

Sonic Branding Introduction and Procedures

(Daniel Hug, 20.4.2011)

1 Introduction to Corporate Sound Strategies

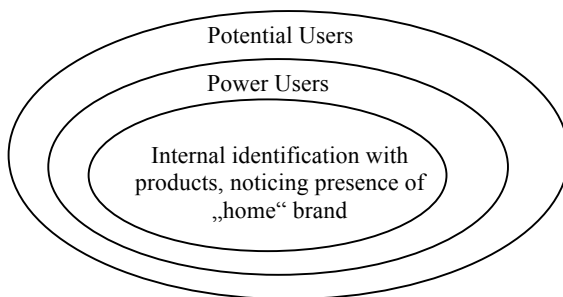
Intro: What is sonic branding / corporate sound? Discussion of corporate sound and branding issues, possibilities and examples

Benefits of sound: differentiation, recognition, emotionalisation, identification, non-visual

1.1. Understand Touchpoints and Related Opportunities

e.g. Telephone, Radio, TV, Cinema, Retail, Parties, Desktop, Conference, Office, Web, CD-Rom, Podcasts, Events, Corporate Film, Products, Handhelds, Public spaces

1.2. Understand User Group / Target Groups and Stakeholders



Also characterize: „Lead users“ & „followers“

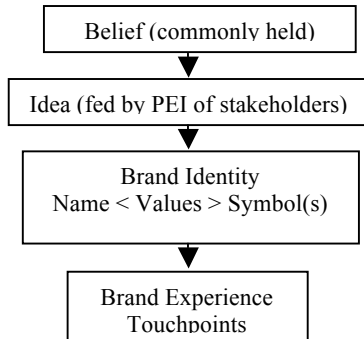
1.3. Possible Sound Branding Elements

Audio Logo (Intel: the invisible, ubiquitous power), Jingle, Brand Song, Brand Voice, Sound Icon / Sound Symbol, Sound-backdrops, Sound-scapes, Product Sound (physical)

2 ANALYZE: Sonic identity, „Spotting for Opportunities“

Semantic Identity Map, using moodboard material, graphics, etc.
Goal: understanding brand, identities and values

2.1. „Spotting session“ The Brand: Big Picture and Specific Values



(Jackson, 2003)

2.2. Historical Audit: What Sounds Existed So Far?

2.3. Competitive Analysis

- What is comparable to our brand? What are models and example cases for orientation?
- What is different from our brand? Which companies are not comparable which examples and models should be avoided?

2.4. Analyze & Describe User Groups

2.5. Analyze & Describe Touchpoints

2.6 Analyze & Describe Possible Sound Branding Elements

2.7. Sound Map (Treasure 2007)

	Promise		Experience	
	<i>Excite</i>	<i>Engage</i>	<i>Express</i>	<i>Endure</i>
<i>Understand</i>				
<i>Differentiate</i>				
<i>Communicate</i>				

3 DESIGN: Audio Research, Moodboards

Goal: structured set of descriptors and sounds are related to concrete sounds and can be composed to a sonic moodboard. Cut and label sound files, store in structured folders, link to textual descriptions.

3.1. Collect Sound Examples

Based on key aspects identified above.

Reflect on

- Functional sounds (e.g. auditory displays)
- Narrative sounds (drama and experience, metatopics)
- Performative sounds
- Aesthetics and style

3.2. Establishing Semantic Differentials

Beliefs and associated values are mapped to semantic differentials. The examples (music, sound effects, vocal sketches) can be associated and profiled (see additional document)

May also use semantic differentials for:

Pleasant - Unpleasant
Ambient – intrusive
Stimulating – calming
Engaging – irritating
Appropriate – inappropriate
Helpful – unhelpful

Specify in each example what contributes to this judgment (e.g. certain noises or melodies)

3.3. Define the Sonic Identity (Core of Everything)

Brand score > sonic language > sonic logo > sonic guidelines

3.4. Scenario Building (Situational, Contextual Application)

Touchpoint experiences (with sounds, mapping out with live foley, movie extracts, etc.)

Situational analysis: in which situations are people in contact with our brand?

- while walking in the streets: sounds from the pocket
- while in public transport
- at home, the phone lies somewhere on a desk etc.
- at work
- during a lunch break
- as means against loneliness and boredom
- as bystander, eavesdropper
- acoustic communities

3.5. Create Moodboards:

Big Idea/Belief
Value Specific
Application / Context specific

3.6. Summarizing Draft of Asset List

Define what could be in which component of sound branding and used in which touchpoint.

Example structure:

Touchpoint	Specific Element	Type of Sound	Description, examples, sources