



SOUNDWISE

An Introduction to **SONIC BRANDING**

The Future is Sound

Brands have more touchpoints than ever before, and nearly all of them involve sound.

It's not just social and mass media. Things like smart speakers, UX/UI sounds, podcasts, electric vehicles, TikTok, and voice interface are all on the rise. Brand is more multi-sensory than ever before.

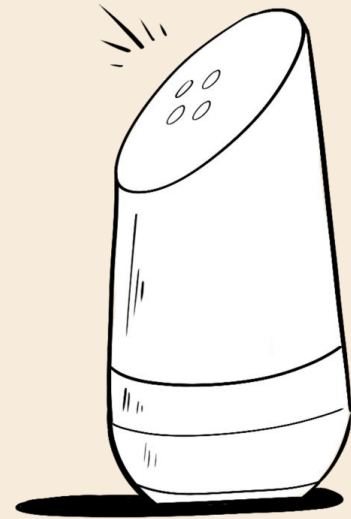
Today how you sound is just as important as how you look.



The Challenge

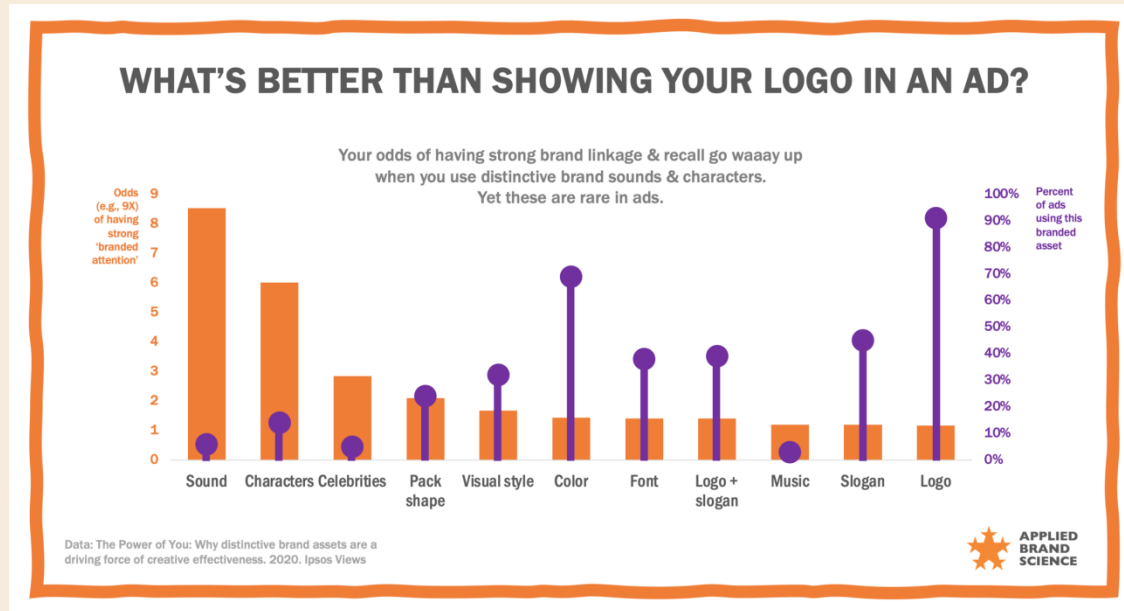
Despite the rapid growth of audio-only media, most brands are not ready. When all your brand assets are visual, none of them carry over to an audio-only medium. This is what we call a branding blind spot.

When you can't see the brand, you have to *hear* the brand.



The Challenge

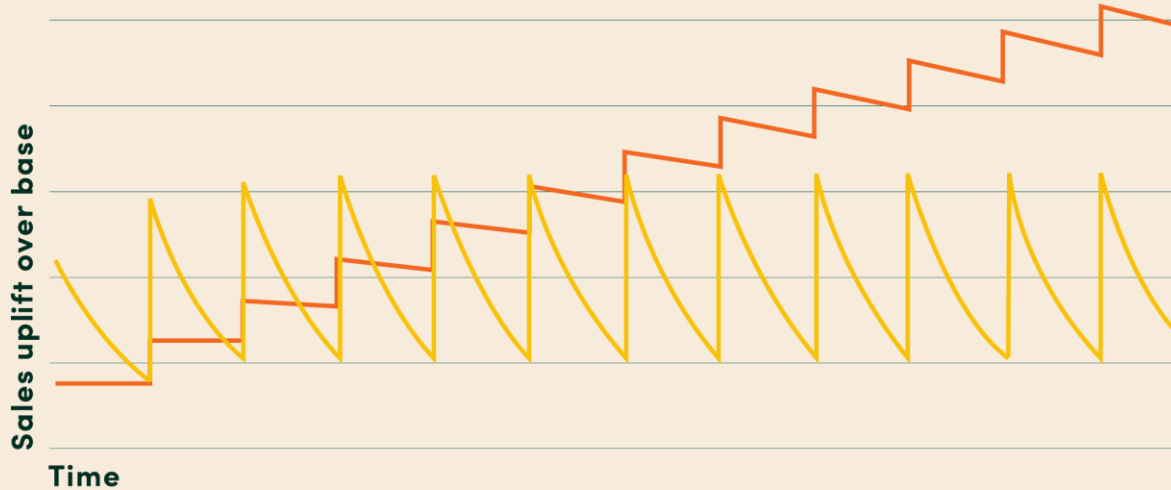
In addition, most audio media ends up being an afterthought; often decided on the vendor level rather than the brand level. Imagine changing your logo or colours every time you produced a visual ad. In a competitive market, transient campaigns and generic sounding commercials are not enough.



The Solution

A consistent sound over a long period is crucial to becoming part of the public consciousness. It's how you stop being noise, and start building a relationship with the public. We do this by creating a sound strategy and branded audio assets.

Brand building and sales activation work over different timescales



| Sales activation / short-term sales uplifts

| Brand building / long-term sales growth

The Process

Audio Audit

It all starts with a look at the brand from the outside. Every brand has sound and sound space. The first step is to identify all the media, environments, and touchpoints where sound can be designed and applied.

Brand Audit

Now it's time for a closer look. We boil the brand down to its essence and identify the brand values, goals, function, history, future, emotions, etc. Quite often visuals convey information, but sounds convey emotion. To express the brand sonically, we need to dig deep and get to the emotional core of the brand.

Audio Style Guide

Once we know both the tangible and intangible qualities of the brand, they're ready to be sonified. The Audio Style Guide is a comprehensive document that outlines how the brand attributes translate into music, voice, and sound, and how they're applied to media, environments, and touchpoints.

Production

With guidelines in place, we start creating. This usually starts with the creation of a brand theme. This is a musical composition that culminates to a musical signature in the form of an audio logo or jingle. The theme can later be broken down into smaller audio elements such as user experience sounds, musical variations, and the isolation of the musical signature. The production stage may also include the selection of a brand voice, and even the treatment of physical spaces.

Application

Audio elements are applied to all appropriate media, touchpoints, and environments.

The Data

Branded audio is not just a nice-to-have asset. Your brand is making audio and visual impressions whether you've designed them or not. By using research, data, and best practices, we can get the most out of the media you're already producing.

"Brands that use music matching their brand identity are 96% more likely to be recalled than those with non-fit or no music."
-AdAge & Audacy

Melodic audio logos score 24% higher for recall.
-Veritonic

"With Audio, repeat messaging builds immersion. High frequency helps, not hinders, as exposure increases."
-Audacy

Longer audio logos are more effective than shorter ones.
-SoundOut

"Ending an ad with a sonic logo raises a brand's emotional appeal more than using it only at the start."
-Songtradr

Audio represents 31% of media consumption, but only 9% of ad spend.
-WARC, The Investment Gap: Understanding the Value of Audio, 2021

The Application

An audio branding strategy can't live and die in one medium. We want to create long-term value with a holistic strategy and assets that can be applied to virtually all media and touchpoints.

- Radio Ads
- Video
- Apps
- Podcasts
- Public Address
- Background Music
- Watermarks
- TV Ads
- Trade Shows
- Environments
- UX Sounds
- UI Sounds
- Physical Products
- Voice-Activated Devices
- Streaming Ads
- Social Media
- Elearning
- Phone Menu/Automation
- Webinars
- E-Cards



Getting Started

A business is generally ready for an audio branding strategy when it has

- **A Broad Sonic Footprint**

Having more touchpoints creates more value, presence, and immersion.

- **A Willingness to Invest**

It's a big job, especially if you're starting from scratch.

- **Brand Self-Awareness**

The more defined and distinctive the brand is, the better the end product.

- **A Willingness to Play the Long Game**

All the great sonic brands became great through consistency and frequency. If your sound strategy is going to be treated as a transitory novelty, it's not worth the investment.





SOUNDWISE

The right SOUND starts
with the right VISION

WWW.SOUNDWISE.AUDIO