

“Sonic Branding”
by



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moving picture
projects below
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And yes, we al



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SERT "TOY

VELLA "DRINK ME"

J.C. PEWNEY "CR

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★ MassiveMusic is een muziekproductiehuis.

★ MassiveMusic werkt voor grote merken en bureaus wereldwijd.

★ TV&R-Commercials, Broadcast Design, Online

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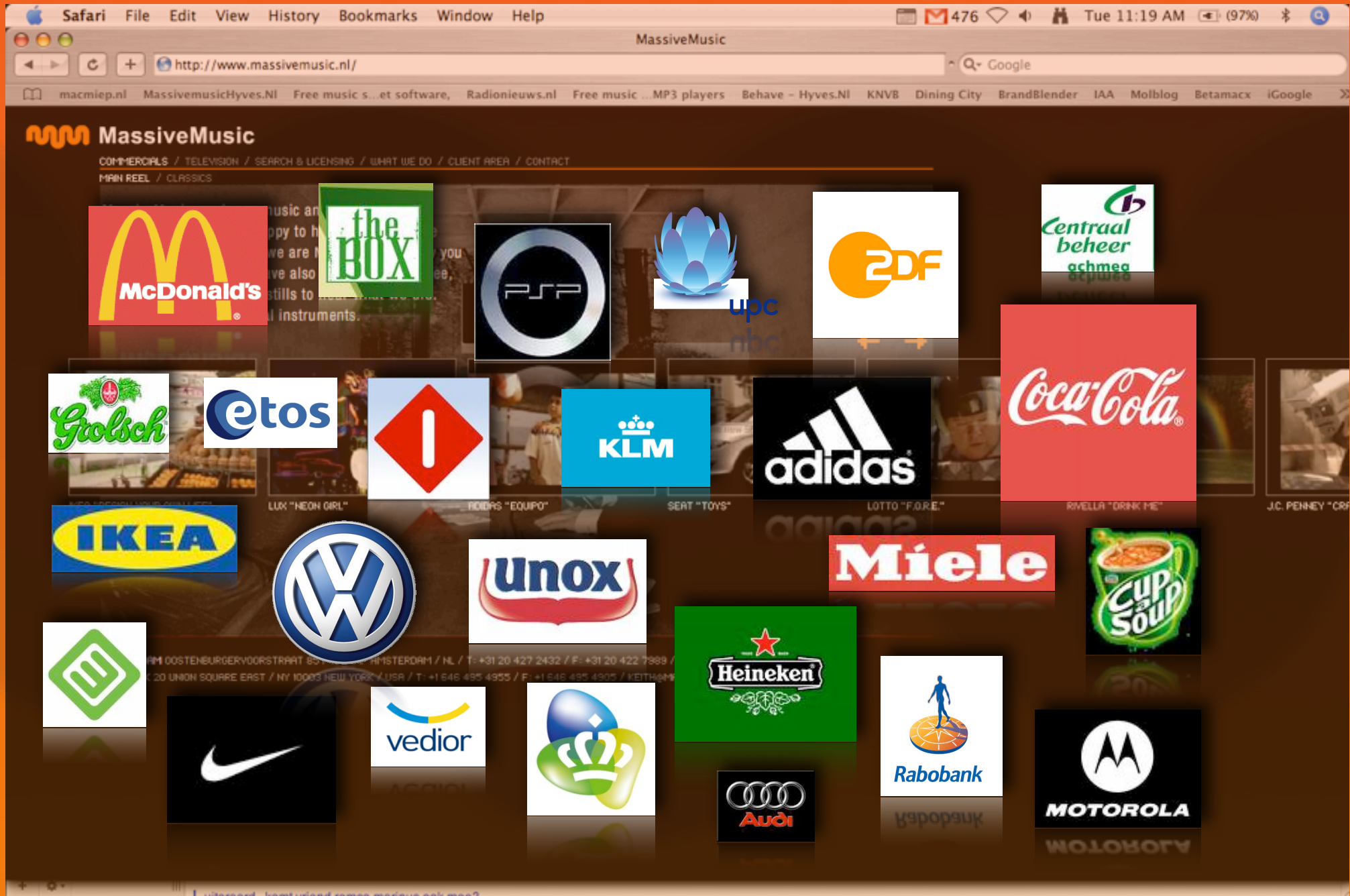
★ Componisten netwerk van 100 wereldwijd.

★ Amsterdam, New York

★ Scouting

★ Sonic Branding

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What does your brand sound like?

Sonic Branding
by MassiveMusic

Trailer



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Waarom is audio belangrijk?

- ★ “Explosion of touch points”
- ★ “Sound is a Brand Builder” (herkenbaar en onderscheidend)
- ★ “Ohrworm” (emotional anchoring)



Sonic Expressions

Sound
Logo

Jingle

Music

Ambient

Voice

Touch Points

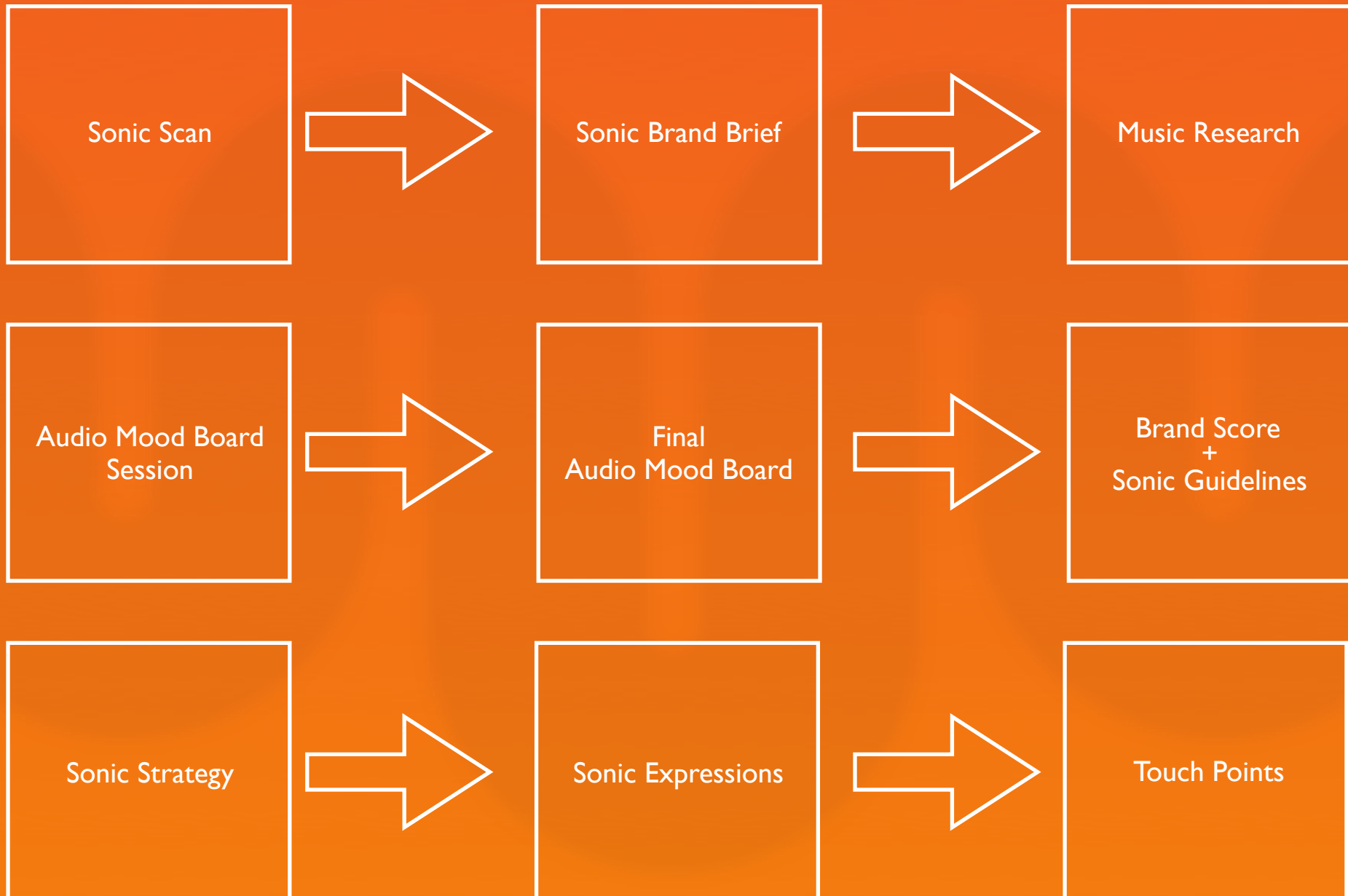
TV	Radio	Internet	Website	Telephone hold	Corporate Film	Retail	Parties
Product design	Cinema	Conference	Offices	Events	Billboards	Narrow Casting	Mobile Phone
PoS	Internal Event	Head Quarters	Games	CD ROM	Abri	Lounge	Transport



“With our sonic branding, we are addressing another of the senses, which together with our visual branding will clearly strength our brand message and emotional appeal”

Lufthansa Executive Vice President Marketing and Sales Thierry Antinori, explaining the reasons for taking branding into the audible domain.

Sonic Branding Process





Sonic Branding zorgt voor een Corporate Sound die herkenbaar, onderscheidend, passend, samenhangend en authentiek is en op een consequente en consistente manier wordt doorgevoerd in alle communicatiekanalen, zodat het toegevoegde waarde genereert voor het merk.

Sonic Branding gives the brand its audio DNA.

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by



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Sound Logo Quiz