

De Denaro / Dipollina / Invernizzi / Silvano / Vergani
A.A. 17/18
Laboratorio di Metaprogetto

A large, abstract wireframe sculpture composed of numerous thin, light blue lines forming complex, organic shapes resembling a brain or a cloud. It is positioned on the left side of the frame, casting a soft shadow on the dark background.

Audio branding.

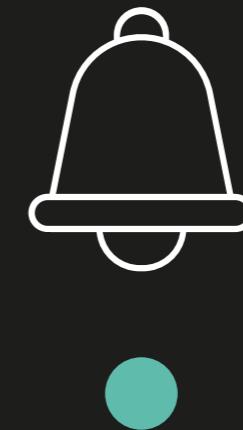
l'identità sonora delle marche



Le origini.

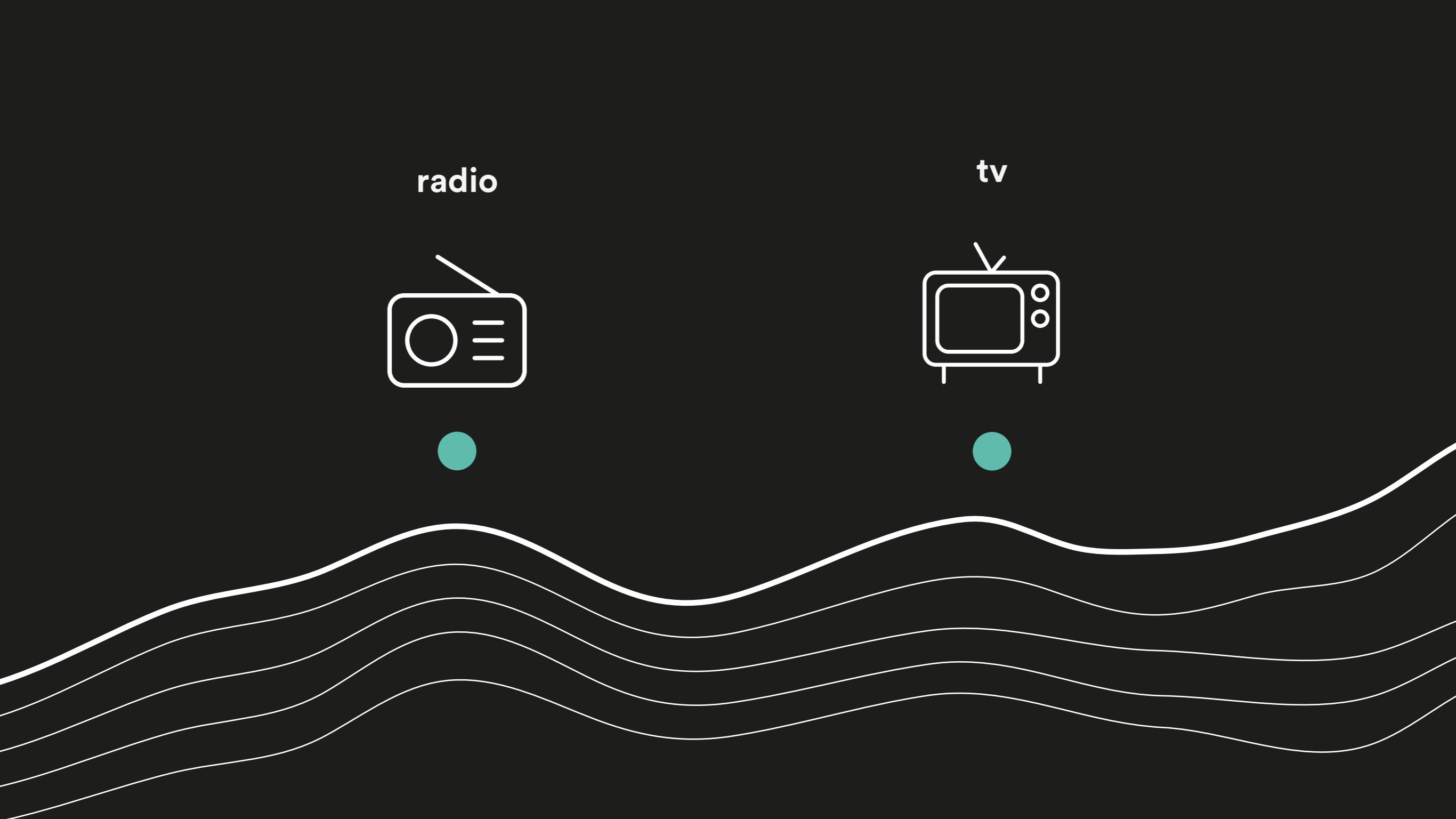
strumenti
musicali

voce



L'uomo per dichiarare la propria identità utilizza la voce che diventa il primo strumento per “brandizzare”.

Le campane rappresentano l'identità della Chiesa richiamando i fedeli.



radio

tv

I suoni identificativi si evolvono con l'avvento delle prime forme di marketing. In radio nascono i jingle, motivetti che accompagnano le pubblicità.

Con gli spot televisivi fanno la loro comparsa gli audio logo, trasposizione sonora del logo visivo.



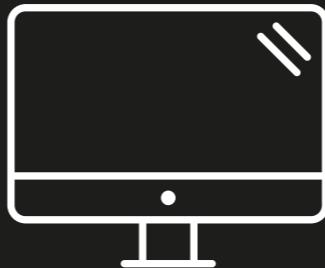
Internet: nuova era, nuovi modi per comunicare, nuove possibilità. Il momento ideale per l'ascesa dell'audiobranding.

L'ascesa del Web.



smartphone

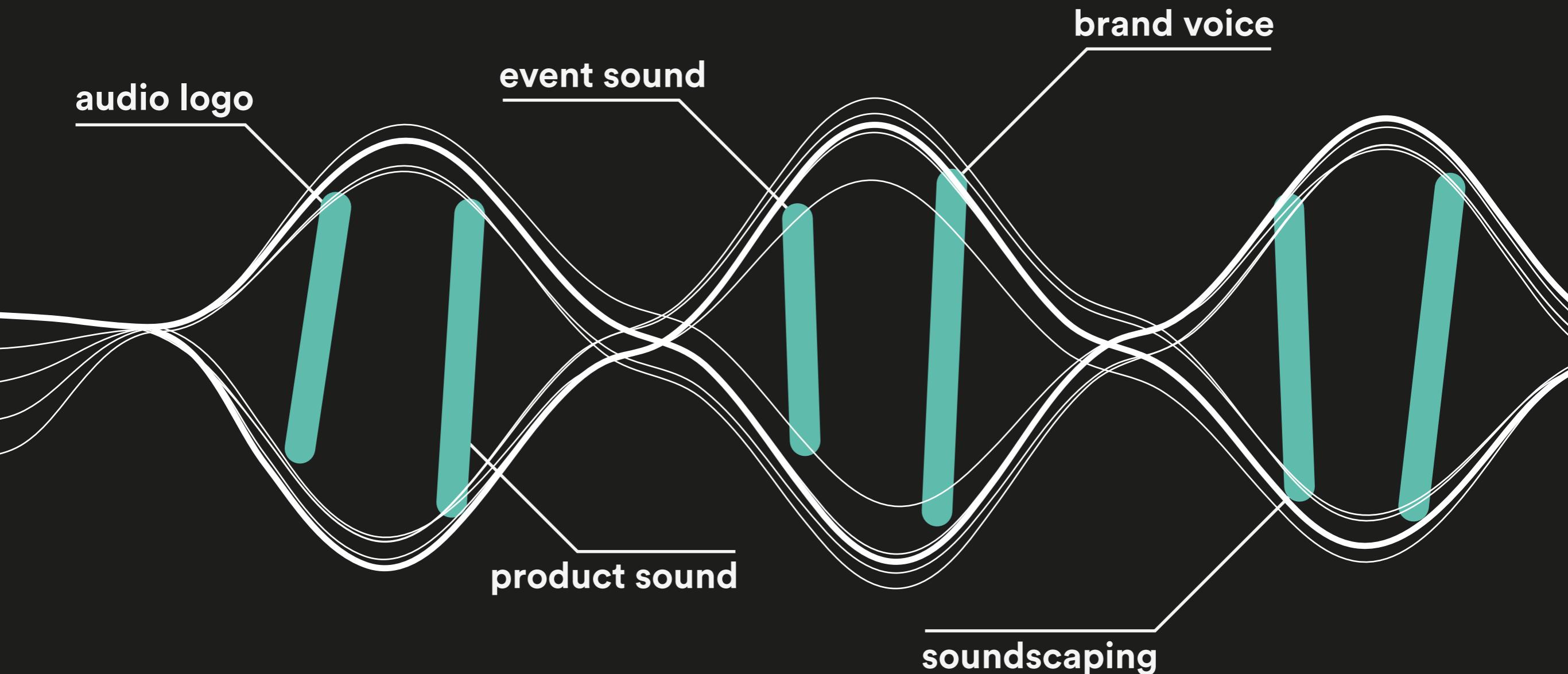
personal
computer



Con l'avvento dei PC si creano, ad esempio, specifiche track list dove ogni funzione ha il suo corrispondente suono: accensione, suoneria, errore, notifiche.



Audio branding.



L'Audio Branding punta a creare un solido brand sound che rappresenti l'identità e i valori della marca in modo distintivo, per costruire una presenza sonora autentica e coerente tramite i suoi touchpoints.



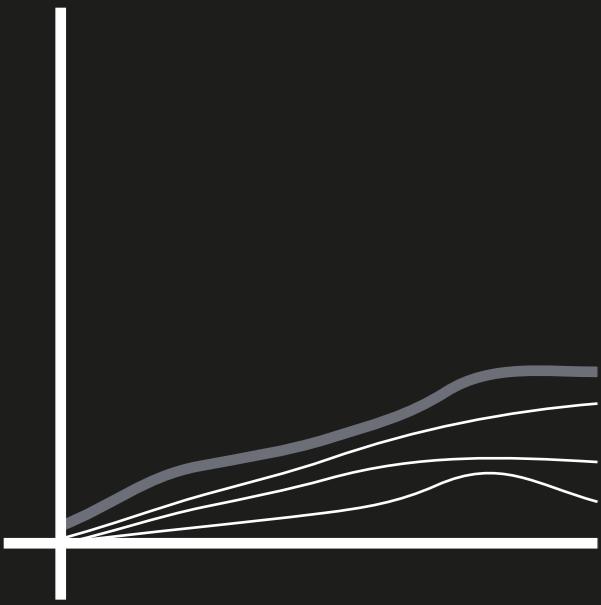
I vantaggi.



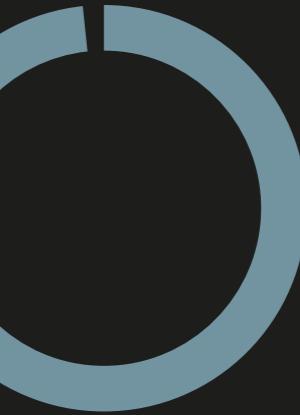
5000+ messaggi
pubblicitari
ci accorgiamo solo di
100



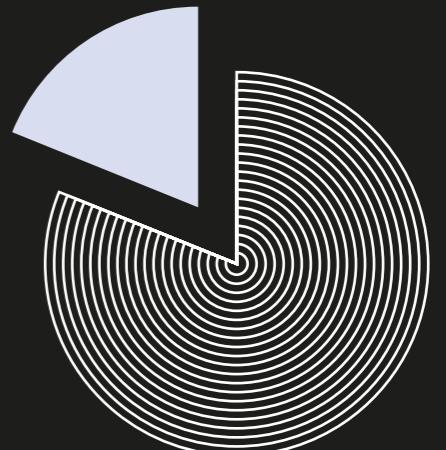
i brand con
musica
coordinata
vengono ricordati
il 96% in più



+38% vendite
con la giusta
musica in-store



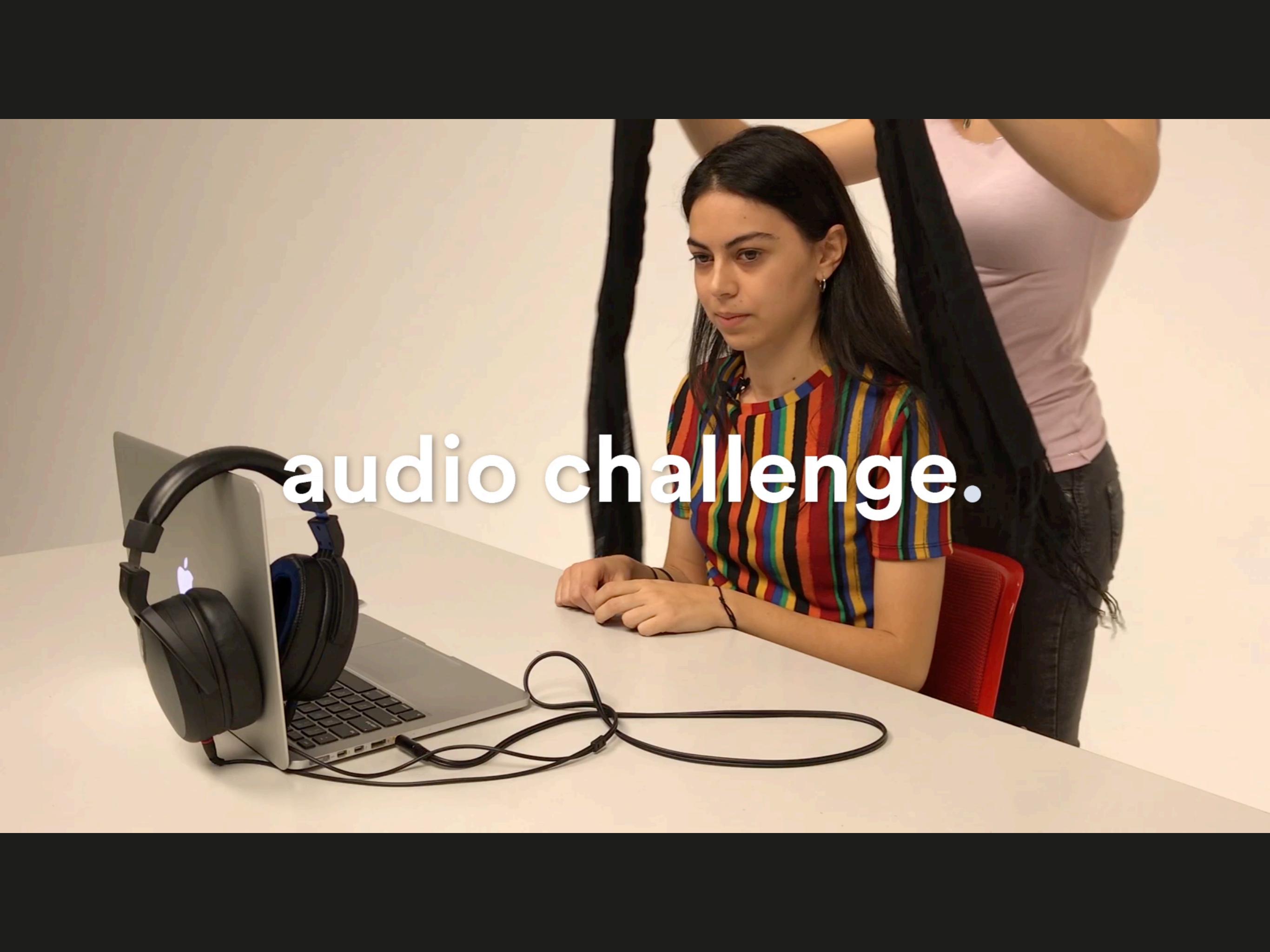
per il **97%** dei manager
la musica rafforza il
brand



...ma solo 1/5
del budget
speso in sound

* dati da Market Research Firm Yankelovich,
Heartbeats international (2008), Leicester University (2008), Journal of Applied Psychology



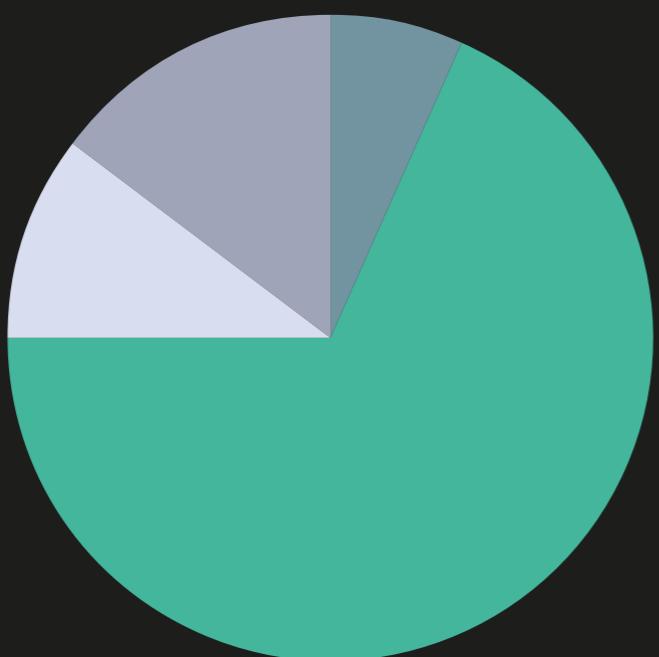
A young woman with long dark hair is sitting at a white desk, facing a laptop screen. She is wearing a colorful, horizontally striped short-sleeved shirt. A pair of black over-ear headphones is resting on the back of the laptop. A black cable from the headphones is coiled on the desk in front of her. In the background, a person's arm and shoulder are visible, suggesting someone is standing behind her.

audio challenge.

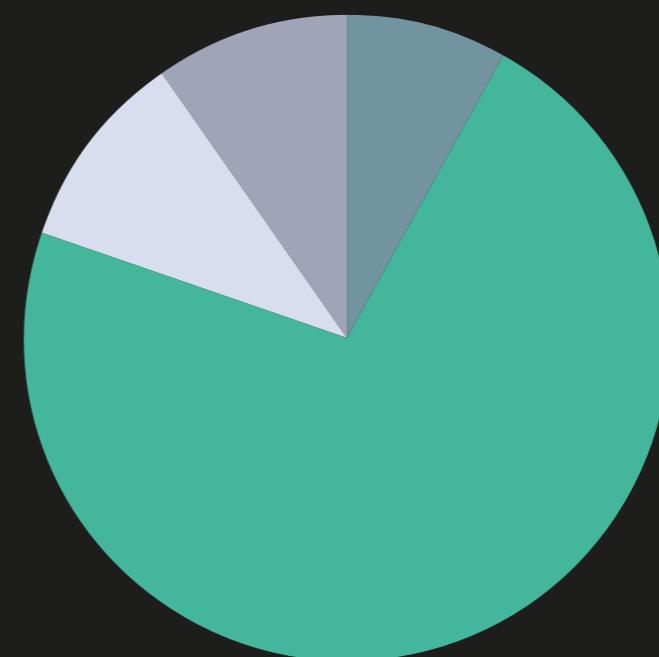
I dati.

282
partecipanti
6 riconoscimenti

visual



audio



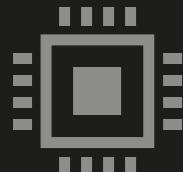
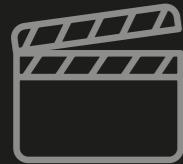
Sai cos'è
l'audio branding?

n o sì

* dati elaborati da sondaggi ad hoc
su un campione di 282 soggetti



01.

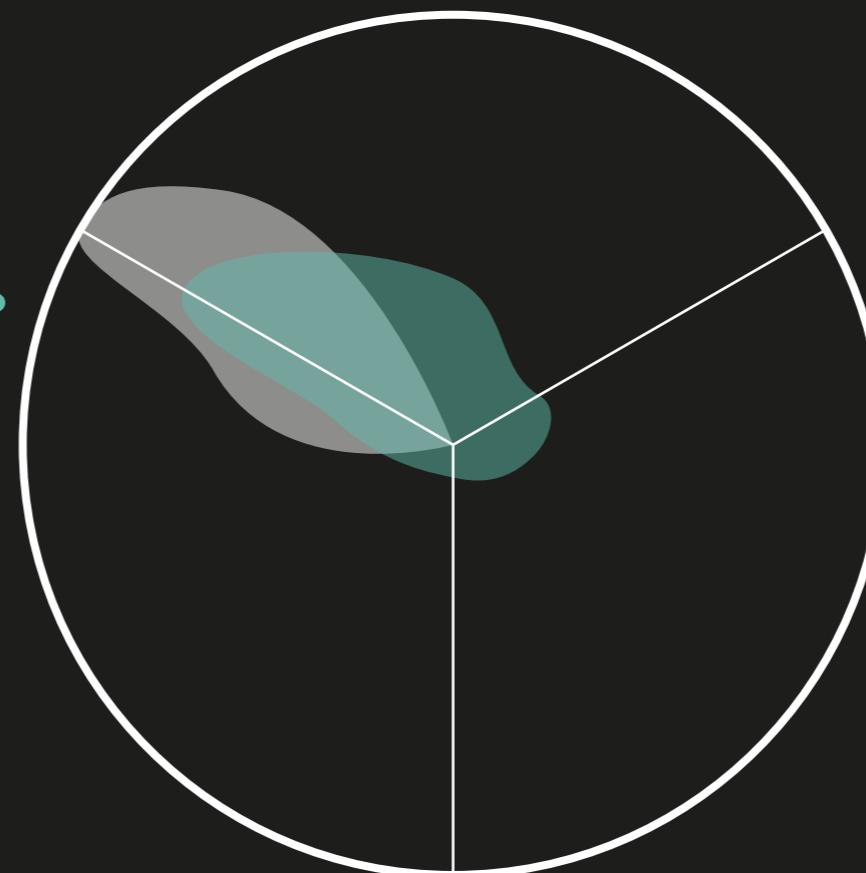


Complesso
Gioioso
Semplice
Intelligente

sì
100%
75,9%

no
0%
19,6%

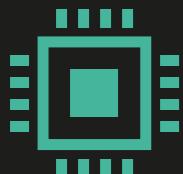
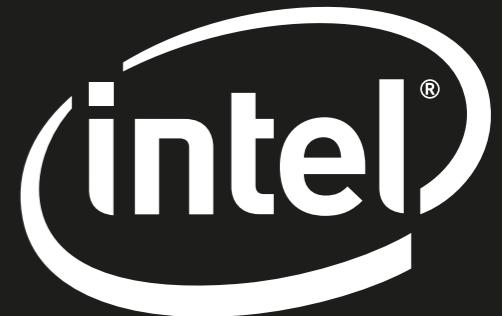
altro
0%
4,3%



* dati elaborati da sondaggi ad hoc
su un campione di 282 soggetti



02.



Tecnico

Veloce

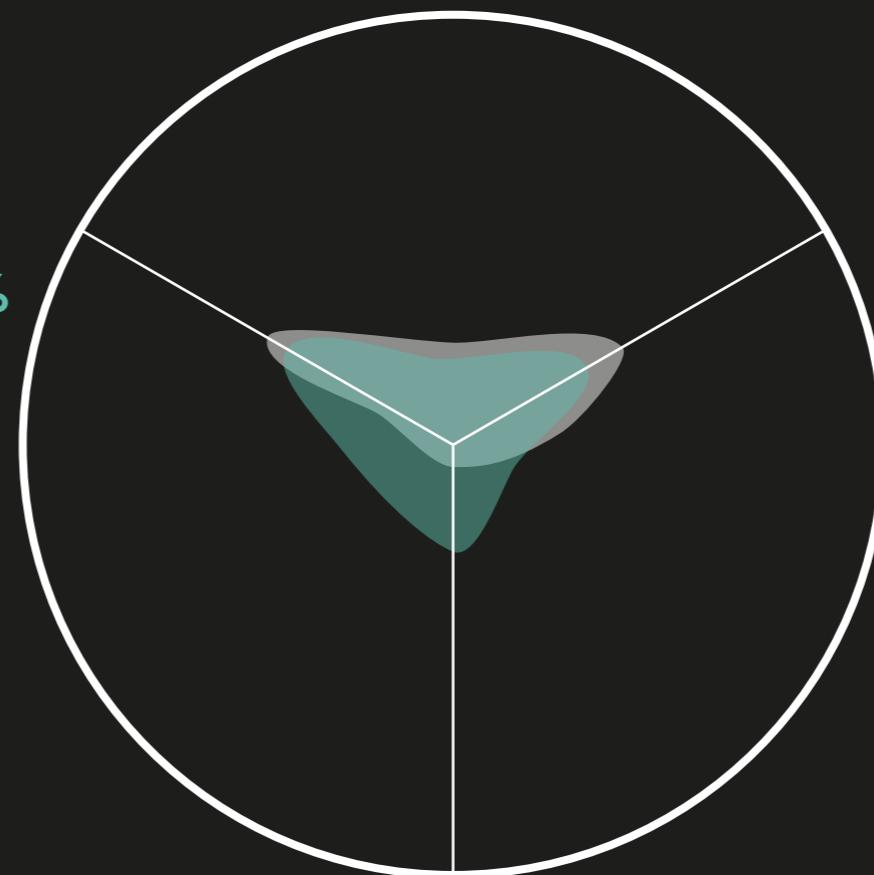
Naturale

Lento

sì
51,7%
39,2%

no
44,1%
30,4%

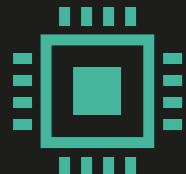
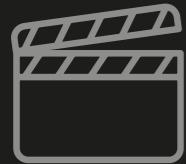
altro
4,4%
29,7%



* dati elaborati da sondaggi ad hoc
su un campione di 282 soggetti



03.



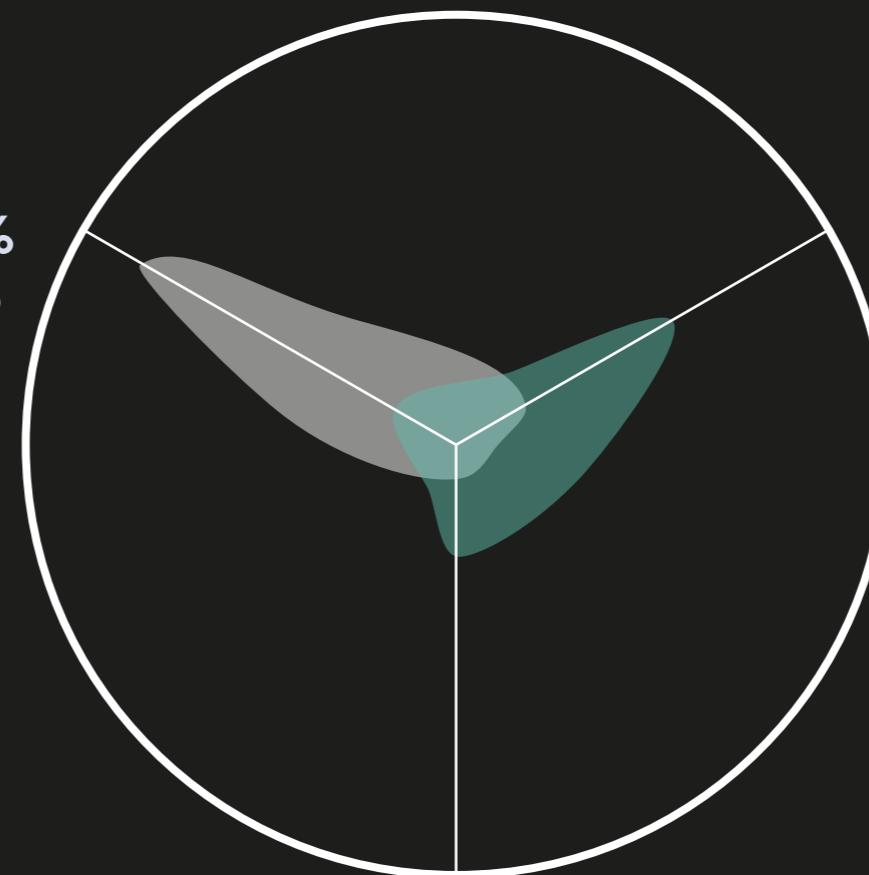
Energico
Ritmico

Tecnico
Felice

sì
82,8%
10,7%

no
14,7%
62,6%

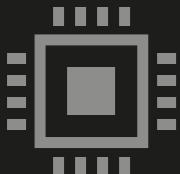
altro
2,7%
26,7%



* dati elaborati da sondaggi ad hoc
su un campione di 282 soggetti



04.



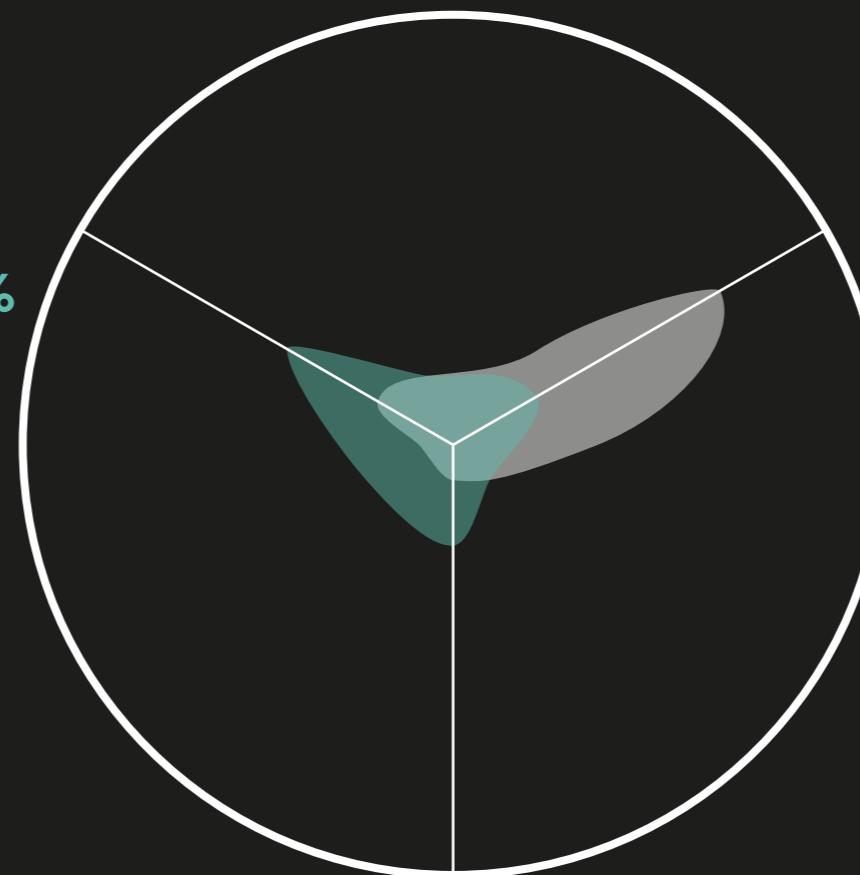
Semplice
Intelligente
Riflessivo

Piacevole

sì
19%
44,3%

no
75,4%
26,6%

altro
6,3%
29,1%

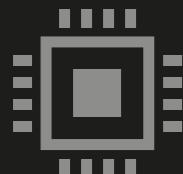


* dati elaborati da sondaggi ad hoc
su un campione di 282 soggetti



05.

THX



Veloce

Energico

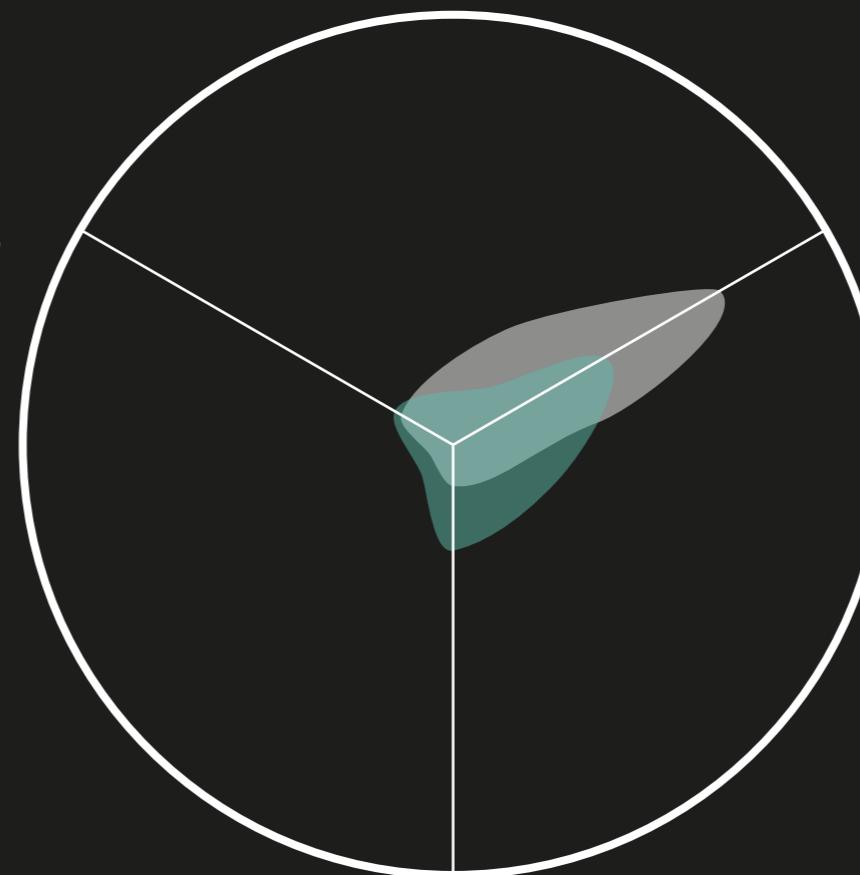
Tecnico

Riflessivo

sì
13,9%
13,3%

no
68,8%
46,8%

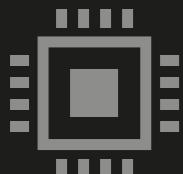
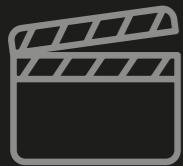
altro
6,1%
39,9%



* dati elaborati da sondaggi ad hoc
su un campione di 282 soggetti



06.



sì
81,9%
19,6%

no
6%
28,5%

altro
12,1%
51,9%

Energico
Naturale
Veloce
Riflessivo

* dati elaborati da sondaggi ad hoc
su un campione di 282 soggetti



Case Study.



umano.

attuale.

positivo.

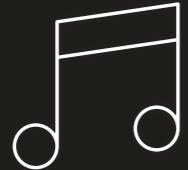
autentico.



semplice.



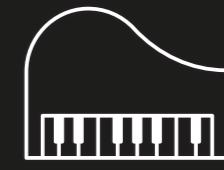
Sound DNA.



Brand Theme



Brand Voice



Brand Instruments



Brand Sound



Brand Riffs



Sound Guidelines



Audible Touchpoints.



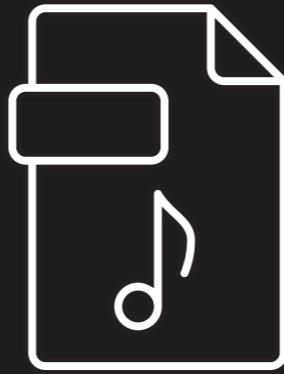
Audible Touchpoints.



Brand Theme



Audible Touchpoints.



Audio Logo



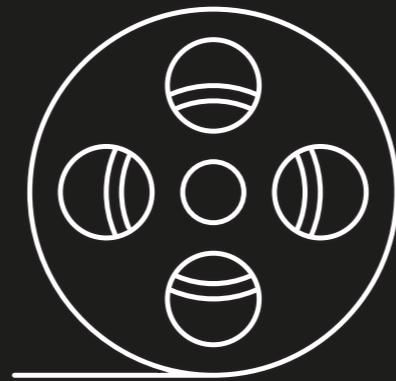
Audible Touchpoints.



Hold-on music



Audible Touchpoints.



Film Scores



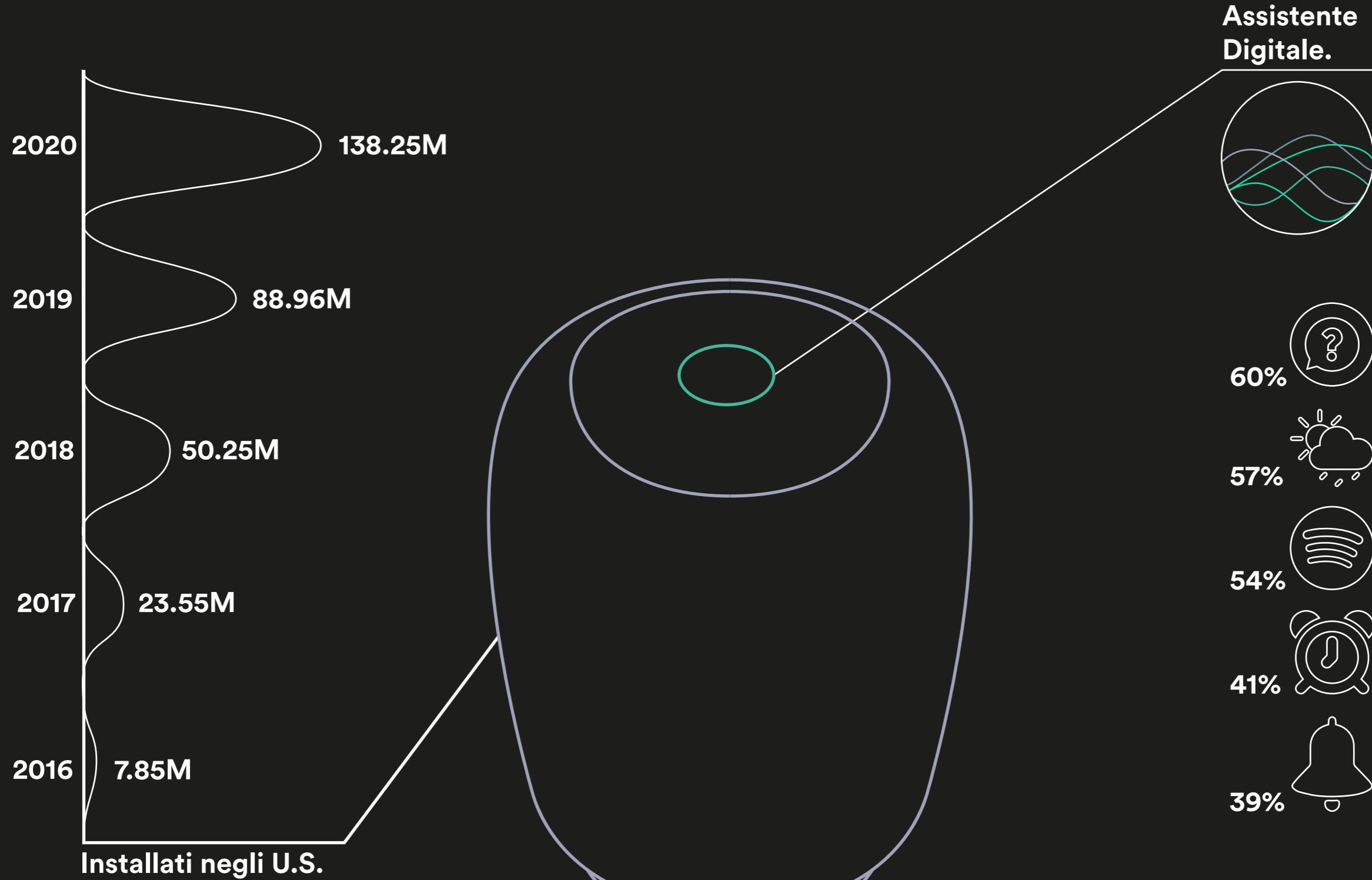
Audible Touchpoints.



Functional Sounds



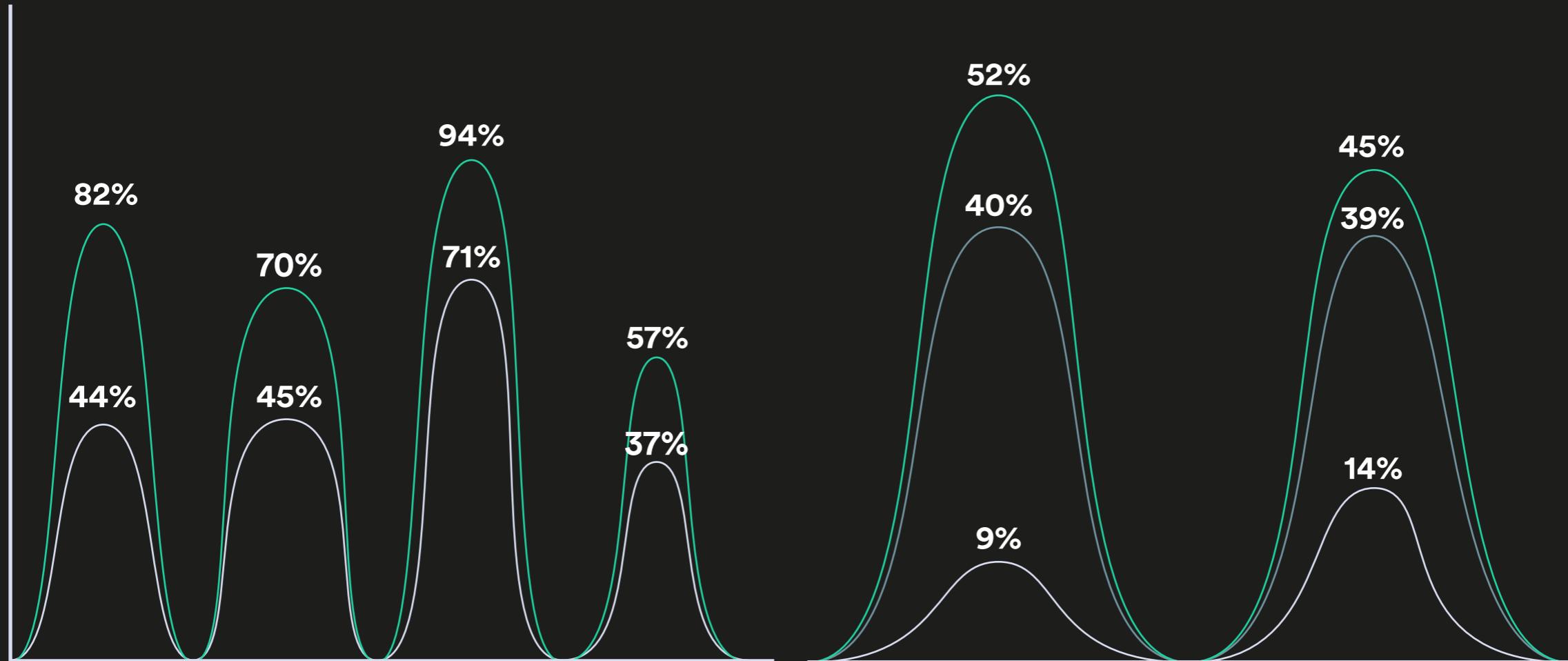
Nuove tecnologie.



*statista.com



Il mercato del futuro.



✓prime



■ Utenti degli smart speaker

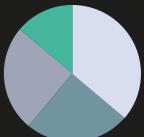
■ Non utenti degli smart speaker

■ 18-34 Anni

■ 35-54 Anni

■ 55+ Anni

*nationalpublicmedia.com



Sitografia.

Il suono è il messaggio - Prospettive audio nella comunicazione

di Diego Enrico Barbolini

https://www.politesi.polimi.it/bitstream/10589/109475/1/2015_07_Barbolini.pdf

Sound Branding: comunicare con il suono

di Luigi Mastandrea

www.marketingarena.it/2012/07/25/sound-branding-comunicare-con-il-suono/

What is audio branding?

<http://audio-branding-academy.org/knowledge/what-is-audio-branding/>

Glossary

<http://audio-branding-academy.org/knowledge/glossary/>

È tempo di audio branding

di Alessandro Lotto

<http://4marketing.biz/2016/04/tempo-audio-branding/>

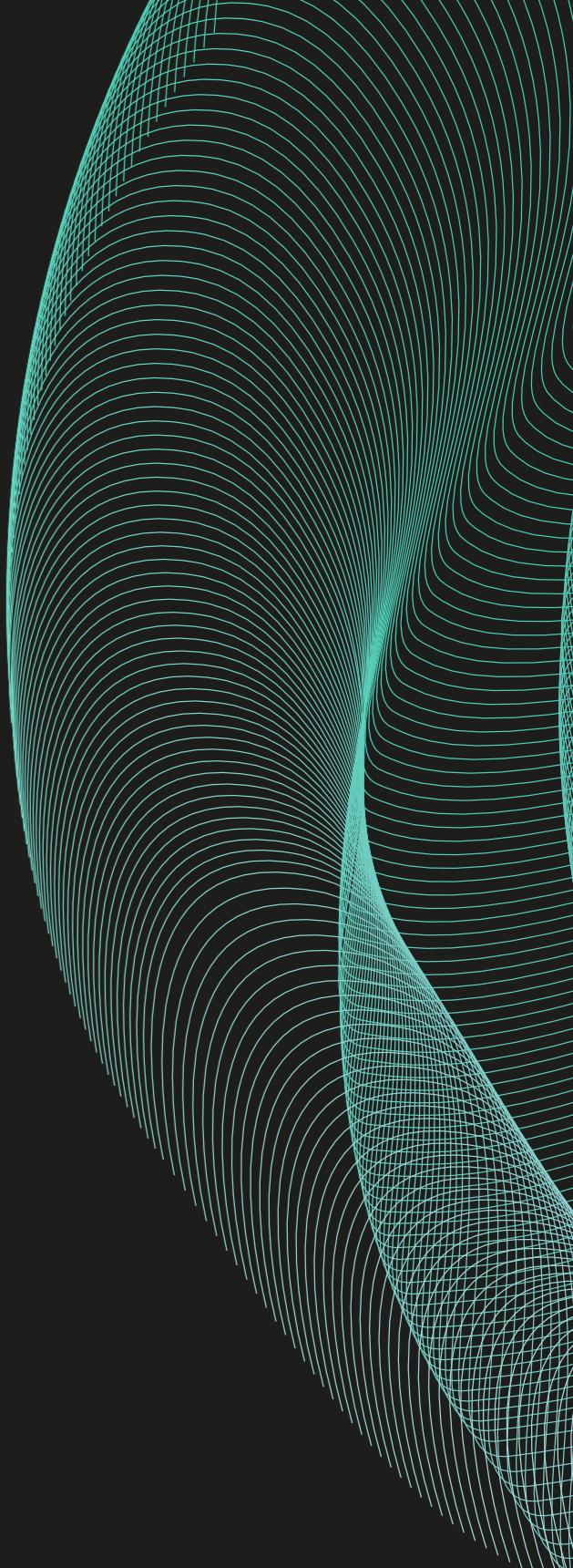
Sound of Unicredit

<https://www.ampsoundbranding.com/soundofunicredit>

Sound Branding - a short history

di John A. Groves

http://groves.de/presse/information/history_of_SB_v3.1.pdf



Sitografia.

Sonic branding: A consumer-oriented literature review

di Clara Gustafsson

<https://link.springer.com/article/10.1057/bm.2015.5#Sec5>

The smart audio report

<http://nationalpublicmedia.com/smart-audio-report/>

The future of news is humans talking to machines

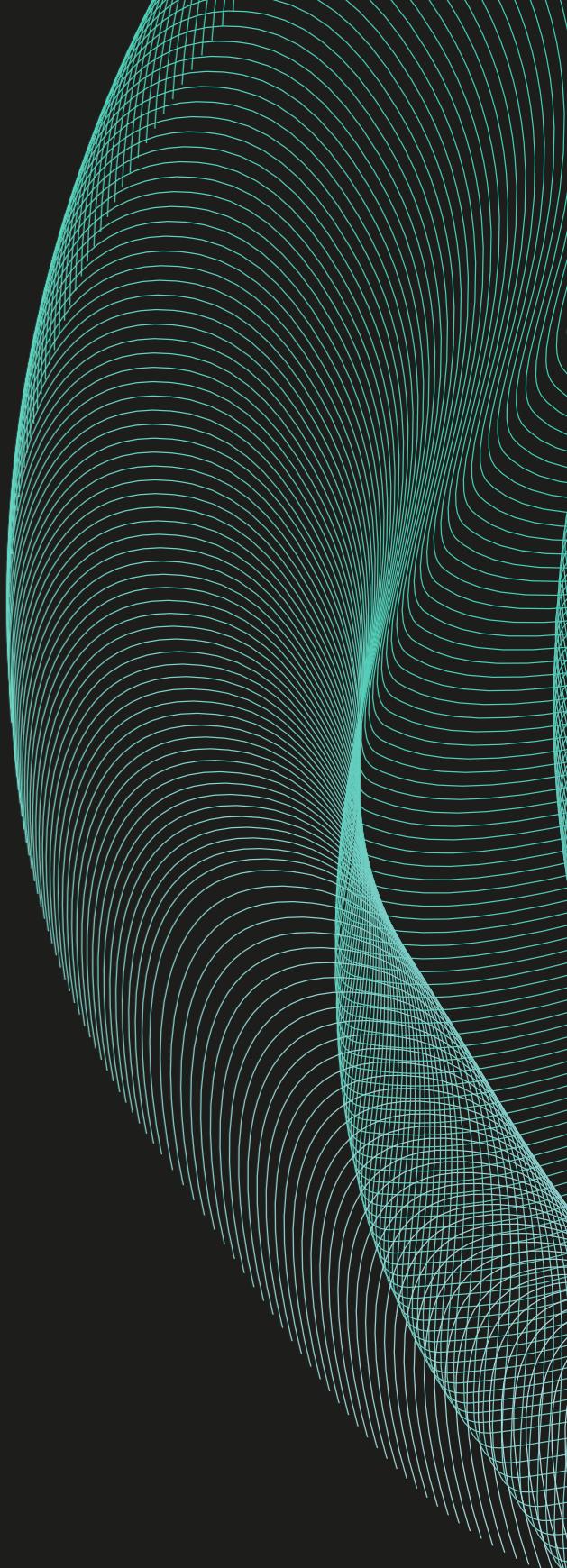
di Trushar Barot

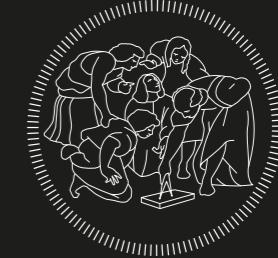
<http://www.niemanlab.org/2017/09/the-future-of-news-is-humans-talking-to-machines/>

Smart Speakers Are The Future Of Audio

di Rebecca Lerner

<https://www.forbes.com/sites/rebeccalerner/2017/06/23/smart-speakers-are-the-future-of-audio/#23119ae066a9>





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