



SOUNDWISE

An Introduction to **SONIC BRANDING**

The Future is Sound

Today most of the world's top brands can be identified without brand imagery, or even words.



Old Spice



Disney



The Future is Sound

We're in a golden age of sound, and it goes beyond social and mass media.

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.

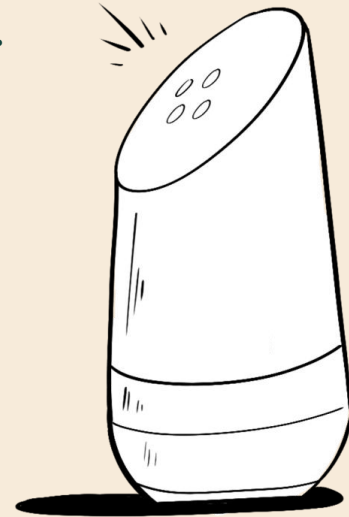


The Challenge

Despite the rapid growth of sound and tech, many brands are still unisensory. When all your brand assets are visual, none of them carry over to an audio-driven or audio-only medium.

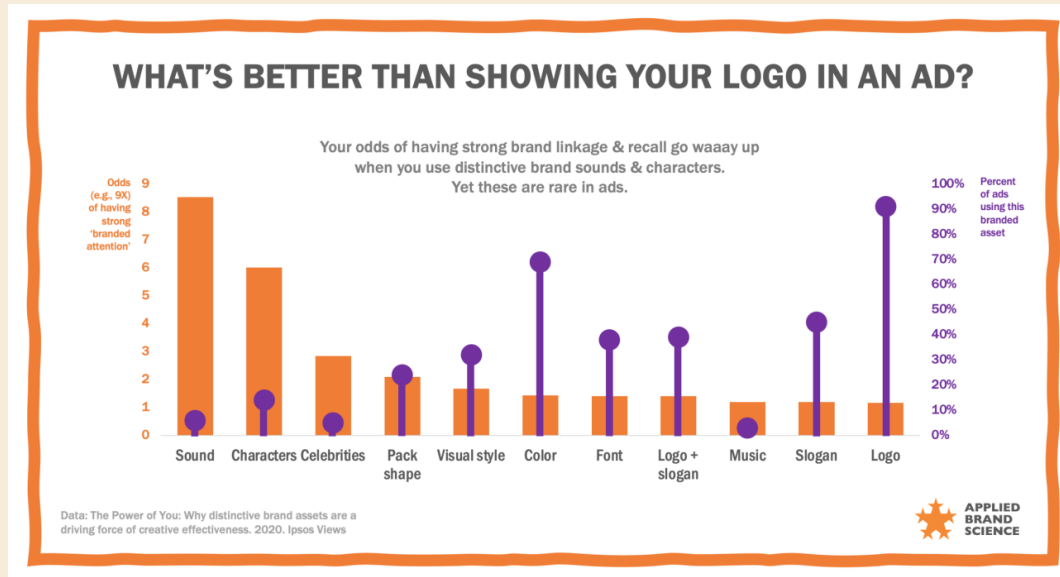
This is what we call a branding blind spot.

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



The Challenge

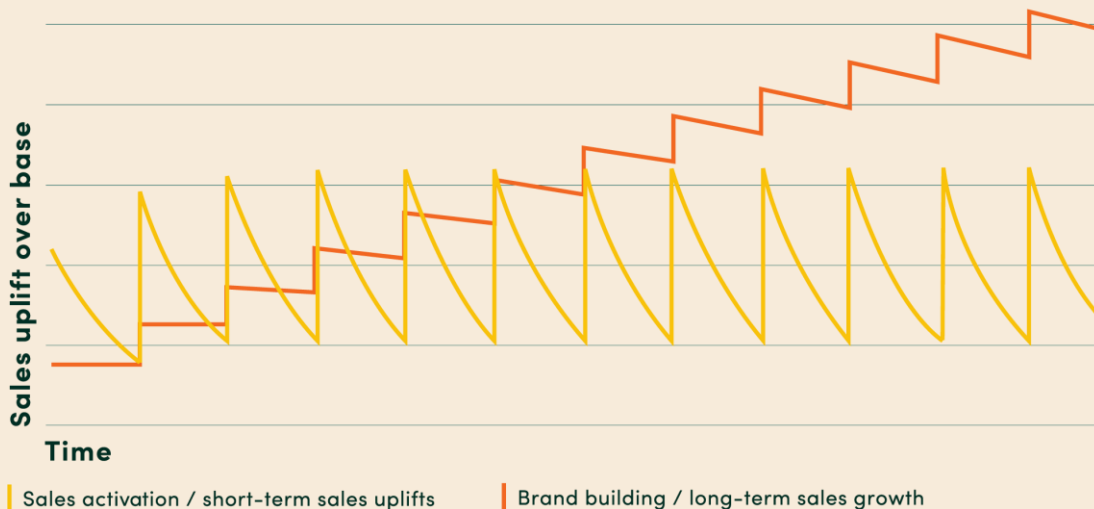
In addition, most audio media ends up being an afterthought; often decided on the vendor level rather than the brand level. Imagine changing your logo or colours every time you produced a visual ad. In a competitive market, transient campaigns and generic sounds are not enough.



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 your audience. We do this by creating a sound strategy and custom, ownable audio assets.

Brand building and sales activation work over different timescales



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 its 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 find its unique emotional signature.

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 production of a brand theme, culminating to a musical signature. The theme can later be broken down into smaller audio elements such as user experience sounds, background tracks, logo variants, etc. The production stage may also include the selection of a brand voice, and even the treatment of physical spaces or product sounds.

Application

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

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/On-Hold
- Webinars
- E-cards



The Data

“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

88% of Americans use another screen as they watch TV, and 61% percent of the time that TV commercials are on, they're not actually being watched.

-Nielsen Consumer Neuroscience

Melodic audio logos score 24% higher for recall.

-Veritonic

Trust doubles for branded audio ads.

-System 1 and Radiocentre

“On average, it takes a person about seven encounters with a visual logo to remember it. But it only takes three listens for a brand's sound to stick.”

-Hear Me Out

Audio branding drives 8.5X more brand attention than visual brand logos.

-IPSOS 2020

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