



THE SOUND: AN ESSENTIAL COMPONENT OF THE MARKETING MIX, OFTEN FORGOTTEN IN CONSUMER TESTS



CATHERINE SCHUTZ-BUSSAT ET BÉNÉDICTE LUNEL
DIRECTRICES ASSOCIEES REPERES

HEARING: THE FORGOTTEN SENSE IN CONSUMER TESTS



AND YET, WHAT A SOURCE OF **ENCHANTMENT** OR **REJECTION** !



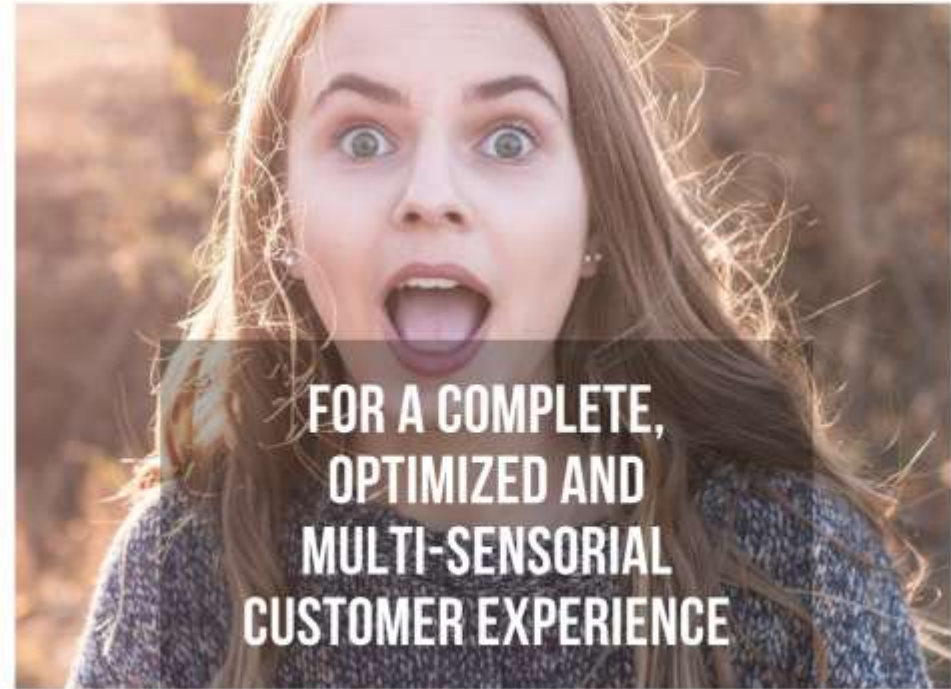
**SQUEAKY
SHOES**



THE SOUND, A MAJOR COMPONENT OF THE PRODUCT, THE PACK, THE EXPERIENCE ...



THE CHALLENGE FOR MANUFACTURERS/BRANDS: TO CREATE A COMPLETE AND COHERENT MIX THAT SATISFY ALL THE SENSES, INCLUDING HEARING



**FOR A COMPLETE,
OPTIMIZED AND
MULTI-SENSORIAL
CUSTOMER EXPERIENCE**



**IN ORDER TO CREATE A STRONG
EMOTIONAL BOND AND BUILD
BUYER/USER LOYALTY**

TODAY: SOUND ASSESSMENT FOCUSED ON RATIONAL MEASURES



Traditional measures evaluating sounds according to its **RATIONAL APPRECIATION:**

Closed rating scales:

- overall score from 0 to 10,
- intensity scales (too loud/just right/not loud enough)
- description / image...

But what about the EMOTIONAL dimension ?

--> How to measure it ?

--> How to measure the impact of sounds, their perception and the associated evocative territories?

--> How to better discriminate different sounds that are pleasant but have different characteristics?

**OUR APPROACH: A RELEVANT AND SIMPLE TEST TOOL
INTEGRATING A SPONTANEOUS AND EMOTIONAL DIMENSION**



**WHICH EVALUATES THE
SOUND AT ITS TRUE
MEASURE**

Without amplifying or minimizing it



**THAT PRESERVES THE
SPONTANEITY OF THE
CONSUMER**

To limit compliance responses



**WHICH ALLOWS TO MEASURE
AND DECODE THE IMPACT OF
THE SOUND ON THE CLIENT'S
PERCEPTION**



REPÈRES' SOLUTION



R3M SCORE: SPONTANEITY AND EMOTION

A single question, based on consumers' spontaneous language: "3 spontaneous words, without thinking".



**NO
COGNITIVE THOUGHT:
PRIMARY, SUBCONSCIOUS,
AUTOMATIC**

= close to our brain system 1



**A PROJECTIVE MEASURE, TO GO
BEYOND THE RATIONAL AND BE
MORE PREDICTIVE OF
CONSUMER BEHAVIOR**



SIMPLE, QUICK & EFFECTIVE

= JUST 1 QUESTION

AN **ALGORITHM** TO TRANSLATE THESE WORDS INTO **EMOTIONAL ACTIVATION**

Beyond the number of quotes, scoring of each word taking into account its nature and its context:



GRAMMATICAL CATEGORY

Is it an adjective, a verb, a noun?



UNDERLYING LOGIC

Am I judging?

Am I describing the effects on me?

Am I describing the stimulus?



VALENCE

Is the word positive, neutral or negative?



RANK

Cited 1st? 2nd? 3rd?



ASSOCIATION

How are the 3 words linked to each other?



CONSENSUS

Is the word shared by the rest of the sample?

FROM 3 SPONTANEOUS WORDS ABOUT THE SOUND :

1

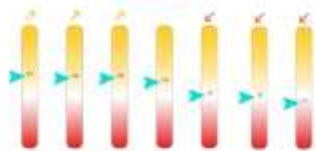
EMOTIONAL ACTIVATION SCORE

= SOUNDS RANKING

A **quantitative** performance indicator.

Positive or negative score, measuring the **intensity and valence of the reaction**

Very broad scale for more discrimination



2

IDENTIFICATION OF EVOCATIVE TERRITORIES (FUNCTIONAL & EMOTIONAL)

Pleasant, nice, satisfying

Discreet, soft, light

Quick, short

Noisy, not discreet

Classy, elegant

Cheap

Reassuring, safe, reliable

Practical, easy

Hermetic, well sealed

Most impactful words (contributing most to emotional activation), not just the most quoted words

Description of the sound (light/strong, short/long, simple/complicated, metallic, elastic, crisp...)

Evocations of image positioning (high/low end, classy, modern, feminine, serious/fun...)

Evocations of the induced characteristics (solid, practical, well closed, reassuring, efficient, greedy...)
Judgment (pleasant, annoying, relaxing...)

Anchoring in the category, **brand signature**...



CASE STUDIES





1ST EXAMPLE SOUNDS OF PACKAGING

THE PACK IS ALSO **MULTI-SENSORY**



VISUAL

Color, information, shape, use...



TOUCH

Material, sensations, use...

SOUND IS AN INDISPENSABLE COMPONENT



SOUND

Opening / closing, handling of a pack:
Functional and emotional evocations

CLIENT ISSUE



Evaluate whether consumers perceive **a difference** of sound of different makeup packs of make up

Measure the impact of these different sounds, their **perception** and the associated **evocative territories** (functional and emotional)?

Define specifications to develop the best packs, in coherence with the other elements of the mix.

OUR STUDY



EVALUATION OF "CLOSING" SOUNDS OF 11 PACKS

Blind, without visuals or associated brands

Existing packages of mass market and luxury brands

Successive evaluation of several sounds according to an experience plan



AUDIO TEST

Only the soundtrack

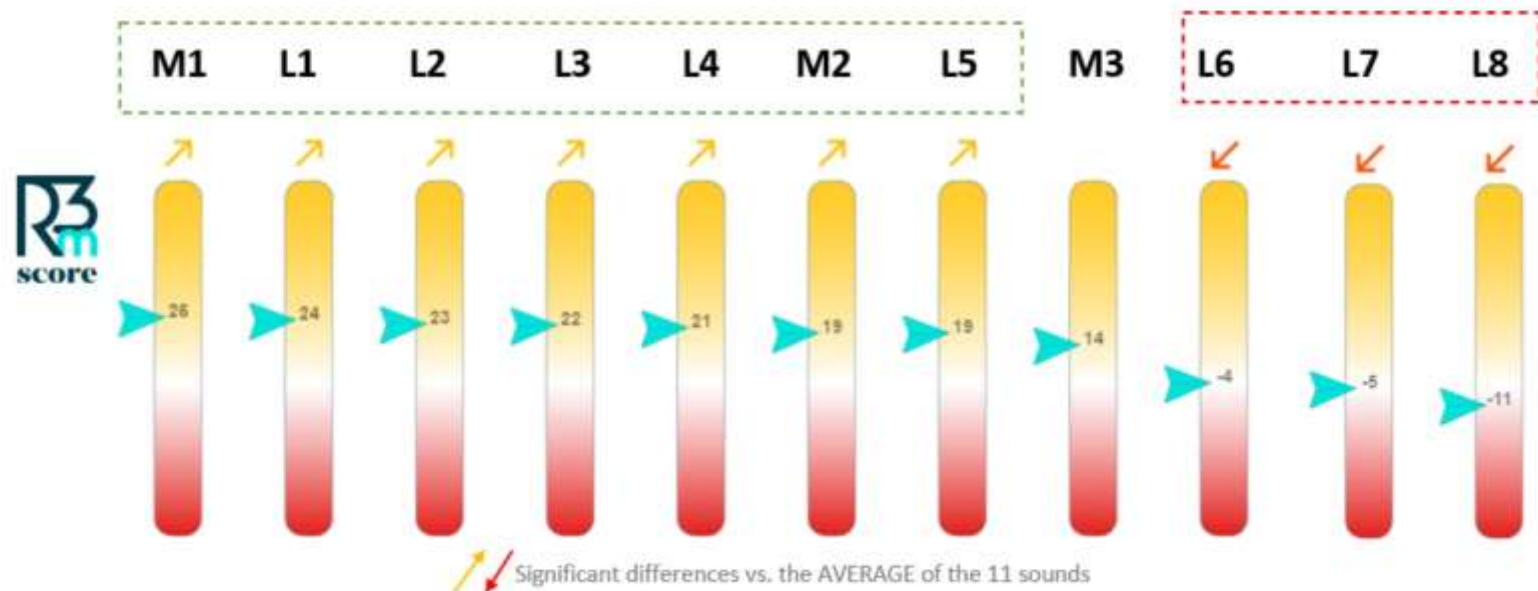


1 QUESTION :

"Spontaneously, without thinking, what three WORDS come to mind about this sound?"

THE EMOTIONAL ACTIVATION SCORE ALLOWS TO DIFFERENTIATE THE 11 SOUNDS AND TO RANK THEM

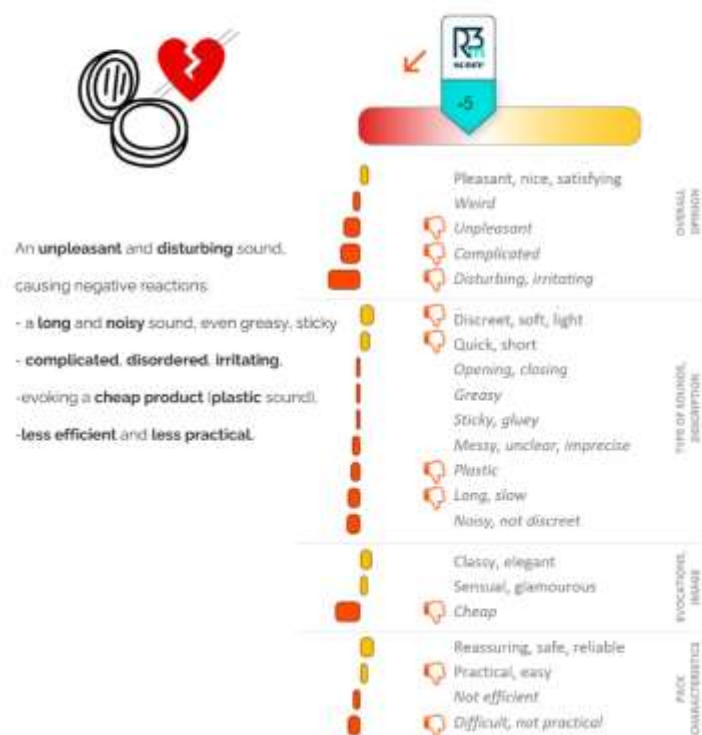
The sounds raise very different reactions, with very positive activation scores for some, and others strongly rejected (negative scores), indifferently between "luxury" or "mass market" type of packs.



11 existing packages, mass market (M) or luxury (L) brands

VERY RICH AND SPECIFIC **EVOCATIVE TERRITORIES**

Beyond the **description** of the sound and its **judgment**, sounds induce wide evocations in terms of **image** (premium, feminine, modern, glamorous...) and **pack characteristics** (quality, reassurance on solidity and closure...)



Significant differences vs. the AVERAGE of the 11 sounds

IDENTIFICATION OF POSITIVE AND NEGATIVE SOUND DRIVERS

Precise specifications for a successful sound, to be linked to the desired positioning and the rest of the marketing mix to validate the coherence

Based on the consumers words (R3m scores)



POSITIVE Drivers

- Discreet, soft, light
- Quick, short
- Classy, elegant
- Practical, easy
- Reassuring, safe, reliable
- Hermetic, well sealed
- Pleasant, nice, satisfying
- Simple, sober
- Efficient, performing
- Solid, robust
- Calm, relaxing
- Sophisticated
- High end, premium
- Sensual, glamorous
- Dry
- Clic – clip
- Magnetic

Type of sound:

++ soft/light

++ quick

+ simple, sharp

+ magnetic

Evoking:

++ classy, sophisticated lipstick

++ practical, reassuring, well sealed and solid pack



NEGATIVE Drivers

- Noisy, not discreet
- Disturbing, irritating
- Weird
- Cheap
- Unpleasant
- Difficult, not practical
- Long, slow
- Complicated
- Messy, unclear, imprecise
- Plastic
- Rocky, hard
- Aggressive, stressful
- Not solid
- Not efficient
- So so
- Heavy
- Boring, sad

Type of sound:

-- noisy, loud, harsh, heavy

-- irritating, strange

- long

- complicated, messy

- plastic

Evoking:

-- cheap lipstick

- difficult pack, not practical nor solid



2ND EXAMPLE: CAR DOOR SOUNDS

Going further: Make the link with acoustic data and model to predict consumer reactions

THE SOUND QUALITY OF DOOR CLOSING : AN ESSENTIAL ELEMENT OF DRIVER SATISFACTION



--> When we close our car door, we all have a **positive or negative feeling**.

--> When answering the question "What determines your impression of the quality of a car?", drivers always mention the feel of the door and the **closing sound**, saying that this is an **important indicator of the quality of the car overall**.

CLIENT ISSUE



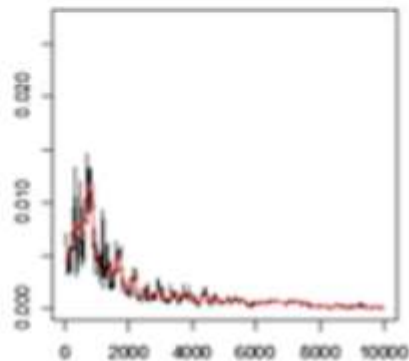
How to help R&D to develop door sounds in line with consumer expectations, according to the type of model, based on an agile and repeatable process?

OUR CASE STUDY

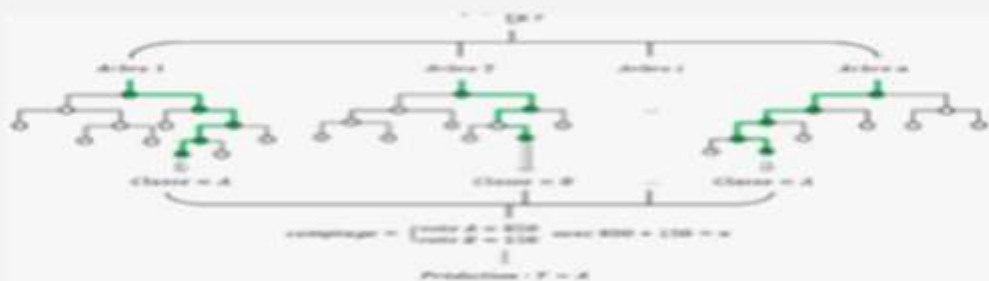
THE SOUND OF 8 CAR DOORS



ACOUSTIC DATA

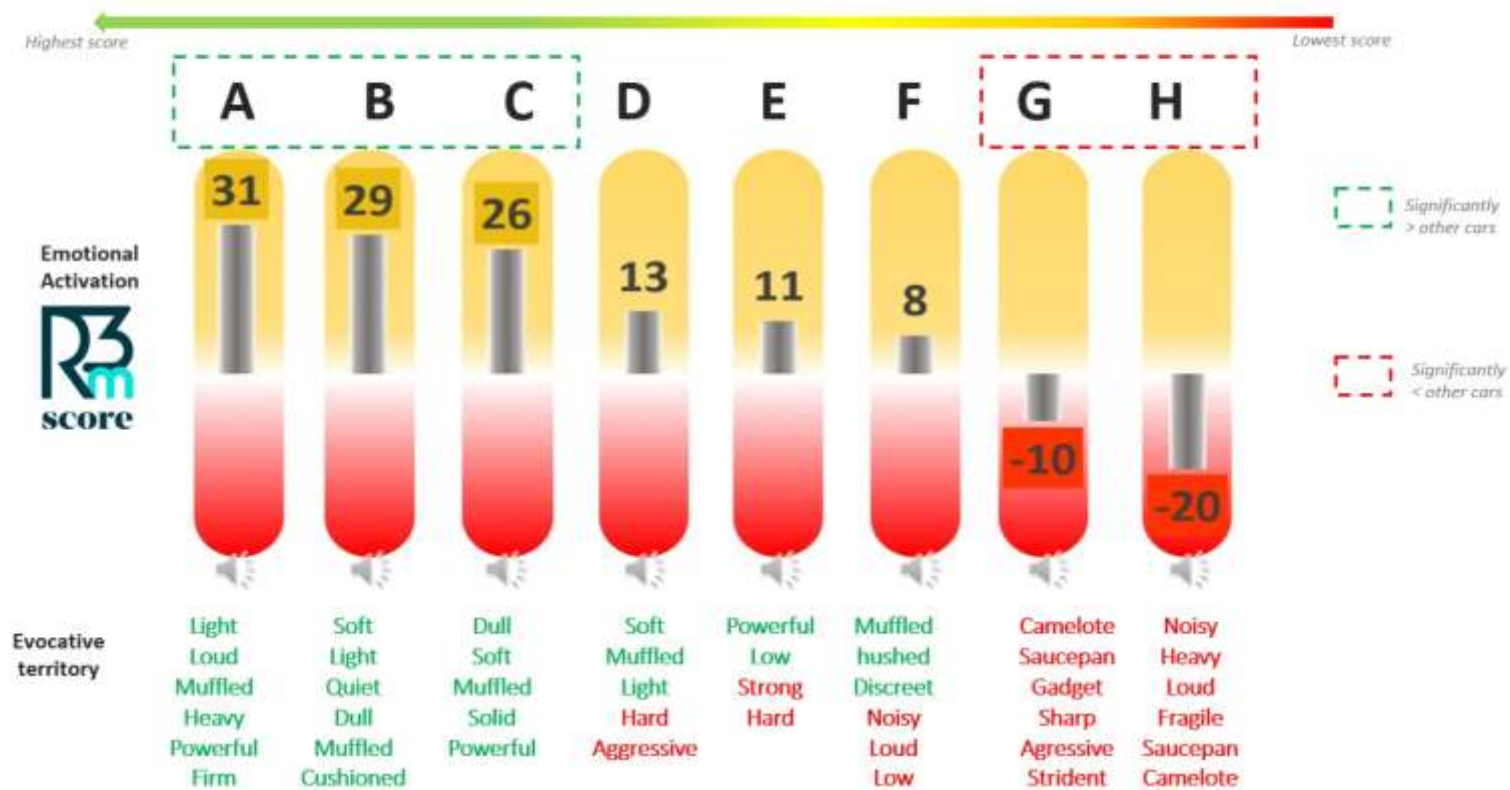


A MODELING



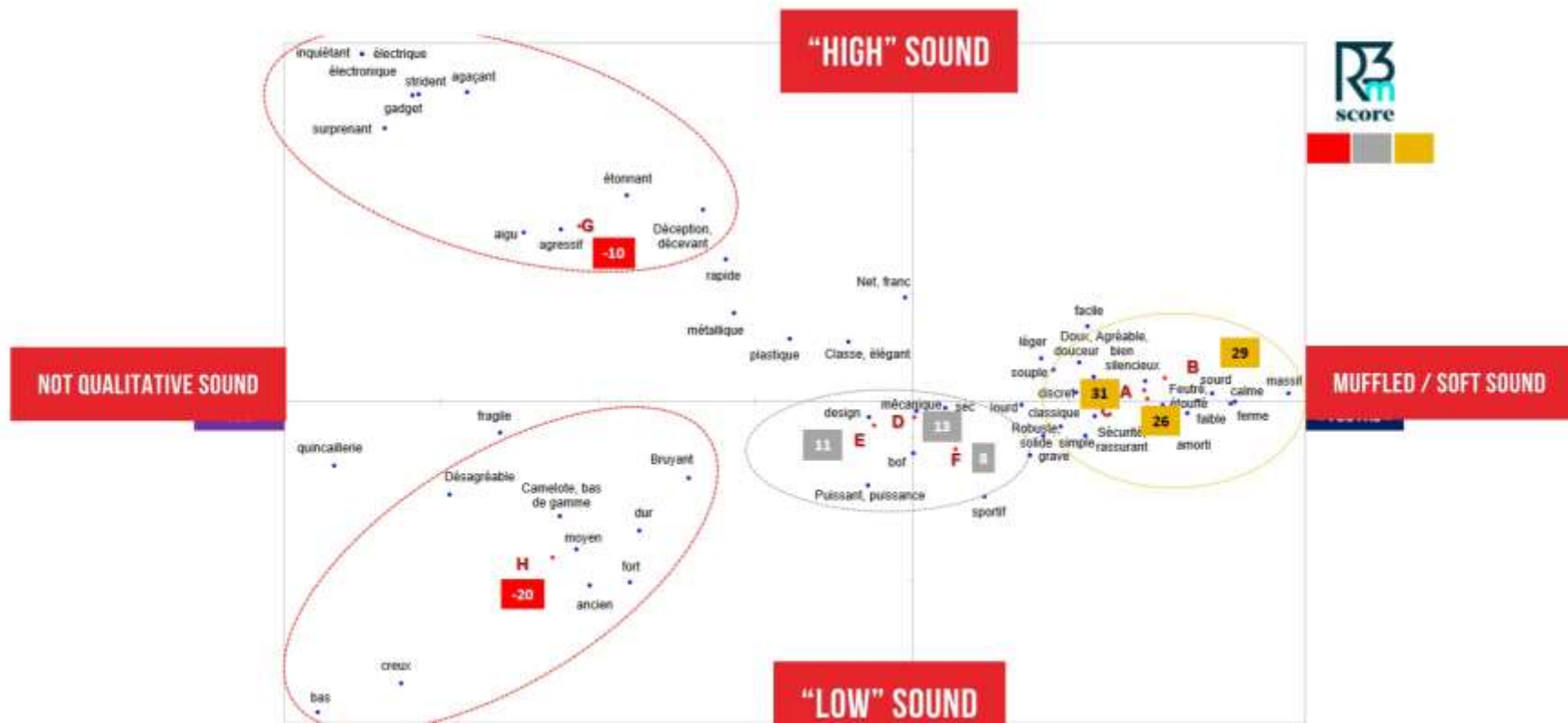
DIFFERENT SOUNDS THAT RAISE VERY DIFFERENT REACTIONS

A wide range of emotional activation scores to discriminate vehicles into 3 groups:



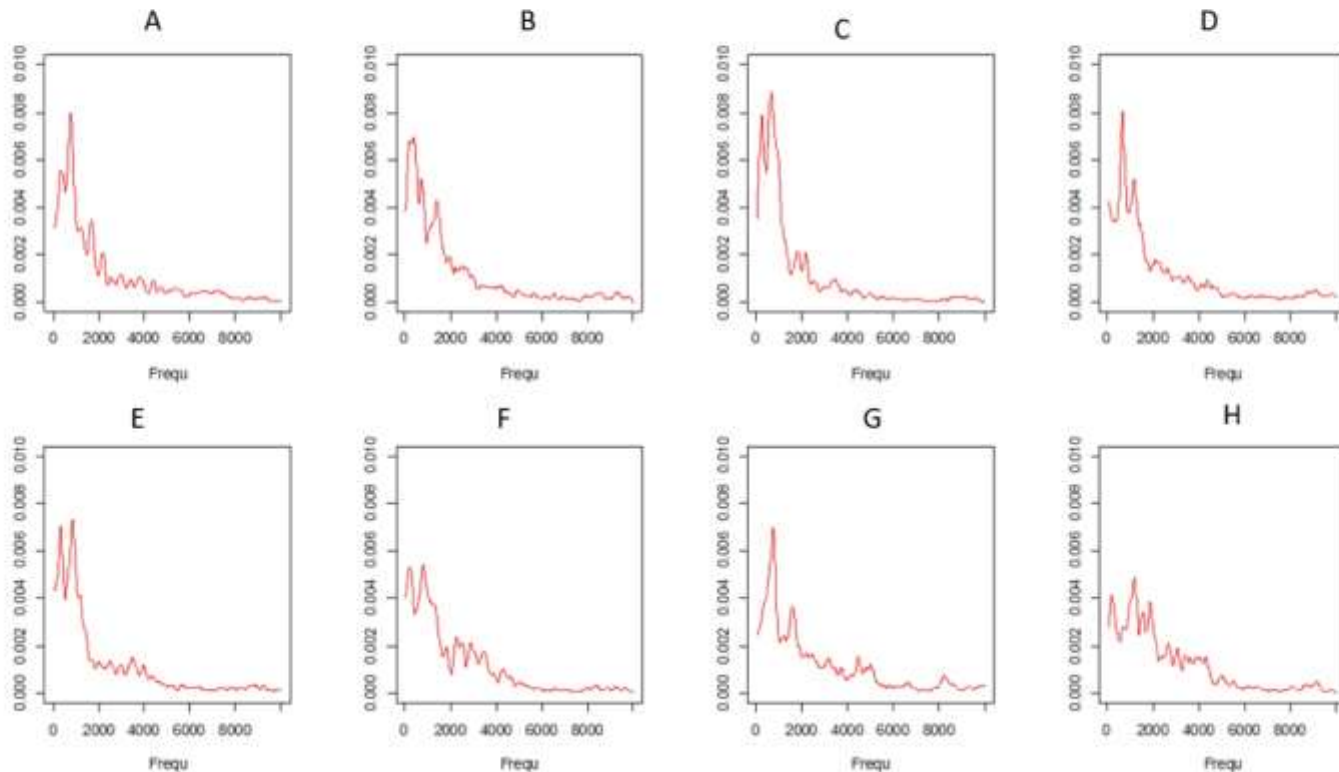
VERY SPECIFIC EVOCATIVE TERRITORIES

Relative positioning of the 8 vehicles to qualify the sound of closing doors according to the 3 words (CFA on R3m scores)



ACOUSTIC DATA | SMOOTHED AND WEIGHTED POWER SPECTRA

Client data

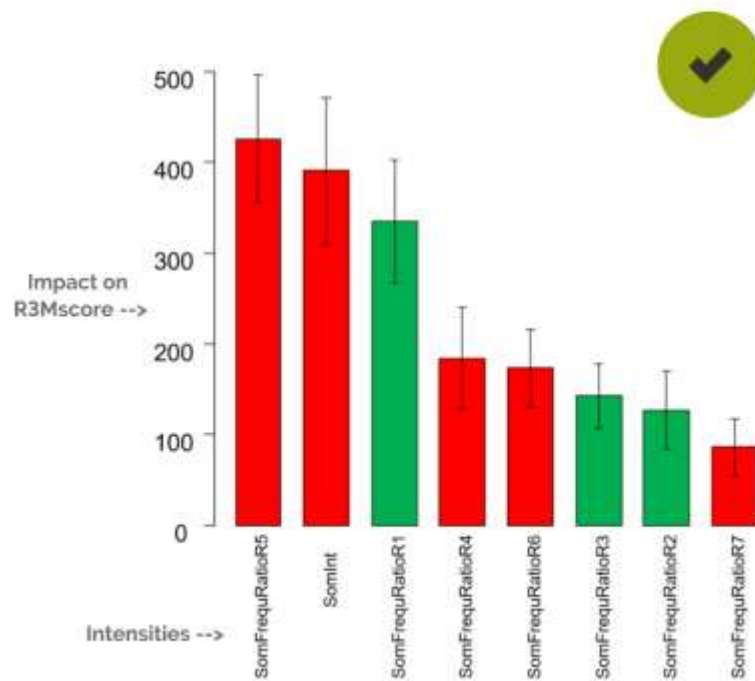


MODELING BY RANDOM FORESTS

Using random forests, increased the robustness of the model:



High intensities at very low frequencies (R1 to R3) have a positive impact on the R3M SCORE ©.

Conversely, high intensities at high frequencies (R5 in particular) have a negative impact on R3M SCORE ©.



MODELING TO PREDICT CONSUMER RESPONSE

Through modeling, R3m scores predicted from acoustic data close to reality

| | REAL SCORES | PREDICTED SCORES |
|---|--|--|
| A |  32 |  21 |
| B | 29 | 16 |
| C | 26 | 23 |
| D | 12 | 13 |
| E | 8 | 12 |
| F | 10 | 10 |
| G | -11 | -5 |
| H | -20 | -8 |

A PROMISING FIRST EXPERIMENT

TO BE CONFIRMED ON A LARGER NUMBER OF SOUNDS



TO CONCLUDE



HEARING: THE ~~FORGOTTEN~~ SENSE AT THE HEART OF CONSUMER TESTS



AN EASY AND RICH TOOL TO DEVELOP THE BEST SOUNDS, AT ALL STAGES OF DEVELOPMENT OF AN OFFER OR A SERVICE

PRODUCT, SENSORIAL

PACK

**BRAND
IDENTITY**

**SOUND
AMBIANCE**

ADS, JINGLE

**THANK YOU FOR
LISTENING!**

**WHAT ABOUT
YOUR SOUND
ISSUES ?**

