

SOUND BRANDING

Your Sound. Everywhere. Always.



Getting heard

A corporate Identity is often regarded as a purely visual affair, but if we stop and think about it, we will realise that it is much more. Brands and companies project their identities in a whole range of other ways, for instance with architecture, behaviour, language and sound.

Sound, especially music, is a powerful trigger for steering perception. Besides addressing our emotions directly, it can accurately trigger memories and associations: to an era, a country or to a brand.

Recent research delivers evidence of music's power to influence our opinion of value and to steer purchase choices. This makes the controlled and strategic use of music and sound in our communications even more important.

What is Sound Branding?

Sound Branding is basically about using sound and music as an instrument for creating awareness and recognition in the same way as visual design elements do.

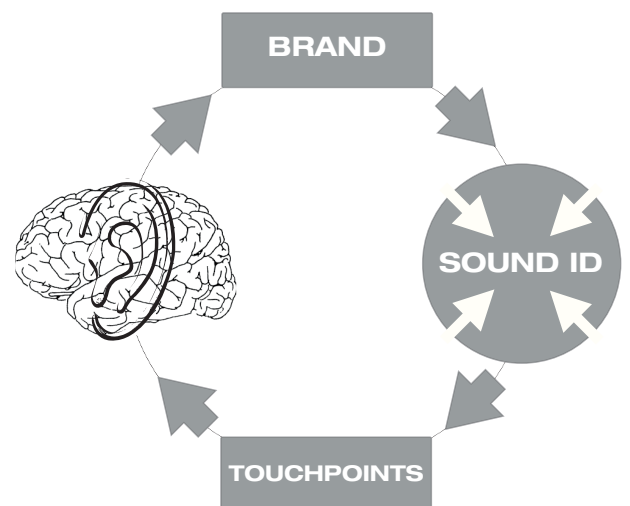
Instead of using different pieces of music for each touchpoint (as is often the case), Sound Branding creates one unique set of uniform signals that provide clear identification and an identical perception of the brand wherever it is heard.

How it works

Sound Branding is systematic - both in its development and its implementation.

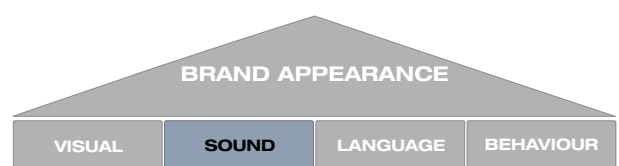
Attributes are translated into sound and communicated consistently across all touchpoints and applications. The often uncoordinated use of music is replaced with intentional „made-to-measure“ brand sound signals.

These signals ensure recognition and contribute to differentiation.



Where it fits in

The sound identity transports the brand's personality and attributes. It is developed strategically by using a catalogue of objective design and judgement parameters. When used consistently, Sound Branding will become an integral part of a brand's identity.



GROVES Sound Branding

Developing and Managing Sound Identities

GROVES. Who we are

We are specialist in the area of corporate and brand sound. We have been involved in shaping the sound of a number of regional, national and global brands. Due to increasing demand for specialist consultation, GROVES Sound Branding was formed to develop and manage Sound Identities.

As pioneers in this field, our methodology has since become somewhat of an industry standard.

You can find out more about our structured development and management process on: www.groves.de

Mission statement

The prime objective of GROVES Sound Branding is to develop and manage unique sound identities that will consistently provide recognition, differentiation and communicate brand attributes effectively and efficiently. Furthermore, to enhance the quality perception of the auditive channel and to give sound the same professional attention as is given to visuals.

The essence of Sound Branding:

“Your Sound. Everywhere. Always.”

- **Your Sound** - fits the brand attributes and clearly differentiates the brand from its competitors
[Brand Audit and Market Review]
- **Everywhere** - used in all touchpoints
[Applications Analysis and Brand Sound Guidelines]
- **Always** - used consistently over time
[Sound Tracking]

References

- | | | | | |
|-----------------|--------------------|----------------|-----------------|--------------|
| • Allianz | • Danone | • Gerolsteiner | • Mars | • Schweppes |
| • Aegon | • Datev eG | • Gigaset | • McCain | • Sony |
| • Appollinaris | • Dea | • Goodyear | • Melitta | • Sparkasse |
| • Arcor | • Deutsche Bahn | • Granini | • Mentos | • TUI |
| • Audi | • Deutsche Bank | • Henkel | • Mercedes Benz | • Toyota |
| • Bacardi | • Deutsche Telekom | • HSH Nordbank | • Milka | • Underberg |
| • Beck's | • Dräger | • Jacobs | • NIVEA | • Verpoorten |
| • BerlinerKindl | • EnBW | • Kellogg | • Olympus | • Visa |
| • BMW | • Esso | • Knorr | • Palmolive | • Warsteiner |
| • Coca-Cola | • Fleurop | • LBS | • Philips | • Wrigleys |
| • Continental | • Gard | • Levis | • Ramazzotti | • ... |

GROVES

Music and Sound for Brands and Media



Sound Branding



Music Production



Sound Consulting



Music Licensing