



# Study: Unfamiliar Voices Are Most Effective in Commercials

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*Audiences best respond to voice-overs performed by professional voice-over talents, which is no surprise to the industry that consistently provides voice-overs services for radio stations, television broadcasters, telephone companies, animation studios, and for industrial presentations.*

PR9.NET December 27, 2005 - TORONTO, -- InteractiveVoices, (<http://www.InteractiveVoices.com>), the voice-over marketplace, recently commented in their IV Blog that voice-overs recorded and broadcasted by freelance voice actors are more effective than celebrity voice-overs. How many times has one found oneself innocently watching television only to be bombarded by famous voices spreading messages that may or may not agree with their perceived "image"? Celebrities have been known to endorse products or services by means of voice-overs, sometimes coupled with on-camera acting. While celebrities have notoriety and influence, their reputations from their acting careers or choices made in the public eye may also carry certain connotations or excess baggage that is not intended to coincide with the advertiser's marketing pitch.

Research by the University of Washington and Rice University suggest TV commercials featuring unfamiliar voice-overs are the most effective. The study determined that when consumers didn't recognize the voice actor, they were more likely to listen to the message without judging the voice actor or their background. When audiences heard famous actors performing voice-overs in commercials, their opinions of the product were based upon whether they liked the celebrities or disliked them. For example, viewers who liked David Duchovny responded more favorably to brands paired with his voice than did viewers who disliked him. Simply put, if the listener liked David Duchovny already, they also liked the product that his voice was promoting, just because Mr. Duchovny endorsed it.

There are always two sides to a story. By hiring professional voice talents, companies can walk away with voice-overs that will sell and brand effectively without pre-formulated connotations and a Hollywood price tag. Think of it as the "anonymous voice-over security" that celebrity voices actors are unable to provide by virtue of their high-profile careers. Consumers easily identify with the guy-next-door type or the mom-who-does-it-all character. This strategy works because individuals can immediately determine if the character is trustworthy.

Interactive Voices CEO, David Ciccarelli says, "Advertisers can better connect with an audience by working with real people -- professional voice actors who will positively convey their message to influence a mass market."

Clients that want to post a job to hire voice actors can do so by registering for a free client account at [InteractiveVoices.com](http://InteractiveVoices.com). InteractiveVoices can also be reached toll-free at 1-888-359-3472. Follow this link to discover and experience

InteractiveVoices:  
<http://www.interactivevoices.com/>

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## About Voices.com

About Voices.com

Based in Ontario, Canada, Voices.com provides an online marketplace, facilitating transactions between business clients and voice-over professionals employing a comprehensive suite of web-based services. Clients that have worked at Voices.com include NBC, ESPN, PBS, The History Channel, Reader's Digest, Comcast, Nortel Networks, Bell Canada, Microsoft, Cisco Systems, ING, Western Union, Ford, GM, Jaguar, US Army, the US Government and more.

<b>Phone:</b>	519-488-5575
<b>FAX:</b>	519-858-5197
<b>Website:</b>	<a href="http://www.voices.com">http://www.voices.com</a>
<b>E-Mail:</b>	<a href="mailto:media@voices.com">media@voices.com</a>
<b>Address:</b>	Voices.com 130-100 Collip Circle London, ON N6G 4X8