



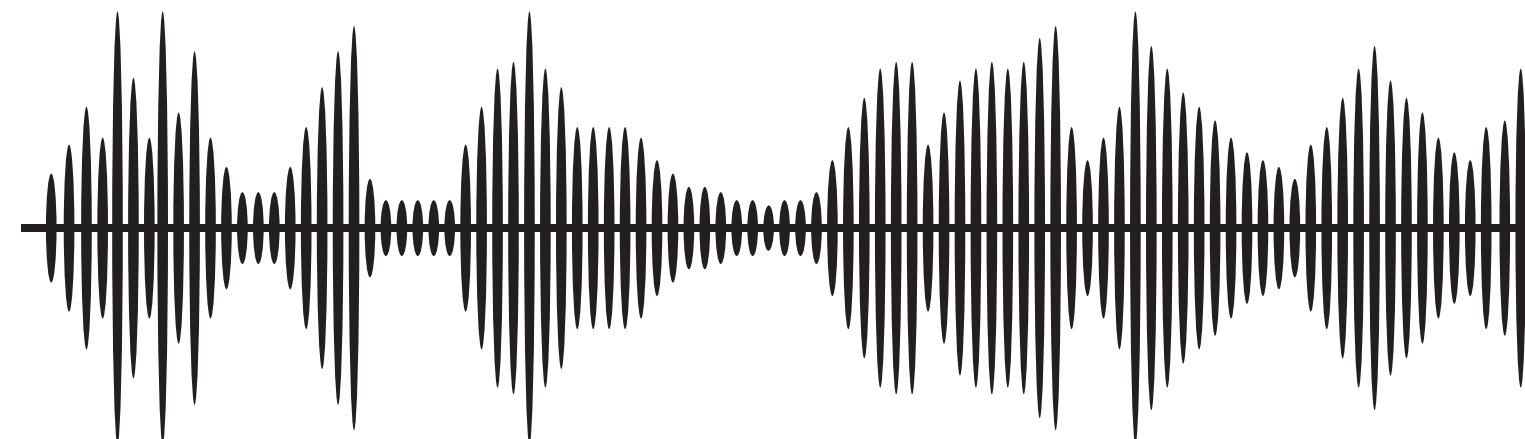
sound marketing

Kirstin Richter | PUB 607 | March 26, 2024

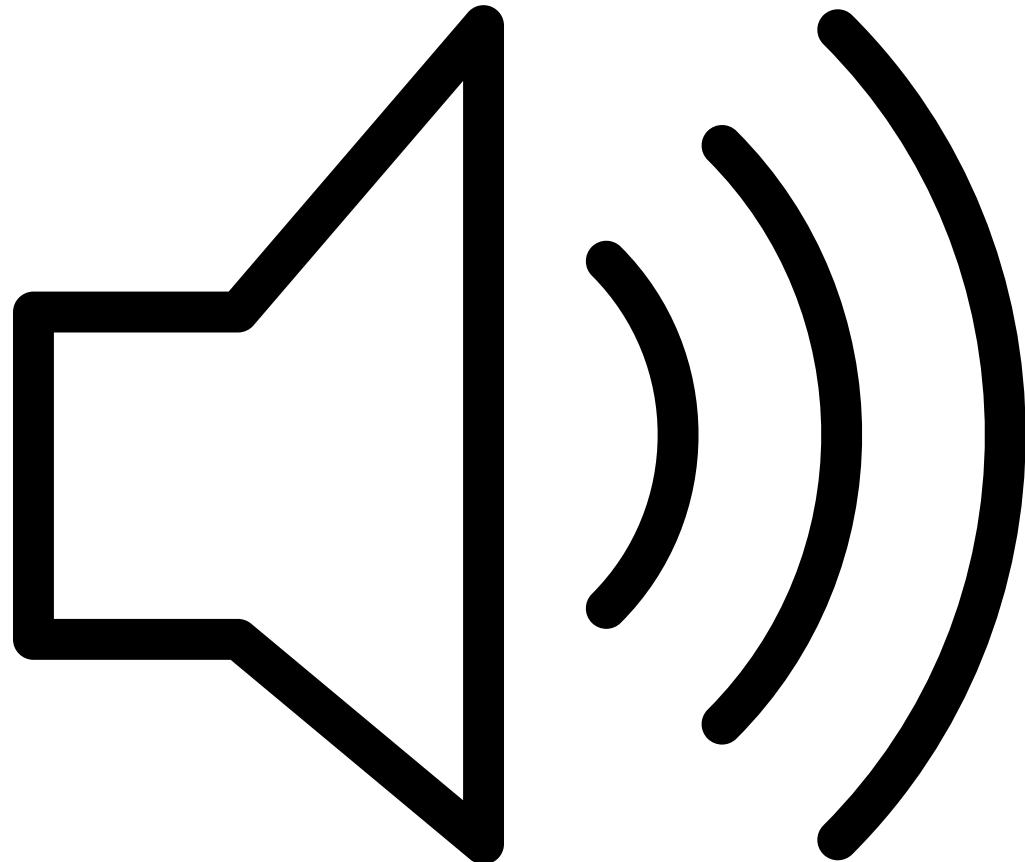
“ Sound marketing, also called **audio branding**, enables companies to create memorable identities and improve brand recognition by targeting a sense in addition to vision or sight.

- Jacopo Paoletti, *Forbes* magazine

**did you know that sound
marketing can increase
brand recall by up to 96%
compared to visual
branding alone?**



types of sound marketing



- soundscapes
- podcasts
- sonic logos

soundscapes



- Custom-created continuous or long-lasting **combinations of music with other sounds.**
- They are **meant to set a mood.**

podcasts

- Podcast advertising is **30% more trustworthy** to consumers than advertising across social media.
- Podcasts lift brand awareness by **89%**.



sonic logos

- A sonic logo is a **short series of notes that is unique to your business.**
- Sonic logos include the **dramatic “ta-dum” of Netflix, NBC’s cresting xylophone notes, the McDonald’s “I’m lovin’ it” whistled tune and Mastercard’s synthesizer tones.**



“—

It's simple – the beat matches that of a heart and is just cinematic and powerful enough to let you know that the show is starting now, so get ready and settle down.

– Rebecca Marshal, senior brand manager, on Netflix's “Ta-dum”



Netflix | The Sound of Stories



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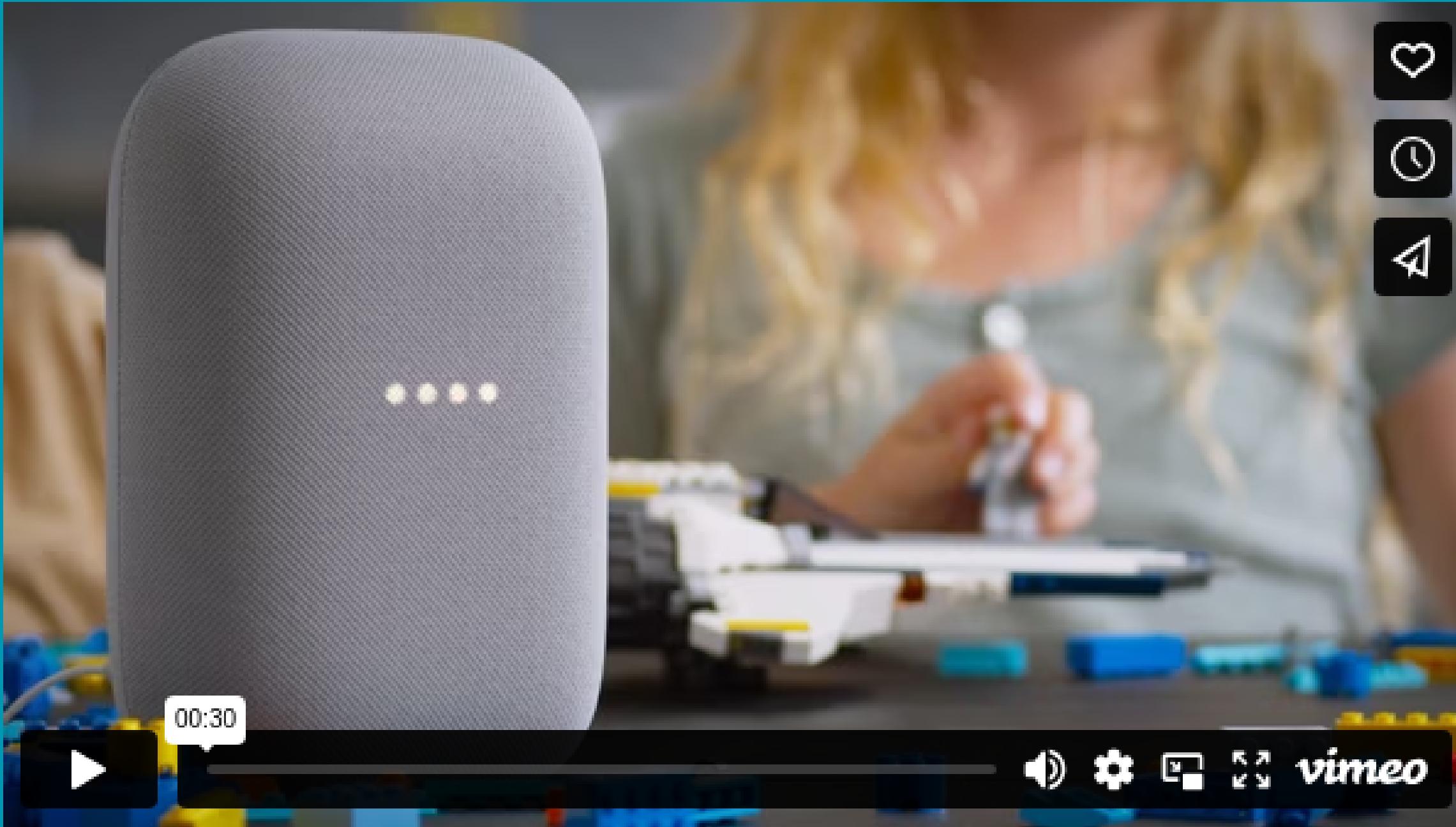
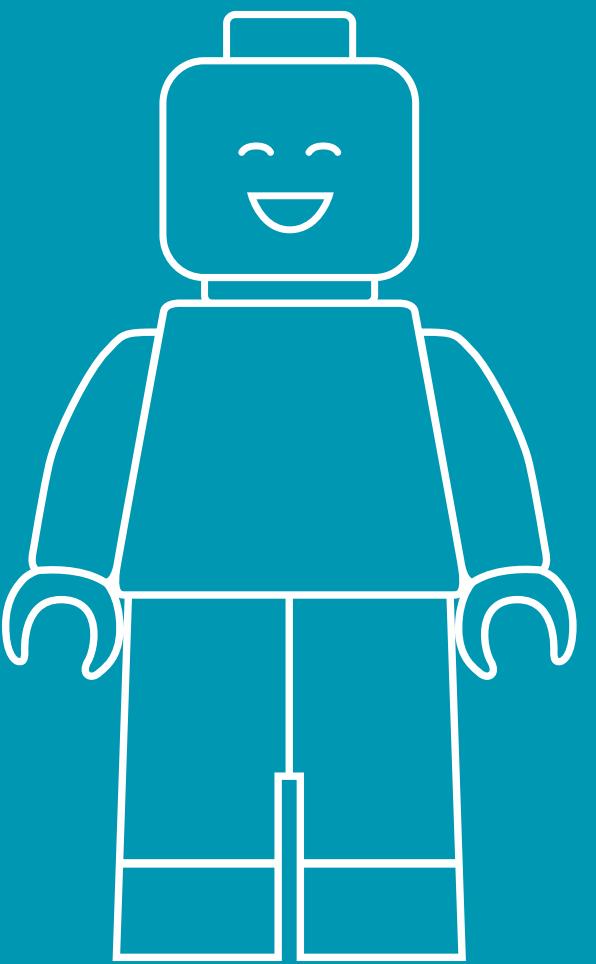
Tudum stories

Watch on

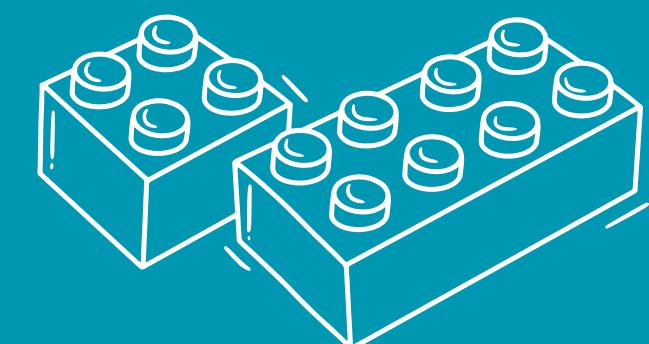


[Link](#)

LEGO PlayWaves



[Vimeo link]



Sources

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thank
you!