

ACOUSTIC ENCODING: HOOKING THEM WITH A RHYME

As much as we'd like to think otherwise, our collective brains prefer to take the path of least resistance when processing information. The easier something is for us to grasp, the more readily we believe it and the more tenaciously we'll hold onto it. The use of acoustic encoding (rhyming) is a great way to tap into this natural tendency.

Rhyming has been a universally acknowledged method to enhance memorization for ages, as it makes storing and retrieving information much easier. Think about the "ABC Song". There's a good reason why that first line ends with "G" and the second line with "P". It's a great use of an enduring mnemonic so effective that most of us can't recite the words without breaking into the melody.

"Winston tastes good like a cigarette should." Seven words . . . and certainly from a bygone era, but those words were the cornerstone of an advertising slogan that lasted 18 years (1954-72) and had even non-smokers reciting along while it helped propel that tobacco brand to the eventual #2 position in the marketplace. Advertising Age once rated it as the **"eighth best radio or TV jingle of the 20th Century"**¹.

Good thing Winston decided against going with ***"as a cigarette ought to"***, as was initially considered.

An effective and contemporary example of Acoustic Encoding is provided in this video **Hawthorne Direct produced for Black and Decker**. As the rhyming pulls you effortlessly along the narrative, you find yourself literally anticipating just what the next line will end with as you're drawn to the visual of the Black and Decker vacuum performing its duties.

This use of acoustic encoding actually gets you invested in the story of this appliance. More importantly, in a household appliance marketplace with no shortage of brand options, this unique and easy to remember campaign cuts through that clutter and makes Black and Decker the vacuum you'll remember in the future.

You're always correct to call Hawthorne Direct. To learn more about how Hawthorne Direct can effectively use acoustic encoding and other powerful neuroscience principles to help build your brand and increase your ROI, just fill out the form to the right and we'll contact you.

¹ Advertising Age, March 29, 1999