

SONIC BRANDING by Stephen Arnold Music

You probably pondered this in grade school: Why is it so easy to remember the song from a candy bar commercial, and so hard to memorize the notes for tomorrow's history test?

The answer? "Sonic Branding."

Sonic Branding implants a memory so powerful, that it's impossible to forget. You can't get that little ditty out of your head. You hum it obsessively. You love it. You hate it. You hate that you love it.

Once that signature sound is rattling around, it lodges on your cerebral cortex and can't be eradicated. Our suggestion: Don't try to escape. Just give in to it.

It Gets In Your Head

Sonic Branding is what makes our blood curdle to the opening bars of "Jaws." Apple's zooming Mac computer startup confirms "all systems go." McDonald's "I'm Lovin' It", celebrities crooning "Nationwide Is on Your Side," the thump-thump of the Energizer Bunny, even the sound your device makes with an incoming text are all indelible. You learn their meaning immediately - and you never forget it.

Sonic Branding goes way beyond music. It's an aural art and science, extending from screen interactions to real-life exposures, like a sports car's exhaust note.

Not surprisingly, these highly intuitive sounds require extensive research to get them right. That process develops and defines Sonic Branding, as well as everything that follows – audio logos, product sonification, mnemonics, earworms, and beyond.

The Call to Action

Sound has an instantaneous and unique capacity to trigger an emotional response. Brands that are distinguished sonically engage in a way that visual branding alone can't.

Calling people to action (Shop! Run! Eat!) with an audio identity that lingers in the mind is the essence of subliminal seduction. Whether audiences experience it online, via mobile, streaming, social, VR, AR, broadcast, or in person, smart sonic strategy makes a brand stand out - way above the crowd.