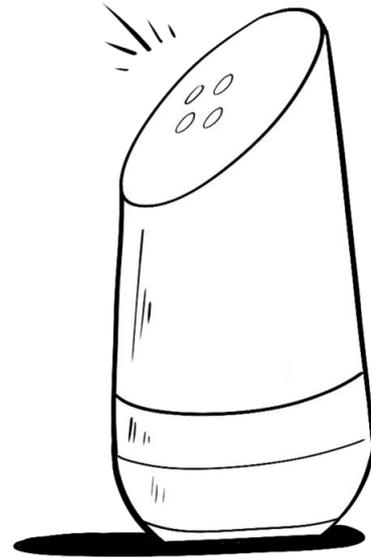




## An Introduction to Audio Branding

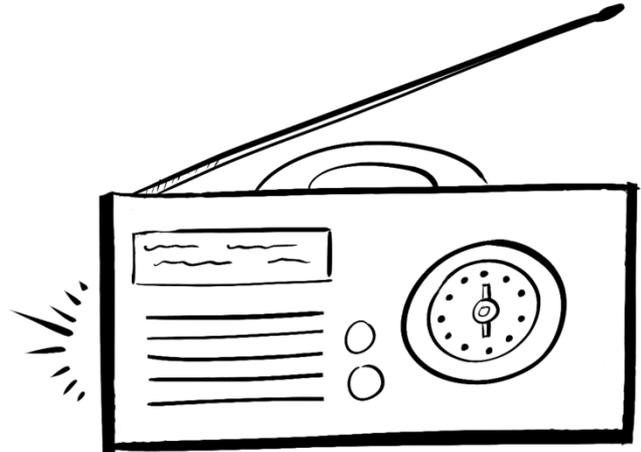
# The Future is Sound

We're in the midst of a sonic renaissance. Smart speakers, podcasts, 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. Transient campaigns and generic sounding commercials are not enough.



# The Solution

A consistent sound over a long period of time 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 audio assets.

**Consistency + Time = Trust**

**Without trust, there is no business.**



# 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 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. 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 Branding Guidelines**

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

## **Production**

With the Audio Branding 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

People will often ask what kind of ROI they can expect from having an audio brand. The fact is you already have an audio brand whether you've designed it or not. It's not about the medium itself. You're making sonic and visual impressions already. It's about using research and best practices to get the most out of your media.

"Sonic logos that include the brand name are twice as effective at cementing brand association than those that do not."  
-SoundOut

"Brands that use music that is aligned with the brand identity are 96% more likely to be remembered by the consumer than the brands that use 'unfit' music or no music at all."  
-Audiodraft

In 2020, over 80% of the year's top ads used a single voice.  
-Veritonic

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

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

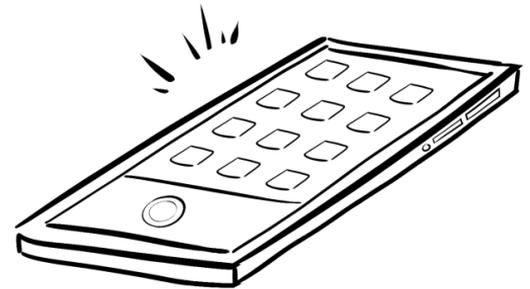
"With Audio, repeat messaging builds immersion. High frequency helps, not hinders, as exposure increases."  
-Audacy

Music is a universal language. There is no significant connection between demographics and efficacy.  
-SoundOut

# 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
- Web 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 Posts
- Elearning
- Phone Menu/Automation



# 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 and presence.
- **A Willingness to Invest** – It's a big job, especially if you're starting from scratch.
- **Brand Awareness** – The more defined and distinctive the brand is, the better the end product.
- **A Willingness to Play the Long Game** – It can take years for a sonic brand to become part of the public consciousness. If it's going to be treated as a transitory novelty, it's not worth the investment.



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