



**Audify**

# **How does radio contribute to the mental availability of FMCG brand Douwe Egberts?**

Audify Whitepaper | March 2023

# Summary

## Results

Douwe Egberts demonstrates how radio may create strong and memorable brand associations. The media mix's deeper ends of the funnel exhibit a more pronounced rise in brand attitude and preference on the radio. A crucial part of Douwe Egberts' brand identity and a critical factor in creating positive brand associations is their distinctive trademark sounds..

In summary, a solid audio strategy gives a variety of opportunities

## Preliminary investigation

Foundation Audify is a marketing organisation that works to expand and improve the sounds used in commercial communication.

Audify strives to demonstrate to marketers and their advisors the impact that sound can have. In collaboration with Jacobs Douwe Egberts and media bureau Havas Media, DVJ Insights conducted research on what the **attribution of radio** is **on the mental availability** for the Douwe Egberts brand.



# Douwe Egberts opts for radio in brand building

## Key question and context

Jacob Douwe Egberts is interested in determining whether the addition of radio to the media mix increases the brand's mental availability.

## Target group and Campaign set-up

Douwe Egberts's target group includes an estimated 11 million coffee customers across all categories (filter, beans, instant, cups, and pads). In order to strengthen the Douwe Egberts brand, we have to consistently reach the target market through TV, radio, out-of-home, and online videos. In 2022, Douwe Egberts introduced a brand new campaign 'The power of coffee, Douwe Egberts coffee'. A wonderful chance to look into the outcomes of it.

## How to make your brand stand out

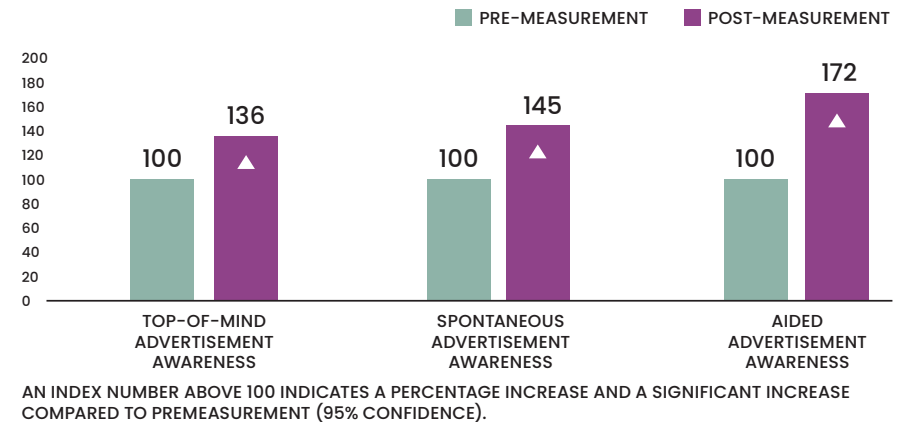
According to Byron Sharp's theory in "How Brands Develop," stronger Distinctive Brand Assets (DBAs) are linked to the distinctiveness and salience of commercials. This will broaden the brand's potential in the consumers' minds. The associations that the consumer makes with the brand are referred to as mental availability.

DBAs are components of a brand, such as colours, packaging, jingles, or an audio logo. These brand components are essential to Category Entry Points (CEPs), which are the buy-and-consume occasions when consumers would consider the brand.

# Campaign-impact

## An Increase in advertisement recall

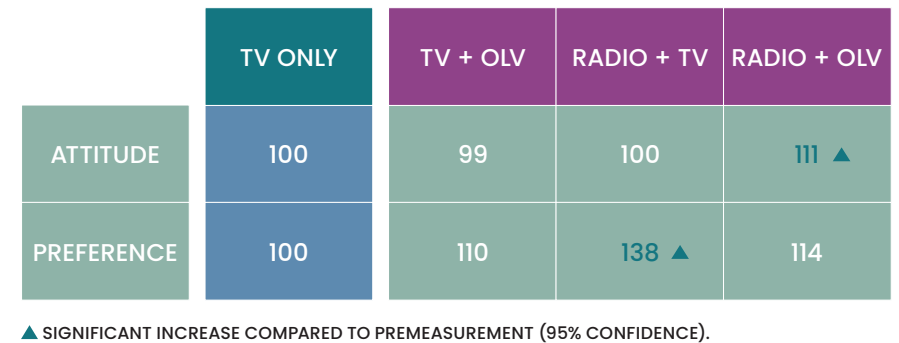
A potent cross-media campaign can significantly boost the recall of advertisements. Following the campaign, top-of-mind, spontaneous, and assisted commercial recall all increased.



## Through radio, a greater influence on attitudes and preferences

The combination of radio and other media channels will increase the marketing parameters deeper in the funnel: brand attitude and brand preference.

The combination of online videos and radio results in a significant increase with index 111 on attitude towards Douwe Egberts. However, the usage of TV and radio in combination results in an increase of 138 point index in terms of preference for the Douwe Egberts brand.



# Brand associations

Successfully build campaigns with better brand associations.

According to Byron Sharp's theories, improving the quality and quantity of brand associations helps to develop mental availability. Looking at the Douwe Egberts campaign demonstrates this. There are now more distinguishing and favorable brand connotations.

This is noteworthy because the readings were already high and frequently don't show an increase thus quickly. After analyzing the data, the campaign's connotations with "pleasant, familiar, and cozy Dutch" stand out.

|   | PRE-MEASUREMENT | POST-MEASUREMENT |
|---|-----------------|------------------|
| # ASSOCIATION                           | 100             | 111 ▲            |
| # POSITIVE ASSOCIATES                   | 100             | 120 ▲            |
| # POSITIVE AND DISTINCTIVE ASSOCIATIONS | 100             | 112 ▲            |

▲ SIGNIFICANT INCREASE COMPARED TO PREMEASUREMENT (95% CONFIDENCE).



# Brand associations

## Brand associations occur exclusively after radio exposure.

The significant increase in positive and distinctive associations is largely attributable to the radio.

This is apparent from the 122 index on the number of associations resulting from the radio, versus other individual and combined media. The usage of the combination of radio and online video leads to the biggest increase in qualitative brand associations for Douwe Egberts.

However, the incremental effect of online video in this regard is only three index points.

This increase concerns the number of associations as well as the specific positive and distinctive associations.

|   | TV ONLY | RADIO ONLY | OLV ONLY | TV + OLV | RADIO + TV | RADIO + OLV |
|---|---------|------------|----------|----------|------------|-------------|
| # ASSOCIATIONS                          | 100     | 101        | 102      | 104      | 107        | 122 ▲       |
| # POSITIVE AND DISTINCTIVE ASSOCIATIONS | 100     | 122 ▲      | 107      | 103      | 108        | 125 ▲       |

▲ SIGNIFICANT INCREASE (95% CONFIDENCE).

# Creation

## Distinctive and powerful radio associations

The creative expressions of the 'Power of coffee, Douwe Egberts Coffee' is distinctive and therefore powerful.  
The commercials have a great deal of potential for success.

## Sonic branding

According to the survey findings, up to 70% of Dutch individuals automatically link the Douwe Egberts brand sound with the Douwe Egberts brand. As a result, it has incredible power as a unique brand asset.

Through radio and other aural expressions, Douwe Egberts can instantly create a brand relationship thanks to its distinctive brand sound.

Logically, the brand sound is just a bit more familiar to the older target group than to the youngsters.  
The prolonged and consistent usage of brand communication has given older consumers more time to establish this connection.



|                     | TVC | RADIO        |               | OLV |
|---------------------|-----|--------------|---------------|-----|
|                     |     | FATHER & SON | SOOF & FRIEND |     |
| ENJOYMENT           |     |              |               |     |
| EXCITING            |     |              |               |     |
| DISTINCTIVE         |     |              |               |     |
| HITS CLOSE TO HOME  |     |              |               |     |
| TELLS SOMETHING NEW |     |              |               |     |
| BRAND FIT           |     |              |               |     |
| PURCHASE INTENTION  |     |              |               |     |

|                        |                            |                        |                               |                       |
|------------------------|----------------------------|------------------------|-------------------------------|-----------------------|
| OVERTREAT<br>(TOP 20%) | ABOVE AVERAGE<br>(TOP 40%) | AVERAGE<br>(AROUND BM) | UNDER AVERAGE<br>(BOTTOM 40%) | LOWER<br>(BOTTOM 20%) |
|------------------------|----------------------------|------------------------|-------------------------------|-----------------------|

DVJ INSIGHTS: CHANNEL SPECIFIC BENCHMARK SCORE FOR CREATIVE POWER OF EXPERIENCE.

## BRAND SOUND SPONTANEOUS RECALL 70%

|                          | AGE   |        |       |
|--------------------------|-------|--------|-------|
|                          | YOUNG | MIDDLE | OLDER |
| AIDED AWARENESS          | 100   | 133    | 139   |
| ...FITS THE D.E BRAND.   | 100   | 114    | 108   |
| ...RECOGNISABLE FOR D.E. | 100   | 117    | 119   |
| ...DISTINCTIVE FOR D.E.  | 100   | 123    | 119   |

■ SIGNIFICANTLY HIGHER THAN YOUNG / IDENTICAL TO YOUNG / SIGNIFICANTLY LOWER THAN YOUNG (95% CONFIDENCE).

# The sound of your brand

Sonic branding is the deliberate use of music, sounds, voices, and silences to create both intellectual and emotional connections between consumers and brands.

Sonic branding is a crucial tool for a marketer to offer continuity and stand out in a fragmented media landscape.

Research\* shows that consumers respond up to 10 times faster to a new sound – about 30 milliseconds – than they do to visual stimuli. The way our brains process sound is more linked to subliminal processes than to conscious thoughts. Our choice to engage (or avoid) a connected experience is 86% the result of this unconscious reaction to sound. In terms of performance, Sonic brand signals are 8.53 times more potent than visual ones.

Sound is the human sense that responds to stimuli the fastest, outpacing smell, taste, sight, and touch. Combining that with the fact that emotion is a major factor in brand loyalty and music elicits emotion, the potential for audio in branding is crystal clear.

More than ever, a business's voice has become an integral aspect of its unique and recognizable brand identity, just like its visual emblem, service experience, advertising, and goods and services. Regardless of how long the commercial break is, Sonic branding adds a personality component that has an impact. So, this layer guarantees the consumer's speedier and better mental availability.

*\*Everything marketers need to know about sonic branding - CMO Feb '22*





# Conclusion

As an FMCG brand, Douwe Egberts eloquently proves that radio may create memorable and favorable brand connections. Powerful works with audio branding help consumers form more vivid images of the company in their heads, which makes creating associations much simpler. To boost brand salience and mental availability, these brand linkages are crucial. Mixing radio with other reach media also improves brand parameters by influencing brand attitude and preference further down the funnel.



# Research justification

A partnership between Audify, Jacobs Douwe Egberts, Havas, and DVJ Insights was established to look into how much radio contributed to the marketing effect. DVJ Insights measured creative, media engagement, and possible brand effects using a cross-media campaign effect measurement.

## Research questions

- What (incremental) campaign effect does radio within a cross-media campaign have on the mental availability of Douwe Egberts?
- What is the effect of the radio commercial on different brand associations?
- What role does sonic branding play in building brand associations?

The study includes a nationally representative sample (age, gender, region, and education) of a total of N=2700 respondents. A 0 and 1 measurement was used. It is feasible to assess what part radio plays in any increases using the “Opportunity to see method.”





# Audify

**Audify your brand**

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