Audio Branding
Sound is the currency of human culture.

Our job is to harness the power of sound for your brand in a variety of media. We combine knowledge with passion to create sound experiences that improve the quality of consumer interactions and drive sales.

Audio is the source of all language, either directly, through physical sound waves, or indirectly, through written symbols which are decoded into sounds by the brain. The human auditory cortex is highly sensitive to sound information, allowing us to perform complex tasks such as identifying an individual by their voice and locating the direction of a sound source.

Music is a powerful engine of cultural transformation, engaging generation after generation of audiences all over the world.

Many neuroscientists consider our unique capacity to process and abstract auditory information to be the defining aspect of our species.
Sound is a powerful tool for brands to connect with consumers, but the current sound landscape is full of unintentional messages. As we move towards the urban world becoming overrun with sound, our role is to help your brand stand out and to reduce background noise that could detract from your message.

The opportunities for interacting with your audience through sound and music are growing rapidly. These are some of the key consumer touchpoints for audio branding:

**TV & RADIO /**
- Advertisements
- Soundtrack
- Product Placement

**INTERNET /**
- Company Website
- Product or B2B Videos
- Digital Advertising
- Internet Radio
- Podcasts

**INTERNAL /**
- B2B Presentations
- Trade Shows
- PR
- Intranet

**MOBILE & COMPUTERS /**
- Streaming Video / Audio
- App UI
- Ringtones
- Call Center “hold” music

**RETAIL /**
- Point of Purchase Video / Audio
- In-Store Music
- Environmental Sound
- Events
- PA Announcements

**MOVIES /**
- Theatrical Advertising
- Product Placement

Sound enhances consumer interaction.
Sound strategy means better business.

Competitive brands can no longer rely on visuals alone to communicate their identity. As technology transforms modes of consumer interaction, audio branding is becoming an increasingly vital component of a multi-sensory user experience.

We approach audio branding holistically, just as we do in our process for traditional branding. Discovery, research and strategy all play vital roles in defining a sound palette that effectively communicates your brand values. We also provide you with knowledge and training to make effective use of these new resources.

WHY AUDIO BRANDING WORKS

Everyone Loves Music

A well-composed soundtrack adds emotional depth to a consumer experience. Music is a powerful tool for creating meaningful, authentic connections with your audience.

You Can’t Close Your Ears

While audio mnemonics are not new, established brands increasingly find that in today’s cluttered media landscape, a succinct sound signature communicates a brand mark more effectively than a visual logo alone.

Your Voice Is Unique

Different voices represent different emotions, ages, genders, nationalities—in short, different people. A specialized “brand voice” adds personality and intimacy to your brand.
Great visuals deserve great music.

Music is an integral part of a positive consumer experience. Many companies invest heavily in first-class visuals, only to tack on stock music as an afterthought. Poorly-matched music sucks the life out of otherwise effective advertisements, disengaging your audience and sending off-brand messages.

Conversely, research demonstrates that enjoyable music heightens mood and increases the possibility of a positive consumer experience. Furthermore, this effect is strongest when the music is tailored to your audience’s genre preferences. Why risk compromising your brand identity with subpar music?
In order to deliver the most effective results, we maintain an international roster of Grammy-winning recording artists, songwriters, and DJs.

We keep our ears to the streets and are frequently called upon to forecast music trends. We work closely with your key staff to choose the perfect composer, band or collaboration for the task at hand. Guided by our creative direction, they are allowed to do what they do best, within your aesthetic framework.

Each musician is focused exclusively on genres they are experts in, ensuring far more authentic production than jingles composers whose job is to emulate a variety of fixed styles.

We involve you in every step of the process, allowing you to review demos and provide input at each stage of production. The end result is a sound that deeply resonates, both cognitively and emotionally, with your audience.
Sound Logos activate the subconscious.

Focus consumer attention

When somebody calls your name at a party, you pick out the familiar sound from considerable background noise, locate the direction it came from, and orient your attention towards the source. This is known among psychologists as the Cocktail Party effect, and is a powerful tool for capturing consumer attention. Imagine you are watching football with some friends. During the commercials, you usually make conversation or get up to grab a beer, but as soon as you hear the trumpet call from the beginning of the NFL theme, you divert your attention back to the screen. A familiar auditory cue redirects attention in a way that would be impossible through visuals alone.

Create positive associations

Sound Logos use Pavlovian behavioral conditioning to associate sounds with emotional and physical reactions. If a consumer builds up an association between a sound and a set of brand values, with time that sound alone will trigger desired responses within consumers. For example, research has shown the Taco Bell chime will elicit hunger responses from consumers and may even make them crave tacos or burritos. The same study showed that consumers were able to identify core brand values from the company “Expedia” after being exposed to the “dot com” portion of their sound logo in isolation.

Separate your brand from the crowd

Physical and digital marketplaces are cluttered spaces, with many brands competing for customer’s visual attention. Research shows that audio cues can facilitate visual scanning patterns, influencing which products consumers will locate first. Sound logos are a powerful differentiation tool, separating your brand from a noisy field of competitors.
Sound Logos build brand equity.

Sound logos are brief mnemonics, or audio signatures, that positively contribute to brand attitude and attribute evaluation. Just like a visual logo, an effective sound logo illuminates an aspect of your brand’s identity, expanding your brand equity.

An ineffective sound logo sends off-brand messages and is irritating to consumers. Our sound designers are experts at the subtle art of translating brand values into sound. Each sound logo will differ greatly from company to company, but will fall within one of these four categories.

**CLASSIC**

These logos consist of very brief, simple, two to five note melodies, often derived from the syllables of the brand name. These types of logos have been around the longest and convey a more traditional attitude.

**EXAMPLES:**
- NBC, INTEL, AT&T, T-MOBILE
**EYEBALL CREDITS:**
- AETNA, PBS, BOEING,
  AMAZON ORIGINALS

**FX BASED**

These nontraditional logos consist of abstract sounds, still unique and memorable but without a clearly defined melody. These logos convey a youthful, modern feel.

**EXAMPLES:**
- AUDI, PIXAR, LAW & ORDER, XBOX 360,
  HBO, APPLE, MGM, TACO BELL
**EYEBALL CREDITS:**
- CHASE LIQUID, BATES MOTEL, A&E BIO,
  XBOX LIVE, CNN ESPAÑOL, CMT FILMS,
  AMAZON STUDIOS

**SONG-LIKE**

Longer, more musically complete logos that contain an entire musical phrase or idea. These logos send a message that a brand is contemporary and part of pop culture.

**EXAMPLES:**
- NOKIA, MCDONALDS, UNITED AIRLINES, HBO, DISNEY
**EYEBALL CREDITS:**
- UNIVERSAL NETWORK, ROVI,
  FILLMOVEMENT

**SEMANTIC**

These logos play off the meaning of the brand name or a core brand value in a way that doesn’t rely on music or sound design. This is often executed with the human voice.

**EXAMPLES:**
- YAHOO, BING, DROID, PLAYSTATION,
  SEGA, EXPEDIA
**EYEBALL CREDITS:**
- MINUTE MAID BOOST
Imagine, for a moment, that you are having a conversation with Morgan Freeman over the telephone. Think about what his voice sounds like. Deep. Rich. Compassionate. Think about the way his voice’s tone and manner convey a sense of wisdom, knowledge and experience.


Human beings have the remarkable ability to recognize an individual by their voice. Why shouldn’t they be able to recognize your brand the same way?

Competitive companies like Allstate and GEICO have recognized the importance of having a distinctive voice to help differentiate their brands. Allstate’s brand voice sounds firm and dependable, while GEICO’s sounds cheerful and relatable. Each company is able to reinforce their unique brand values through voice selection.
Augmenting Reality

Research companies like Juniper Research predict that revenue from Augmented Reality apps will hit $5.2 billion by 2017. This technology transforms print advertisements, posters, billboards and product packaging into interactive games, online stores, and streamed content, all of which require world class audio. In other words, the billboards of the future will make sound.

Enhancing Physical Spaces

In response to competition from online retailers, physical stores are looking for ways to improve their shopping experience. A survey reported in the UK Daily Mail (Nov 4 2011) found that 50% of shoppers leave stores because of the background music playing. On the other hand, innovative companies like Harrods use a combination of ambient sound and carefully curated music playlists, designed for specific areas of the store to drive sales.

Audio heightens branded experiences.
THE FOLLOWING ARE BRIEF HIGHLIGHTS FROM THE RAPIDLY-GROWING BODY OF RESEARCH DEMONSTRATING THE EFFECTIVENESS OF AUDIO BRANDING:

KATZ MARKETING SOLUTIONS: RAISING THE VOLUME STUDY

Subjects were presented audio clips from television advertisements with specific branding information removed. Subjects were able to identify the brand correctly with ~90% accuracy, and were able to give specific details such as brand identity attributes and pricing information.

Link: http://goo.gl/ulkhH

DEPARTMENT OF EXPERIMENTAL PSYCHOLOGY AT OXFORD UNIVERSITY: PRODUCT RELATED SOUNDS SPEED VISUAL SEARCH

Subjects were presented digital displays resembling retail store shelves and asked to select a specific product. Participants presented with a product congruent sound during the task were faster at selecting the appropriate product.

Citation: http://goo.gl/y8dYP

NATURE: ANATOMICALLY DISTINCT DOPAMINE RELEASE DURING ANTICIPATION AND EXPERIENCE OF PEAK EMOTION TO MUSIC.

Researchers used fMRI scans to show that experiencing pleasurable music causes the release of dopamine in the nucleus accumbens, the same brain mechanism responsible for feelings of euphoria triggered by food and sex. This release was most potent by far when the music was congruent with the listeners taste preferences.

Link: http://goo.gl/TWGjK

The best way to talk about sound is to do away with intimidating musical terminology and stick with common vocabulary. We use referential playlists to create a shared language and common cultural reference points, allowing us to share and discuss throughout the branding process.
OUR FIVE-STEP PROCESS IS DESIGNED FOR FLEXIBILITY, MEETING YOUR TIME AND BUDGET REQUIREMENTS:

1. INSIGHT
Through interviews with key staff, distinction mapping, and touchpoint audits, we come to understand your brand’s culture and the consumer experience you currently create.

2. STRATEGY
We combine our research with your feedback to construct a creative strategy brief, including audio descriptors, audio references, and marketplace analysis.

3. CREATIVE
We begin the process of translating an agreed-upon strategic direction into sound, selecting the most appropriate sound designers, voice actors and musicians.

4. PRODUCTION
The technical process of transforming tracks from artistic sketches to broadcast-ready products, ensuring the best possible sound quality for any necessary format. During this time we also develop an audio style guide to help your team maximize the potential of your new sound assets.

5. EVOLUTION
Thinking past current deliverables, we give recommendations for the continued usage of packaged elements in order to keep the sound fresh as styles and technology evolve.
Technology is rapidly changing the way consumers interact with brands, and the need for a multisensory marketing approach is becoming more and more evident. Competitive companies of the future will need to be prepared to engage consumers at all possible levels in order to maintain relevance. As new media transforms old media and user interactions become more specialized, having a holistic brand identity across all possible sensory touchpoints will become the minimum for success.

GREAT AUDIO IS NO LONGER A LUXURY—IT IS A NECESSITY. WITH OVER 20 YEARS OF BRANDING EXPERIENCE, EYEBALL IS READY AND EAGER TO MEET ANY CHALLENGE.

Audio branding is just one of the many services we provide. Eyeball is an ad agency, a full service live action production company, a motion design studio, a strategic consultant, and a music and audio branding think-tank. In order to maintain a singular vision throughout our process, we deliver brand initiatives that are conceived completely in-house. Our diverse staff of 50 creatives, strategists, designers, musicians, editors, animators and producers work transparently with your team, inviting participation and ownership at every step along the way.
THANK YOU