



# CASE STUDY

## Using Sonic Brand Storytelling to Drive Attention and Brand Recognition

For Hard Bottoms Flooring, sonic branding drove exceptional attention and completion, demonstrating sound's role in engagement even when channel performance varied.



### COMPANY OVERVIEW

**Client:** Hard Bottoms Flooring

**Category:** Home Services / Flooring

**Objective:** Improve brand recognition, attention, and emotional consistency through sound.

Hard Bottoms Flooring has specialized in high-quality flooring solutions for over 20 years, originally under the name Embleton Flooring, established by owner Michael Embleton in 2002. In 2024, Embleton opened his first retail store, Hard Bottoms Flooring, continuing the reputation he had built on core values of dependability, integrity, and a passion for exceptional results.

### THE CHALLENGE

Hard Bottoms Flooring operates in a category and market where:

- Purchase decisions are high-consideration
- Trust and credibility matter
- Differentiation is difficult
- Big-box competitors create confusion for consumers but still have a competitive edge based on price

They needed a way to make their brand feel familiar, trustworthy, and memorable.

### SPECIFIC ISSUES

#### Brand Recognition and Visibility

Hard Bottoms Flooring wanted to gain the kind of brand visibility, recognition, recall, and trust that larger flooring retailers and well-established shop-at-home flooring providers have. Although located on a main road, their visibility (physical and digital) was dwarfed by big-box retailers like The Home Depot and Lowes, whose physical signage towers above their stores and whose search engine ranking is tough to compete with.

#### Customer Perception

Flooring consumers incorrectly believe that larger flooring and home improvement retailers offer a greater selection of flooring options, lower prices, and faster project turnaround.

### THE SONIC BRAND SOLUTION

Hard Bottoms Flooring partnered with ChromeOrange Media to translate their brand values, personality, and promises into a standout auditory brand experience across various digital marketing touchpoints and platforms.

ChromeOrange Media created a **Sonic Brand Blueprint™** — a suite of sonic brand assets comprising a sonic identity (vocal and instrumental), bespoke brand music, soundscapes, and brand voice. The goal was to create emotional familiarity and hold audience attention—especially in video environments. All sonic brand assets were designed to be scalable and adaptable across different platforms, ensuring consistency and recognition in a variety of marketing contexts, including CTV advertising. In the first 30 days, the results of the sonic brand storytelling campaign exceeded expectations.

### MEDIA CONTEXT

The advertising campaign was deployed via Connected TV (CTV) using Vibe.co. CTV is primarily an upper- and mid-funnel channel, optimized for:

- Attention
- Completion
- Brand exposure

### THE RESULTS

**Key Result:** 96% view-through rate (VTR) on CTV, evidencing:

- High audience attention
- Strong message completion
- Effective sonic engagement
- Low creative fatigue

This campaign reinforces a foundational principle of sonic brand storytelling: Sound increases attention, completion, and memory, even when conversion depends on other variables. But while it amplifies media performance, it does not replace media *strategy*. When paired with optimized targeting, messaging, and offers, sonic branding strengthens the trust and familiarity that make conversion more likely.



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