondents on average said they recognized eight — Netflix, Amazon Original, HBO, Disney+, NBC, ABC, CBS, and Xbox — but **did not know which brands they were for**. By contrast, only 11% couldn't properly identify **Pandora** and **Playstation** — the only two that include their brand names in the logo. In a space as highly-competitive as streaming services right now, the opportunity to create better brand affinity through an audio logo update is there for the taking.

In the UK, while **GoCompare's** sonic brand just missed the top 10 overall, it joined **Just Eat** as **clear winners for brand association** (82% and 81%, respectively). Both leverage their brand names in their audio logos.

Conversely, **McDonald's** logo, while winning overall, was clearly much less recognizable to people, **with only 54% proper brand association**. This again calls into question the true value of a sonic brand that, while generally “likable” to people, doesn't make them think of that brand itself.



3 Loud & Proud: The Power in Sounding Like Your Customer

How much impact can a brand's identity have on moving our industry forward on **diversity and inclusiveness**? In the case of the job recruiting sector, a space that touches everyone, the influence can be substantial.

While an audio logo can play some role, for example, by featuring a female voice, other touchpoints to a brand's identity, like ads, can arguably convey even more. Job site leader **Indeed**, one of the largest audio advertisers in the U.S., clearly gets the power of audio to both project forward-thinking ideas and ensure that a large part of the population hears them.

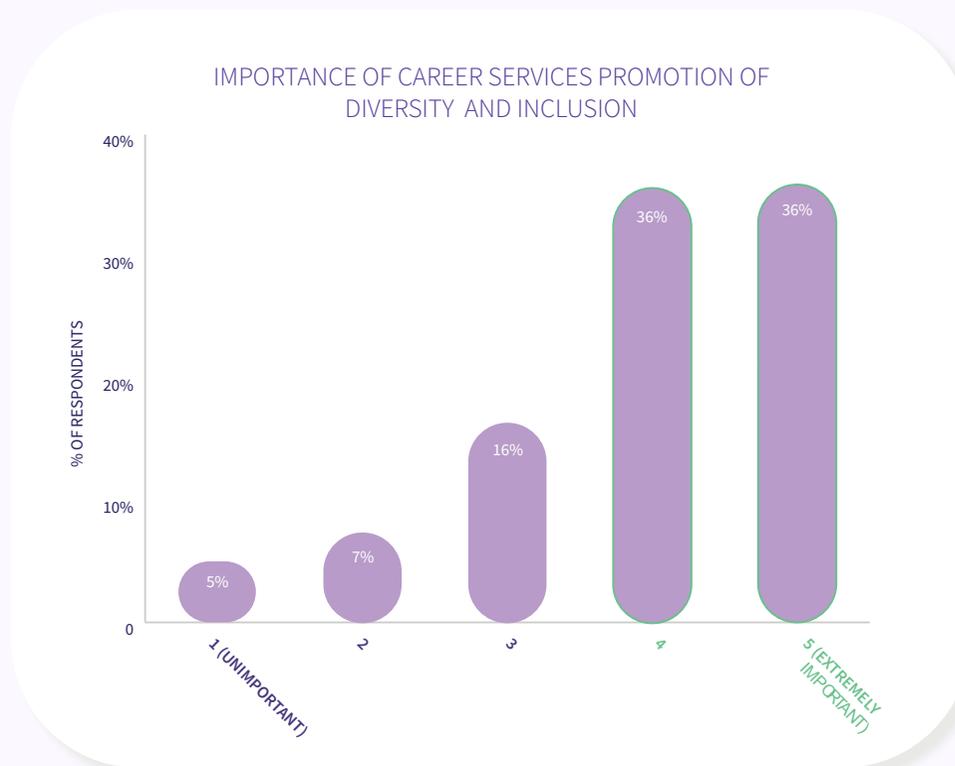
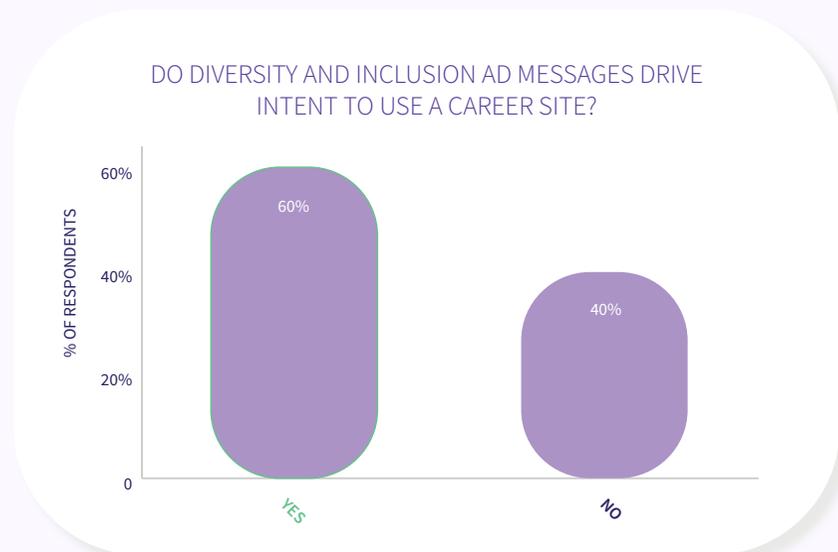
"As the world of work looks to rebuild and redefine a "new normal," we believe it is our responsibility as the #1 hiring site in the world to make sure it's one that can work for all — a new normal that supports those left behind and strives for a world of work that is fair, equitable, and responsible," says Clóna Hayes, Director of Global Brand & Advertising for Indeed.

It's not just lip service. The company has a dedicated team that builds campaigns which typically **highlight underrepresented voices in the workplace**. The perspective comes through loud and clear in their audio spots, like this one featuring a female-owned business:

[Listen to the ad.](#)

“Our mission is to help people get jobs... all people,” states Thad Smith, Senior Manager, SMB Brand and Communications. “So we try to make creative that everyone can see and hear themselves in.”

Evidence that it works for people abounds. The above ad scored the **highest for driving purchase intent** in the March edition of the Veritonic Audio Ad Index. Separately, a clear majority of people (60%) said that they’d be **more willing to use a site whose advertising reflected inclusivity and diversity**.



A lot of other great work is being done to make audio marketing (and marketing overall) more inclusive and diverse.

SXM Media's Studio Resonate, as one example, has been cutting to the core of the issue, with a particular focus on race, in its Stand for Sonic Diversity initiative (standforsonicdiversity.com). The group recently completed a soon-to-be-published, first-of-its-kind study (in collaboration with Veritonic), that speaks to the positive benefits of sonic diversity in advertising.

“Race is a sonic construct as well as a visual and/or textual construct,” says SXM Media’s Steve Keller. “When the use of Black voice talent is limited to advertising that only speaks to (or for) a Black audience, it results in practices that ultimately amplify white voices, marginalize Black voices, and perpetuate a type of sonic racism, namely, that the voice of the general market, and by extension, of America, is white.”

One of the essential findings of the coming study is that ads using Black voice talent were **judged more favorably by Black audiences, with no negative impact on ad favorability or effectiveness with white consumers.**

Brands who are fleshing out their audio marketing strategies, take note. Social relevance and sensitivity moves the industry — and your brand — forward.



4 New sonic brands get it right.

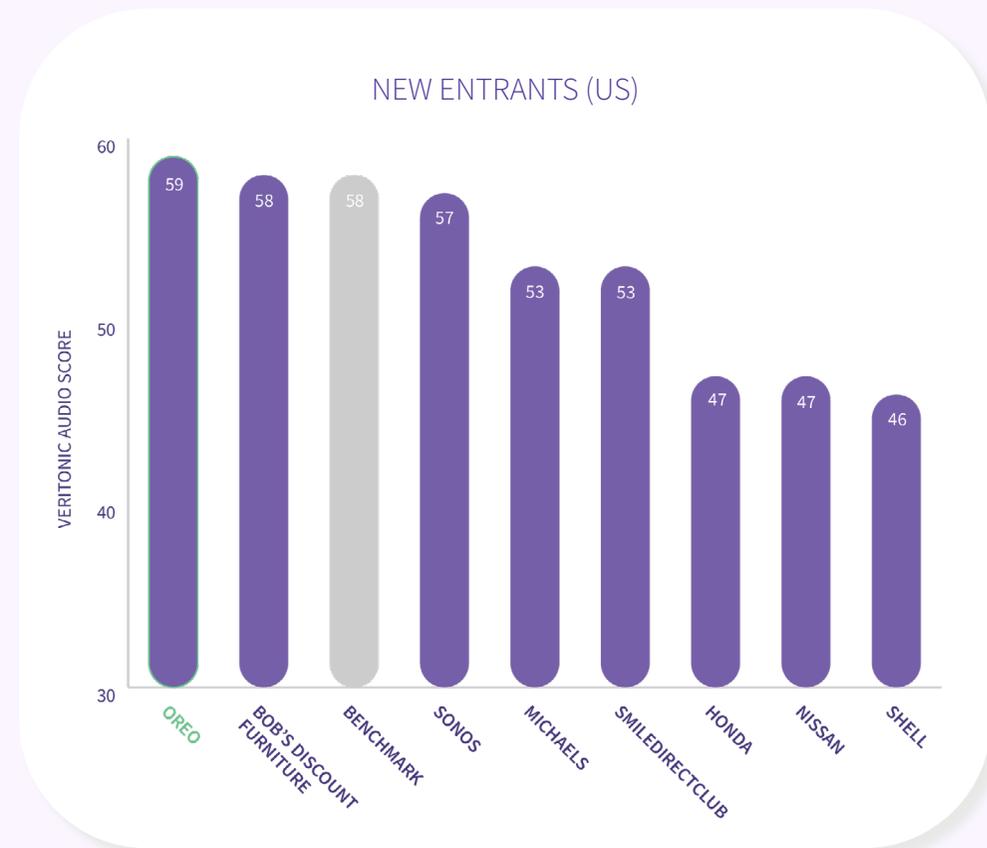
Recognizing both the growing influence of audio on people’s lives and the power of a mnemonic as a key touchpoint, several major brands brought audio logos to market over the past year. As longevity and frequency clearly play a strong role in driving effectiveness, we cordoned off this set to give them a fair shake.

Despite being brand new, several companies’ logos performed well against certain metrics, demonstrating their awareness of sonic best practices. Fittingly, home audio company **Sonos** is a great example of how **melody** drives mnemonic effectiveness. With its very musical logo, the brand not only beat the other new entrants across multiple metrics — including authenticity, excitement, likability and uniqueness — it actually **scored the highest (79) on the overall list** for being most **inspiring**.

[Listen to Sonos.](#)

Direct-to-consumer leader **SmileDirectClub** brought together even more best practices in their first sonic brand, including **both melody and their brand name** — a winning combination across the index. The strategy yielded much higher **correct brand association** (14%) than all of the new entrants tested except for one (Bob’s Discount Furniture), including long-established brands like Oreo.

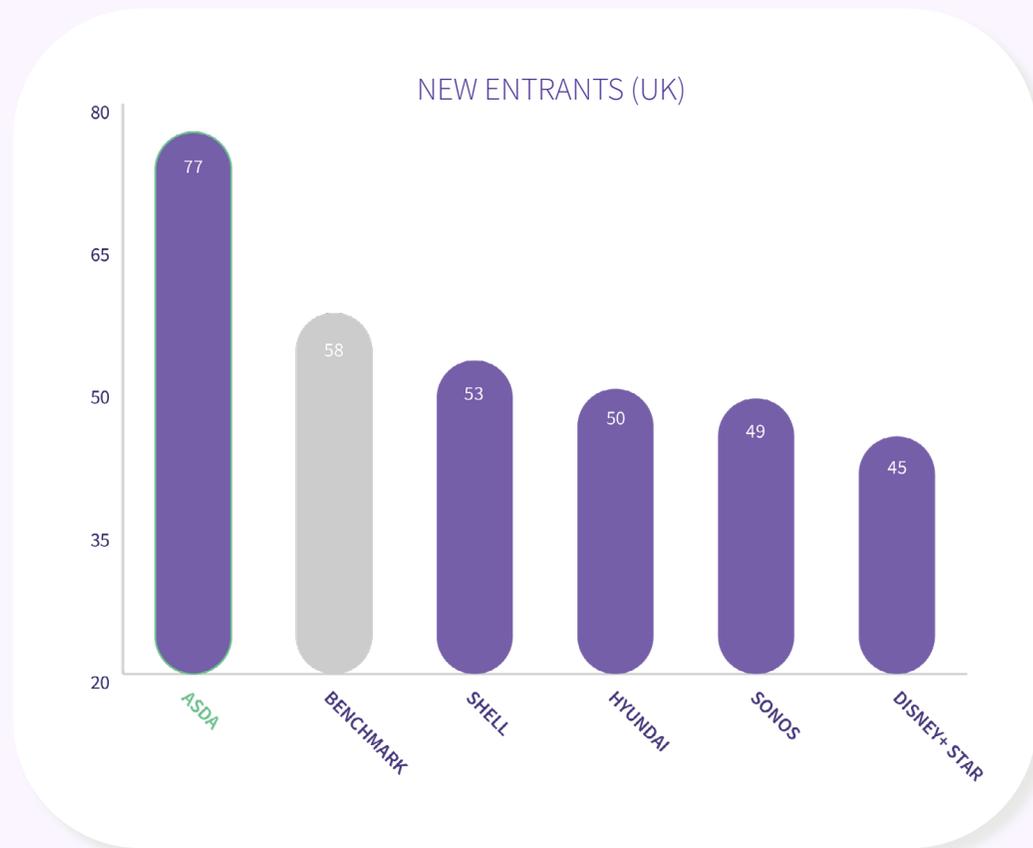
[Listen to SmileDirectClub.](#)



In the UK, leading supermarket chain **ASDA's** revamped sonic brand was an overwhelming winner amongst “new” entries when it came to proper brand association. **44% of respondents properly identified the very musical logo**, while not one respondent could correctly associate the other new entries with their brands. This is a great example of how a slight, more careful update can breathe a little new life into a classic without detracting from its established power.

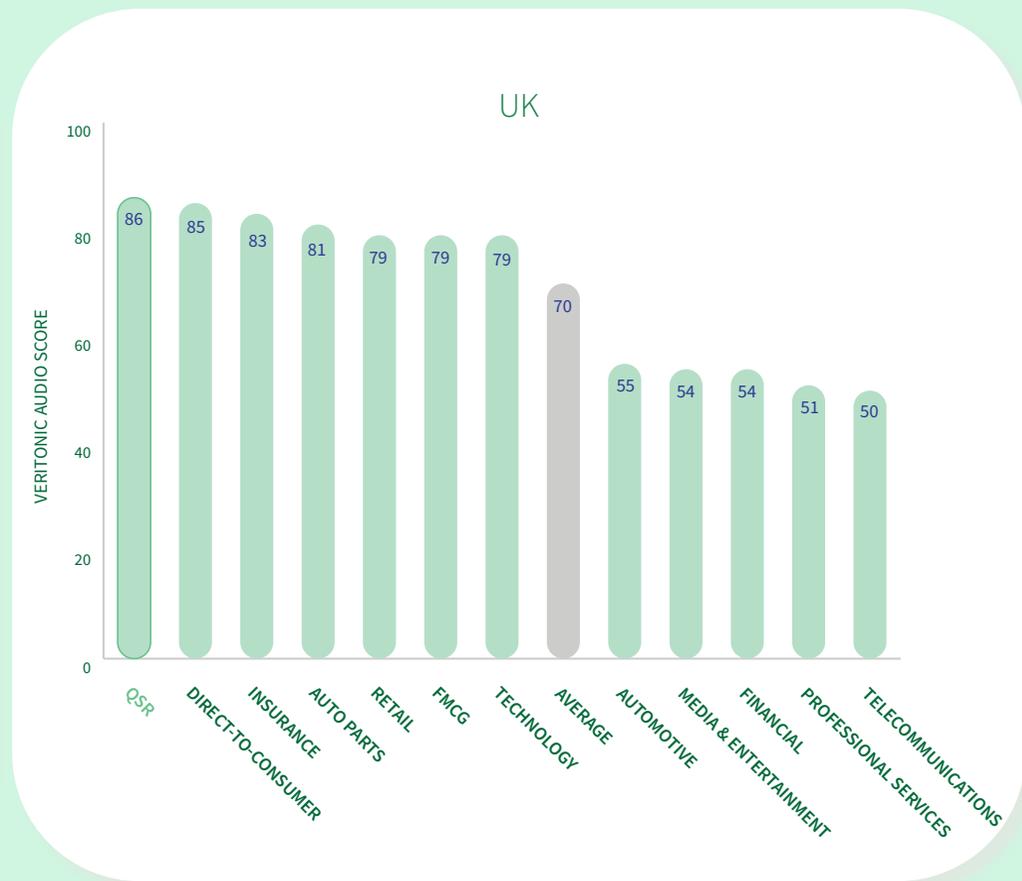
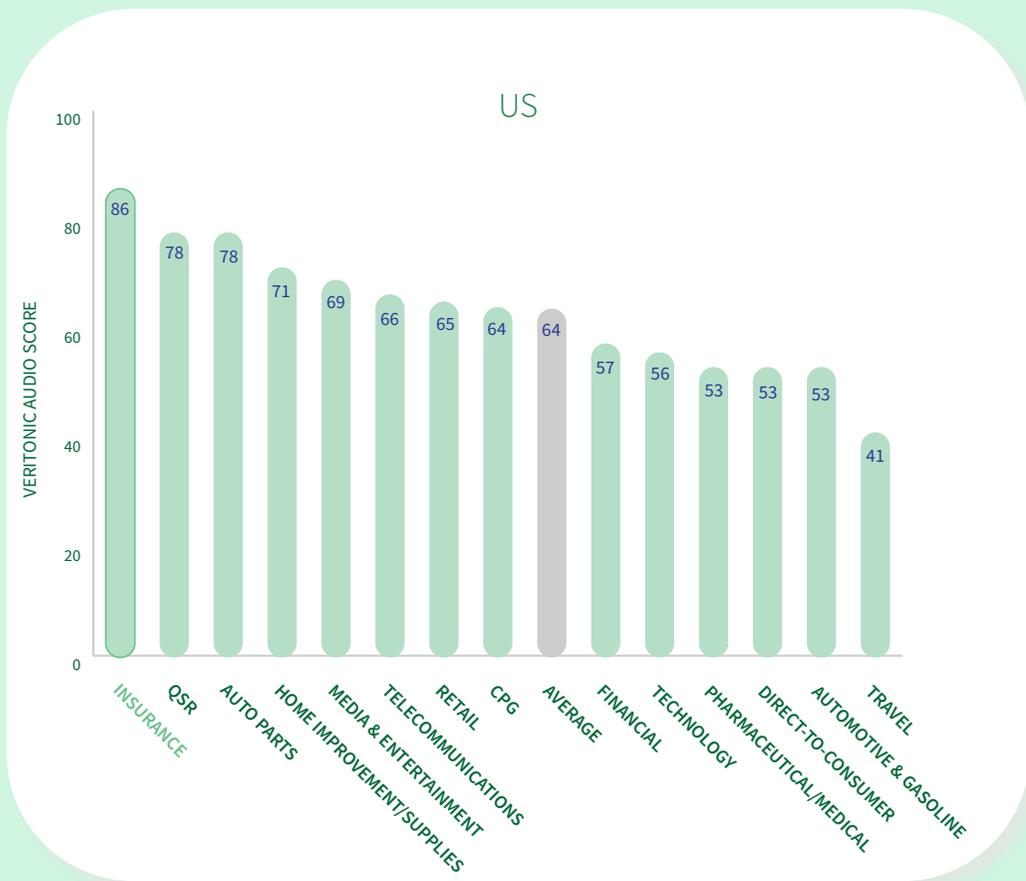
ASDA's sonic brand also scored the **highest on the overall list** for projecting **happiness** (76).

[Listen to ASDA.](#)



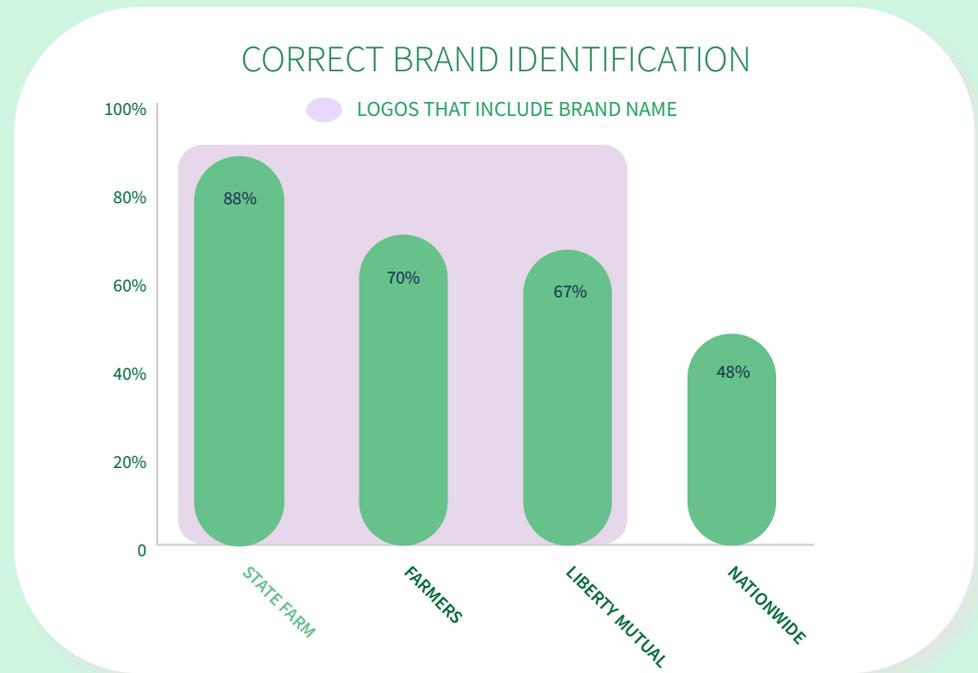
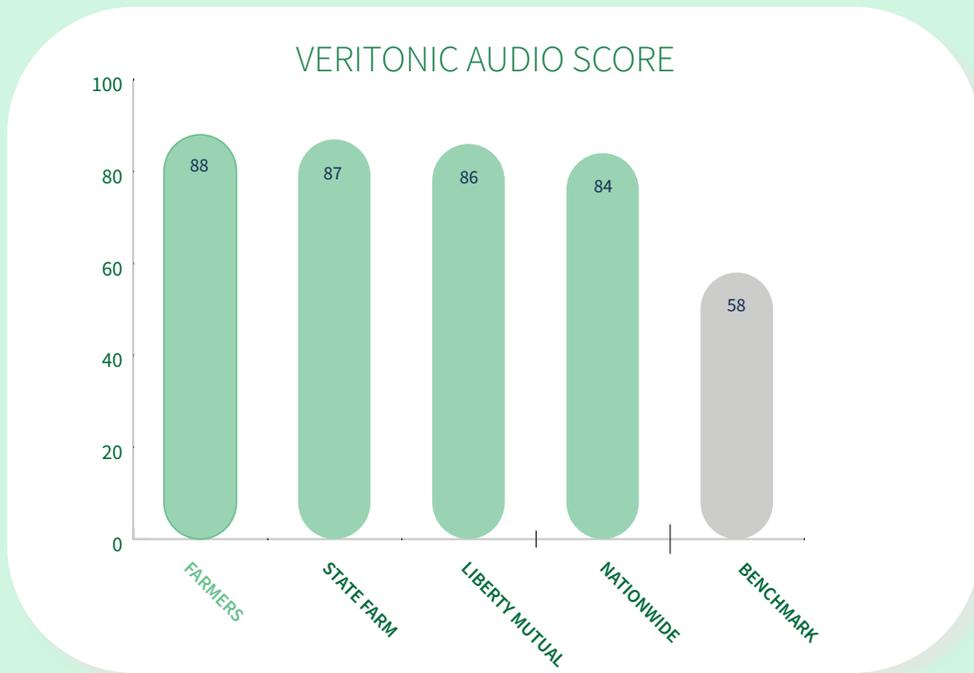
Results by Sector

Overall Score by Sector



US Insurance

Farmers, State Farm, and Liberty Mutual’s audio logos all had almost perfect recall scores—a result of their consistent use in market and leveraging of brand name and melody. Every brand in the sector scored **above benchmarks for authenticity, trustworthiness, familiarity and likability.**

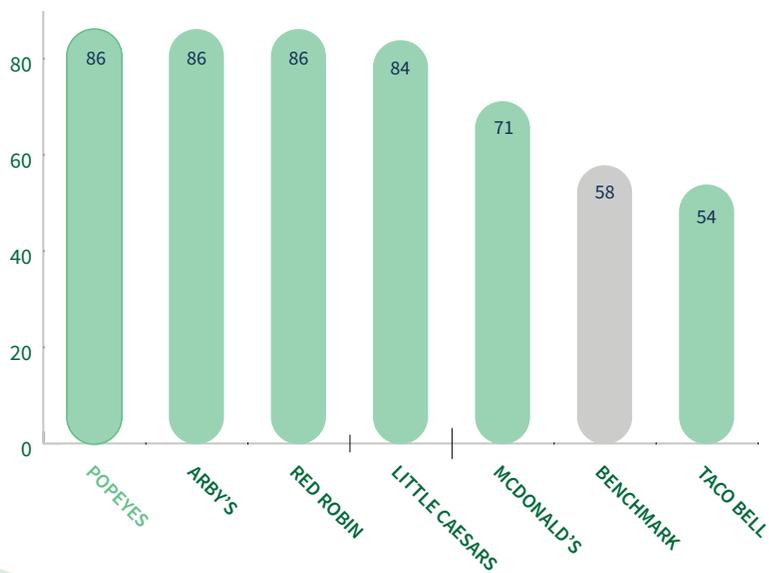


US QSR

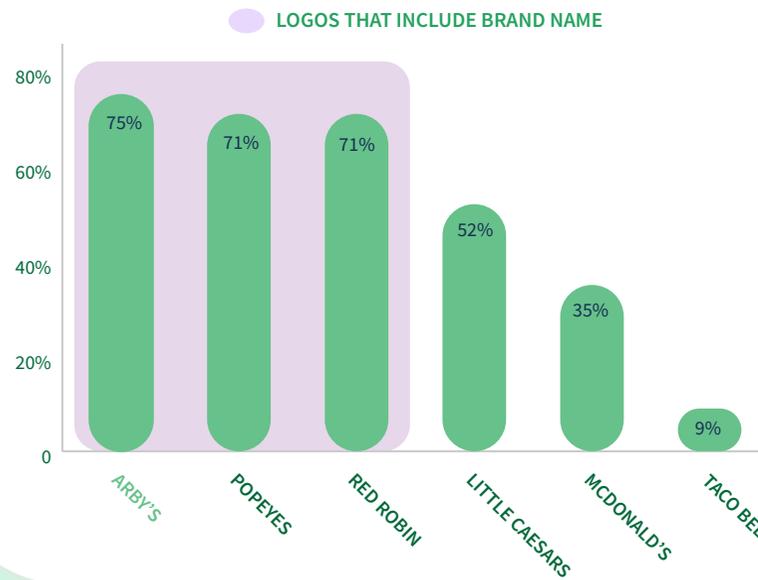
McDonald's, which altered its logo in 2020, was among the lowest performers in QSR. Why? **All top-scoring brands in QSR** — Arby's, Popeyes, Red Robin, etc. — **leverage voiceovers and their brand name** in their logos to support recognition. McDonald's also subdued their previous, more lively logo, lowering emotional response and recall.

While Little Caesars' sonic brand had the highest correct industry association on the entire index (90%), its competitors saw much higher brand association, most likely because they leveraged their brand name. **Almost 30% of respondents claimed never to have heard the McDonald's logo** — change isn't always for the better.

VERITONIC AUDIO SCORE



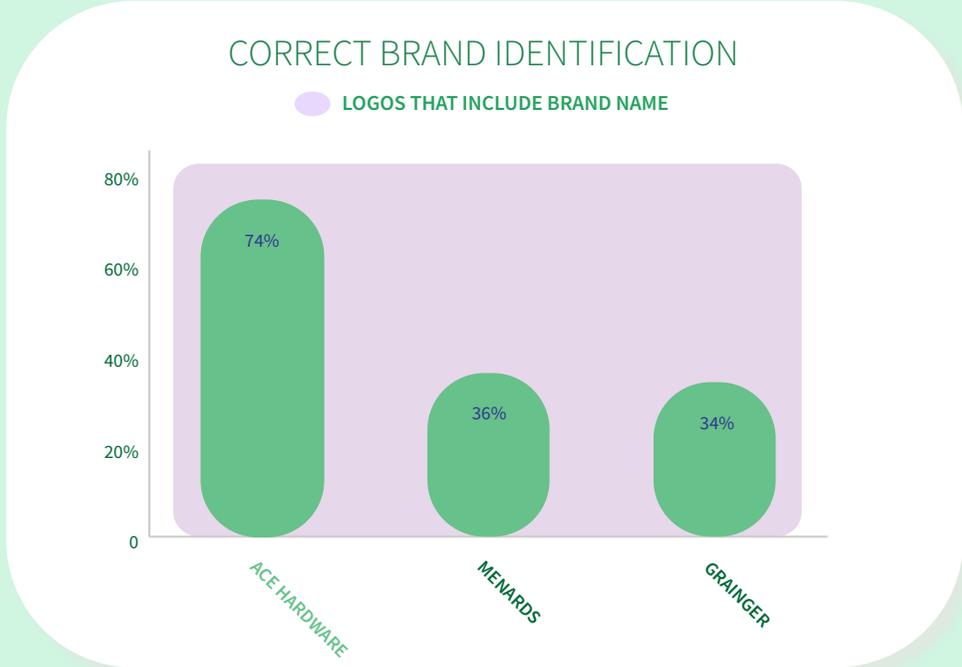
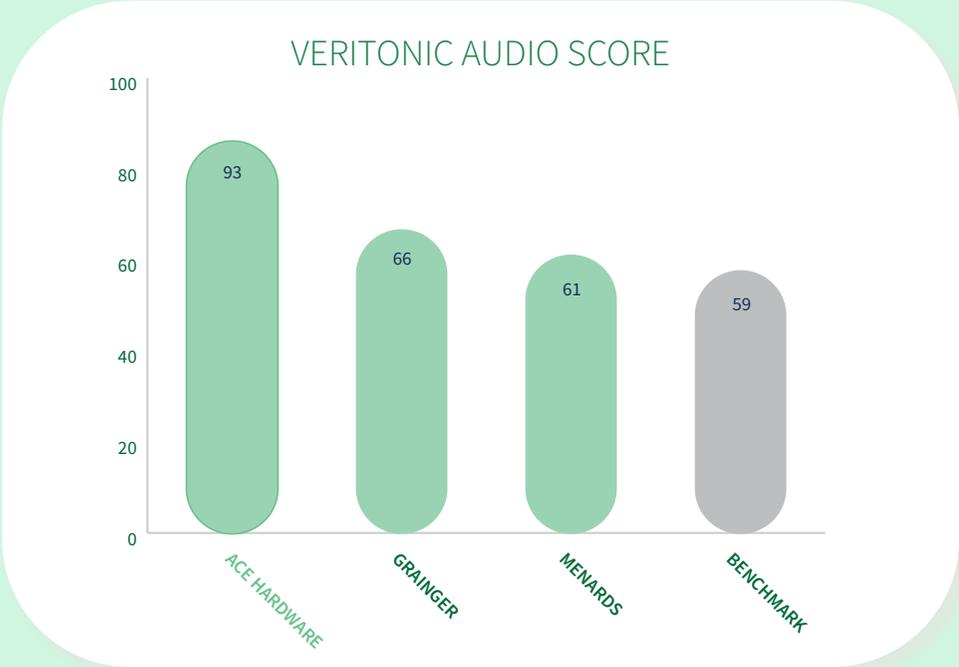
CORRECT BRAND IDENTIFICATION



US Home Improvement/Supplies

Home improvement/supplies, like many sectors, saw a big gap in scores. Ace Hardware was a top-10 brand overall, with high scores for emotional attributes like trustworthiness, familiarity and uniqueness, while others like Menards lagged behind.

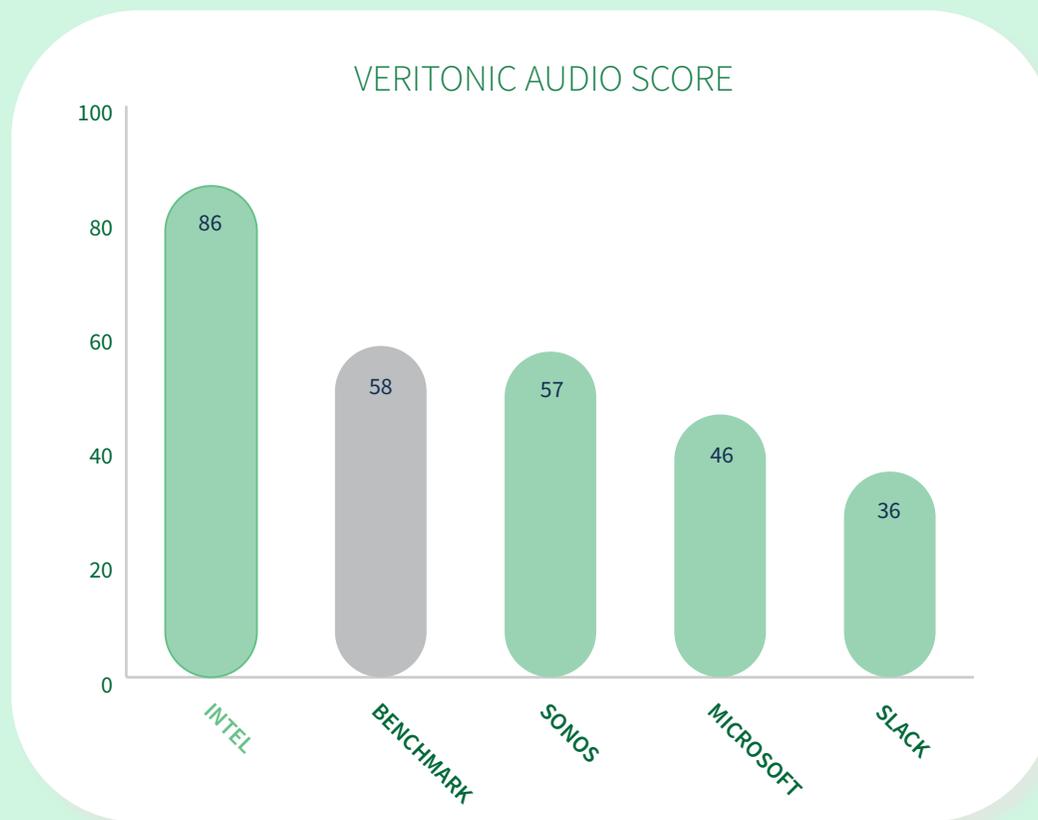
The same trend carries over to brand association: **74% of people correctly associated Ace with its audio logo**, while only 36% could connect Menards. Considering that both leverage their brand name and melody, Ace's success is likely driven by the brand slogan's **longevity in market**.



US Technology

Intel again scored extremely high overall and for recall. All age groups — GenZ, millennial, baby boomer — recognize the famous sonic brand. Still, **only 13% associate the logo with the brand itself**, which again raises the question of the value of a memorable sound that people can't connect to the brand.

While new tech entrants like Sonos, Microsoft Teams, and Slack can be forgiven for their 0% brand association score, they'd be wise to watch established sonic brands that score consistently low, and continually test variables, like brand name mention, to see how they can move the needle.

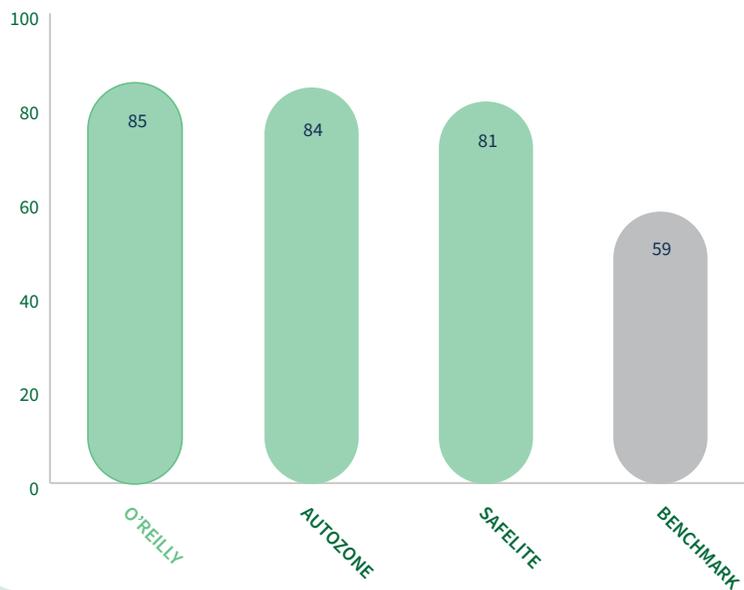


US Auto Parts

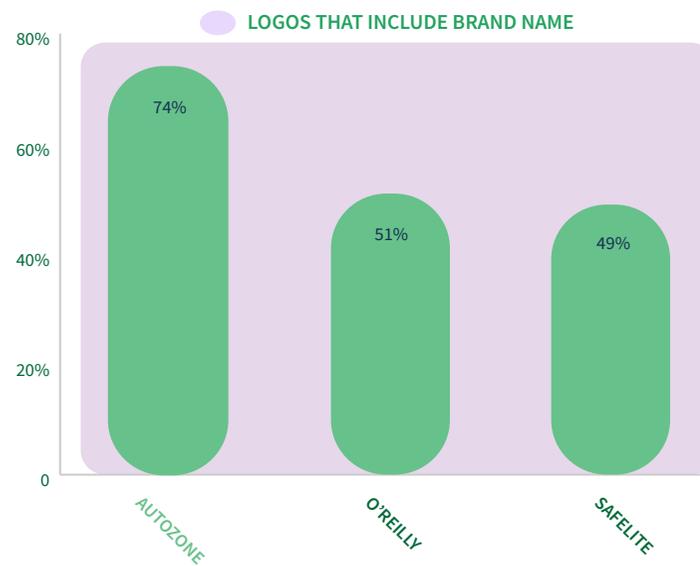
The auto parts sector scored exceptionally across the board. O'Reilly Auto Parts came in ninth on the entire index -- its **second year in a row in the top 10**. AutoZone saw a notable score increase (26%) from its 2020 index performance, the largest increase of any logo.

O'Reilly and AutoZone both had almost 80% correct industry association, placing them in the top 10 for the metric across the index. AutoZone had the highest correct brand association.

VERITONIC AUDIO SCORE



CORRECT BRAND IDENTIFICATION

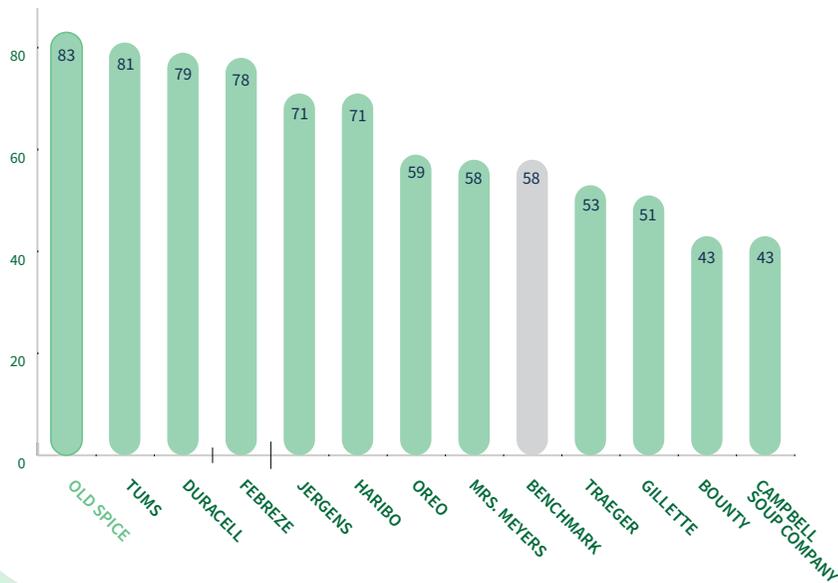


US CPG

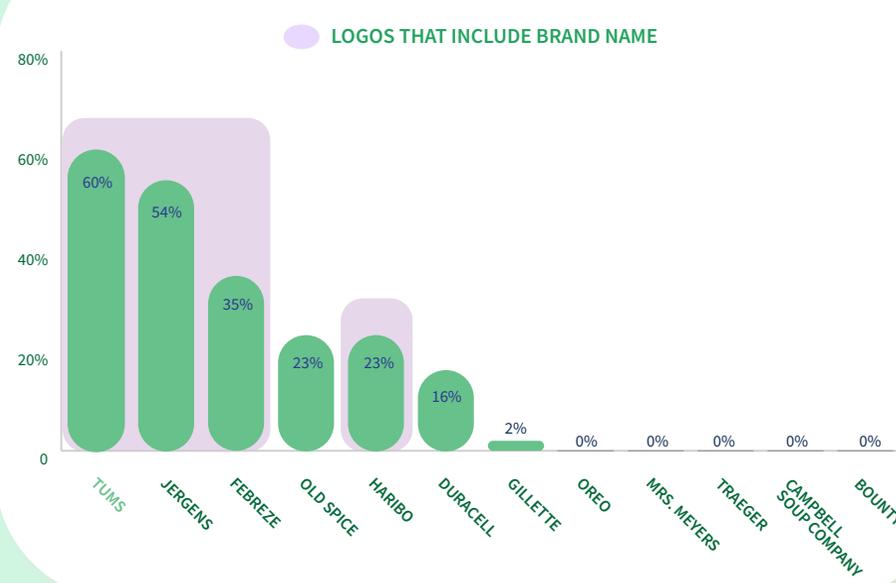
As a sector, CPG sits right in the middle of the pack, but scores within vary widely. **Old Spice** is a big success (Veritonic Audio Score of 83) but not based on typical best practices — its audio logo leverages neither brand name nor voiceover. The win most likely lies in the emotional power of its legendary

whistled tune, which also made it the **happiest-sounding logo in the index** overall. Still, while many know the Old Spice tune, **most people don't know that it's for Old Spice** (23% correct identification). 60% of respondents, on the other hand, correctly associated Tums to its sonic brand.

VERITONIC AUDIO SCORE



CORRECT BRAND IDENTIFICATION

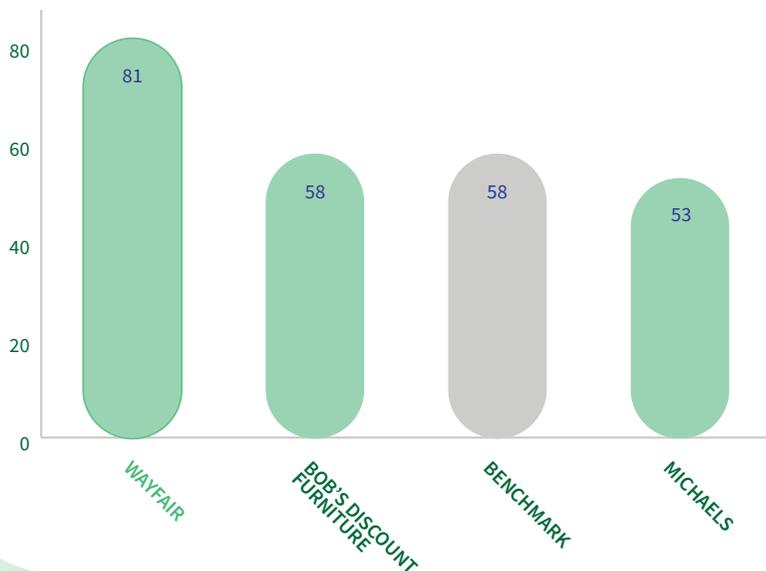


US Retail

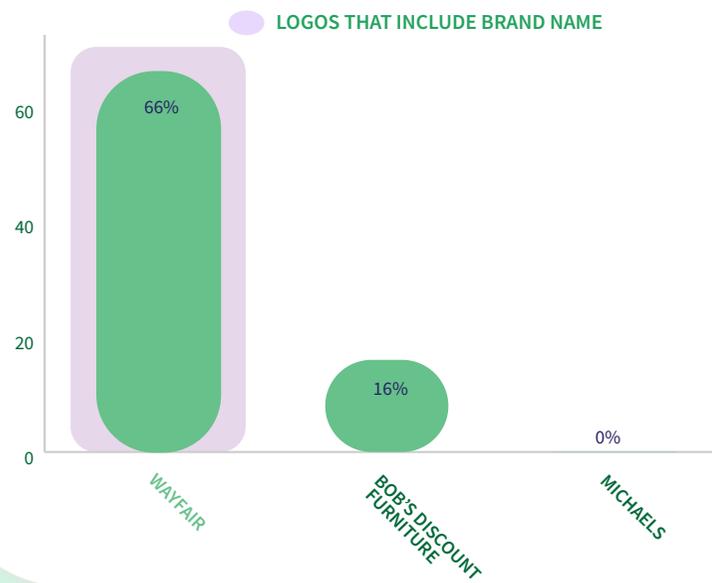
Wayfair’s sonic brand led the retail sector with **high scores for recall and proper brand association**. Respondents struggle to recall Bob’s and Michaels logos is understandable given that both were new to market (see Key Learnings

4). But both scored well for creative, indicating that more consistent use in market could drive higher scores.

VERITONIC AUDIO SCORE

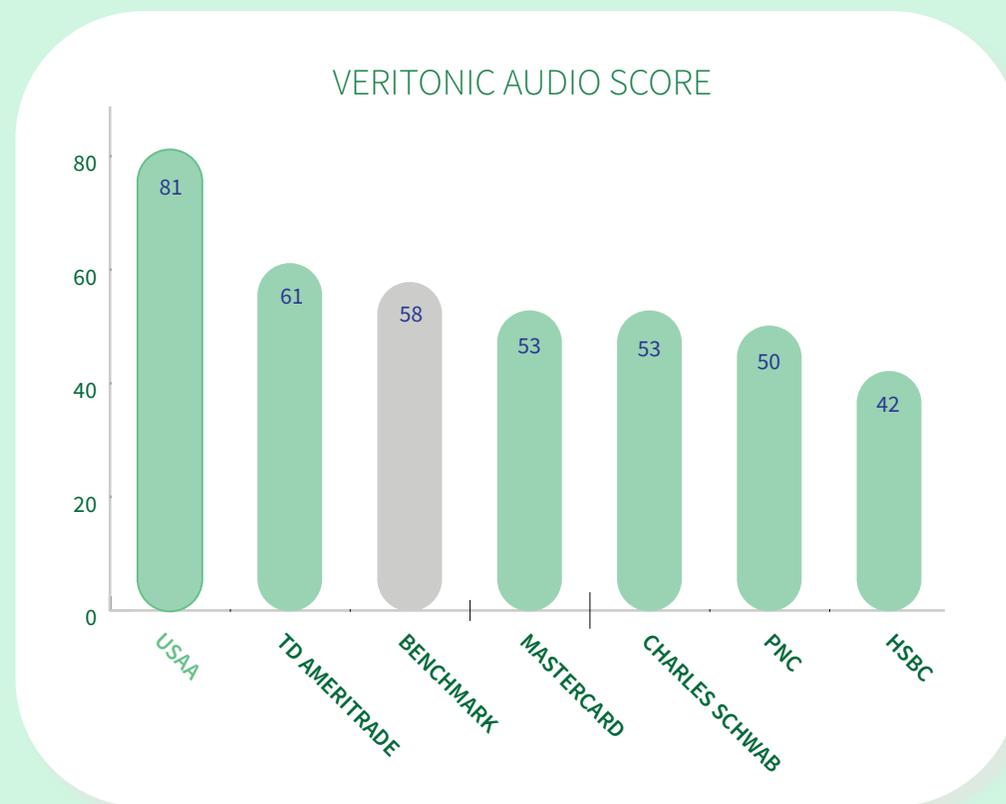


CORRECT BRAND IDENTIFICATION



US Financial

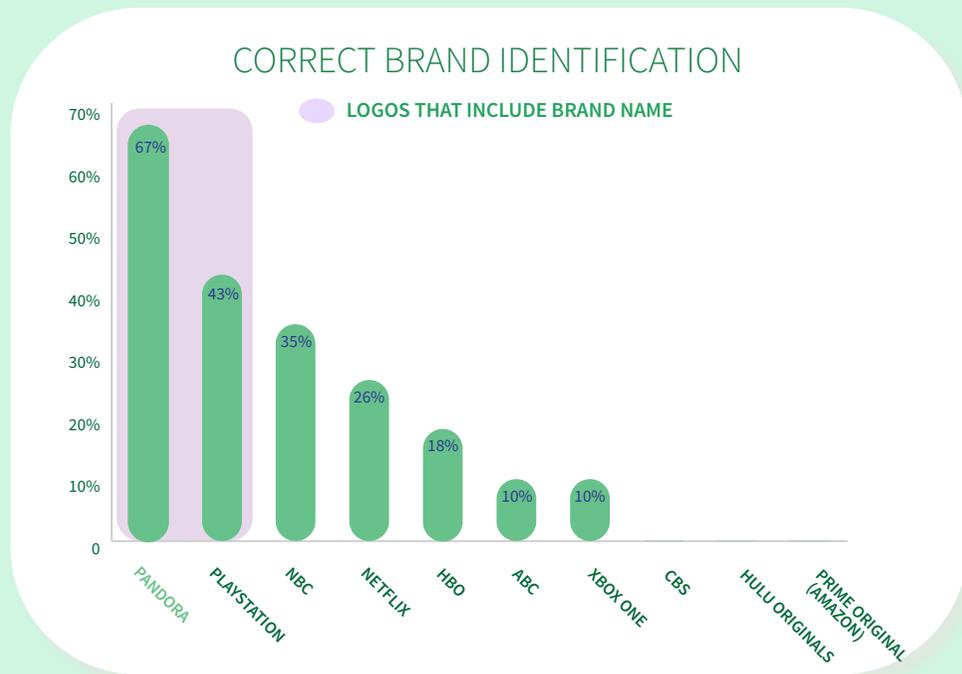
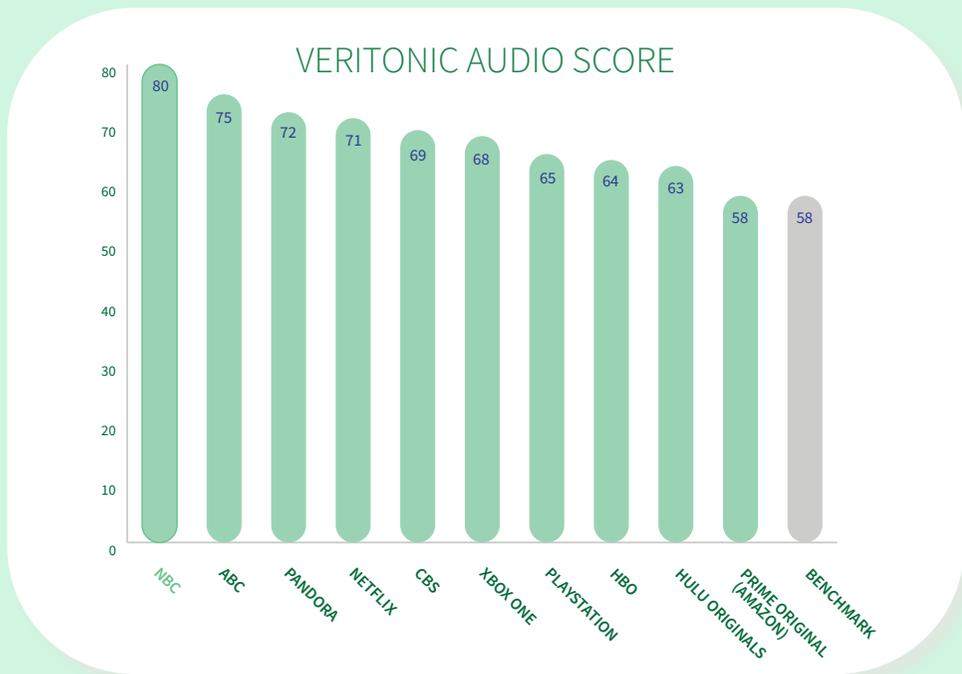
Only two brands beat the benchmark overall for Finance, **USAA** and **TD Ameritrade**. USAA's logo, the only one in the sector to leverage brand name, was also the only one that respondents could associate with the brand (63%). That includes **Mastercard**, which, despite an expensive launch two years ago, still hovers around the bottom of the pack for most metrics. USAA aside, 64% of people on average said **they had never heard these sonic brands**.



US Media & Entertainment

When it comes to media companies mastering a brand sound, it's hard to beat **NBC**. The legendary “three chimes,” now almost 100 years old, put the brand at **number 18 overall** in the index. However, as noted in Key Learning 2, Pandora

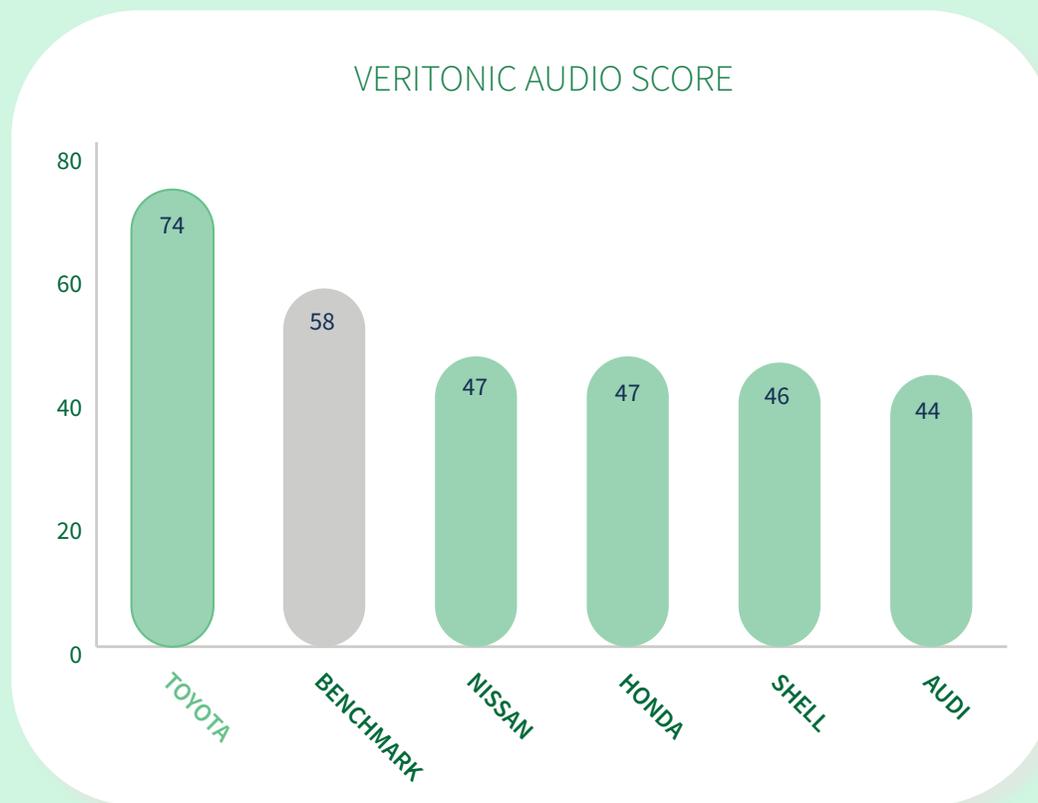
and Playstation — the two logos in the sector to include their brand name — created much less confusion when it comes to proper brand association.



US Automotive & Gasoline

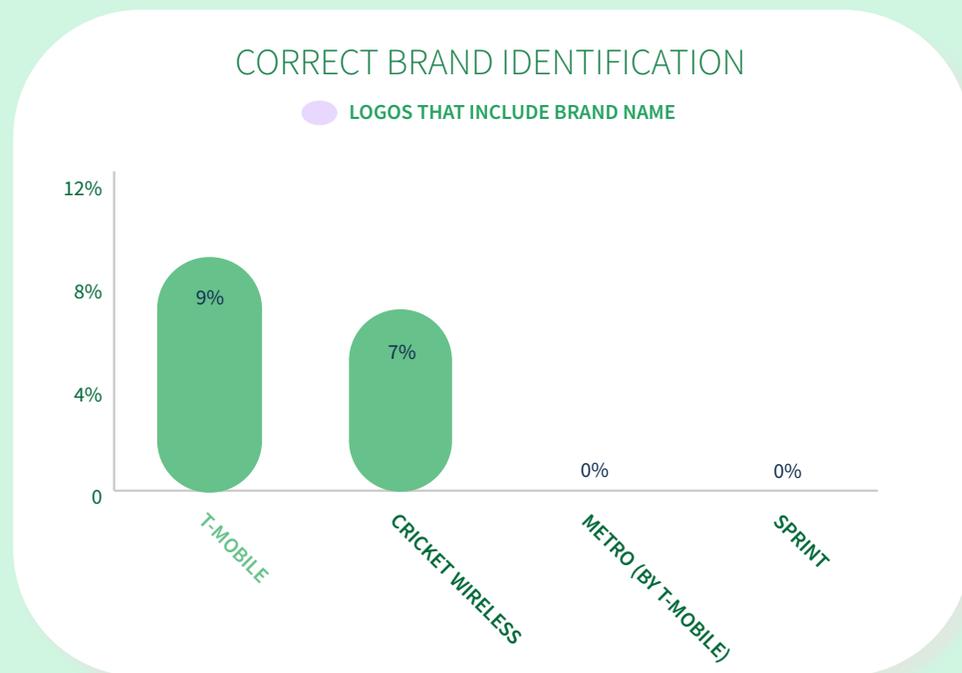
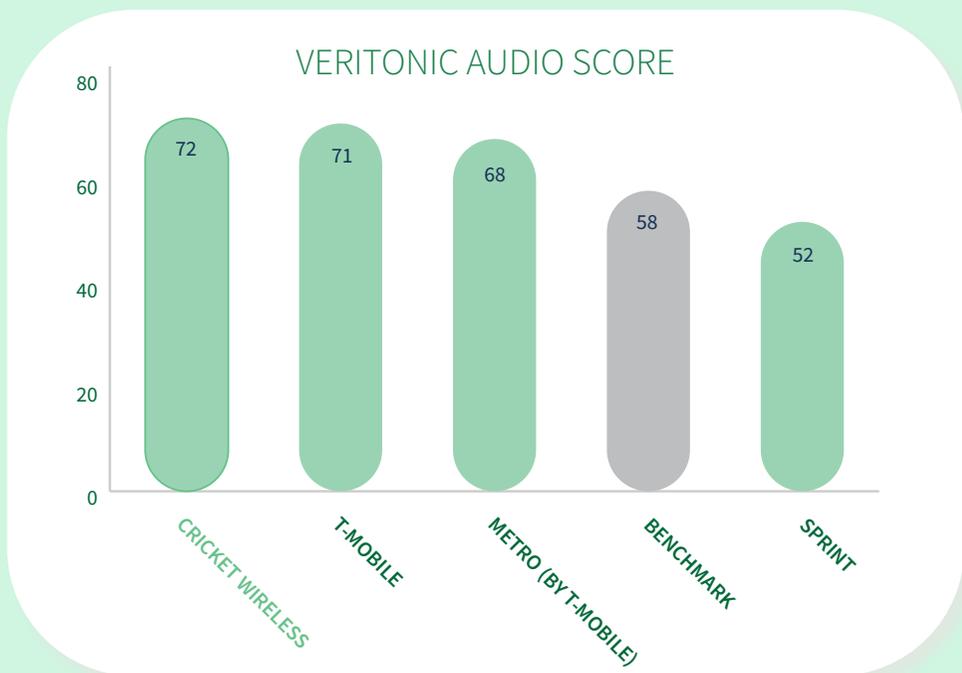
With plenty of movement in the automotive sector (new sonic brands, alterations, etc.), Toyota is the only company that beat the benchmark. Its sonic brand is, for example, the only one to use a slogan (“Let’s go places”).

With that, **Toyota’s logo is the only one people recognize at all** (23%). Most respondents (65-73%) said they never heard the four other sonic brands before, while 70% acknowledged having heard Toyota’s. More consistent use in market may help strengthen lower-scoring brands’ audio identities.



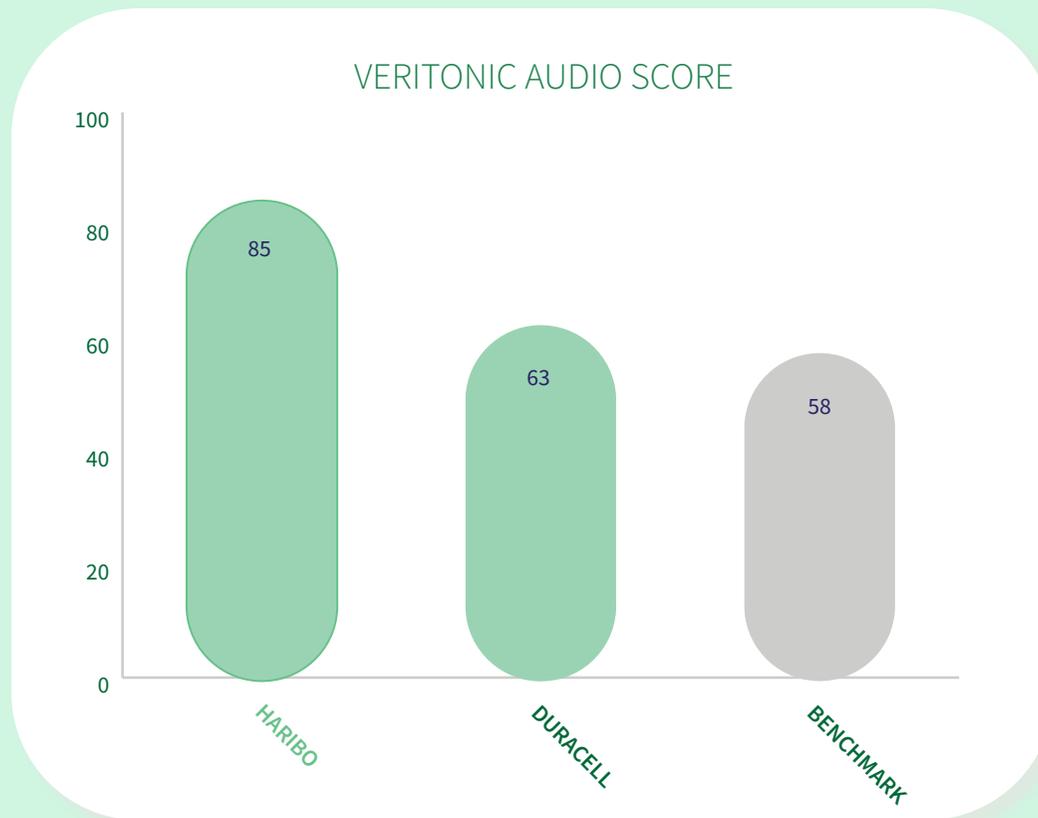
US Telecommunications

Scores for recall and brand association fell short of expectations considering the amount of ad dollars spent in telco. One reason may be that **no brand is leveraging their brand name or any voiceover** in their creatives, leading to average emotional response and mediocre memorability across the sector.



UK FMCG

Aside from Duracell, the UK FMCG sector excelled this year across all metrics, from **some of the highest industry associations in the entire index** to similarly exceptional brand association. One reason Duracell stands apart may be because it is the only brand in the sector to not leverage voiceover and its brand name.



UK Retail

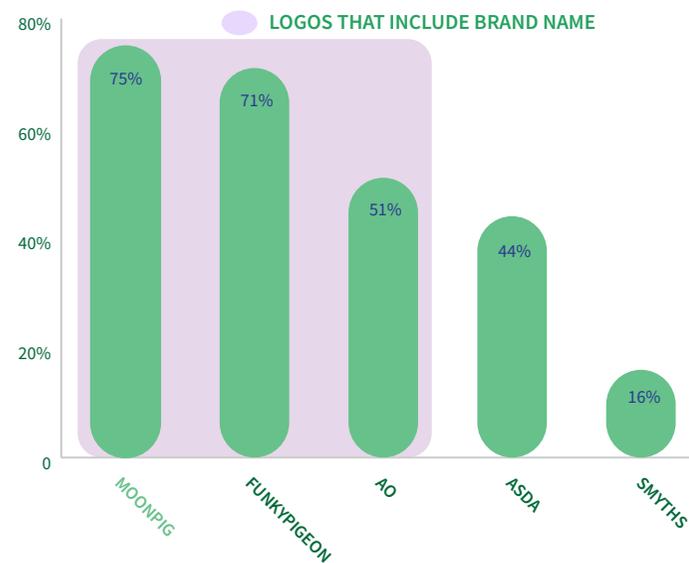
UK Retail brands scored very well for emotional attributes, with **every brand reaching or surpassing benchmark averages**. Each brand scored particularly high for authenticity, trustworthiness, and familiarity.

Brand association for the Retail sector was impressive with Moonpig hitting 75% correct recognition and Funkypigeon reaching 71%. Both use their brand name in their audio logos.

VERITONIC AUDIO SCORE

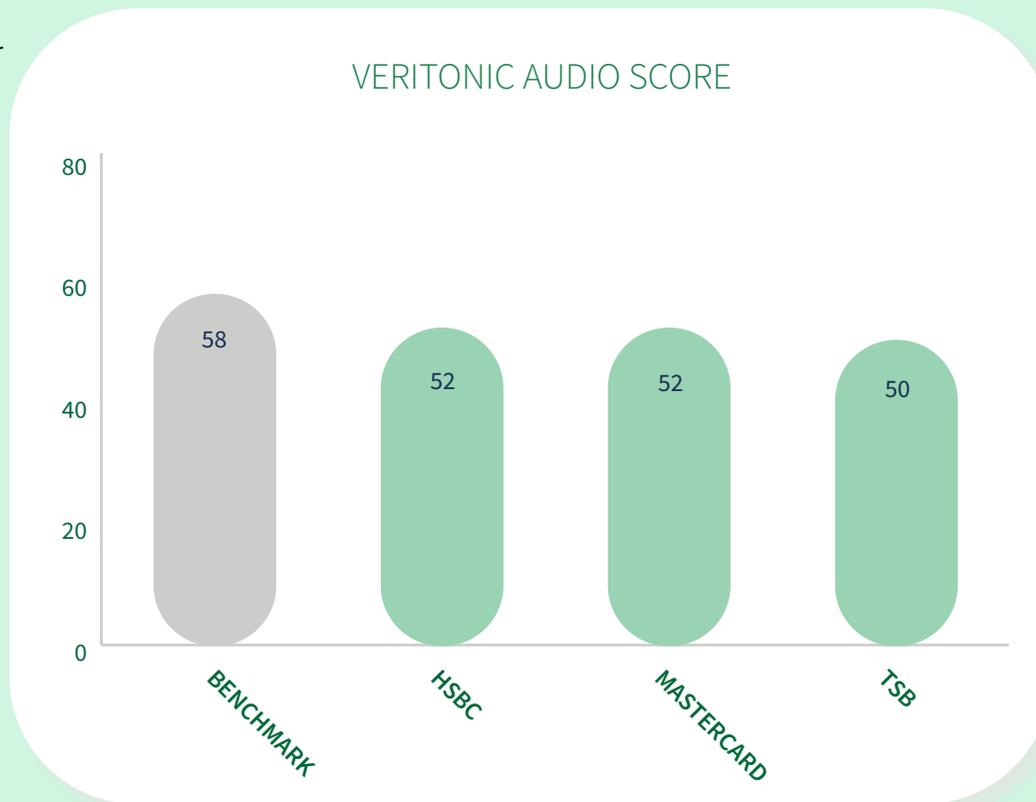


CORRECT BRAND IDENTIFICATION



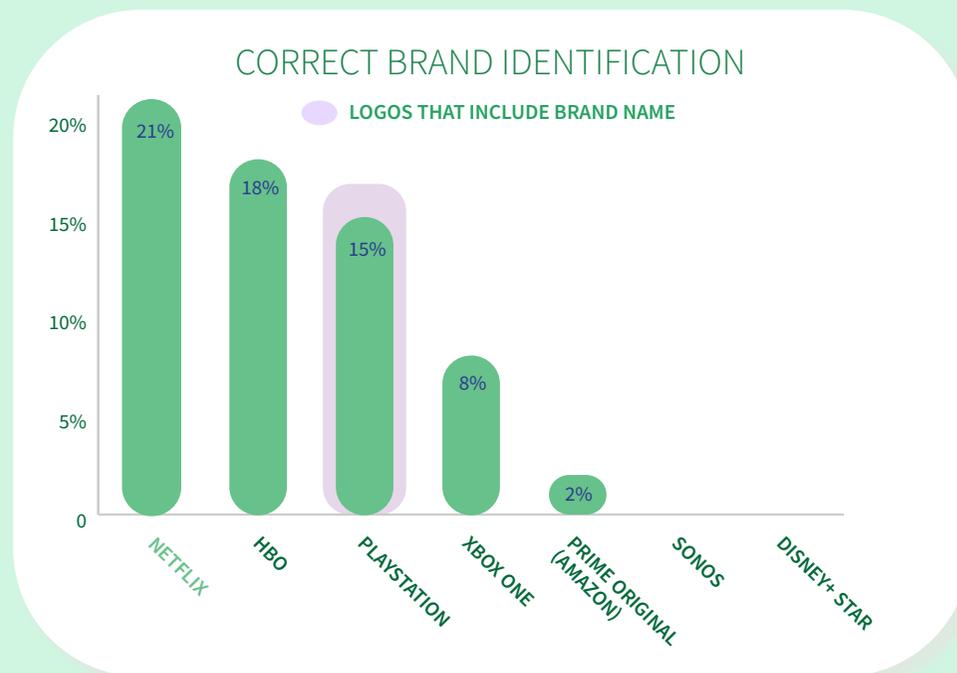
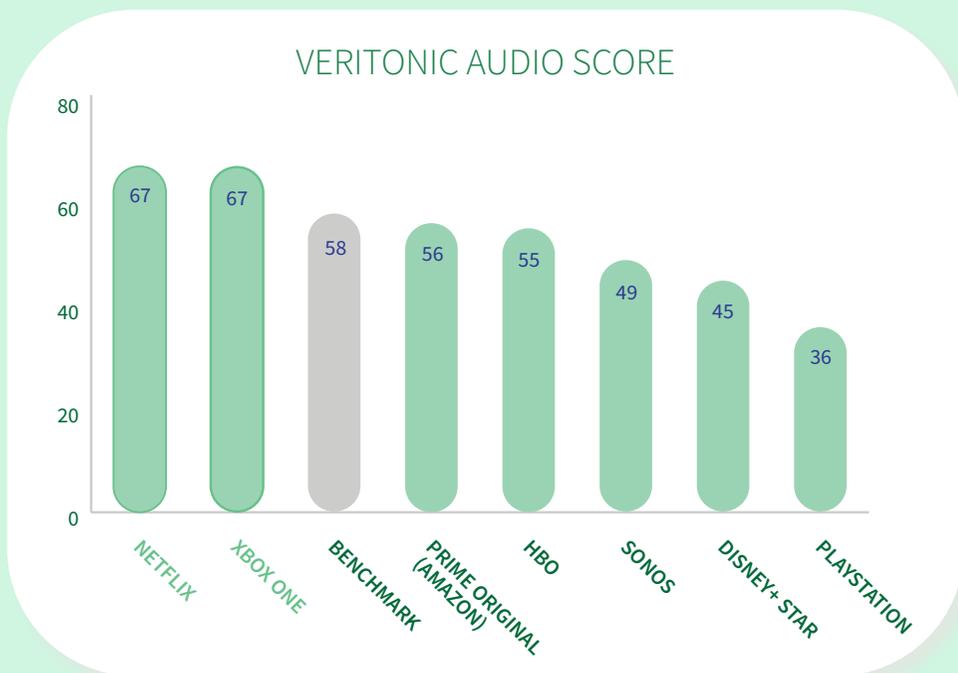
UK Financial

Mastercard's logo struggled similarly in the UK as in the US, though the other three brands tested followed suit for the most part, with, for example, 0% proper brand association and below the benchmark Veritonic Audio Scores.



UK Media & Entertainment

Scores were very similar for brands that have logos in both the US and the UK. Netflix pulled ahead in the US and UK against the brands in both markets, while Xbox One is second highest in the UK, and sixth highest in the US, even though the brand technically scored slightly higher in the US (68 vs. 67 in the UK).

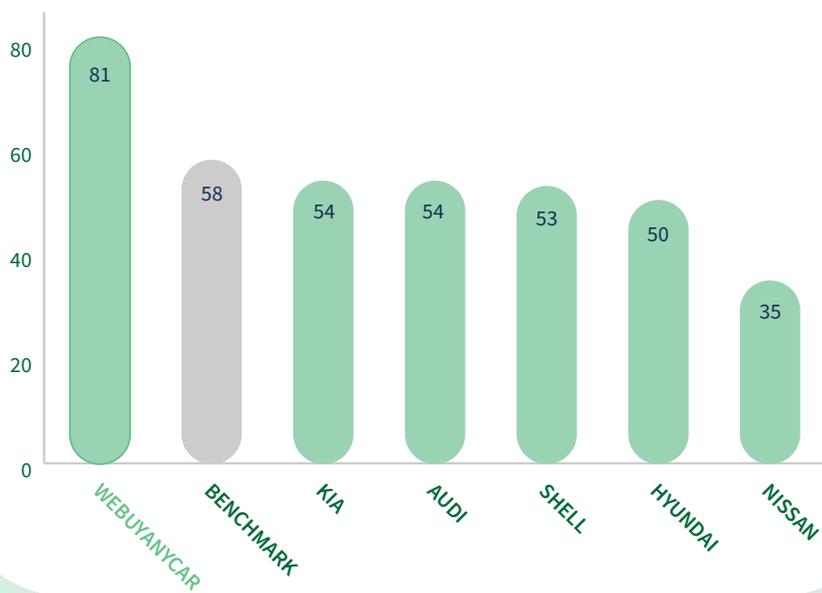


UK Automotive & Fuel

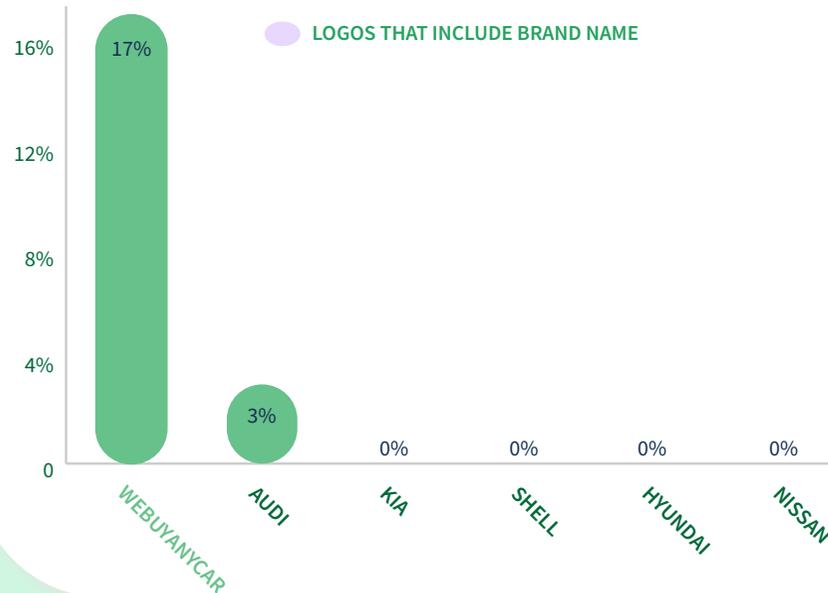
While UK auto brands had slightly-higher scores than the US, only one scored above the benchmark — webuyanycar. None of the brands leveraged a voiceover or singing, only music and sound.

Only two auto companies — webuyanycar and Audi — saw any association of the brand with its logo. 78% of respondents said they had never heard Nissan’s sonic brand, which was updated last year. As in the US, more use in market would help raise recognition.

VERITONIC AUDIO SCORE



CORRECT BRAND IDENTIFICATION



Outro

As we discussed the themes of this index with several of our partners, a common point emerged. While the audio logo is clearly a powerful tool for brands to cement their connection to consumers, it's most effective when it works in concert with other assets.

Take the placement of audio logos within ads, for example. While a vast majority (50) on this index are heard only at the end of ads, the logos heard at both the beginning and end of spots score, on average, almost 25% higher.

The point is obviously relevant beyond ads: "When sounds are recognised across a sonic ecosystem, from TVCs to radio to call-hold music," states Kerry Schofield of sonic branding agency Soundlounge, "it creates a meaningful user experience that people identify with."

"A system approach allows you to optimize your sonic identity for specific touchpoints," says SXM Media's Steve Keller. "The use of a brand voice, coupled with a sonic logo, can help turbo-charge recognition and paired associations. It's a particularly useful strategy when introducing a new sonic brand in-market."

Ultimately, how do you know what's best for your brand? Start with best practices that resonate clearly in this book. Then listen to your own data and devise a strategy in which your assets work together to enhance each other. Find your sonic truth and, through ongoing analysis, keep finding it.

Appendix

US 2021 Audio Logo Scores

LISTEN TO THE LOGOS

	VERITONIC AUDIO SCORE	48-HOUR RECALL	AUTHENTICITY	INSPIRATION	TRUST-WORTHINESS	EXCITEMENT	FAMILIARITY	HAPPINESS	LIKABILITY	INNOVATION	UNIQUENESS	BRAND ASSOCIATION
FARMERS	88	95	81	75	80	80	89	81	81	77	80	70%
STATE FARM	87	97	79	73	79	79	89	76	80	71	76	88%
INTEL	86	93	79	77	79	79	85	76	81	78	80	13%
POPEYES	86	91	80	75	80	80	87	82	81	76	79	71%
ARBY'S	86	92	80	73	78	78	87	78	79	73	79	75%
ACE HARDWARE	86	93	80	73	80	80	87	79	79	74	79	74%
RED ROBIN	86	93	79	72	76	76	87	81	82	74	78	71%
LIBERTY MUTUAL	86	94	78	70	77	77	89	78	73	70	76	67%
O'REILLY	85	90	79	73	80	80	88	82	81	78	79	49%
NATIONWIDE	84	89	79	76	77	77	85	79	81	73	78	48%
AUTOZONE	84	90	79	72	77	77	86	75	77	75	73	74%
LITTLE CAESARS	84	92	75	66	72	72	86	77	77	68	74	52%
OLD SPICE	83	86	78	74	76	76	85	83	82	75	81	23%
WAYFAIR	81	86	76	74	72	72	78	77	75	72	73	66%
SAFELITE	81	87	78	71	75	75	84	76	76	73	77	51%
USAA	81	89	74	68	75	75	82	72	72	68	75	63%
TUMS	81	89	75	64	73	73	85	70	72	69	75	60%
NBC	80	86	76	71	72	72	80	75	75	70	73	35%
DURACELL	79	85	72	68	72	72	79	68	73	74	74	16%
FEBREZE	78	79	77	71	75	75	78	81	78	71	75	35%
ABC	75	77	71	75	71	71	75	77	76	72	74	10%
TOYOTA	74	76	72	70	72	72	72	74	71	69	68	23%
PANDORA	72	70	75	72	73	73	74	78	77	71	73	67%
CRICKET WIRELESS	72	76	69	64	63	63	72	68	69	67	72	7%
NETFLIX	71	67	76	73	73	73	77	72	74	73	77	26%
HARIBO	71	68	73	70	73	73	74	79	76	72	75	23%
T-MOBILE	71	72	71	68	70	70	72	69	71	70	71	9%
MCDONALD'S	71	72	69	65	69	69	75	73	71	65	69	35%
JERGENS	71	73	68	65	69	69	70	73	71	64	64	54%

US 2021 Audio Logo Scores

LISTEN TO THE LOGOS

	VERITONIC AUDIO SCORE	48-HOUR RECALL	AUTHENTICITY	INSPIRATION	TRUST-WORTHINESS	EXCITEMENT	FAMILIARITY	HAPPINESS	LIKABILITY	INNOVATION	UNIQUENESS	BRAND ASSOCIATION
CBS	69	67	73	68	73	70	70	72	74	73	73	0%
XBOX ONE	68	65	73	69	72	70	72	69	70	72	73	10%
METRO (BY T-MOBILE)	68	66	69	67	67	69	70	68	67	71	70	0%
GRAINGER	67	66	72	72	75	65	69	67	70	68	68	34%
PLAYSTATION	65	61	69	63	65	68	75	65	63	69	71	43%
HBO	64	58	70	70	69	69	70	68	71	71	74	18%
HULU ORIGINALS	63	61	67	65	64	63	66	65	69	69	67	0%
TD AMERITRADE	61	52	71	69	69	69	65	73	73	72	72	0%
MENARDS	61	54	71	66	72	67	66	74	71	68	70	36%
ABBOTT	60	51	68	69	66	70	65	74	71	67	67	0%
OREO	59	53	65	60	66	66	64	69	69	64	64	0%
PRIME ORIGINAL (AMAZON)	58	47	71	68	68	67	64	68	73	68	74	0%
MRS. MEYER'S	58	47	67	67	66	71	63	76	71	65	67	0%
BOB'S DISCOUNT FURNITURE	58	51	67	62	66	62	61	73	65	65	70	16%
SONOS	57	42	73	79	70	75	62	75	76	71	72	0%
TACO BELL	54	50	60	55	58	55	61	57	59	53	58	9%
CHARLES SCHWAB	53	39	68	72	71	66	59	70	74	68	69	0%
MASTERCARD	53	42	67	66	63	62	58	71	70	64	65	0%
TRAEGER	53	43	63	64	58	65	58	63	64	67	68	0%
MICHAELS	53	42	69	62	61	61	58	70	68	64	67	0%
SMILEDIRECTCLUB	53	43	64	58	59	66	57	70	64	62	67	14%
SPRINT	52	41	63	61	61	64	61	61	64	65	70	0%
GILLETTE	51	37	67	65	65	63	62	69	68	62	65	2%
PNC	50	34	64	63	66	66	58	73	69	63	64	0%
NISSAN	47	32	66	61	61	61	56	62	63	67	69	0%
HONDA	47	33	61	58	59	65	55	56	61	60	61	0%
BENCHMARK	58	59	66	64	65	67	65	71	67	65	67	

[LISTEN TO THE LOGOS](#)

US 2021 Audio Logo Scores

	VERITONIC AUDIO SCORE	48-HOUR RECALL	AUTHENTICITY	INSPIRATION	TRUST-WORTHINESS	EXCITEMENT	FAMILIARITY	HAPPINESS	LIKABILITY	INNOVATION	UNIQUENESS	BRAND ASSOCIATION
SHELL	46	28	66	65	66	63	59	68	70	65	64	0%
MICROSOFT TEAMS	46	32	62	56	57	57	58	61	61	63	65	0%
GSK	46	40	57	48	52	51	57	47	49	49	54	0%
AUDI	44	26	63	60	61	63	58	60	64	64	64	0%
CAMPBELL SOUP CO.	43	24	64	63	64	62	54	70	68	61	62	0%
BOUNTY	43	26	63	57	58	58	58	62	62	59	61	0%
HSBC	42	20	69	67	65	63	53	65	66	66	71	0%
SOUTHWEST AIRLINES	41	24	58	56	58	57	56	60	60	57	63	2%
SLACK	36	18	56	53	49	53	46	53	58	56	63	0%
BENCHMARK	58	59	66	64	65	67	65	71	67	65	67	-

UK 2021 Audio Logo Scores

	VERITONIC AUDIO SCORE	48-HOUR RECALL	AUTHENTICITY	INSPIRATION	TRUST-WORTHINESS	EXCITEMENT	FAMILIARITY	HAPPINESS	LIKEABILITY	INNOVATION	UNIQUENESS	BRAND ASSOCIATION
MCDONALD'S	86	96	75	71	74	71	87	79	75	69	77	54%
JUST EAT	85	95	74	68	74	72	88	77	72	69	77	82%
HARIBO	85	93	76	68	72	74	84	81	73	69	75	75%
INTEL	85	96	74	70	76	68	82	70	72	72	73	25%
FUNKYPIGEON	84	94	73	68	71	68	83	76	71	68	74	71%
GOCOMPARE	83	96	72	62	70	62	87	67	62	63	76	81%
MOONPIG	83	93	74	67	74	70	83	74	72	68	72	75%
BENCHMARK	58	59	66	64	65	67	65	71	67	65	67	-

LISTEN TO THE LOGOS

UK 2021 Audio Logo Scores

	VERITONIC AUDIO SCORE	48-HOUR RECALL	AUTHENTICITY	INSPIRATION	TRUST-WORTHINESS	EXCITEMENT	FAMILIARITY	HAPPINESS	LIKEABILITY	INNOVATION	UNIQUENESS	BRAND ASSOCIATION
AO	83	93	72	69	72	73	83	76	73	69	71	51%
LV=	83	94	70	64	69	67	83	71	71	67	71	18%
AUTOGLASS	81	93	70	64	72	62	81	70	69	65	70	62%
WEBUYANYCAR	81	91	70	65	70	65	79	71	70	65	72	17%
ASDA	77	84	70	65	72	66	75	76	72	66	70	44%
HIVE	73	80	66	64	69	60	68	70	69	66	67	56%
SMYTHS	70	72	65	65	67	68	66	73	69	65	67	16%
NETFLIX	67	66	68	67	69	64	70	66	70	67	70	21%
XBOX ONE	67	70	66	63	66	62	70	61	65	65	67	8%
DURACELL	63	64	65	62	63	63	61	62	64	65	67	0%
PRIME ORIGINAL (AMAZON)	56	50	62	62	62	58	62	61	65	62	65	2%
HBO	55	47	66	61	63	63	63	61	64	66	70	18%
AUDI	54	47	63	61	60	60	59	59	61	64	64	3%
KIA	54	48	61	59	62	60	56	64	64	58	61	0%
SHELL	53	43	67	64	65	60	55	68	68	62	63	0%
HSBC	52	47	59	56	58	55	51	56	61	57	61	0%
MASTERCARD	52	41	63	63	63	64	56	69	66	61	64	0%
GUIDE DOGS	51	41	65	63	64	60	56	68	66	60	61	0%
TSB	50	42	59	55	57	59	50	62	61	58	59	0%
HYUNDAI	50	42	61	57	57	58	52	60	57	61	62	0%
SONOS	49	34	68	70	67	66	53	68	68	64	67	0%
DISNEY+ STAR	45	34	59	57	57	56	51	55	58	61	61	0%
PLAYSTATION	36	21	53	48	50	50	47	48	48	54	56	15%
NISSAN	35	20	55	48	52	51	44	50	53	53	57	0%
BENCHMARK	58	59	66	64	65	67	65	71	67	65	67	-

The first search engine for audio ads is here.

Search any brand...

Try Honda, Farmers, McDonald's.



From the podcast, streaming, or radio ads that drive sales, to where you stand relative to competitors, to what makes the most resonant sonic brand, Veritonic is one place to answer every critical question about marketing in audio.

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To submit your audio logo for consideration in future editions of the index, please contact us at info@veritonic.com.

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