



Sound Reasoning

Music elevates your storytelling.

- In marketing you have 3 tools to work with: Sound / Visual / Content
- Sound is one of your most powerful brand assets – fast recognition, emotional connection, and lasting recall
- Used effectively, sound can increase brand awareness by nearly 200%
- A robust news music package is your sonic branding toolkit



Selecting the Right Music

Create consistency and emotional relevance across content.

- **Emotion / Tone** – How do you want your story to feel?
- **Pacing / Tempo** – Match the energy & intensity to your story
- **Themes** – Find the theme that best expresses the above
- **Mixes** – Explore alternate mixes and variations to fine-tune emotion
- **Edits** – Select the track length that fits your production



Expert Tips

Get the most from your news music package.

- Get to know your music package
- Create *go-to* music folders by segment and mood to find tracks easily
- Be intentional with tonality and how music shapes your story
- Be dynamic – If everything sounds urgent and important, nothing is
- Transition seamlessly using tonal and rhythmic sound (as opposed to typical *bang* and *swoosh* sounds)

Need help?

Contact Noelle anytime for account support, market-specific needs, platform tutorials, selections, edits, recommendations, and more: nfowler@stephenarnoldmusic.com | 214.726.1600 ext.112