

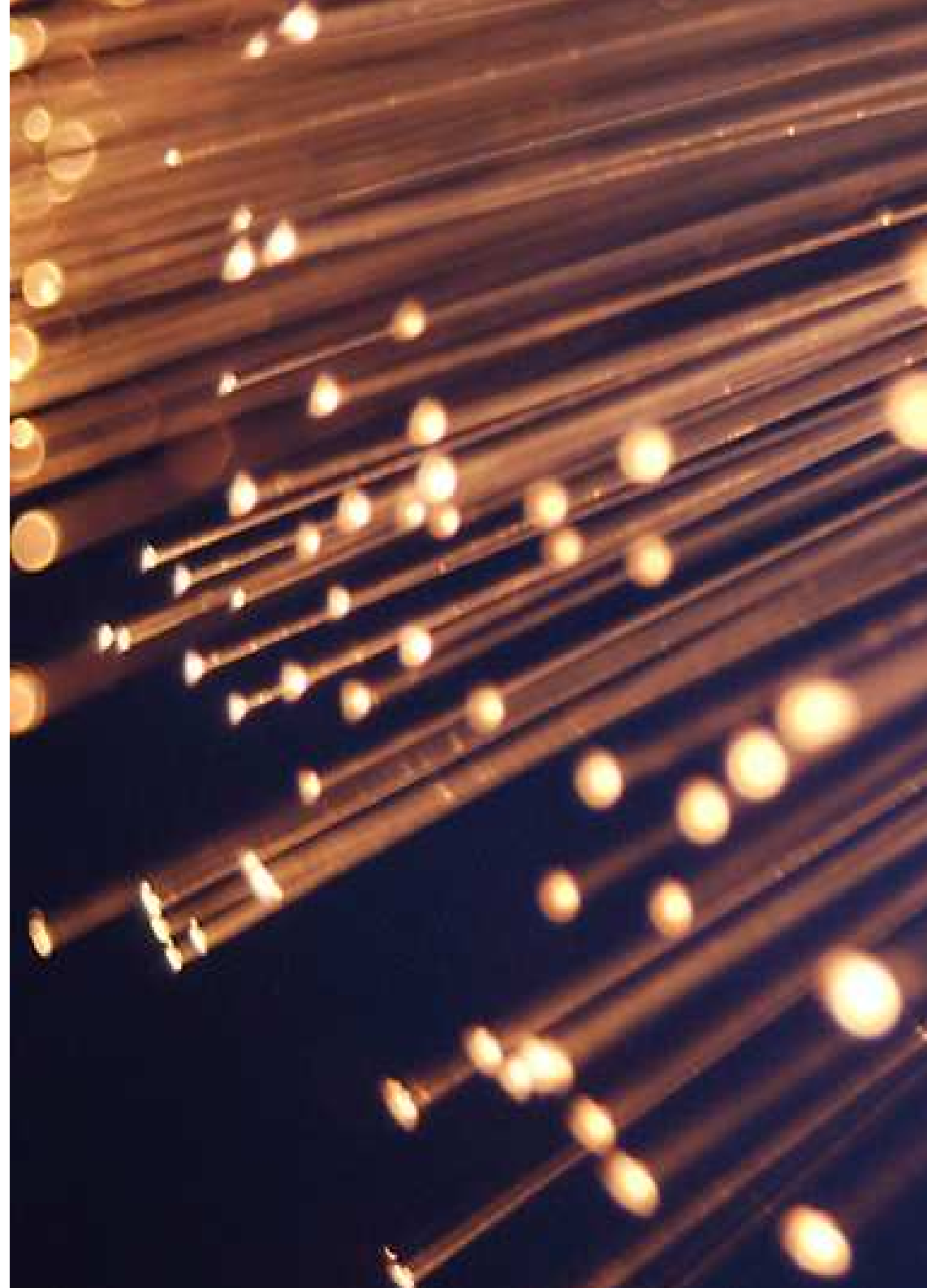
can you afford not to be **heard?**

An Introduction to Sonic Branding



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1 | The Power of Sound

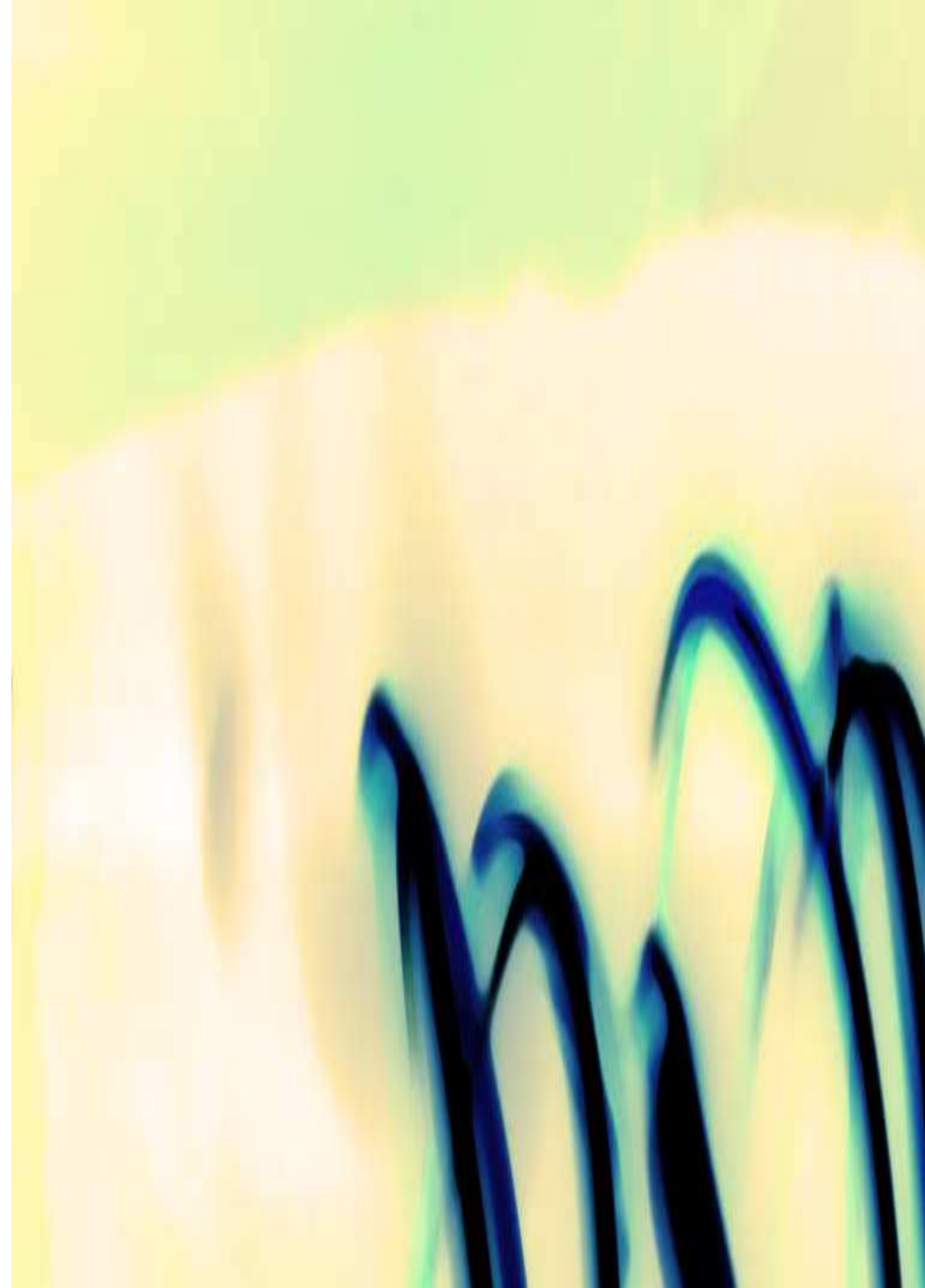
In today's competitive world there has never been a greater need to differentiate your brand. Whilst most companies invest heavily on graphic design and visual media, few understand the importance of the *sound* of branding.

A well implemented Audio Branding Strategy creates clarity and stirs the emotions. It helps **define** your brand values, **connect** with your audience, and build **trust** and **interaction** with your customers.

Sonic Branding creates a coherent cross-media platform. From broadcast media and advertising, to web-based communications, from retail environments, to customer call centre systems, your brand could be faltering amid marketing 'white-noise'.

Sonic Branding cuts through the clutter. It lets the message of your brand breathe in an over-crowded market place.

What does your brand **SAY** about **YOU**?



2. | Sound – A Strategic Tool

Sound and Music play an important part in our everyday lives. We rely on sound to govern our emotions. From the first thumps of a mother's heartbeat, sound provides a reassuring familiarity that develops our sense of belonging...

Sound is an exceptional tool for communication. Music has been an integral part of our cultural fabric for thousands of years. Despite this, most organisations fail to understand the power it yields on both our **emotions** and **purchasing decisions**.

Sound and Music are completely **emotive**. Understanding how they affect your customers should be crucial to your long-term corporate strategy and be at the core of how you relate with your audience.

Sonic Branding harnesses your customers' emotions and expectations, *then* maximises the opportunity for them to truly interact with your brand.

Have you '**tuned in**' to **YOUR** customers?



3. Finding Your Voice

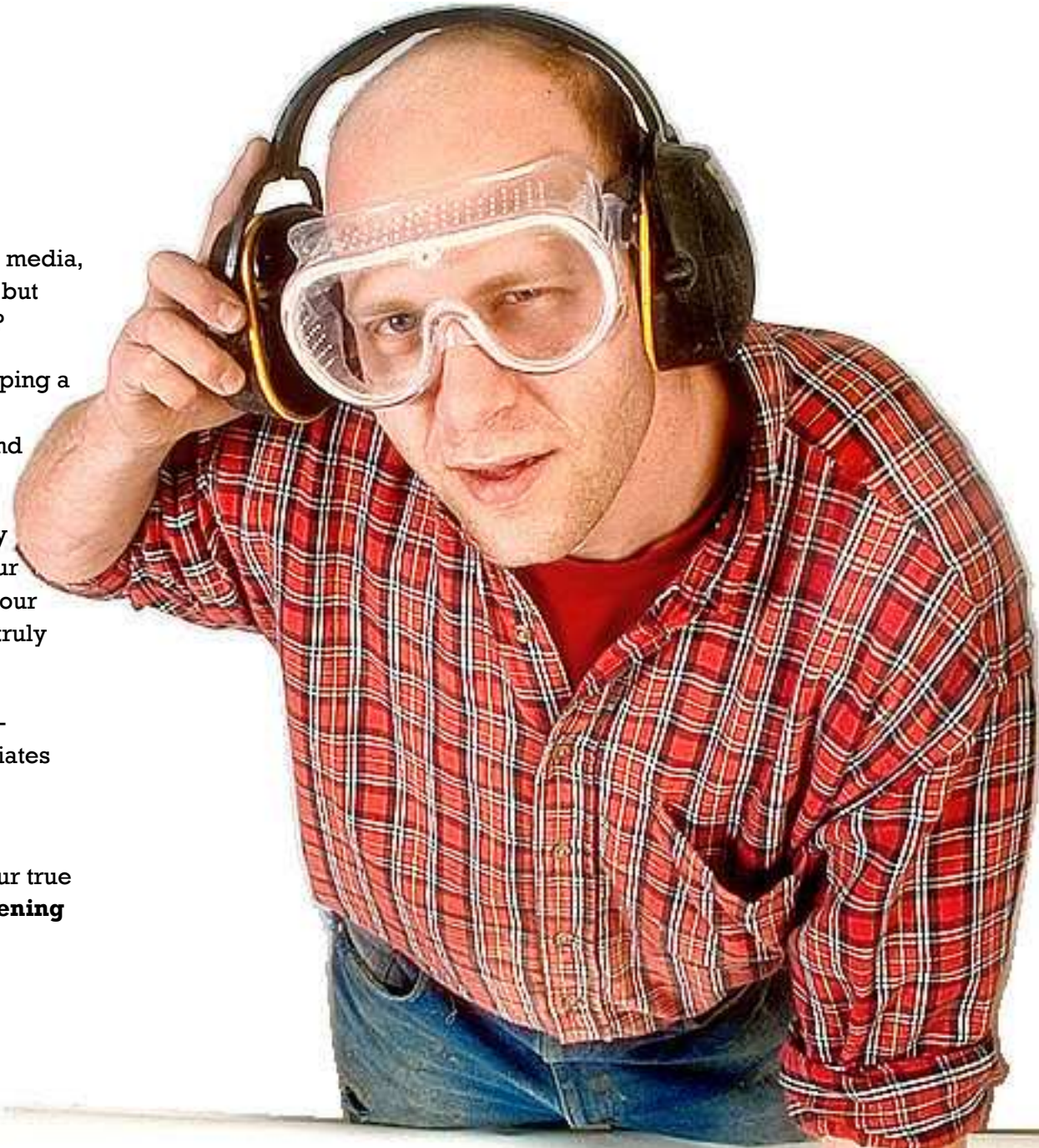
Maybe you already use sound and music – in TV or radio advertising, company logos, customer presentations, web media, road shows, corporate videos, telephone on-hold music... but have you asked yourself **WHAT** your brand **SOUNDS** like?

Finding the right sound for your brand is crucial in developing a coherent Audio Branding Strategy. Effective sonic design involves matching your brand values to your audience - and developing a long-term strategic vision.

Music and sound are steeped in cultural associations. They convey tastes, beliefs, ideologies, attitudes, values... If your company relegates Audio Branding to an afterthought of your advertising campaign you are missing the best chance to truly connect with your customer.

How you use audio affects your brand perception. A cross-platform audio strategy builds brand awareness, differentiates you from your competitors, and allows your customers to understand and share your brand values.

In the 'white noise' of today's marketing world, finding your true corporate voice is essential. Are your customers even **listening** to **YOU**?



4. | A Consultative Process

To harness the power of your Audio Branding Strategy it's important to understand the **message** you want your customers to **hear**. An effective strategy relies on clear, concise communication.

Clarity of your 'Brand Voice' is determined by the definition of your corporate values, trading policy, work and employment ethics, and the demographic of your audience... Your Sonic Strategy needs to interact internally with many layers and touch-points of your organisation.

Successful integration and development can include hosting interactive workshops with key stakeholders, departmental consultation, third party consumer research, competitor awareness, Sonic Strategic Planning, Audio development and delivery...

This is a long-term investment in **reaching** and **communicating** with your audience. The right strategy can boost **profits**, improve **customer retention**, increase market **penetration**, develop brand **recognition**, promote **interaction** with new and existing audiences, create a better understanding of purchasing dynamics, help nurture increased **staff loyalty** and performance... Can you **AFFORD** not to be **heard**?



5. | Next Steps

Mango Reel specialises in developing long-term, high-impact audio strategies that truly add value and clarity to your brand. We offer full service solutions – from strategic consultation and development, through to custom scoring, delivery and music licensing.

Working as part of your creative team, we take the time to understand your brand's core values and deliver truly inspiring audio campaigns that engage your customers.

We understand the Practical as well as the Theory.

For further information:

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