



Audio Branding: Why Every Brand Needs to Go Sonic

Description

Universally, sound is a potent tool. Some call it a universal language, a window to one's soul. It is a human tendency to associate emotion and perception to a sound subconsciously. The use of sound in brands has become a form of expression and identity.

What is Audio Branding?

Audio branding is the use of sound in brands. There are many definitions of audio branding out there. However, it all boils down to the same intention. It is the use of sound to define, reinforce and strengthen your brand's identity. Branding agencies create unique audio pieces to capture the representation and values of brands distinctively. By doing so, you connect your brand's elements with your audience and foster critical interactions with your customers.

What is a Sonic Logo?

Try watching Netflix's logo in silence, and you will most certainly hear the iconic "Ta-Dum" intro in your head regardless. That alone shows the strengths of a sound when it has successfully associated itself with a brand. A sonic logo is the acoustic representation of a brand's visual logo; it can be a musical note or vocals that capture the essence of the logo. With human's ability to react to sound in only 0.146 seconds, it provides a brand with exceptional opportunities to increase memorability and generate positive brand recognition.

There are two types of sonic logos, vocal hook and tones:

Vocal Hook/Slogan

This form of expression utilises vocal elements that make it instantly recognisable and catchy.

Example: McDonald's "I'm Lovin' It"

<https://www.youtube.com/watch?v=tfhIEP8LT4k>

Tones

This form of expression utilises multiple-note mnemonic, which is recorded with multiple instruments, making it unique and relatable for a wide range of listeners.

Example: Apple "bong"

<https://www.youtube.com/watch?v=fvxOlV7SVPo>

What are Branded Sound Attributes?

While strong visuals are essential, it is also possible to convey a story through sound. Branded sound attributes are the key to translating the brand values into a unique composition. It takes your brand's core beliefs and uses a sequence of notes to narrate your brand's characteristics and traits.

Types of Sound Attributes

Think about McDonald's iconic "Ba Da Ba Ba Ba" for instance, and ask yourself: how do you feel about it? If you catch yourself saying these few adjectives: happy, joyful, and fun, the brand has successfully narrated its brand's essence of making delicious feel-good moments easy for everyone.

Sound designers create different sound attributes to break down brand values into descriptive sound plays. Examples include the jingle's speed, which could emphasise how exciting the brand is or the uplifting melodies that best describe its inspiring.

Where and When to Use Audio Branding?

While audio can be an influential tool for your brand, knowing where and when to utilise it makes a remarkable difference. The answer falls within your customer journey and its touchpoints. Understanding when and where your consumers interact with your brand is the key to increasing brand recalls and association.

If you would like to explore audio branding, audio branding agencies and sonic branding companies can aid you with this. Here at Creativeans, we pride ourselves on our interdisciplinary approach to design and branding. Our creative, agile, deep expertise and proven methodologies can enable you to embrace the benefits of audio branding.