

The Secret Power of Sound

Sonic Branding Insights 2025-2031

THE SONIC BRANDMASTERS™



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Introduction



79% of consumers recognize brands by their sound, according to market research leader Mindcog.¹ Not only that, but when a consumer hears a signature sound, their brain creates an image, puts the sound in context, and makes it very personal, says market intelligence expert Stacey Lynn Schulman.²

McKinsey & Company[®] has found that 71% of consumers expect companies to deliver personalized brand interactions and 76% become frustrated when that doesn't happen.³

Add all that to findings from Sentient Decision Science[®] (that sound can influence by 86% a person's desire to engage with or avoid a brand)⁴ and brand strategist Martin Lindstrom (that hearing's share in brand building is 41%)⁵, and the future of branding becomes crystal clear:

**Brands must make sound a core component
of their brand architecture.**

Sound is quickly routed to the parts of the brain that deal with very basic functions—"pre-cortical areas" that are not part of the wiring for conscious thinking, according to neuroscientist Seth Horowitz.⁶ And it goes to the areas of the brain where emotions are generated—emotions like brand preference and loyalty.

With all that in mind, our Sonic Brandmasters™ want you to know...

It's time for your brand to have an audio brand strategy.



**“Sound can influence a person's desire
to engage or avoid a brand by 86%”**

~ Sentient Decision Science





Audio Advertising Market Projections

WARC reports that global ad investment has more than doubled over the last decade, growing 2.8 times faster than economic output since 2014.⁷

That's unsurprising, given that consumers in North America have increasingly turned to digital audio platforms for their entertainment and information needs. Streaming services such as Spotify®, Apple® Music, and Pandora® have gained immense popularity, providing users with a vast library of music and podcasts.

This shift in consumer behavior has created a lucrative opportunity for advertisers to reach their target audiences through digital audio advertising.

The outlook is positive.

Statista® expects an annual growth rate (CAGR) of 6.03% through 2030, leading to a projected market volume of US\$10.02 billion. In the audio advertising market, average ad spend per listener is forecast to be \$40.50, and 80% of total ad spend will be generated through mobile. North America will be the fastest-growing region, with ad spending expected to rise 8.6% to a total of \$347.5 billion.⁸

Social and digital aren't trends or afterthoughts—they're the most important places brands can show up for the foreseeable future.

Statista expects social media ad spending to exhibit an annual growth rate (CAGR 2025–2030) of 9.38%, leading to a projected market volume of U.S. \$433.28 billion by 2030.

Statista expects social media ad spending to exhibit an annual growth rate (CAGR 2025–2030) of 9.38%, leading to a projected market volume of U.S. \$433.28 billion by 2030, with 83% of total ad spend to be generated through mobile. Moreover, the number of users in the social media advertising market is expected to amount to 6.6 billion by 2030.⁹

When you stop to consider the fact that nearly half of all Americans are on TikTok®¹⁰, it's clear that sound is more important than ever in social media advertising.

Sound is the "anti-scroll" on TikTok.¹¹

In fact, according to the study, **73% of consumers "stop and look"** at TikTok ads that have audio—a significantly higher rate than any other social platform.

As a result, we can expect to see more branded audio memes, interactive sonic brand content, and user-generated content (UGC) as brands look to capture the attention of and deepen their emotional connections with customers.





The True Power of Sound in Brand Messaging

Every brand manager is familiar with their brand's logo, messaging, and narratives. But what about sound? It's one of the most under-utilized, underrated—even overlooked—brand differentiators. For many content creators, sound is merely something that fills up “dead air.” Yet...

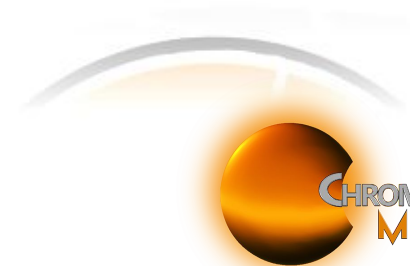
Research has shown that hearing's share in brand building is 41%.¹²

And there is a good reason for that. When human ears hear a sound, it gets stored in echoic memory for about four minutes.¹³ In that short time, the mind makes and stores a record of the sound so it can be recalled after the actual sound has ceased. This process is ongoing, whether one is consciously aware of the sound or not.

The sound then expeditiously makes its way into long-term memory, where the brain forms a perception of it. When we're talking about brand sound, the brain forms a perception of the brand based on the sound that has been heard and uses that sound to differentiate the brand from others to which the person has been or is exposed.

That's why sound boosts recall by as much as 96%.¹⁴

In our increasingly sound-enabled media environment, it's harder for brands to stand out without using sound as a foundational element of their brand storytelling. As a result, marketers are beginning to seriously consider not only the way their brands look and feel, not only the way their brand messaging reads, but also what their brand messaging **sounds** like.



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Sound is a Main Driver of Brand Differentiation

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Advertising is projected to top US\$1 trillion in 2026, and will grow at a 6.7% CAGR through 2028, according to PwC®.¹⁶ With respect to audio advertising in the U.S., Statista forecasts a compound annual growth rate (CAGR) of 4.75% from 2024 to 2028.¹⁷ People are listening, according to a 2024 report from The Infinite Dial®, 76% of Americans aged 12+ listen to digital audio—a 1.3% increase over 2023.¹⁸

While the potential audience for ads will be large, a crowded audio ad space means marketers should be more concerned than ever with brand differentiation. But by “digital audio,” we don’t just mean music. We’re also talking about streaming radio, sports, and podcasts. With more than two-thirds of Americans listening to podcasts, they’re the main digital audio growth driver.

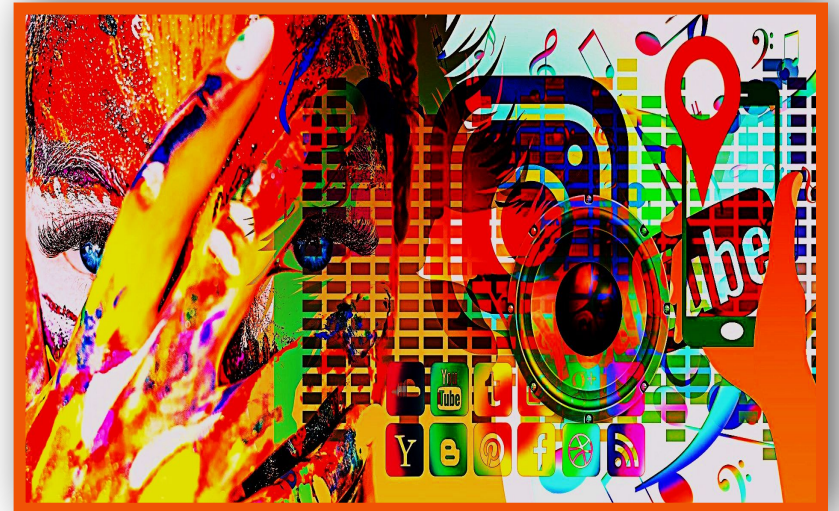
That’s where sound offers the greatest promise.

Sound is a powerful vehicle for influencing behavior and perception—and for getting and keeping consumers’ attention.

Sound also evokes emotions and ties them to memories.

Memories are our brain’s recall center, which means that sound is the best way to boost brand recall and differentiation. And if your brand is trying to capture the Gen Z demographic, here’s a stat that should make you seriously consider using sound in your advertising and brand communications:

70% of Gen Z consumers connect to brands through sound.¹⁹



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Sonic Branding is Giving "Voice" to Tech



Studies of vocal expression on the brain suggest that audio tones can transmit messages that transcend language and cultural barriers. But in the era of smart devices, the average human attention span has fallen from 12 seconds 25 years ago to just 8.25 seconds today, influenced by the increasing distractions on the internet and social media, and in the environment. This means that most people can focus on something for **only a little over 8 seconds** before becoming distracted.²⁰

Clearly, brands are engaged in a fierce competition for consumer attention.

Some brands are more eager than ever to battle the odds, with more brands across more industries looking to create a unique and distinctive audio cue. Today we can identify a credit card at a pay terminal just by the sound it makes. And think about the sounds your Roomba[®] vacuum makes—its “voice” has a personality that’s intuitive, relatable, and, most importantly for its manufacturer, iRobot[®], distinct, on-brand sound.

In the next few years, we predict that more brands will look to a similar model of creating bespoke sounds that can be paired with their own identity, seizing an opportunity to create a completely ownable sonic asset that can only be associated with that brand experience.

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Brand Sound Will Play a Key Role in Virtual Brand Experiences

In 2025 and beyond, we expect that brands will think seriously about extending their sonic brand strategies into virtual worlds, considering the role that identifiable and reassuring sound and music plays in virtual marketing, transactions, and service offerings.

We expect that brands will also accelerate investment in more immersive connections with customers, with sonic branding playing a key role in immersive and virtual brand experiences.

For example, Louis Vuitton® is blazing the path ahead, creating a virtual world game that delivers an experience in which beautiful sound design plays a pivotal role. As this trend continues, brands will need consistent and identifiable audio branding to maintain omnichannel brand consistency and recognition.

Sonic branding will also embrace “phygital”—the integration of the physical world and the digital world. We expect that brands will embrace the concept of phygital experiences, juxtaposing brand sound and music from digital channels to the physical world and back again.

Look for sonic branding and music to play central roles in phygital brand experiences.

And as a result, brands will begin to consider phygital as a united realm through which brand marketing, including their audio presence, must work seamlessly.



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Brands are Investing in Bespoke Soundtracks as Brand IP

In today's competitive marketing landscape, brands must innovate ways of differentiating. One emerging trend is the investment in original brand music as intellectual property (IP), which helps enhance brand visibility and reach, builds deeper, more meaningful connections with customers, and drives brand loyalty and advocacy.

Savvy digital marketers seek music that complements their short-format video content to enhance and personalize the viewing experience and create a distinct brand identity on platforms like Instagram and TikTok.

Bespoke soundtracks aligned with brand identity and messaging help build strong emotional connections with customers.

Having exclusive rights to these custom soundtracks gives brands control over their sonic content and ensures seamless alignment with brand image and messaging. This level of ownership brings consistency and coherence to brand communications, enhances marketing campaign effectiveness, and reinforces customer loyalty.

Working with [ChromeOrange Media™](#) enables brands to tap into a curated library of original music carefully crafted for use in short format videos. Our [Sonic Brandmasters™](#) have decades of marketing, branding, music promotion, and brand strategy experience, so the branded soundtracks they create not only uniquely differentiate brands but also make them highly memorable.



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The Rise of Interactive Audio

Imagine that you're developing a racing game in which you drive through various cities. Normally, there would be audio tracks that would represent each city, and various utility screens. These audio tracks would play from start to finish and normally loop over and over while the user remains in that environment.

But with interactive audio, we could have the music adapt to changes in the environment. How about decreasing the tempo and changing the instruments and style? We could go from a techno sound to smooth jazz as we exit the city and hit the freeway.

In movies, the music generally takes on a slightly different role. The intent is to create a particular mood or atmosphere relevant to what's happening in a scene or what is about to happen. In a perfect situation, we would build tension or suspense and then transition right into the event, guiding the emotion of the user.

The ability to do these types of things and do them seamlessly is what we mean by interactive audio.

Interactive audio involves the input of action to effect sound, mostly human-computer interactions. The input could be sensory data from human interaction with devices such as cameras, microphones, or mobile phones, to name a few.

Interactive audio:
sound or music that
plays a dynamic part
in the customer
experience.

"The field is
broad and
demand is high"

~ Mike Stevenon
dBs Sound & Music Institute

This information is used to drive audio, sound characteristics and behaviors. The sound will change within 3D virtual environments, depending upon triggered actions or events.

In the past decade, interactive marketing has become the norm. Visual design has dominated. **But brands have been experimenting with interactive audio:**

- M&M[®]'s Bite-sized Beats collaboration with singer Jessie J in which users choose musical loops to create their own song, and a combination of loops unlocks a Jessie J music video.
- Fedex[®]'s interactive SoundTrack lets users create a personalized song to "sound-track" their package's journey.
- BBC's voice-based interactive stories for Alexa[®] and Google[®] Home.



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The Rise of Audio-Based Brand Activations

As brand activation budgets continue to grow, we're seeing more and more audio-focused experiences—a trend that was on full display at SXSW 2024 when Amazon®'s audiobook service, Audible®, turned a downtown Austin, Texas, parking lot into a full-on carnival in an activation produced by Civic Entertainment Group and Civic Entertainment Group PR.

In the Ferris wheel booths, riders were able to pick their preferred genres on a touchpad, which would then play an audio series in that selected category. On the ground level, attendees were able to play various carnival games that highlighted Audible genres.

After collecting stamps on a card, attendees redeemed the cards for prizes such as apparel or Fire Sticks. There was also a listening wall with headphones so attendees could listen to various shows.

But our favorite audio-based brand activation dates back to the 2018 Panorama Festival in Tokyo, when Jaguar created a gigantic installation in which SUVs controlled music tracks by driving around a cylindrical structure—like a larger-than-life turntable.



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The Marketing Spotlight is on Digital Audio

In 2024, Edison Research® partnered with Nielsen® on **The Record**, a quarterly report of ad-supported audio in the U.S. They found that of all average daily time adults spend with ad-supported audio, 67% is spent with AM/FM, 19% is spent with podcasts, 11% is spent with ad-supported streaming audio, and 3% is spent with ad-supported satellite radio channels.²¹

Americans spend almost 20% of every day with audio.²²

In Q2 2024, that translated to 4 hours and 5 minutes of daily listening across both ad-supported and ad-free platforms like radio, podcasts, streaming music services and satellite radio. Among those aged 18 to 34 years, radio time increased from 45% in Q1 2024 to 48% in Q2. Podcasts decreased slightly from 37% to 35%.

Radio, the original ad-supported audio platform, consistently reaches all corners of the population. Among younger consumers, radio represents nearly half of all daily ad-supported audio time, while older listeners give almost 75% of their time to radio.

A perfect storm of circumstance and opportunity is propelling digital audio into the marketing spotlight. Younger generations are drawn to formats like streaming music and podcasts, likely due to their convenience, personalization, and on-demand access.

"Audio is the evolution and future of content."

~Edison Research

Audio is the most immersive media format... triggers memorability, trust, and connection.

~Edison Research

Advertising on a cost-effective channel where they can command share of voice is attractive to brands at a time when technology like AI is enhancing the way audiences discover and engage with audio content, integrating it into daily life. As a result, this once underutilized advertising medium is now front and center.

But cutting through the noise is still a major challenge as brands compete to connect with audiences amid shrinking attention spans. The good news is that, in audio advertising, marketers have a powerful engagement ally—an outlet that dynamically links narratives and creates an emotional connection between brand messages and listeners.

The latest statistics make a compelling case for audio:

- Audio ads get 50% more audience attention per impression than key benchmarks across other channels.²³
- Podcast advertising boosts recall by 71%, notably higher than the 50% rate among those not exposed to an ad.²⁴



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Audio is Playing an Increasingly Significant Role in Retail

As music and sound waft through the air to lure shoppers, they also enhance a retail store's image.

That's because sound engages customers.

As soon as customers look away from a sign, the brand name and message are no longer top of mind, but sound stays with them. But retail store music must be appealing to the store's primary target customer. It's the reason why the music played in Bath and Body Works® stores is different than what is played in Macy's®.

Studies have evidenced appreciated music's sway over consumers:

- Convinces almost **40%** to stay longer in a business in a public place.
- Inspires **31%** to return.
- Motivates **21%** to recommend the business to others.
- Makes **14%** buy more.
- Persuades **46%** to choose the brand over the competition ²⁵

Music even influences the pace of customer flow through a retail store.

By contrast, the wrong music or sound associated with a brand, particularly music and sound that is irritating, makes **44%** of people leave. And after they leave, **38%** won't come back. ²⁶



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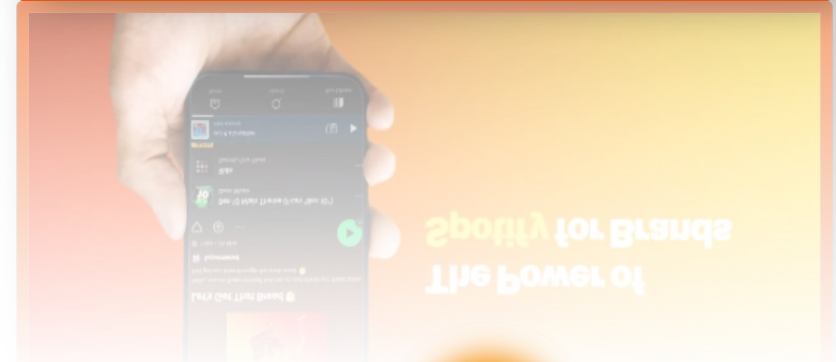
9

Brands are Increasingly Leveraging Playlist Marketing

According to Statista, music streaming revenue in the United States is projected to exhibit an annual growth rate (CAGR 2025-2029) of 4.85%, leading to a projected market volume of \$16.81 billion by 2029. In a global context, the majority of revenue will be generated in the U.S., amounting to \$13.91 billion in 2025, with the number of users anticipated to reach 168.4 million by 2029.²⁷

Major brands are taking notice, incorporating music playlists—including Spotify® playlists—into their brand promotions.

- **Starbucks®** extends its brand experience to homes (and wherever you are) through its diversified music playlists, curated based on moods and cultures.
- In the “Sound of Rum” campaign, **Bacardi®** collaborated with Major Lazer® on a co-branded limited-edition rum and a slew of soundtracks that tell the brand story.
- **Volvo®** created a playlist of music used in their advertisements.
- **W Hotel®** utilizes music as one of its marketing vehicles, working with artists and throwing parties. In fact, some W Hotels feel like upscale clubs. So, it’s no surprise that W Hotel makes playlists available on Spotify for fans to relive their experience at the hotels. Their most popular playlist is the “W Hotel Poolside” playlist—not created by the brand itself but by a fan.



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The Rise in Acoustics-Based Near-Field Communication (NFC)

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The global NFC market is expected to grow to US \$30.55 billion by 2029, with a CAGR of 7.1%, according to Markets and Markets™.²⁸ Key factors driving the growth of NFC technology include rising smartphone penetration, better user experience and the fact that they offer more security than other contactless technologies such as barcode, Bluetooth®, Wi-Fi, and QR codes.

NFC technology brings actionable intelligence to everyday consumer engagements, providing deep insights into customer offline behavior and enabling a direct channel for delivering dynamic experiences to those who have opted in. Marketers can then prompt customers to learn more about the products they purchase, launch videos, enter contests, and much more. The analytics gained via real-time customer interaction helps improve customer experience and retention throughout the buying journey by sharpening segmentation and providing more relevant, targeted content in future interactions.

For example, engagement data gathered from NFC-enabled smart liquor bottles provided insight into the unforeseen popularity of a company's beverages in a market that it hadn't previously targeted. Increased visibility into its supply chain helped the craft distillery modify its marketing programs and expand its distribution network.

Brilliant NFC Campaigns

- Samsung® ad campaigns with NFC posters
- Lexus® NFC-embedded print ads
- NFC posters on store windows to drive customers to Ralph Lauren® launches

The global NFC market is expected to grow to U.S. \$30.55 billion by 2029, with a CAGR of 7.1%.

In retail settings, NFC tags or labels launch unique smartphone experiences (Apple® or Android®), while cloud-based analytics track consumer interaction before, during, and after a sale.

Acoustics-based NFC requires only a microphone and a speaker, thus eliminating tags and chips. This advance allows devices to communicate with each other via sound. Chirp® and LISNR® are both facilitating it.

How can your brand use NFCs?

One of the best ways is to leverage the natural tendency of the consumer to want to interact with the marketed product. When used properly, NFC campaigns are dynamic, interactive ways a brand can engage with their target market. Frictionless peer-to-peer content sharing possibilities are dwarfed only by opportunities for brands to transmit content over audio messaging. NFC gives companies a whole new dimension of advertising that is unmatched by traditional methods.



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11



The Voice-First Future of Brand Communications is Here

As we progress alphabetically from “U” to “V” in our trending terminology, designing the voice user experience (VX) is essential. Brand communication is becoming a dialogue as consumers converse with voice assistants in the comfort of their own homes and vehicles. In-store experiences are even more accessible at home, thanks to Smart Speakers.

Sonic branding was born out of necessity in the Golden Age of Radio, although it wasn't until 1950 when NBC®'s sonic logo, the “chimes,” became the first purely audio service mark to be granted by the U.S. Patent and Trademark Office (USPTO).²⁹ We've now come full circle, once again gathering around a speaker that many call “Radio 3.0.”

According to The Smart Audio Report from NPR®, 65% of users indicate that “they wouldn't want to go back to life without their Smart Speaker.” Moreover, 30% of Smart Speaker owners say their speaker is replacing time spent with TV.³⁰

As consumers stop looking in favor of *listening* for content, marketers need to prepare for a voice-first future by investing in voice experience (VX) for their brands.



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Audio UX & UI are Now Integral Strands of Audio Branding

12

Until recently, the product development process would very rarely include a considered approach to sound. But brand marketers have come to realize that products, apps, websites, and digital experiences all shape consumer perception of a brand. They're now strategically looking at sound across all these interactions, from the sound that signals an error message on your fitness app to the telltale chirpy click that lets you know you've made a keystroke on your phone.

The right audio, used consistently, serves as a constant reminder of the brand we're interacting with. We routinely rely on sound to tell us when we've succeeded, when we've made a misstep, when it's time to move on, and what to do next.

It's audio built for user interface (UI) and user experience (UX), and it's redefining the brand-customer relationship.

Mastercard®, Visa®, and American Express® have all added sound to point-of-sale transactions. As consumers increasingly expect to receive audio cues during their interactions with brands, we predict that a growing number of brands from a wider range of categories will invest in their own unique audio UX.

Determining when and where brand sound should exist will become even more important as more interactive experiences are developed. At the end of the day, brand sound will give brands a voice so powerful that, like a favorite hit song on Spotify, **people will listen for it.**



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The Rise of Audio-First Digital Marketing

13

A shockingly low 14% of Internet users report that they notice visual display ads. By contrast, Spotify has found that, “A staggering 81% of listeners have taken action after hearing audio ads during a podcast. These actions include researching a product online, connecting with the brand on social media, and talking about the brand with others.”³¹ As more and more consumers turn their attention to audio content, audio-first marketing has emerged as a game changer in the quest for success.

From podcasts and audiobooks to voice-activated smart devices, the power of audio is undeniable.

Audio-first marketing is a rising trend that focuses on utilizing audio content as the primary means of communication with the target audience. As technology continues to evolve, audio platforms and devices are becoming increasingly popular, providing businesses with new opportunities to engage and connect with their customers.

In recent years, podcasting has exploded in popularity, prompting brands to recognize the potential of audio marketing and invest in creating compelling audio content. One of the main benefits of audio-first marketing is its ability to create intimate,

**81% of listeners
have taken action
after hearing
audio ads during
a podcast.**

Source: [Spotify](#)

personalized experiences for audiences by leveraging the power of storytelling and human voice.

Successful audio-first marketing begins with a complete understanding of the brand's target audience and their preferences. Once you have that understanding, you can craft compelling audio content.

Whether it's a podcast, audio advertisement, or branded audio experience, the key is to provide value to your audience. Deliver content that demonstrates alignment between your brand's values and consumer preferences, perceptions, and expectations.

An example of a successful audio-first marketing campaign is the collaboration between the mattress company Casper® and the podcast “Reply All” in which a series of branded podcast episodes explored the world of sleep, featuring Casper as a sponsor. The campaign significantly increased Casper's brand awareness and sales.

**86% of
ad spend on
visual ads
is wasted.**

Source: [LinkedIn Pulse](#)



Sonic Branding Insight

14

Audio Strategists Gain Prominence in Branding

A new role—**Audio Strategist**—has emerged and has grown in importance as the most forward-thinking advertisers are prioritizing audio on the same par as visual brand assets.

Audio Strategists utilize specialized knowledge to articulate the complex, layered emotional messaging that audio can provide, working in tandem with other channels to ensure that sonic branding, as part of a complete audio brand strategy, takes center stage in marketing rather than being an afterthought. This underscores the need for consistent brand identity and an understanding of the role audio plays in wider marketing plans. Audio Strategists translate the abstract qualities of brand and company attributes into high-performing audio brand assets.

Choosing the right song, sound logo or voice to represent your brand—and using them consistently and deliberately—can help brands demonstrate a genuine understanding of target consumers as well as their values, perceptions, expectations, and needs. But this means that brands need to work with a sonic branding agency whose principals have experience in marketing, branding, consumer behavior, and business strategy as well as music, audio, and sonic identity creation.

Sound profoundly impacts consumer behavior... evokes specific emotions and creates a mood that resonates with the brand's message.

~ Gray Group International



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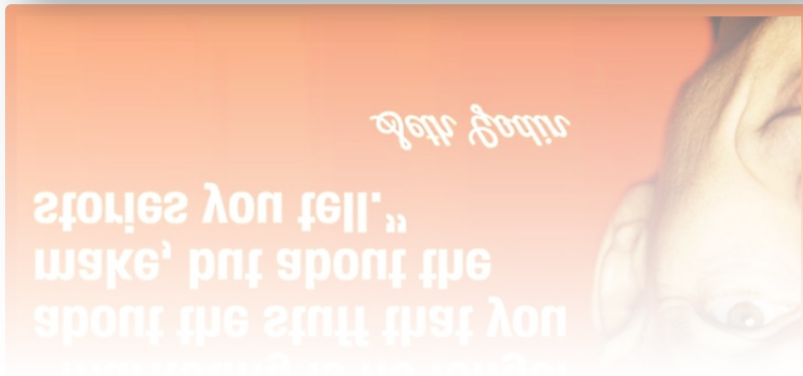
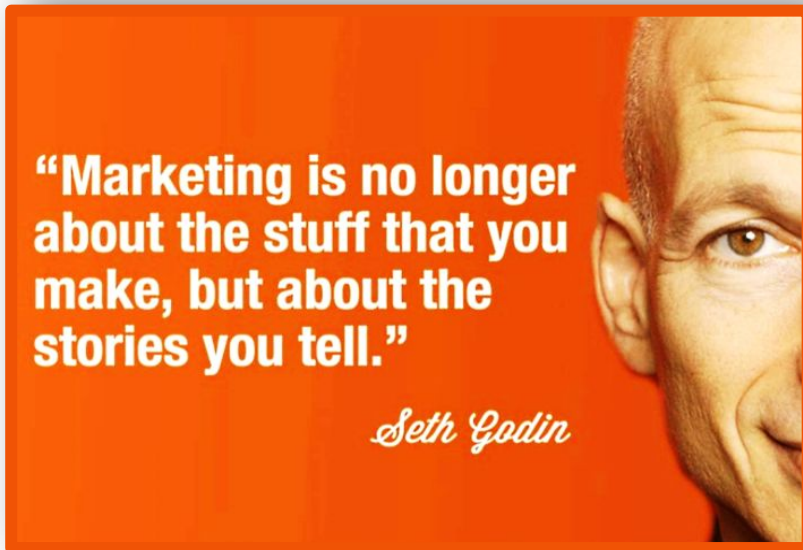
Sound is Driving Immersive, Emotive Brand Storytelling

Did you know that you can tell a brand story by using only sound? And did you know you can change the storyline of a brand narrative simply by changing the sound with which you pair it? Think that's preposterous? Think again!

There are 4 reasons why it's extremely effective:

1. Sound has the power to evoke visceral emotional responses in the temporal lobe of the human brain the same way smell and taste do. In fact, sound elicits a full range of emotional responses that contribute to the success of the listening experience.
2. Sound increases the immersion of the audience in the story, adding credibility to the narration.
3. Sound creates a sensorial connection that is the sincerest representation of brand persona.
4. Sound also establishes the setting, sets the mood, develops characters that reflect brand personas (think Progressive®'s Flo and Liberty Mutual®'s Limu Emu and Doug®), and advances the storyline.

These are the reasons why brands of all sizes are leveraging the secret power of sound to create enduring emotional connections with customers.



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Brands are Leveraging the “Sound-On” Platform — TikTok

Sometimes by design and sometimes by good fortune, brands continue to see the role music plays in skyrocketing a brand to the top of the pop-culture conversation. Brands have long realized the importance of sound and its impact on consumers, but now they're taking a more calculated, strategic approach to the use of sound and music, shifting from branded content to pop-culture conversation.

Consider Ocean Spray® and Fleetwood Mac's "Dreams." The now-famous skateboarding video by Nathan Apodaca turned Ocean Spray into a worldwide trend. And who could argue with music's role in the emotional connection made by that video clip?

Unlike other social media sites, TikTok is a "sound-on" platform.

Sound and music are central—even *mandatory*—to the enjoyment of TikTok, even when one is exposed to an advertisement.

There is one criteria that defines the music of TikTok—it has to be new. It could be new songs that are just breaking through, but it could also be music that is "new" to the TikTok audience.

But classic songs are not the only pieces of music making an unexpected resurgence on TikTok. Sonic brands like McDonald's® I'm Lovin' It® are becoming soundtracks and inspiration for countless consumer-created TikTok videos.



Sonic Branding Insight

17



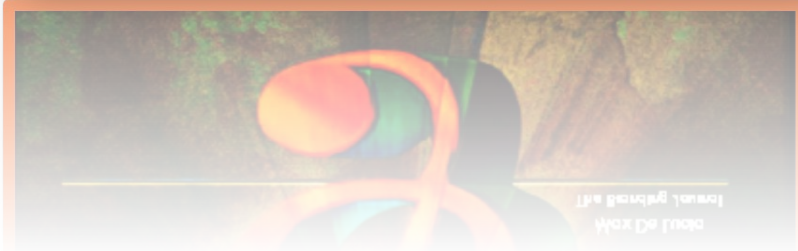
Brands are Partnering with Sonic Branding Agencies

Creative agencies are increasingly bypassing cliché stock music favor of collaborative, creative partnerships with sonic branding agencies. Going forward, this will result in the use of more unique, globally relevant, underused styles of music. For example, Tequila Herradura® collaborated on a Pan-African dance track for their brand, sung in Shona, the predominant language in Zimbabwe.

The Tequila Herradura partnership serves as compelling evidence that if a classic Mexican Spirits brand can embrace rising trends in global dance music by utilizing African rhythms and a foreign language, then advertising's future will be filled with inspiring, diverse music. More than ever, music and sound are essential to consumers and brands amid music streaming, podcasting, global music culture, and voice technology.

Marketers are exploring sonic branding and are making bigger investments in quality original music rather than use “stock” music from production music libraries.

ChromeOrange Music™ makes available to ChromeOrange Media's Sonic Brandmasters a catalog of thoughtfully curated original music (instrumental and vocal) and their composers/producers work collaboratively with our Sonic Brandmasters to create custom brand-fit music that supports the client's sonic brand persona and audio brand strategy.



Sonic Branding Insight

Brands Will Deliver Extended Reality (XR) Experiences

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There is a relatively new kind of consumer experience: Extended Reality (XR), fueled by Mixed Reality (MR) technology. MR is the merging of the real world with Augmented Reality (AR) and Virtual Reality (VR) to produce new environments and visualizations where physical and digital objects coexist and interact in real time, with XR enabling brands to push the boundaries of what's possible in immersive audience experiences.

According SkyQuest®, the global AR/VR/MR/XR market will attain a value of USD 521.28 Billion by 2031, with a CAGR of 39.1% during the forecast period (2024-2031).³² We predict that brands will look to harness the power of this burgeoning trend, which uses motion capture-driven avatars and explorable virtual universes that merge digital and real-world realities to unlock the power of the Metaverse.

Sound plays a major role in the production of a range of AR/VR/MR/XR experiences.

That includes immersive previs of films and television shows, music videos, broadcast productions and immersive installations, visualizations, and interactive XR events—the process used to plan shots, work out scale and timing, plot character movements, and map out how visual effects (VFX) will fit into an otherwise live-action scene.

For consumers, this has the potential to enable truly interactive, photorealistic brand experiences.



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Audio is Shepherding the Customer Journey

The customer journey is a core element of the customer experience (CX) with a brand. It begins with customer journey mapping—the process of understanding the impact of every customer interaction with your brand and how those experience shepherd the customer through the buying journey. Most customer journey maps include visual and textual content, but, more and more, the strategic use of sound is playing an integral role in shepherding the customer journey.

Determining a proper audio brand strategy requires a deep examination of your brand's sonic assets and the sonic experiences they create for consumers at every touchpoint, across every marketing, content, and sales channel.

At every point along the way, sound is your best brand storyteller.

Sonic branding, as part of a comprehensive audio brand strategy, can enable you to weave your brand into the public consciousness, connecting it with people in places they can **hear** but can't always see.

People are listening.





AI is Shaping, Adapting, and Scaling Sonic Brand Persona

Artificial Intelligence (AI) has infiltrated marketing, but we see it becoming much more commonplace in the next few years, with opportunities centering around voice. Apple® and Amazon® have already defined the preeminent sound of the voice assistant with Siri® and Alexa®, respectively, both of which are instantly recognizable.

The first role AI plays in the development of a brand voice and sonic identity is to ensure uniqueness by helping creators avoid sonic elements already in use by other brands. AI can assess the memorability of the voice, melodies, harmonies, and rhythms as well as their potential to positively impact consumers.

The goal is to ensure that the voice, sonic identity, and music become the brand's unique sonic brand persona.

AI then plays a second key role: enabling adaptability and scalability of the sonic persona to cover the entire digital advertising and social media landscape.

AI's third role in sonic branding is to generate potentially infinite music remixes, with different tempos, moods, instrumentation, and durations to fit a variety of applications and audience segments. But human intervention is still necessary, as real humans will be the audience for the sonic brand persona.

That's why everything that encompasses sonic brand persona must connect with consumers' human emotions.

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Afterword

Not using sound to bring your brand to life is like trying to win the World Series without a bat, a ball, or a catcher's mitt. Sound is a lever you can pull to unlock powerful brand differentiation and recall. It quickly, easily, and efficiently helps move the needle from awareness to interest to decision to purchase—for B2B and B2C brands of all sizes.

Making your brand sonically identifiable can mean the difference between a consumer going left or right on the shelf—choosing between your brand or a competitor—when making a purchase decision. The secret lies in sound's amazing power to influence perception and subconscious decision-making.

Because sound is stored in echoic memory, it provides a greater opportunity for long-term brand recall and recognition compared to visuals alone, which are stored in the much shorter iconic memory. If a consumer can easily recall your brand when they're making a purchase decision, they'll automatically favor it over the competition because, subconsciously, they're already thinking about it. And that can lead to faster purchase decision-making.

When you stop to consider the impact of being able to trigger subconscious consumer choice, a complete audio brand strategy that incorporates sonic branding, music, and sound design is the best investment any brand can make.

And that includes **yours**.

Contact us today to begin unlocking the secret power of sound for your brand!



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Headquartered in New York, [ChromeOrange Media](http://www.chromeorangemedia.com) specializes in sonic branding, sonic brand storytelling, audio brand strategy, and audio UX and CX for brands in the SMB and small batch economy sectors. Our [Sonic Brandmasters](#) have over three decades of experience in marketing, branding, advertising, music composition, audio recording/mixing/mastering, and strategic business planning to build and grow companies and brands.



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