SOUND BEATS FOR CONCEPT TESTING

JBL TAGLINE TESTING
IIEX FORUM

November 14, 2016
A NEW APPROACH: META4 INSIGHT

- 80% of human communication is non-verbal
- Our brains process visual stimuli below consciousness
- Visual metaphors enable respondents to express non-conscious thoughts and feelings
- Meta4 Insight is an online application for metaphor elicitation
- A hybrid methodology that collects both qualitative insights and quantitative data through a single research process
- Utilizes curated library of more than 650 images to elicit people’s emotions and motivations
META4 INSIGHT IN ACTION

STEP 1
Choose an Image

Take a moment to think about the JBL brand. Consider the type of person who would use this brand. On the next page, we will ask you to select an image that best captures the type of person who would use the JBL brand.

STEP 2
Description

“A man is standing on the precipice of a mountain cliff, overlooking the mountains, and is taking in everything that embodies the American spirit...the mountain air, scenery, and breathtaking expanse of nature.”

STEP 3
Interpretation

“The type of person who would embrace this adventuresome experience, living life to it’s fullest, is the type of person I envision using JBL brands.”
IDENTIFYING MEANINGFUL METAPHORS

- Container
- Control
- Resource
- Transformation
- Journey
- Balance
- Connection
WE LEVERAGED A COMBINATION OF RATIONAL AND EMOTIONAL FACTORS

RATIONAL MEASURES
- Appeal
- Comprehension
- Uniqueness
- Future Consideration
- Memorability
- Brand & Personality Attributes

EMOTIONAL MEASURES
- Metaphors
- Expressions
- Emotions
- Benefits

KPI
The key rational measures showed the strength of 2 taglines in particular.

<table>
<thead>
<tr>
<th>KPI’s</th>
<th>Tagline A</th>
<th>Tagline B</th>
<th>Tagline C</th>
<th>Tagline D</th>
<th>Tagline E</th>
<th>Tagline F</th>
<th>Tagline G</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appeal</td>
<td>51%</td>
<td>48%</td>
<td>44%</td>
<td>44%</td>
<td>39%</td>
<td>37%</td>
<td>34%</td>
</tr>
<tr>
<td>Brand Comprehension</td>
<td>53%</td>
<td>51%</td>
<td>47%</td>
<td>39%</td>
<td>41%</td>
<td>29%</td>
<td>41%</td>
</tr>
<tr>
<td>Uniqueness</td>
<td>49%</td>
<td>47%</td>
<td>43%</td>
<td>43%</td>
<td>49%</td>
<td>48%</td>
<td>43%</td>
</tr>
<tr>
<td>Future Consideration</td>
<td>53%</td>
<td>52%</td>
<td>48%</td>
<td>41%</td>
<td>51%</td>
<td>45%</td>
<td>47%</td>
</tr>
<tr>
<td>BRAND PERSONALITY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is adventurous</td>
<td>51%</td>
<td>53%</td>
<td>50%</td>
<td>40%</td>
<td>46%</td>
<td>35%</td>
<td>36%</td>
</tr>
<tr>
<td>Is spontaneous</td>
<td>39%</td>
<td>47%</td>
<td>48%</td>
<td>42%</td>
<td>32%</td>
<td>34%</td>
<td>31%</td>
</tr>
<tr>
<td>Is uninhibited</td>
<td>33%</td>
<td>41%</td>
<td>39%</td>
<td>29%</td>
<td>31%</td>
<td>31%</td>
<td>25%</td>
</tr>
</tbody>
</table>
However, the Meta4 exercises showed that while both taglines ladder up to similar emotional spaces, the tonality is different.

<table>
<thead>
<tr>
<th>Tagline A ladders to:</th>
<th>Tagline B ladders to:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Living life to the fullest</td>
<td>Living life on the edge</td>
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</table>

**Metaphors**

<table>
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<tr>
<th>Seize the day</th>
<th>Freedom to pursue life</th>
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<tbody>
<tr>
<td>Taking time to enjoy life</td>
<td>Value time with close ones</td>
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**Jump for it and see what happens**

“This is what I think that you just jump for it and see what happens. Life is too short to not try different thing and use the good things.”

**Stop and enjoy the little moments**

“It makes me feel free and invigorated I feel relaxation and a sense of peace and harmony and ready to take on anything in life ...”

**Taking risks**

“I think the image perfectly describes the tagline “B”. The image is of someone who isn’t afraid to do extreme sports, and is taking an obvious risk.”

**A good time with no regrets**

“Scream and cheer and have an upbeat positive vibe that you can enjoy and share with others and have a good time living life with no regrets.”
AND THE PERSONALITY EVOKED IS QUITE DISTINCT, WITH TAGLINE “A” BEING A BETTER FIT WITH THE JBL BRAND ESSENCE

**Tagline A** = An elevated & meaningful experience

- **Personality** Adventurous & exciting
- **Explorer**, exhilarating

**Tagline B** = An extreme, one dimensional experience

- **Personality** Exciting & daring
- **Forceful & strong**
WE ARRIVED AT THE RIGHT ANSWER BY LOOKING THROUGH THE LENS OF RATIONAL AND EMOTIONAL MEASURES
<table>
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<td>Store Intercepts</td>
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<td>Brand Tracking</td>
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THANK YOU

Jill Orum
Protobrand

George Peck
Harman