

October 8, 2018

Sonic Identity Research Findings

Research Overview

Research Objectives

- Evaluate two Sonic Anthems candidates and Sonic Logos for each
- Identify ways to improve

Methodology

- Quantitative survey with monadic testing using SonicPulse® Research
- Markets: US consumers, US B2B (employers), Japan, Mexico, Turkey
- 750 respondents: 300 per monadic cell per market, 150 employers, 75 per cell.

Next Steps

- Select a Sonic Anthem for MetLife
- Identify areas for creative refinement

Stimuli & approach

Stimuli: Anthems and Logos



Anthem



Sonic Logo



Anthem



Sonic Logo

V1

V2

Approach: Anthem



Emotional Appeal
(Subconscious)



Attribute Associations
(Intuitive)



Pre/Post Brand Reveal KPIs
(Conscious)



Why? Open Ended Response
(Conscious)



MetLife

Fit with Brand and Brand Strategy
(Conscious)

Approach: Logo



Attribute Associations
(Intuitive)



Pre/Post Brand Reveal KPIs
(Conscious)



Why? Open Ended Response
(Conscious)



MetLife

Fit with Brand and Brand Strategy
(Conscious)

Key Findings

Both anthems are emotionally engaging, fit with our brand and have the potential to significantly increase overall impression and desire to interact with our brand.

Anthem V1 is a better fit with our brand and is more attune to translating our mission of being a trusted partner.

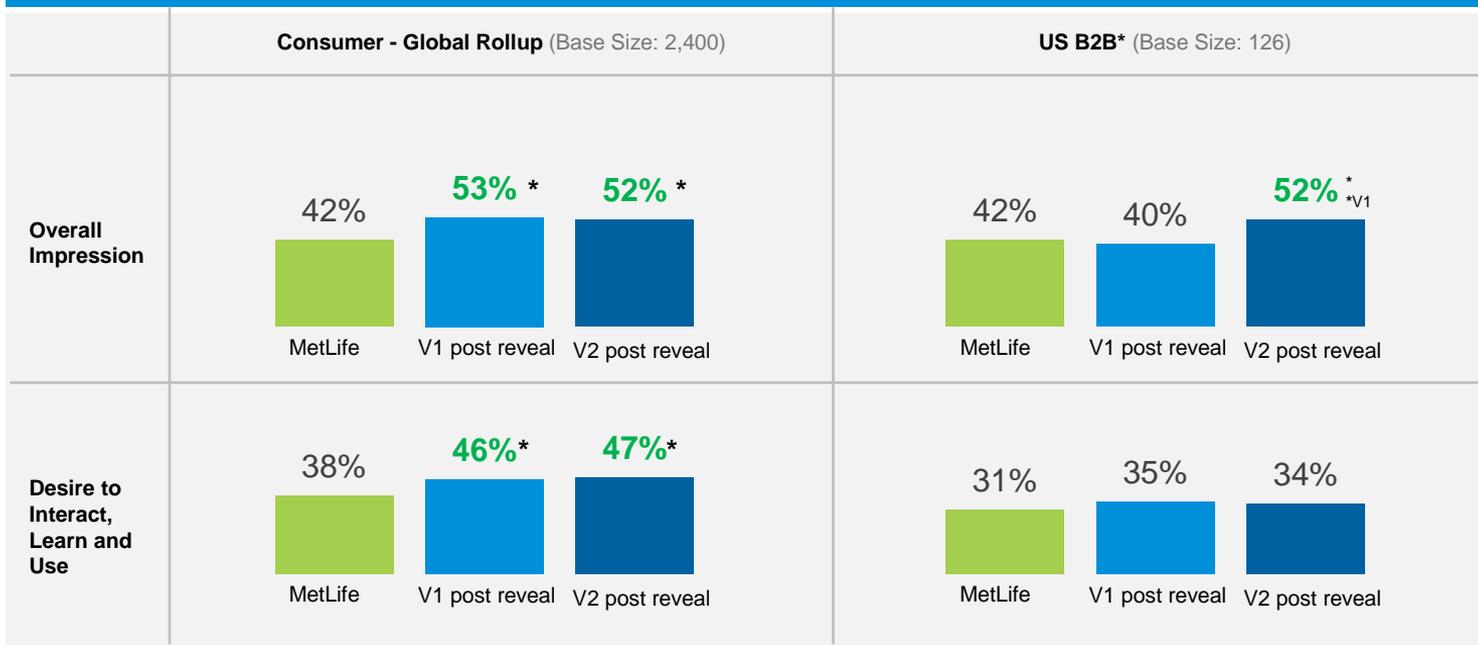
Logo V1 does not drive the same impact as the anthem and can be refined.

Anthem results



Both anthems have the potential to significantly increase overall impression and desire to interact with our brand

ANTHEM: Pre/Post Brand Reveal Attitudes (Conscious)



* Statistical Significance from MetLife

*V# Statistical Significance from V#

Q: Let's say this sound is the new sound of **MetLife**. Thinking about this sound as the new sound of **MetLife** what is your overall impression of **MetLife**? Change compared to Pre music/brand association.

Q: Thinking about this sound as the new sound of **MetLife**, how much would you say you desire to interact with, learn more about, or purchase or use services from **MetLife**? Change compared to Pre music/brand association.

Note: Results reflect the top 3-box on an 11-point scale. Results of statistical significance testing noted in superscript.



Both anthems create strong emotional appeal, outperforming benchmarks and records of other assets tested

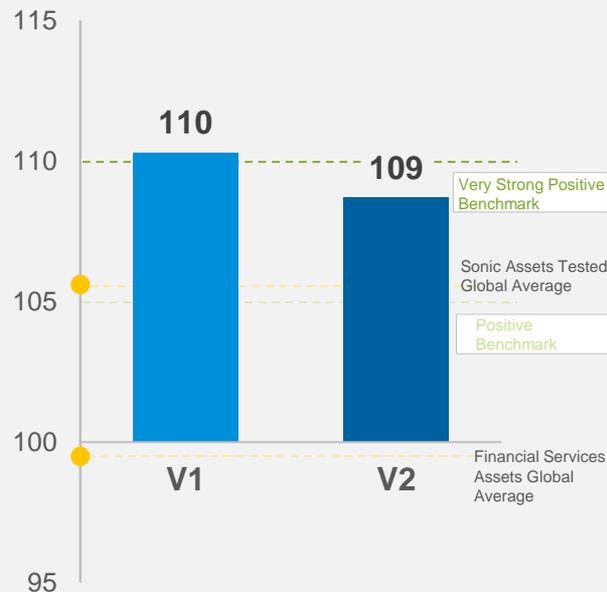
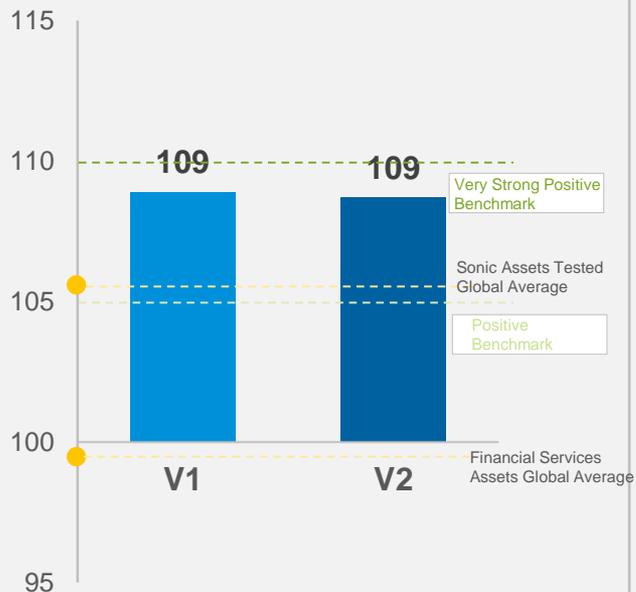
ANTHEM: Emotional Appeal (*Subconscious*)

*V# Statistical Significance from V#

♥ Very Strong Positive Emotional Appeal (over 110)

Consumer - Global Rollup (Base Size: 2,400)

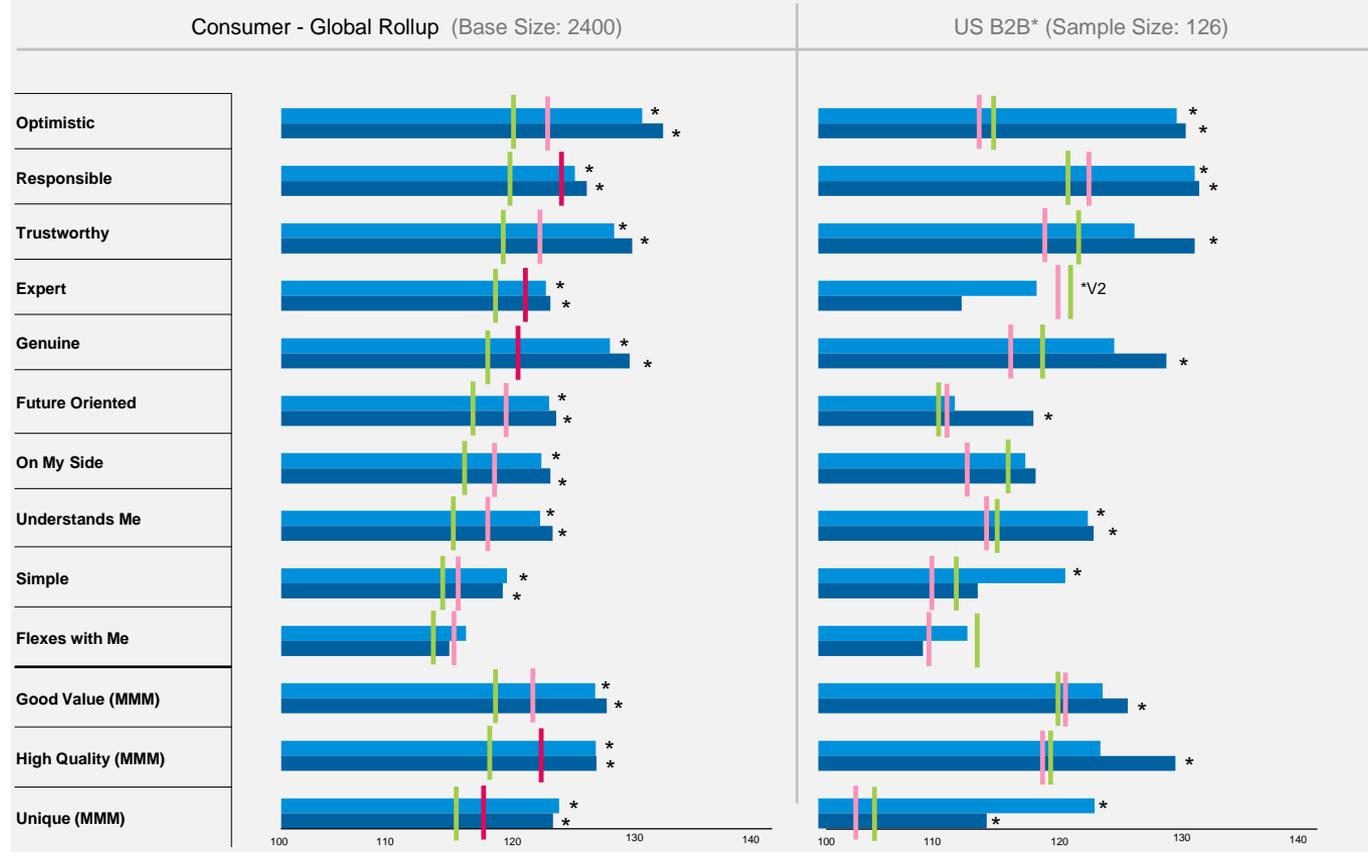
US B2B* (Base Size: 126)





Both anthem have the potential to significantly increase associations with our brand attributes

ANTHEM: Attribute Associations (Intuitive)



- Anthem V1
- Anthem V2
- ★ Statistical Significance from MetLife
- | MetLife
- | Competitor Average, Bold indicates significant differences vs. MetLife



While both anthems show a strong fit to the brand strategy, V1 shows a significantly higher fit with MetLife

ANTHEM: Fit to Brand & Brand Strategy (Conscious)

		Consumer - Global Rollup (Base Size = 2,400)		US B2B* (Base Size = 126)	
		Anthem V1	Anthem V2	Anthem V1	Anthem V2
Pre-Reveal	Expresses the idea of “a company that helps customers meet their goals and navigate life’s twists and turns”	61%	62%	58%	59%
Pre-Reveal	Fits with MetLife	44% ^{*V2}	41%	43%	43%
Post-Reveal	Fits with MetLife’s Mission Statement	61%	62%	58%	69%

* Statistical Significance from MetLife

*V# Statistical Significance from V#

Q: Take a moment to listen before deciding how well you think this sound expresses the idea of “a company that helps customers meet their goals and navigate life’s twists and turns”?

Q: Please rate how well you think the sound would fit with each of the brands listed below.

Q: Please read the following statement, regarding MetLife’s Brand Mission: (Read Mission). After reading the statement above, how well do you feel that the sound fits with this statement of what MetLife stands for?



Note: Results reflect the top 3-box on an 11-point scale. Results of statistical significance testing noted in superscript.



V1 tends to also illustrate better our purpose of partnership

V1: Optimism & Confidence

“We’ll do it together”

*“The music is soothing and makes you feel as if MetLife will **help you make your way** through the stressful world of insurance.”*

*“There is hope at the end of the piece. ‘**We can do it together**’ resonates in this.”*

*“Because it creates **kind and exciting impressions**, I felt like I would support my life.”*

*“Music that says you want to **run towards the goal you designed together.**”*

Positive sentiment:

Consumer: 88% US B2B: 91%

V2: Reassurance & Peace of Mind

“We’ll take care of it”

*“The sound is so uplifting and positive. It makes me feel like **I am in good hands.**”*

*“It sounds like **they’re thinking and searching** for just the right plan go for my life.”*

*“The song is uplifting and gives off a really positive vibe. It seems professional, but also like **the company really cares about you.**”*

*“It has an optimistic air, a **responsible** company, with visions of the future, professional in its activities and that **cares for the welfare of its customers.**”*

Positive sentiment:

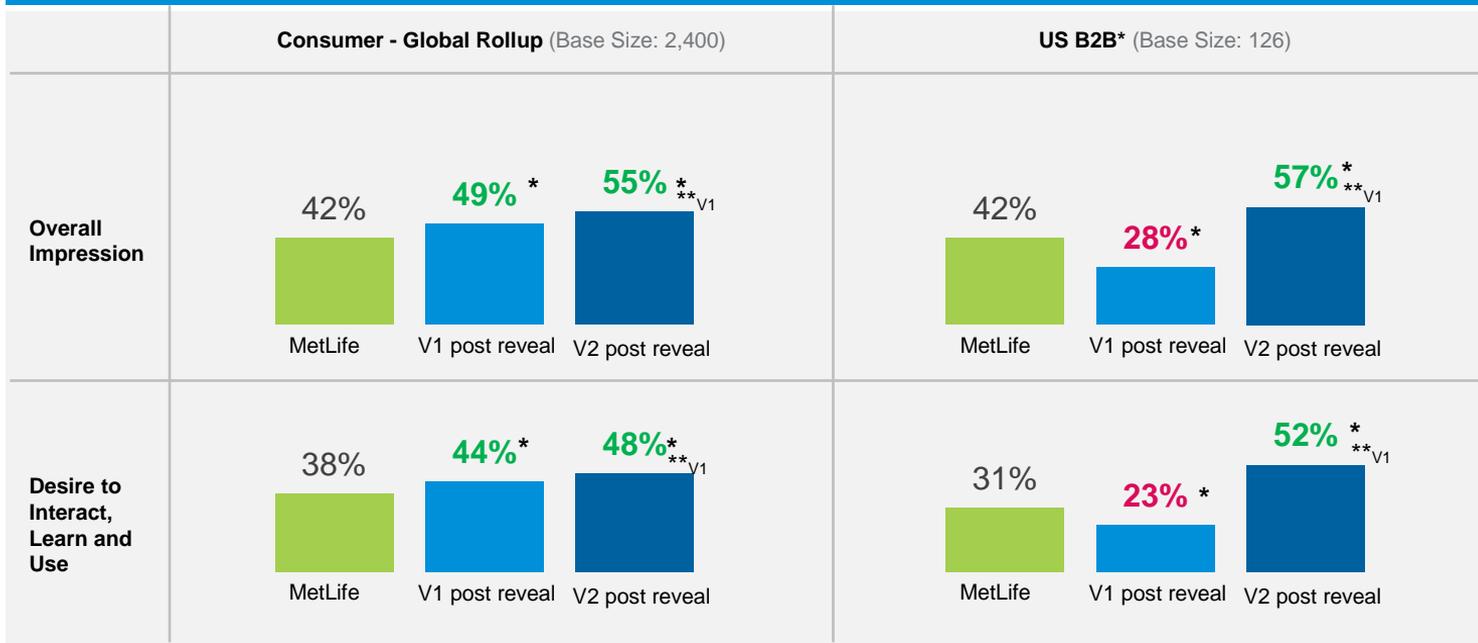
Consumer: 83% US B2B: 80%

Logo results



When looking at the logos only, V2 shows a higher impact overall and particularly with our US B2B audience

LOGO: Pre/Post Brand Reveal Attitudes (Conscious)



* Statistical Significance from MetLife

*V# Statistical Significance from V#

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The V2 Sonic Logo has also a stronger Fit to Brand Strategy

SONIC LOGO: Fit to Brand & Brand Strategy

	Consumer - Global Rollup (Base Size = 2400)		US B2B* (Base Size = 126)	
	Logo V1	Logo V2	Logo V1	Logo V2
<i>Pre-Reveal</i>				
Expresses the idea of "a company that helps customers meet their goals and navigate life's twists and turns"	46%	58% ^{*V1}	34%	48% ^{*V1}
<i>Pre-Reveal</i>				
Fits with MetLife	42%	44%	35%	48% ^{*V1}
<i>Post-Reveal</i>				
Fits with MetLife's Mission Statement	48%	59% ^{*V1}	29%	51% ^{*V1}

* Statistical Significance from MetLife

*V# Statistical Significance from V#

Q: Take a moment to listen before deciding how well you think this sound expresses the idea of "a company that helps customers meet their goals and navigate life's twists and turns"?

Q: Please rate how well you think the sound would fit with each of the brands listed below.

Q: Please read the following statement, regarding MetLife's Brand Mission: (Read Mission). After reading the statement above, how well do you feel that the sound fits with this statement of what MetLife stands for?



Note: Results reflect the top 3-box on an 11-point scale. Results of statistical significance testing noted in superscript.

Recommended Creative Refinements to Sonic Logo

Open Ended Responses



Sonic Logo V1

"It wasn't as warm feeling as the other sound [i.e., V1 anthem], it was a little distant sounding"

"It needs a little more to it, but still catchy"



Sonic Logo V2

"It's short and to the point, and sounds warm and inviting"

"Bright and bold"

Sonic Logo V2 is composed to **tell a story.**

To further develop Sonic Logo V1 in this direction, we can explore:

- A setup-payoff structure (call and response)
- A more human expression of the melody (*rubato*)
- A richer palette of sounds

Next steps

Preparing for creative finalization, launch and rollout

Creative Finalization

- Select and Finalize Anthem and Logo demos
- Live arrangement and recording session at Man Made Music Studios

**Final Delivery Goal:
October 31**

Internal Launch

- Launch and socialization plan currently in development
- **Plan for internal executive stakeholder alignment to be confirmed by MetLife**

**Internal Launch Goal:
Mid November**

Identity Rollout

- Commence trainings across business units, led by key stakeholders identified during Anthem development

January 2019 - Onward