



The Sound of Confidence

SmileDirectClub connects people with their brand by striking the right note in their first audio logo.

21%

above norm
for CPG by
overall score

17%

above norm
for eliciting
happiness

25%

higher recall
among families
with kids

Objective

While SmileDirectClub is the world's largest telehealth clear aligner company, their brand promises something bigger. **It's about giving people confidence** and a new perspective on the world. Their challenge lies in getting that feeling across, and making it stick, through their marketing.

The company turned to audio, understanding that “sound and song are among the most powerful memory triggers we have.” In a unique move for this particular sector, SDC built and tested an audio logo to be the centerpiece of a “full experience” of audio for their consumers.

Approach

SDC worked with leading sonic branding agency Made Music Studio to develop a set of mnemonics that would reflect their brand personality and promise. In tandem, they leveraged the Veritonic Audio Intelligence Platform to assess effectiveness.

- Six different logo treatments, benchmarked against other logos in the Veritonic database for attributes such as **confidence, optimism, and happiness**, as well as **recall**
- Tested on the general population and families with children
- Variations include instrumental-only, acappella, and inclusion of brand name

Sound and song are among the most powerful memory triggers we have.

Bruce Henderson, Chief Creative Officer, SmileDirectClub

Results

Each of the six SmileDirectClub audio logos scored above various benchmarks across the Veritonic platform. *Play Winner.*

- **21% above norm** for the CPG vertical
- **17% above norm** for attributes like happiness
- **25% higher recall** among families with kids
- While the “whistle-only” version of the mnemonic scored the highest, the SDC team decided to leverage some industry best practices, going to market first with a treatment that uses the brand name in the melody (logos that do are **five times more recognizable** on average). The team is considering a transition to the instrumental-only version in the future.

SmileDirectClub launched their winning audio logo as part of their Choose Smile campaign in January 2021.

For more information, contact us at info@veritonic.com.