The background of the image consists of several horizontal, wavy yellow lines of varying thicknesses, creating a sense of motion and sound. The lines are set against a plain white background.

**POWER OF
SOUND**

ABOUT THE PROJECT

There are endless statistics about the overwhelming volume of media & advertising that reaches our eyes and ears every day.

Most of it we don't notice, don't care about, or even actively avoid. But some of it is incredibly useful. It's how we learn, debate, and engage. It's how we understand and share experiences with other people. It informs how we think, feel, and act. Ultimately, as 21st century citizens, media consumption is how we share the very experience of *living* with others and how we navigate our lives.

In our jobs as media planners and buyers, as marketers and advertisers, we can sometimes focus on how we deliver a message and forget why media works. So within Havas we have been exploring the role media plays and trying to uncover “what matters.” Which are the moments that make a difference as we try to connect brands with audiences? What are the most meaningful media?

This chapter explores the power of sound—in our homes, cars, workplaces, and every place in between. It uncovers emerging opportunities for brands to use sound—whether music or voice, melodic or informational—to build meaningful connections with people across cultures and categories.

Follow our journey further at meaningfulmedia.havas.com.

RADIO PLAY TERRIFIES NATION

It was October 30, 1938, the night before Halloween. Across the US, the CBS Radio network broadcast an hour-long special during the traditional 8 o'clock drama slot. It was directed by a then little-known creative named Orson Welles.

His concept was unique: The story, based on H.G. Wells' *War of the Worlds*, would take advantage of the radio format to create a new kind of almost "real time" drama. What sounded like an average Sunday night show—featuring music, news segments, and so on—would be interrupted by breaking reports detailing an alien invasion. That news, of course, would be fictitious.

Happily for the creator, his skills in producing and directing in this new medium were strong. Unhappily for others, those skills proved all *too* strong. Mass panic took hold and distraught listeners phoned the police, took to the streets, and sought cover from the invading hordes of extraterrestrials. News spread around the world, with Australian newspaper *The Age* declaring:

NEVER IN THE HISTORY OF THE UNITED STATES HAS SUCH A WAVE OF TERROR AND PANIC SWEEPED THE CONTINENT."

Such is the power of sound.

Full Business Wanted!
 Advertisers in Tomorrow's World
 need a "Thrilling" and "Frightful"
 Globe! Send the ad to the
 Globe every day.

The Boston Daily Globe

Want Advertisements?
 To see, sell, hire or rent any
 thing, advertise in the Globe's
 Want Columns. Use the Daily
 Globe for the Standard Edition.

BOSTON, MONDAY MORNING, OCTOBER 31, 1938—EIGHTEEN PAGES (2) TWO CENTS

RADIO PLAY TERRIFIES NATION

The Capital Parade

Lehman Expects Poletti Victory

By JERRY ALLEN and
 BINGER HAYDEN.

WASHINGTON, Oct. 31.—In the excitement of the New York campaign, the meaning of Herbert Lehman's plea for renewed support has remained almost a blank.

It is a statement of the party's own strength which has worried the nation. It is a frank assessment of the political odds, the Charles Poletti campaign, a statement of the

Lehman's

political situation here in New York, will play its part tomorrow when the issue arises.

How does one view this plea?

READY FOR HALLOWEEN



BILLY BOWWELL AND LEE GRIFPIN
 "Whichever goes ahead of their 'pumpkin' tonight."

Police, Youth Groups Plan Safer and Saner Halloween

3 FIRES SET IN SO. END HOTEL

52 Guests, Employees Held in Darkness as Police Hunt Incendiary

Efforts to extinguish and all occupants were held without incident tonight in the hotel here at South End, South End, for two hours last night, while police hunted through the rooms and halls for the incendiary.

There was no set off of dynamite here at the hotel and the men escaped light loss into the hotel. The two sets out of dynamite between 7:30 and 8:15, all which the hotel was still in darkness, with guests and employees held in darkness in rooms on the top and second floors.

Electric light service was interrupted for several minutes.

Police News.
 Continued on Page 4.

PATROL WAGON, AUTO CRASH



THEY PENDING WERE PULLED ON WOODOCK ST., BRIDGE.

Police, Bridal Mystery Veils Fatal Injuries
 AUTO WAGON T. W. C. P. W. I.

Mars Invasion Thought Real

Hysteria Grips Folk Listening to Late

Many Fear World Coming to End

NEW YORK, Oct. 31. (AP)—A 15-minute evening radio broadcast throughout the nation last night, which predicted the end of the world, has caused a hysteria of listening to late.

The broadcast, which was broadcast by the radio station, was broadcast by the radio station, was broadcast by the radio station.

FAIL TO CLAIM
 BUREAU AND

A PRIMAL STRENGTH

Even before technology and media turned sound into a mass experience, it has naturally played a role in our evolution and lives.

Sound defines our experiences even before birth. While still in the womb, a fetus will respond to his or her mother's voice—the heart rate affected by the rhythm and pitch of the sounds she makes. And at the end of life, sounds are the last things the dying might respond to, hearing being the final sense to fade. When we can no longer see or speak, smell or taste, we can still hear the hushed whispers of those around us.

Throughout life, sound evokes memories and emotions, having the capacity to motivate, to excite, and to soothe. It influences how we feel throughout the day and, with targeted application, has been shown to have the capacity to heal both body and mind. Sound even helps us survive. A shrill scream, a high-pitched whistle, the breaking of glass warns us of danger, putting us on alert and preparing us to flee or fight. Great filmmakers through time—Hitchcock springs to mind—have made brilliant use of sound to build tension and heighten drama.

SOUND IS A POWERFUL FORCE THAT, ALONG WITH BEING ABLE TO BRING THAT SENSE OF PEACE AND WELL-BEING, CAN MAKE HUMAN BEINGS LOVE, CRY, AND IN SOME CASES EVEN KILL.”

—Elba Mueller
Certified Primordial Sound
Meditation Instructor, Chopra Center



HARNESSING THE POTENTIAL

For marketers, sound is a potent tool of persuasion. There is no faster way to get a person's attention—and that means something at a time when mental bandwidth is in such short supply.

A sound reaches our brains in just .05 seconds, far faster than the .2 seconds it takes to register an input via sight or touch.

Throughout the day, whether we're at home, at work, or on the road, aural messaging reaches us—sometimes simply to entertain, but other times to cause us to think or act in a certain way. The blast of an alarm in the middle of a sleep cycle—we all know how that rude awakening feels.

Laugh tracks on television sitcoms cajole us into amusement, no matter how poor the punchline. Advertising jingles lodge themselves in the inner recesses of our brains: “Ba Da Ba Ba Ba...! I'm lovin' it!” A favorite radio DJ chats about her preferred snack brands and suddenly we're craving Doritos. And these are just traditional media examples.

In a networked world, vast new territories have opened in which brands can use sound to connect with audiences. From in-home smart speakers to music-streaming platforms and voice-controlled, in-car infotainment systems, we spend our days hooked up (or wirelessly connected) to devices that can murmur—or shout—virtually anything into our ears. New sounds and new voices open new potential...and most brands have barely begun to scratch the surface.

“

With the oversaturation of images, customers will want to find meaning through sound and speech. Everyone's into podcasts; this relatively new format allows for a more intimate relationship between the sender of the message and the audience. By whispering information, we make it more impactful, unlike a flow of flashy images that no one can follow.

—**Jean-François Sacco**

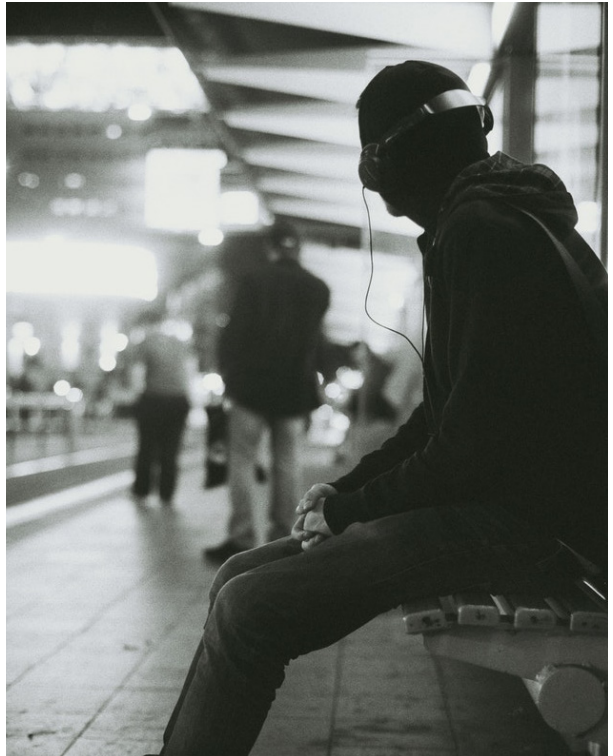
Chief Creative Officer and Co-founder, ROSAPARK

”

CAN'T GET YOU OUT OF MY HEAD: SONIC BRANDING

Jingles and advertising slogans may grab the lion's share of consumers' conscious attention, but nonverbal sounds are equally able to seep into our brains and take up permanent residence there.

Sounds have the power to sell us on brand attributes and to set one's brand apart. Consequently, smart brands pay close attention to *every* sound they make—in their product design, at retail, in marketing, and beyond.



SOUND CREATES MENTAL SHORTCUTS

Sound is a potent marketing tool because it's strongly connected to memory. Who doesn't cringe at the sound of a dentist's drill or thrill to the tune of an ice cream truck? A sound can become so iconic that it serves as an essential component of a brand's identity.

Do you salivate when you hear a freshly poured Coke over ice? Feel a frisson of anticipation when the MGM lion roars within a darkened theater? You're meant to.

Now, you might think the sound of a soft drink being poured over ice wouldn't be distinctive enough to create a strong brand association. That would be underestimating the effort put into Coca-Cola's sonic branding. Every element of the soundscape—from the bottle cap being flicked open to the clinking of ice cubes, the pour, the fizz, and the final “ahh” of satisfaction—is intrinsic to the experience and calculated carefully to evoke memories of the sensation of drinking an ice-cold Coke. If you visit the World of Coca-Cola museum in Atlanta, that's the dominant sound you're going to hear.

To be distinctive and memorable, the signature sound doesn't even need to be organically connected to the product. A series of notes can become so associated with a brand that it immediately conjures it. Consider the three seconds of sound that make up the iconic “Intel Inside Bong” audio logo.

Created by Austrian musician Walter Werzowa, the melody's rhythm—D flat, D flat, G flat, D flat, A flat—was inspired by the syllables of the “Intel Inside” tagline. Thirty years on, *Fast Company* claims the mnemonic is the second most addictive sound in the world—just behind a baby's giggle.

SOUND TRANSCENDS LANGUAGE BARRIERS

We are all familiar with the notion of music as the “universal language of mankind.” Whether heard in Indiana or Indonesia, combinations of sound evoke the same emotional response. Even without the words, the melody underlying Pharrell’s “Happy” would put just about anyone in a peppy mood, just as “Adagio for Strings” is likely to get fairly depressing on repeat. This universality means that sound can be used to communicate with people all over the world, tapping into emotions in a way that written or spoken media formats cannot.

One of the most ubiquitous and truly global brands of the digital age is Apple. When Apple first started producing computers, its startup sound was a tritone—and, by all accounts, pretty awful. So awful, in fact, that Jim Reekes, the son of an early employee, took on the mantle of creating the more pleasing chords you’re now familiar with. Sound is so essential to the Apple brand that the company has a Head of Audio whose sole focus is the aural experience of the products—which pays off in how recognizable everything is, from the ringtone to keytones to message alerts.

Since 2016, Apple has done away with the startup sound on its computers, a decision Reekes laments. “It’s like sitting down at a restaurant and there’s no one there to greet you. It just feels strange.” We couldn’t agree more.

A NIELSEN
NEUROSCIENCE STUDY
FOUND THAT TV ADS
ARE NOT SEEN 61% OF
THE TIME—BUT THEY
ARE HEARD.

SOUND SNEAKS UP ON PEOPLE

Unlike with visual cues, sonic branding doesn't require one's active participation. You hear sounds regardless of whether you want to. And that's essential when attention is scarce.

Visa spent more than a year designing just the right chime to ensure that customers at points of purchase regard their transaction as secure and speedy.

Although the chime lasts less than a second, more than 8 in 10 customers surveyed said it makes them feel more confident in the merchants that use it. Think about that.

MAKE A GOOD FIRST IMPRESSION: ONOMATOPOEIA IN ACTION

Even on their own, the sounds in a brand name can tell a story. Researchers in the field of sound symbolism have found that names that begin with plosives (consonants produced by stopping airflow—b, d, g, k, p, and t) result in stronger consumer recall. Hence, the popularity of monikers such as Coca-Cola, Casper, Google, and Tesla. People also attach meaning to the sounds in a name—inferring that a product is fast or slow, big or small, light or heavy, hard or soft. Kit Kat sounds crunchy while Charmin (thankfully) sounds smooth.

**CARS LIKE THE EASEL AND
GREMLIN MAY HAVE HELPED
SEAL THEIR OWN FATE AS SALES
DISASTERS BY HAVING THE WRONG
VOWELS IN THEIR NAMES.”**

—Barbara Mait
Professor of Psychology,
Lehigh University



MAKING (SOUND) WAVES: A VAST WHITE SPACE OPPORTUNITY

For all its potential value, sound is profoundly underrepresented in marketing.

Some 83% of advertising is said to rely almost exclusively on the sense of sight, giving short shrift to the other senses.

All too many in our industry give hardly a thought to sound outside the use of jingles and music licensed for use in TVCs. This is nonsensical in general, but even more so when you consider just how many consumer touchpoints—from call centers and retail spaces to social media and mobile devices—can support sound today and use it to build meaningful connections and achieve corporate objectives.

MOVE OVER, CDJ; WELCOME, AUDIO DECISION JOURNEY...

As marketers, we are all focused on the consumer decision journey (CDJ) to understand when and where we need to reach our potential audience, but what we often ignore is the audio decision journey (ADJ)—those moments in which sound plays a role in our consumer behaviors.

Consider the role of sound in two radically different industries: sports and air travel.

NATIONAL FOOTBALL LEAGUE

The crash of shoulder pads. The grunts of the offensive line. The whistle blasts of the referees. The cheers and jeers of the crowd. Sound has been essential to the NFL experience since a crowd of 800 gathered to watch the Rock Island Independents clobber the St. Paul Ideals back in 1920. As it gets set to celebrate its centennial next year, the league is facing challenges on several fronts, not the least a dip in TV ratings and game attendance.

Sound can play a role in advancing both. With an ever-increasing number of touchpoints wired for audio, the NFL recognizes that the smart use of sound is key to enhancing the overall brand experience and ensuring that fans—whether in a bar, living room, or stadium—enjoy the best possible gameday.

Let's look at the audio journey leading up to, during, and following any given Sunday/Monday/Thursday.

Before:

Focus: Building anticipation

Key elements: SiriusXM radio, podcasts, broadcast radio, mobile apps

Leading up to the game, fans are seeking entertaining sources of information and insight to prepare and pump themselves up for the big day. They are listening to football talk shows and radio personalities, searching for team-related news and images, and tracking down info that helps feed their obsessions over both their real-life and their fantasy teams.

Sound here is acting largely in a functional capacity: getting people the information they want, when they want it—with enough trash talk thrown in to get the blood simmering. All of this is happening over multiple channels and formats including mobile, desktop, television, and radio.

During:

Focus: Heightening the gameday experience

Key elements: NFL theme song, mics at field level, Hank Williams Jr.'s Monday Night Football anthem, #NFLMicdUp, SoundFX, broadcast personalities, halftime show, crowd meter



**ARE YOU READY FOR
SOME FOOTBALL??!!!!”**

Gameday is where sound really begins to elevate the emotional experience for fans. Those lucky enough to be at the game are caught up in the unique sounds of the stadium and the home team—a soundscape that often includes a unique fight song and recognizable announcer calling the games. A crowd meter is sometimes used to provoke fans to cheer loudly so as to drown out the opposing team's attempted communications and create a home-field advantage. In Seattle, this works so well that the fans are referred to as the “12th man.”

Fans watching the game on TV are treated to the latest in audio technology, with microphones capturing the impact and speed of the game through sound. The NFL has also excelled in its efforts to bring fans in closer to the game through #NFLMicdUp and #SoundFX, which capture live in-game audio from players and coaches. It's the closest most people will ever get to being on the field.

Music is also an important part of the experience. Aside from the NFL theme music, fans are treated to a halftime show. Depending on the network and time slot, viewers might hear the Sunday night theme from John Williams and Carrie Underwood's **"I've Been Waiting All Day for Sunday Night."** Music increases emotions, while also adding to the distinctiveness, recognizability, and draw of the NFL brand.

After:

Focus: Capturing the comedown and recap

Key elements: SiriusXM radio, podcasts, broadcast radio, mobile apps

Immediately following the game, reporters take to the locker room to capture post-game reactions. Players, in high spirits or low, share their thoughts on what took place on the field, often with the celebratory ruckus or somber pall of the locker room as background noise. All of this is followed by post-game press interviews and a slew of podcasts, radio shows, highlight reels, and more recapping of what just took place, what it means in the overall scheme of things, and what may be coming.

This combination of acoustic inputs lets fans settle down before turning around to do it all over again the following week.

Beyond:

Focus: Extending the gameplay into fantasy and virtual simulations

Key elements: Esports leagues, gaming, VR, AR

At any time, fans can reenact and play out a variety of scenarios in simulated and virtual settings. The rising popularity of gaming, VR, and Esports leagues allows the NFL game to be enjoyed online by anyone, from anywhere, at any time.

Innovations in headphones and microphones—including surround, directional, and holographic sound—place the player at the center of the NFL action. From bedroom or subway car, the fan is now in the huddle or fast approaching the end zone—the sounds of the team and fans sonically surrounding and immersing him, teleporting him into his passion: the NFL.



NFL AUDIO JOURNEY

OVERVIEW

The NFL strategically leverages sound to enhance the fan experience along their entire journey.

BEFORE

Power of sound: To build anticipation before the game

Channels: *Broadcast/cable TV networks - NFL radio on SiriusXM - NFL podcasts-broadcast radio - NFL app - NFL.com*

What are fans doing?

- Listening to talk shows and radio personalities
- Searching for NFL-related videos online
- Obsessing over their fantasy teams
- Watching highlight reels/recaps



DURING

Power of sound: To heighten the gameday experience

Channels: *Broadcast/cable TV networks - NFL radio on SiriusXM - NFL app - Yahoo Sports app - broadcast radio - NFL.com - NFL Red Zone - NFL Gameday app*

What are fans doing?

- Following play-by-play with the help of game announcers
- Creating noise at the game (e.g., crowd meter)
- Experiencing the impact and speed of the game via field-level microphones
 - Tuning in to #NFLMicUP and #SoundFX
 - Recognizing distinct sonic elements (e.g., NFL theme song, team fight songs)
 - Enjoying halftime musical performances



AFTER

Power of sound: To capture the comedown and recap

Channels: *NFL radio on SiriusXM - NFL podcasts - broadcast radio - NFL.com - broadcast/cable TV networks - NFL app*

What are fans doing?

- Hearing from players and coaches in locker-room and post-game interviews
- Talking about football with friends, fans, and family
- Listening to favorite NFL podcasts and radio broadcasts
- Watching highlights/recaps online and on mobile
- Checking facts/stats across devices



BEYOND

Power of sound: To immerse audiences in the NFL experience

Channels: *Esports leagues, gaming, VR, AR*

What are fans doing?

- Teleporting themselves into the game experience via tech advances (e.g., AR/VR, headphones offering surround/directional/holographic sound)
- Getting further into the action via Esports leagues



EMIRATES

For airlines, the audio journey begins before you ever step on a plane. A piece of music may pique your interest in a culture or a destination. Advertising jingles and the sounds you hear while researching a trip may influence your perceptions of a brand. At the airport, audio mnemonics and other piped-in sounds may bolster those perceptions—or create a disconnect. (Yes, that even includes the tone of voice of airline employees.)

And then there's the flight itself. Once you step aboard a plane, you are immersed in a world of the brand's devising—captive and reliant on the airline for sensory input. It's an experiential marketer's dream.

Every airline recognizes the opportunity to build preference, loyalty, and advocacy in the time between boarding and disembarking—though not every airline uses it to best advantage. Dubai-based Emirates stands out for its strategic deployment of sound. Let's look at its key elements:

The Emirates sonic identity is centered on a 30-second audio theme that forms the basis of a 20-minute instrumental piece. The shorter audio logo kicks off the boarding music and then is repeated and varied to create a signature sound and distinctive asset to prompt near-instant recall. The emotional impact can be seen in YouTube comments regarding the theme song, which listeners credit for evoking happy memories of travel, making them feel like they're "going home," and bringing positive associations of the Emirates brand to mind.



EMIRATES AUDIO JOURNEY

OVERVIEW

Emirates makes strategic use of sound to deliver a cohesive brand experience that also soothes and entertains passengers in-flight.

After takeoff, the Emirates sensory environment benefits from some 4,000 audio and visual channels, which offer a custom range of entertainment and information. The 1,000+ hours of available audio content range from stage musicals and Arabic audiobooks to Digster playlists and a “Post-Apocalypto” soundtrack hosted by Tenacious D. A custom Emirates audio logo connects the various programming strands with a sound that expresses “classic values with a contemporary feel.”

For first-class passengers looking to amplify the experience, Emirates has partnered with Bowers & Wilkins PX on a pair of proprietary headphones. The headphones incorporate three noise-canceling modes—to suit office, city, or in-flight—and have a battery life of 22 hours to keep pace with the jet-setter lifestyle.



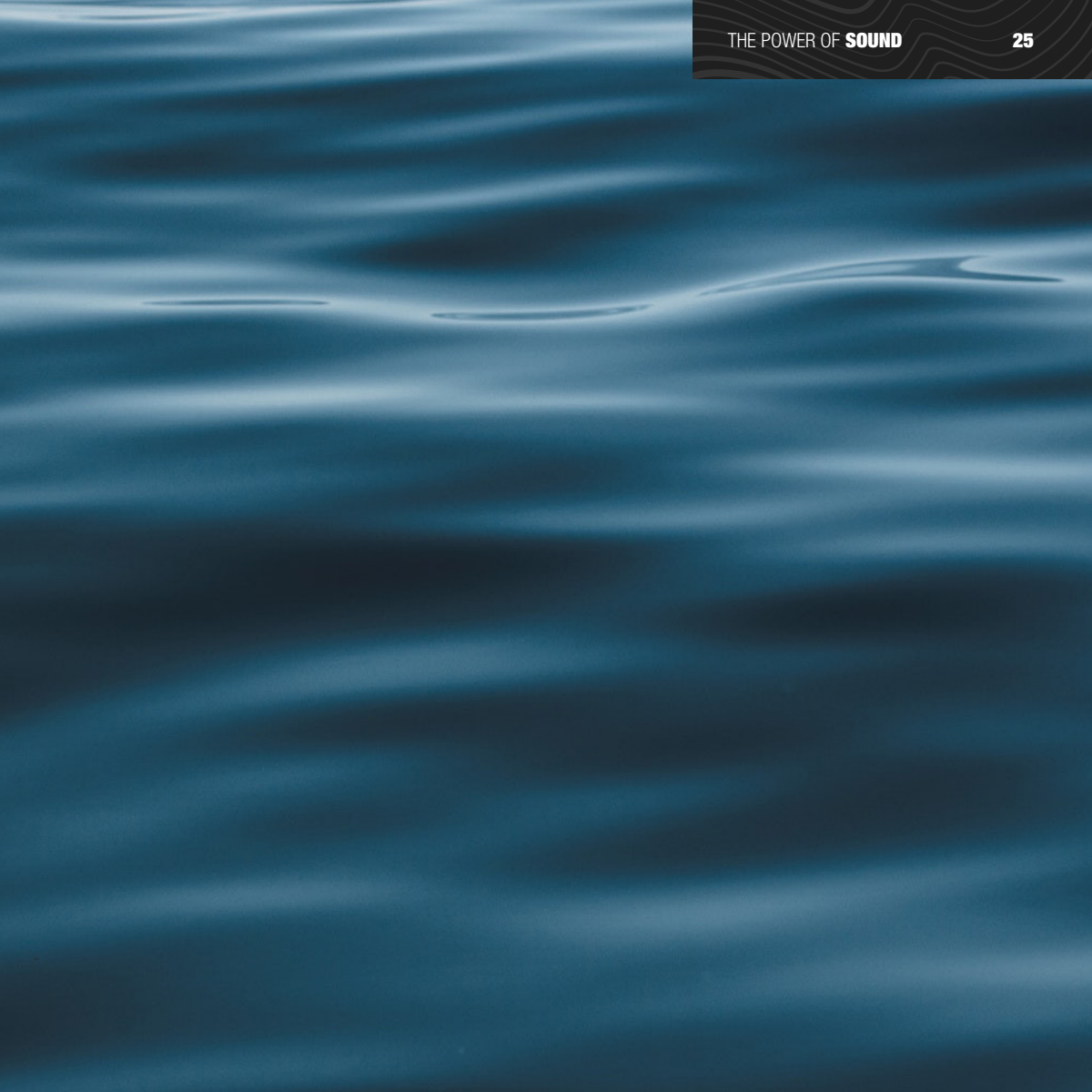
PRE-TAKEOFF

- Sonic branding in advertising, Emirates.com videos, airport lounges
- At time of boarding, sonic identity (20-minute instrumental piece centered on 30-second audio theme)



DURING

- 1,000+ hours of available audio content range from stage musicals to Arabic audio books
- Audio logo connects programming strands with a sound that expresses “classic values with a contemporary feel”
- For first-class passengers, partnership with Bowers & Wilkins PR on proprietary headphones





MAKE YOU FEEL MY LOVE: THE EMOTIONAL CONNECTION

The smart use of sound doesn't just bring a certain brand to mind; it makes people feel a certain way about the brand. The McDonald's "I'm lovin' it" audio logo scored highly for "excited" and "happy" in a survey by Veritonic, for example, while Intel's bong drew the top score for "innovation." The key, of course, is to elicit the right emotion for each brand—and it isn't always easy.

When Mercedes-Benz introduced a new sound logo in 2007, it crashed and burned. Rather than create something unique to the brand, engineers had gone into a sound library and extracted a solo vocal from a 1990s performance by a British boys' choir. Although the car company's VP for brand communications at the time called it "emotional, elegant, and unmistakably associated with our brand," consumers disagreed.

The sense of an archangel hovering above may not be precisely what one is hoping for when pressing the pedal to the metal on the Autobahn. A dozen years on, you can still find comments online such as, "The sound logo scares me—it's spooky!" (and that's from a Mercedes fan site). The acoustic trademark was scrapped not long after its debut.

For high-end purchases especially, avoiding any auditory disconnect that "breaks the spell" of the experience is critical. Bentley took a more studied approach than Mercedes. The company hired a sound design company to ensure every interior sound of its Continental GT evokes a sense of luxury and accomplishment. Rather than the typically "plastic-y" click of an indicator, drivers hear a custom-built chime akin to that of a grandfather clock. "Those sounds evoke craftsmanship, and paint a picture of comfort and effortlessness," audio designer Andrew Diey told *Wired*.

"They are like small pieces of art that influence the overall feeling of the car." Each auditory element is intended to reinforce in the car buyer a single idea—and feeling: **"I have made it."**

PUTTING THE THEORY INTO ACTION

When TD Ameritrade was looking to unify its offering to both traders and long-term investors, it recognized that a consistent audio language would be every bit as important as its visual branding, tone of voice, and overall identity.

Following an audit across all audio touchpoints, the agency team at Havas New York set out to create a mnemonic for TV and radio—the most likely audio entry points for prospective clients. The new sound—an acoustic signature that expresses optimism—was just the beginning.



For TD Ameritrade, sonic branding represented an opportunity to create an entire audio language based on the brand's purpose, values, and personality. We looked at their brand as a whole and created sounds for their entire user journey—from on-hold music to in-branch sounds, from paid media to sounds within their software trading platform.

By creating a unified audio language across all touchpoints, we helped our audience not only to remember the brand but also to navigate through their interactions, ultimately creating a more meaningful connection.

—**Peter Gosselin**

Executive Creative Director, Havas New York

SOUNDS LIKE PARIS

Distinctive sounds can even sell a destination. Rather than rely on the stereotypical images of tourist hot spots to promote the Thalys train network, ROSAPARK captured the sound identities of Paris, Brussels, and Amsterdam and integrated them into outdoor installations.

Each city was represented by more than 1,000 sounds, and each sound had a unique headphone jack, allowing passersby to plug in and be instantly transported. The sounds included snippets of overheard conversations, street musicians, language lessons, market sellers, church bells, and more. Thousands of people interacted with the installations, and visits to Thalys.com jumped nearly 60%. What's more, trains between Paris, Brussels, and Amsterdam sold out during France's three holiday weekends.

IF MUSIC BE THE FOOD OF LOVE—PLAY ON!

Retailers have understood for decades the power of sound—and specifically, tempo and volume—to influence time spent in stores and eateries. It's not all synthetic elevator Muzak!

Generally, fast-paced music will influence shoppers and diners to move through the experience more quickly (a good thing when fast turnover is desired), while music slower than one's heartbeat will encourage people to linger and potentially spend more. Casinos make smart use of celebratory sounds to make slot machine players feel like winners, even when they have cumulatively lost far more than they have won. There are even reports that Las Vegas casinos saw a 24% reduction in related revenue when they muted the sounds of their slot machines.

Broadcasting the right sounds also can influence what people choose to buy. A field study conducted in the UK found that German wines outsold French when stereotypical German music was being piped into the store, and French wines flew off the shelves when French music played. Customers claimed to be unaware that the music had played a role in their purchase decisions.

...AND A SIDE OF FRIES WITH THAT TRACK

Music can even change how we experience flavors. Research from Oxford University professor Charles Spence has shown that the right dose of music can make a food taste as much as 10% sweeter or saltier without adding a single calorie or milligram of sodium.

Acting on this evidence, British Airways has begun to provide “sonic seasoning” in the form of a paired playlist for meals during long-haul flights. The low tones of Louis Armstrong and Duke Ellington’s “Azalea” are said to complement savory starters, whereas Madonna’s “Ray of Light” is thought to boost the sweet flavorings of a dessert. Who knew?

“

**I THINK RADIO
IS UNDERGOING**

**A WONDERFUL
TRANSFORMATION**

0
NG
L
ATION.”

—**Elba Mueller**
Certified Primordial Sound
Meditation Instructor, Chopra Center

BANDS & BRANDS: MUSIC MAKES IT

The most potent application of sound, of course, is music. Whether it's Miles Davis, Lady Gaga, or Missy Elliott, music makes us *feel* something.

“MUSIC HAS THE POWER TO MAKE PEOPLE TRAVEL WITHOUT MOVING AN INCH. IT CONNECTS FAITHS, SOULS, RELIGIONS, AND PEOPLE FROM ALL OVER THE WORLD AND ALL KINDS OF BACKGROUNDS.”

—Ricardo Zampol
Insights Specialist, London

Despite being highly personal, music—like nonverbal sound—has a unique ability to connect with people across cultures and demographic divides. Havas Sports & Entertainment teamed with YouGov to survey 18,000 people in 17 markets on their attitudes toward music. Among the respondents:

- **86% consider music an important part of their lives**
- **76% said they couldn't get through a week without music**
- **72% said music is part of how they define themselves**

People who are passionate about music don't just listen to it; they seek to connect with it throughout the day. Eleven of the 25 most followed accounts on Instagram belong to musicians. And 95% of the most watched videos on YouTube in 2018 were music videos. More than twice as many YouTube visitors use the platform to watch music videos as to access comedy, news, or any other form of visual entertainment.

Can you think of anything else that would draw such a response? People may or may not care about fashion or sports or travel, but, to one extent or another, virtually all of us make room for music in our lives.

A study conducted by Comscore for Spotify found that people who use a streaming music service at least monthly are:

- More than 2x as likely to be willing to pay more for brands
- 61% more likely to recommend brands to a friend
- 74% more likely to describe a brand as “the only brand for me”
- 70% more likely to describe a brand as fun and playful

“MUSIC WAS MY REFUGE. I COULD CRAWL INTO THE SPACE BETWEEN THE NOTES AND CURL MY BACK TO LONELINESS.”

—Maya Angelou

As of 2018, nearly a third of all time spent with mobile apps was dedicated to audio.
[eMarketer]

People love music because of how it makes them feel. A study by Valorie Salimpoor at McGill University found that listening to one's favorite music can cause dopamine levels to spike as much as 21%—akin to the reward response triggered by cocaine use.

Marketers can tap into this emotional response to great effect, and yet it's an avenue that is sorely underutilized. Analysis of the IPA Databank between 2008 and 2012 concluded that **ad campaigns featuring music are 28% more likely than others to report a significant impact on business**, and Martin Lindstrom, author of *Brand Sense*, has found that **brands that use music that “fits” their identity are 96% likelier to prompt memory recall**. So how is it that only 38% of multinational brand managers claim to have a defined brand sound?

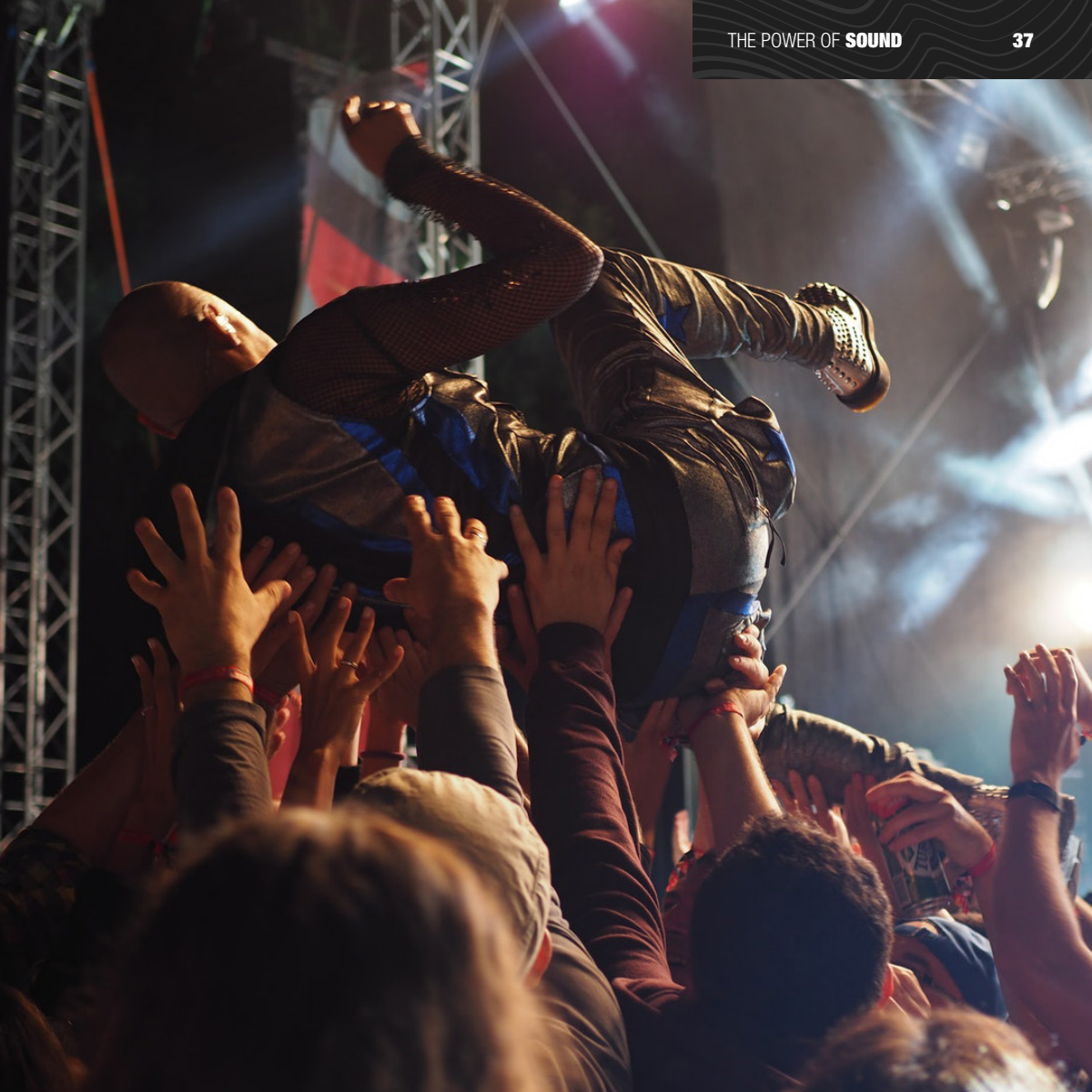
We can do better.



Last year, I spent the equivalent of nearly 45 straight days listening to the digital music service Spotify. It's incredibly intimate and, truthfully, I don't know if anyone else knows me as well as Spotify does at this point.

—**Brigid Sweeney**
New Business, Boston

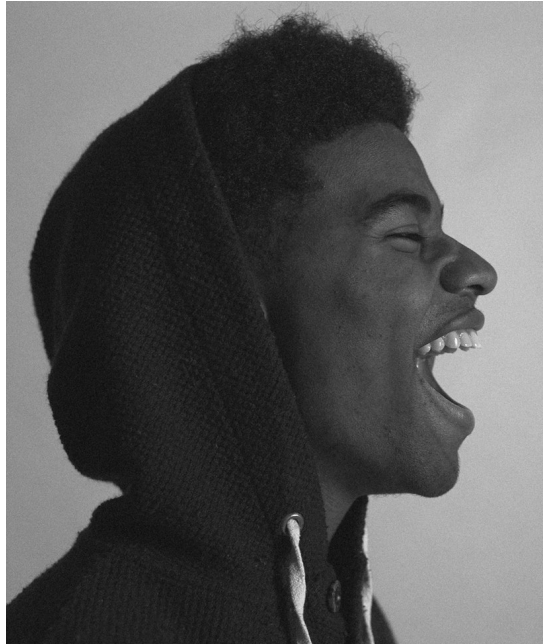




THE YOUTH EFFECT

Musical taste is set early—between ages 11 and 14 for girls and 13 and 16 for boys, according to research by *The New York Times*—and the genres and artists one listens to play a huge role in establishing one's identity in adolescence.

That's why, for brands, music is among the most effective ways to connect with young people. It is especially helpful given this demographic's ability to bypass traditional advertising. But to work, the connection needs to be authentic, with the brand adding genuine value—whether it be in the form of content, access, or something else.



As the prevalence of smart speakers increases, so does the amount of music consumers are listening to. Music is the #1 activity smart speakers are used for. [Nielsen]

Unilever is seeking to connect with its next generation of customers through its promotion of inclusion and gender diversity—an issue of particular importance to Gen Z. Music is the company’s “in.” Its Rexona deodorant brand (sold as Sure, Degree, or Shield in different markets) is a leading sponsor of Now United, a uniquely multicultural dance pop group made up of 14 artists from 14 countries.

Under its #unstereotype banner, Rexona is working with the group to co-create content that reaches and inspires young people with messages of equality and tolerance.

Why partner with a musical artist?

73% of people surveyed globally believe that music partnerships improve brand image.

70% think they make a brand stand out from its competitors.

62% say such partnerships encourage them to engage with the brand.

Source: Fans.Passions.Brands (n=22K+, 16 countries), Havas SE

A MUSICAL GENRE FOR EVERY BRAND AUDIENCE

Needless to say, the type of music or artist you incorporate into a brand strategy will vary by audience and category.

Dubai Tourism wanted global travelers to place the city on their consideration lists of holiday destinations, but they knew they would have a tough time reaching the audience via traditional advertising.

So Havas and Vivendi made smart use of the target's universal passion point: music. The brand team selected Imagine Dragons for their mass global appeal and existing love of the city and made Dubai the backdrop for the band's new video, "Thunder."

This "location placement" scored big, resulting in more than 600 million organic views, 3 million social engagements, and a boost of 22% in consideration of Dubai as a holiday destination. Icing on the cake: The video was nominated for Best Cinematography at the MTV Video Music Awards.

If a celebrity is involved in an ad's final call to action, viewers show a 13% higher level of memory encoding. [NeuroSight]

For British online retailer Very, Havas SE Cake UK tapped artists Rizzle Kicks and Jazzy Jeff to recreate the "Summertime" anthem made famous in 1991 by DJ Jazzy Jeff & The Fresh Prince (aka actor Will Smith). Everything in the music video—from the apparel and fashion accessories to the barbecue equipment and outdoor furniture—could be purchased directly from Very.co.uk by clicking on the video. Garnering more than a million views, the effort led to a 64% increase in sales of sportswear on the site.

In January 2019, Spotify opened its Discover Weekly customized playlist to brand sponsors—a prime opportunity to connect with the app’s most engaged users.

Hyundai was interested in a different set of music fans when it launched its IONIQ car brand in France. Two sets of fans, in fact: people aged 25–35 who were pursuing innovation and modernity, and classic potential buyers aged 45 and older.

To appeal to both groups—while also highlighting the car’s unique trio of electrified engines (hybrid, 100% electric, and rechargeable hybrid)—the automaker worked with Havas Socialyse to tap into France’s burgeoning electro music scene.

The activation paired longtime television and radio host Frédéric Taddeï with emerging electro artists the likes of Jabberwocky, Møme, and Paradis.

During the “magic hours” between the end of night and start of a new day—in other words, the time many clubs let out—Taddeï and his celebrity chauffeur picked up each young artist for a tour of Paris and engaging discussions centered on the values of “Generation IONIQ”—people who live for and create change. Within three months of the videos being posted on social media, Hyundai saw a 6% uptick in brand preference among the younger target group and a 17% increase in purchase intent among the older group.

EMERGING POWERS IN SOUND: PODCASTS & VOICE

FROM RADIO DAZE TO THE PROMISE OF THE PODCAST

Radio is one of the most enduring forms of modern media; throughout its history, it has brought people together and created commonality in a way no other medium has matched.

During World War II, it connected the home front and battlefield, bolstering the war effort by looping in civilians hundreds or even thousands of miles away. And even today, it is used in war zones as a source of information and a beacon of hope.

Of course, radio has lighter purposes as well, most notably entertainment.

In the US, 93% of adults listen to radio every week—

that's more than the number who watch TV, use a smartphone, or access a tablet or PC.

In some developing markets, radio remains the primary communications medium, offering a pipeline to populations no other medium can reach.

And even though it may seem like a “yesteryear” technology, the platform continues to advance, with digital and satellite services, and on-demand streaming. This is offering consumers far greater choice in terms of both access points and content—and is offering brands even more opportunity to create impressions.

While traditional radio accounts for only about 17% of time spent with media, radio ads create a 22% lift in store traffic. [TagStation]

75% of listeners believe radio on-air personalities are more trustworthy than TV personalities. [iHeartMedia survey]

Radio's power lies in the personal nature of a voice in the ear—sharing music, conversation, information, and ideas—and the explosion of podcasts represents the next generation of deep audio content and connection. People love podcasts because they're portable, personal, customizable, and eclectic. Whatever you're into, there's a podcast to suit you.

As of mid-2018, it was estimated there were more than 550,000 active podcasts—and the number is growing by the day. In part, that's because of ease of transmission. The average person doesn't have the wherewithal to launch a radio or TV station, but all that's needed to start a bare-bones podcast is a decent microphone, editing software, and a hosting account. Nick Loper, creator of the *Side Hustle Show*, estimates it cost him a whopping \$80 to get started, plus a recurring \$15 monthly fee for media hosting via Libsyn.

Podcasts help me understand the complexity and variety of the world we live in. I get the incredible opportunity to hear some very bright people talk about science-y things, technology, geopolitics, history, economics, arts, and a lot more. It happens on my own time, either on a train, while queuing somewhere, or while cooking at home. And it's free. Yes, unlimited, free, on-demand quality food for your brain at your fingertips. There's no catch."

—**Thomas Le Bec**
Insights & Analytics, London

It's a global phenomenon for sure, with Apple Podcasts featuring content in more than 100 languages. And it's rapidly gaining ground.

Around a third of Americans aged 25 to 54 listen to podcasts monthly, according to Edison Research, with weekly users accessing an average of seven shows.

These numbers are expected to grow as more cars incorporate infotainment systems that make it as easy to play podcasts as it currently is to tune into AM/FM radio.



“Unlike the time sink of binge-watching a TV series, podcasts actually made me more efficient. Practically every dull activity—folding laundry, applying makeup—became tolerable when I did it while listening to a country singer describing his hardscrabble childhood, or a novelist defending her open marriage.”

—**Pamela Druckerman**

“Podcasts Are the New Xanax,” *The Atlantic*



For the most part, users are treating podcasts as a media add-on rather than a replacement. Podcasts tend to be something people listen to while doing something else—whether driving, cleaning the kitchen, or taking a turn on the treadmill—but they are by no means background noise.

A joint study by Atlantic Re:think and Maru/Matchbox found that 71% of podcast fans pay more attention to the episode than to whatever else they happen to be doing at the time.

Studies show that consumers pay more attention to content while they're listening to podcasts, remember ads more consistently, and are more likely to take an action when prompted.

THE PODCAST PITCH

For marketers, podcasts are a rich vein just waiting to be tapped. NPR research has found that 3 in 4 podcast listeners act on a sponsored message. (Yes, 75%!) More specifically, according to 2018 research from Atlantic Re:think and Maru/Matchbox, nearly half of listeners (47%) search online for more information after hearing a podcast ad, 32% talk to friends about the advertised product or service, and 25% subsequently follow the brand on social media.

Most impressive: More than a quarter of listeners (26%) actually go on to purchase the product or service advertised. There is also a lift in brand impressions, with nearly 7 in 10 listeners saying that brands that advertise on podcasts are more tech-forward and 62% considering them “cool.”

Beyond the “new toy” factor that rubs off on advertisers, the podcast medium is effective because it’s intimate. This sense of personal association can be intensified further when brands create series of their own.

“THE INTIMATE NATURE OF PODCASTS MEANS THAT BRANDS CAN BE WELCOMED AS PART OF THE ‘CLUB.’ THE PRODUCT DOESN’T HAVE TO TIE IN WITH THE SHOW’S CONTENT. WHAT MATTERS IS THAT THE ADVERTISER SHARES THE TONE AND SENSIBILITIES OF THE HOSTS.”

—Bre Rossetti
Strategy & Innovation, Boston

Canadian e-commerce company Shopify has long been a content provider, offering everything from a blog and video courses to a business encyclopedia. It connects with potential and current customers via podcasts, too. *Shopify Masters* offers e-commerce marketing advice, while *TGIM* (Thank God It's Monday) positions itself as “the essential podcast for ambitious entrepreneurs.” Both have earned 4.5-star ratings on iTunes.

Casper is arguably the brand most closely connected with podcast advertising. (In March 2018, Casper had ads running on 12 of the top 200 shows.) The approach has paid off, helping to propel the mattress startup into a \$100 million company in less than two years. In a wink to their podcast presence, they've created a show of their own—*Casper the Podcast, Sponsored by Casper*—which is essentially a 20-minute podcast ad.

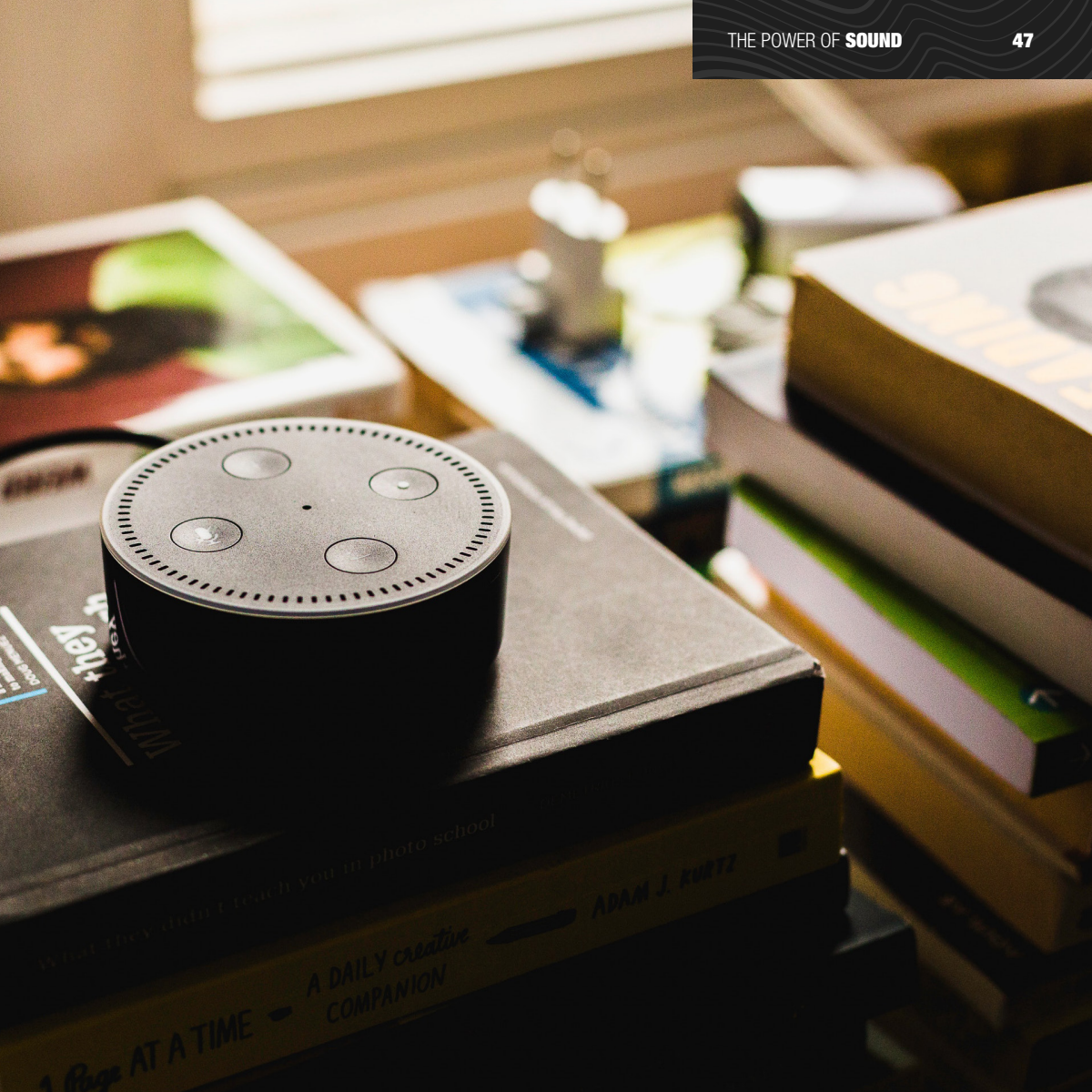
ALEXA, TELL ME WHAT'S NEXT...

Beyond podcasts, the next generation of audio interaction for audience and brands lies in artificial intelligence and the growth of the “internet of things.”

Some of us are already deeply devoted to our Amazon Echo or Google Home devices, using them for all manner of voice searches—for music and entertainment, for information updates (news, weather, sports scores)—and as functional assistants that make life easier by setting alarms and timers, placing purchase orders online, or calling for an Uber or pizza delivery. Seemingly every week, these devices deploy a new “skill,” allowing them to burrow ever more deeply into our lives.

The market for such AI-empowered digital assistants will continue to expand as more people decide they can't live without the convenience of a device that responds to voice commands, operates household devices, and has a world of information at its digital fingertips.





What does sound teach you in photo school

1 Page AT A TIME — A DAILY creative COMPANION — ADAM J. KURTZ

Mindhunter



These devices are hugely personal—some might say too personal. There they sit, listening in for the prompt (“Alexa...”; “Hey, Google...”) that will spur them to action, ready for whatever request we might make. In the case of Alexa, especially, the designers have crafted a personality that makes her fun to interact with. (“Alexa, who let the dogs out?” “I didn’t see, but the dogs seem to like it!”) Of course, not everything goes according to plan. Not long ago, some Echo users reported that Alexa would, seemingly at random, emit a “creepy” laugh.

Not exactly what you want to hear when you’re home alone at night. Amazon has fixed the problem, but the issue served as a reminder that a foreign—and not always predictable—entity has taken up residence in our homes.

Whatever concerns we may have regarding these devices, they are not sufficient to dim our enthusiasm. In just a few years, smart speakers have become the fastest-growing consumer gadget of all time—and they are just the start for voice technology. Voice controls will soon be integrated across our key touchpoints, from our cars to our home appliances and beyond.

The technology will also get better at understanding context—allowing for follow-up questions—and will become more customized, with links to our personal data, including financial and health records. Truly the stuff of sci-fi—with all its promise *and* potential perils.

OK, GOOGLE, WHAT’S THE BEST DISHWASHER TO BUY?

The impact of advances in voice search and AI will be felt across the technosphere. Already, more than 30% of Google searches are conducted via voice—a figure Comscore predicts will reach 50% in 2020. This means marketers will need to revamp their search engine marketing (SEM) and search engine optimization (SEO) strategies with voice search in mind.

Additionally, content will need to be searchable in conversational style, and digital user experiences will need to be redesigned to take optimum advantage of voice user interfaces.

73% of people who use voice assistants have made a purchase directly through their device, and 39% said an interaction with a voice assistant influenced a purchase decision within the past month. [Invoca, 2017]

With this level of interactivity and a presence in just about every home looking increasingly likely, the opportunity for all kinds of brands to connect is clear. One early example: In China, Nestlé has teamed with Beijing Linglong Company to create the Nestlé Xiao AI speaker.

In a market plagued by pseudoscience and misconceptions related to food, the branded speaker provides hands-free cooking tips and nutritional information. Users say, “Nestlé, Nestlé” in Mandarin to activate the device, creating an automatic connection between the brand and trusted nutritional and health information.

Even in this early stage, it's clear that voice technology will revolutionize consumer behavior—and the relationship between consumers and brands. The voice space has the potential to become a central ecosystem for everything digital, eventually serving as a one-stop shop for consumers. Already, it's having an impact on customer service.

A US survey by Invoca in 2017 found that nearly 1 in 4 people using voice-assisted devices are calling businesses more often, creating fresh opportunities for sonic branding.



In the last 24 hours, voice (Amazon Echo and iPhone Siri) enabled my morning alarm. It triggered my favorite Pandora station while I got ready for work. It gave me the up-to-date weather forecast that informed my outfit choice. It dialed my brother hands-free while I walked to work.

It reminded me to pick up the dry cleaning on my commute home. It orchestrated the DVR of my favorite TV show. It served as a timer to let me know when my cookies were fully baked. And it set my wake-up time for the following morning. Voice gave me back the gift of time."

—**Lauren McAndrews**

Digital Strategy, New York

Broader adoption and use of voice technologies raise the challenge of who owns the voice and sound and how best to protect a brand's new sonic identity. Did you know that Google is secretly recording your voice? When you tap into its voice search function—"OK, Google"—it automatically creates and saves a log of your questions and commands. This is creating potentially thorny issues related to privacy, data, and audio ownership—and not just ownership of your voice commands but also the background noises that are unique to your home. Who owns these?

It's clear that agencies and brands will need to get smarter about operating within this voice-enabled world. At Havas' Voice Lab, we assign each client brand a voice search score, benchmarked to the competition, to identify how likely the brand's site is to appear in organic voice search results.

With this score as the foundation, the team works with clients to analyze semantic search and optimize both site content and local search results. Brands that do well in this area are often exceedingly well equipped to excel in other areas of SEO.

WHAT SOUNDS LIKE A PLAN?

OPPORTUNITIES FOR BRANDS:

Think “out loud”: The overreliance on visual marketing needs to be overcome. Attention is scarce, and audio can be a way to get noticed—especially with the explosion of consumer touchpoints wired (or unwired) for audio.

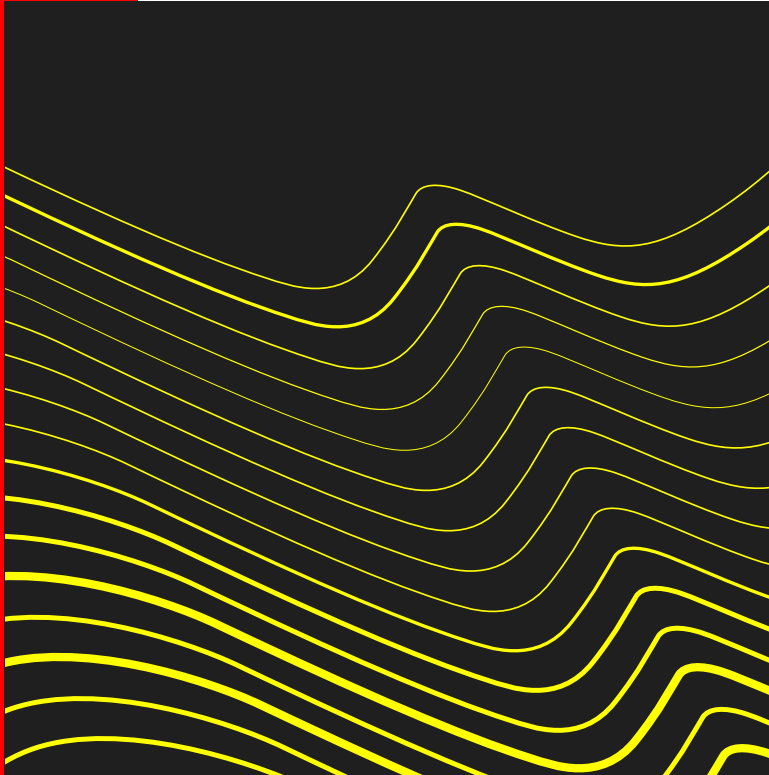
Your ADJ: Sound should be deployed along the customer journey in ways that respect the target’s mood, attention state, and the content with which they are choosing to engage. Operating in parallel improves resonance, receptiveness, and effectiveness—and ultimately will be a stronger driver of behavior.

Context is key: Sound transcends language to create emotional experiences. To be effective, the right brand association must be signaled at just the right moment (e.g., a sound conveying security at point of payment).

Sound like no one else: Sound is the fastest way for consumers to recall your brand; therefore, consideration must be given to how ownable it is (can another brand use it equally well?) and how immediately it conjures a clear brand association.

Can you hear me now?: Sound has always been integral to a brand’s unique identity. New mediums (e.g., smart speakers, podcasts) are creating a vast array of fresh opportunities to develop a personality and create meaningful connections via sound messaging.

Partner power: By tapping into the songs and artists best able to evoke a brand’s persona and values, music can help express the otherwise inexpressible, fostering an emotional connection proven to help with memory recall.



KEEP YOUR EARS OPEN FOR...

...WHAT'S NEXT

More and more physical objects getting wired for sound: In the not-too-distant future, it's going to seem strange that people didn't always talk to their TVs, coffee makers, and dishwashers. As a brand, what are you going to say back?

Richer in-home experiences: One of the hits of CES 2019 was Ambeo from Sennheiser. This prototype of the first-ever 3D soundbar sweeps across a room, enveloping users in sound from every direction. Combined with 360° video, it has never been easier to invite consumers into an immersive branded environment.

Next-gen headphones: Creative's Super X-Fi (SXFI) audio "holography" creates the impression that sounds are coming from external speakers rather than being pumped into your ears. This creates an auditory experience that is less claustrophobic and more natural.

Personalized audio environments: Israeli startup Noveto aims to make headphones obsolete. Its focused sound speaker system tracks the user's head movements and beams sound directly to the ear. Multiple people in a room or car can listen to whatever content they'd like—as well as targeted advertising—while also holding a conversation.

Branded voices: Forget the tinny customer service voices of yesteryear. Advances in AI mean that brands can synthesize a unique voice as part of their brand identities—conveying just the right tone for the interaction at hand.

Competing on sound: Look for more brands to boost their offerings with premium sound. Lincoln is integrating Tidal's high-end streaming service into its cars, while Aloft Hotels has teamed with Universal Music Group to offer on-site Live @ Aloft concerts by emerging artists.

