



## **SIXIÈME SON FOR WFA ASIA**

*THE POWER OF SOUND IN BUILDING YOUR BRAND IDENTITY*

*5<sup>th</sup> APRIL 2023*



**SIXIÈME SON**

# ***SUMMARY***

- 1 Who we are
- 2 Some key figures
- 3 What is sonic branding?
- 4 Case studies



WHO WE ARE

# NICE TO MEET YOU!

*We are Sixième Son*



**LAURENT COCHINI**

**GLOBAL MANAGING DIRECTOR**  
BASED IN PARIS



**FLORENT ADAM**

**MANAGING DIRECTOR, APAC**  
BASED IN SINGAPORE



**YVONNE CHEONG**

**ACCOUNT MANAGER, APAC**  
BASED IN SINGAPORE

**1995**

Founded 28 years ago by Michaël Boumendil

**50+**

Team members across two client focus areas : Brand Consulting,  
Music and Sound Production

**7**

Offices in Paris, London, New-York, Chicago, Toronto, Barcelona,  
and Singapore.

**50+**

Sonic Branding Awards worldwide : Grand Prize Design Strategy  
(2015-2022), Audio Branding Academy Awards (2013-2015),  
International Sound Award 2018, Transform Awards (2016-2022)

**450+**

Sonic Identities designed and managed by Sixieme Son, spanning  
all industries, sizes and regions.



## SOME KEY FIGURES

WE LIVE IN AN ***AUDIO DRIVEN WORLD***

PEOPLE: CONSUME MUCH MORE AUDIO THAN BEFORE  
BRANDS: FAST MULTIPLICATION OF COMMUNICATION TOUCHPOINTS

**96%** OF CONSUMERS ARE MORE LIKELY TO REMEMBER A BRAND  
THAT USES  
MUSIC ALIGNED WITH THEIR **BRAND IDENTITY**

Leicester University Research

**41%** OF CONSUMERS SAY THAT SOUND IS A  
**KEY ELEMENT OF BRAND COMMUNICATION**

Oxford University

**74%** OF MILLENNIALS & GEN Z BELIEVE THAT THEY DEVELOP A  
BETTER **UNDERSTANDING OF A BRAND'S PERSONALITY THROUGH  
MUSIC**

PHMG  
Veritonic audio logo index 2021

**70%** OF AUDIENCES USE OTHER DEVICES AS THEY  
“WATCH TV ADS”, **REDUCING ATTENTION SPANS.**

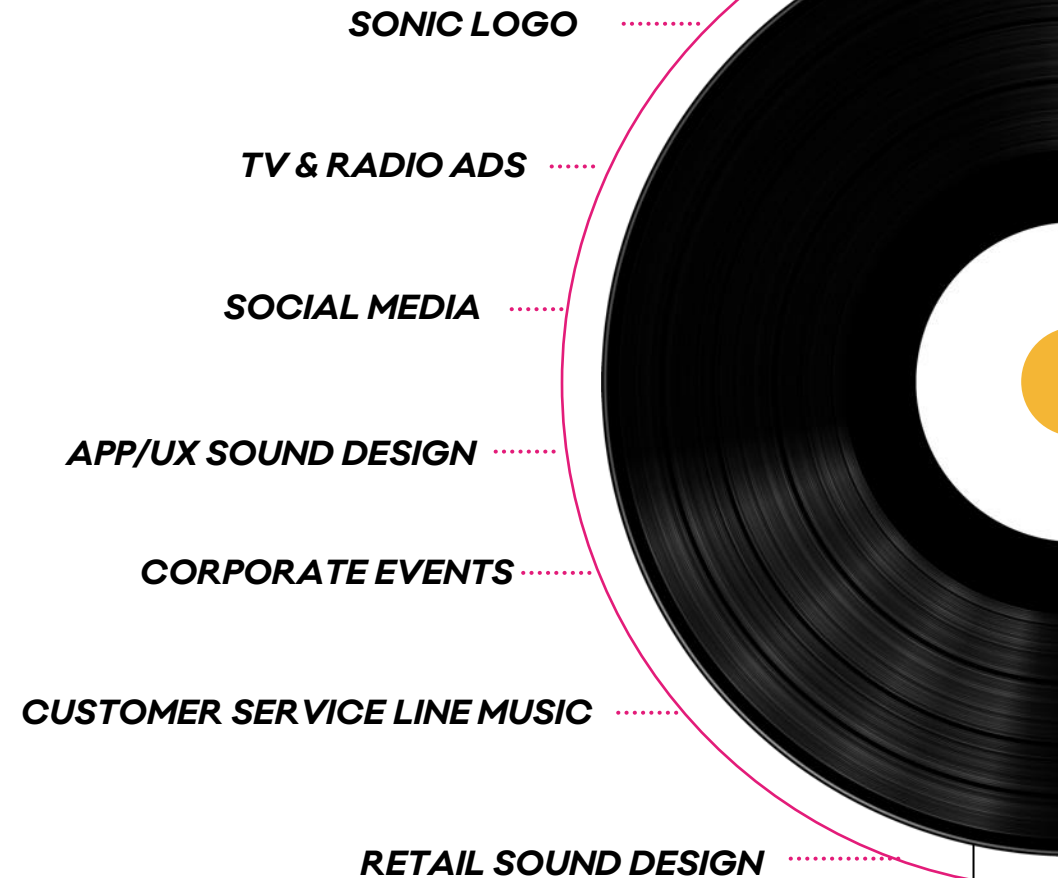
ENGINE INSIGHT



## WHAT IS **SONIC** BRANDING?

# ***SONIC BRANDING:***

Designing a distinctive and engaging **sonic ecosystem** for brands through music, sound, and voice.



# **OUR FIVE KEY OBJECTIVES**

*LEADING A SONIC IDENTITY TO SUCCESS*

## ***GRAB ATTENTION***

Create and put into place emerging and unexpected elements.

## ***CREATE ENGAGEMENT***

Engage and heighten curiosity to produce a positive reaction.

## ***TRIGGER RECALL***

Become iconic and recognized with sonic elements.

## ***CONVEY MEANING***

Communicate brand values to position the brand to be competitively advantageous.

## ***FLEXIBLE & COHERENT***

Build a sonic system that is flexible and coherent across all touchpoints.

# METHODOLOGY

A BRAND-FIRST APPROACH



● Presentation of work to the brand listening committee  
(4 to 8 pax to be selected from the company)



## CASE STUDIES

# LUX CASE STUDY



## CHALLENGES

- LUX is n°1 or n°2 soap brand in over **75 countries**, including China, India, Brazil Indonesia, and more. The brand is **glamorous**, **confident** and **powerful**. Through its products, the brand aims to **empower women** and stand up against sexist judgements.
- The brand contacted Sixieme Son in 2022 to develop a meaningful sonic identity, **aligned with this brand purpose**. The sonic identity also aims to create more audio **consistency** across all their communication territories.

## SOLUTION

- The new sonic identity project was led by a team of in-house musician, **100% made of women**.
- The music developed fully embodies the idea of women expressing their **femininity unapologetically**.
- Musical arrangements, as well as the voice lead, evoke confidence, empowerment, modernity and glamour

## OUTCOME

- The sonic identity and logo is adapted in many **different contents** and **territories**.
- Sonic logo is on the way to become one of **the strongest assets** for the brand recall, attribution and consistency.
- The sonic identity is adapted in **different musical arrangements** to fit each film of the brand and can also be adapted with local music flavors.



Sonic Identity

LUX

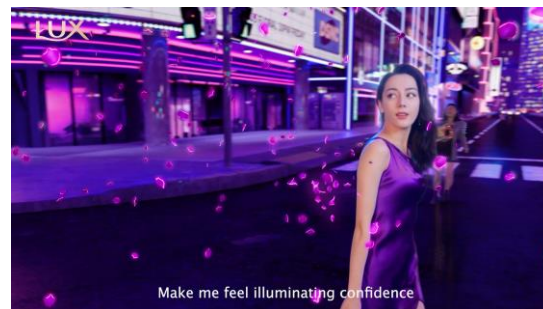
Sonic Logo / Endframe

# CASE STUDY

LUX



Brand Film - China



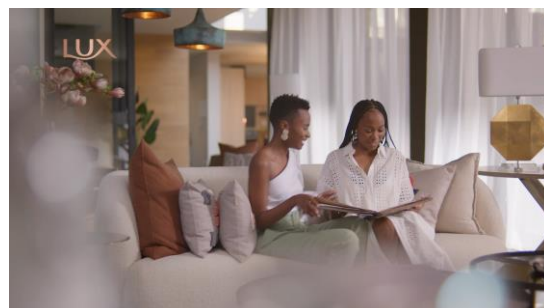
TVC - Neon China



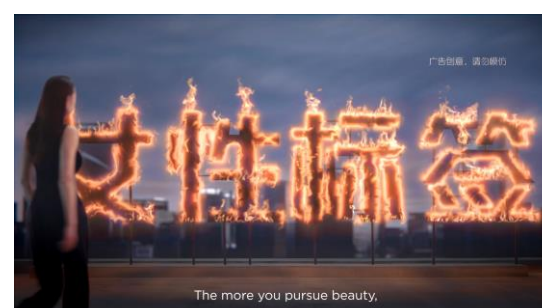
Brand Film - Brazil



TVC - Indonesia



Test TVC - South Africa



TVC - China



Test TVC - India

**ETIHAD**  
CASE STUDY



**ETIHAD**

*Gold Transform Award – Best Use of Audio Branding*

to a coherent and complete  
sonic universe

## **CHALLENGE**

In 2019, Etihad decided to enrich its brand platform and the customer experience it delivers across all touchpoints, with a tailor-made sonic identity. « Choose well » and « make yourself at home in Abu Dhabi »: are the brand's invitation to travel safe, in the best conditions, at all times. Now, this promise can be both seen and heard.

The sonic identity had to sound universal, with an expression of Etihad's emirati roots; the very essence of the brand's DNA and a strong differentiating aspect.



## **SONIC IDENTITY**

Etihad is a brand that proudly carries its heritage and values, while welcoming the rest of the world.

It was then important that the sonic identity convey the brand's Emirati roots, while remaining modern and rich, as a reminder to audiences that Abu Dhabi is at the crossroads of the world and in the industry.

The layers of instruments overlap and respond to each other, mirroring the traditional al Sadu weaving method – an emblematic Emirati craft of skill and creativity. By blending traditional instruments with both organic and electronic textures, the music suggests innovation and openness to the world.

Audiences can hear the richness of a culture, the richness of a company and the richness of the experience that Etihad offers.

Finally, the sonic identity tells a story, from booking to landing, guiding the traveler through the journey.

Sixième Son collaborated with traditional local musicians to develop multiple versions, culturally authentic and exclusive to the Etihad experience.



Sonic Identity



Sonic Logo

## ADAPTATIONS & RESULTS

The sonic identity has been launched across multiple touchpoints to develop a system to of tailor-made brand experiences and to remind travelers of the brand's values at every moment: trust, wellbeing, health, safety, sustainability, productivity and enjoyment.



Sustainability film



Brand film



Instagram



Ringtone



On-hold music



Radio EN



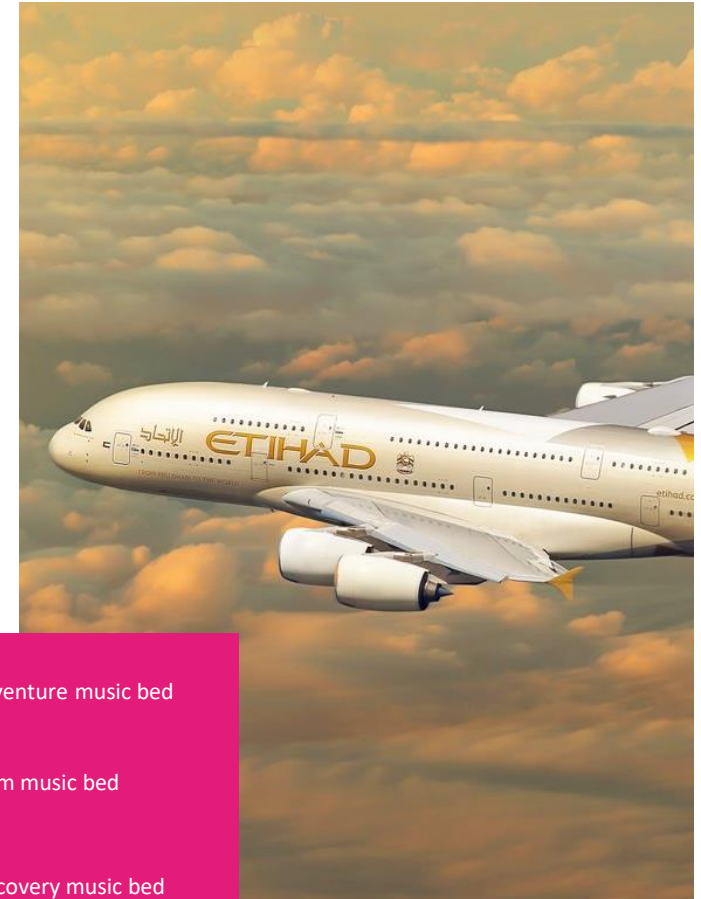
Radio KR

## **ADAPTATIONS & RESULTS**

To support the increasing need for digital assets, Sixième Son also developed a brand music library. Instead of using generic free stock music or paying high costs for commercial tracks, Etihad now has a personal branded music library in which:

- All compositions are adapted from the sonic identity, in a range of moods and styles to offer both variety and brand recognition.
- Etihad and its agency partners have exclusive access to the music (no other brand can use the music).

The brand music library already consists of over 10 music beds and will continue to evolve as the brand team and agencies request new variations, when needed.



Adventure music bed



Calm music bed



Discovery music bed



Feel good music bed

## *DACIA CASE STUDY*



SIXIĒME SON

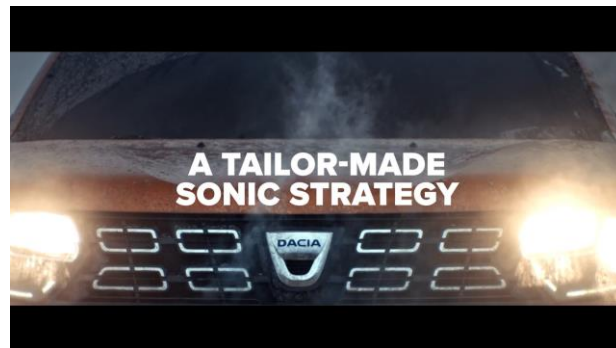
# DACIA

## *Strengthening the brand identity*

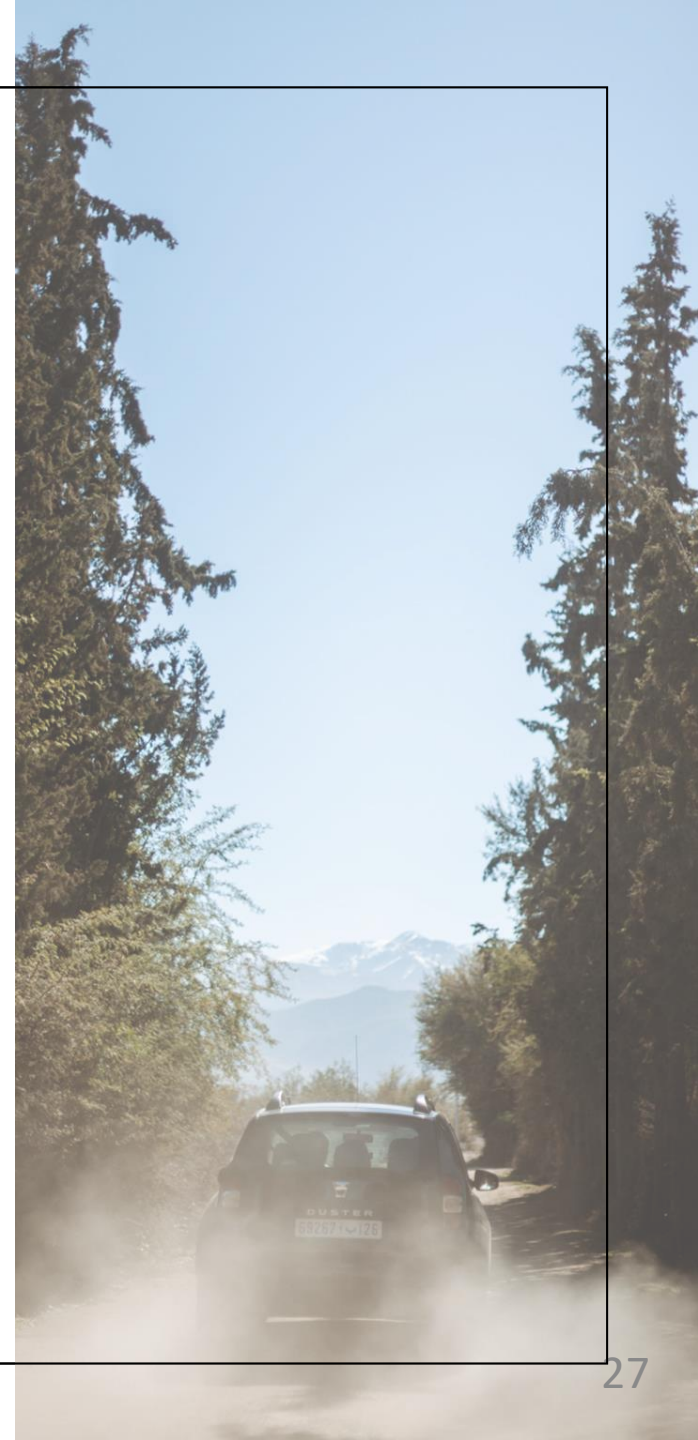
### CHALLENGE

Early 2021, Dacia contacted Sixième Son to discuss the sonic imprint of the brand, which needed to be remodeled after a complete visual and thematic shift. Dacia decided to develop performing **emotional** and **universal** brand assets to reinforce its new brand identity and message, music being central in that strategy.

Dacia had a strong will to fully embody the brand's values: **outdoor oriented**, **robust**, **smartly designed** and focused on **fundamental** and **essential features**.



Case Study Film 2021



# DACIA

## *Brand promises and values*

### **SONIC CONCEPT**

**ROBUST:** The brand has always stood out by its robustness. The sonic identity lays on this base, mixing drums, basses and electronic sounds together to evoke a strong personality, reliability and self-confidence.

**SEDUCTIVE:** Following its legacy, the manufacturer shapeshifts with style. From lone travelers to families, everyone can connect with their creations. The new vehicles adapt to all lifestyles in style: a promise that we translated into sonic.

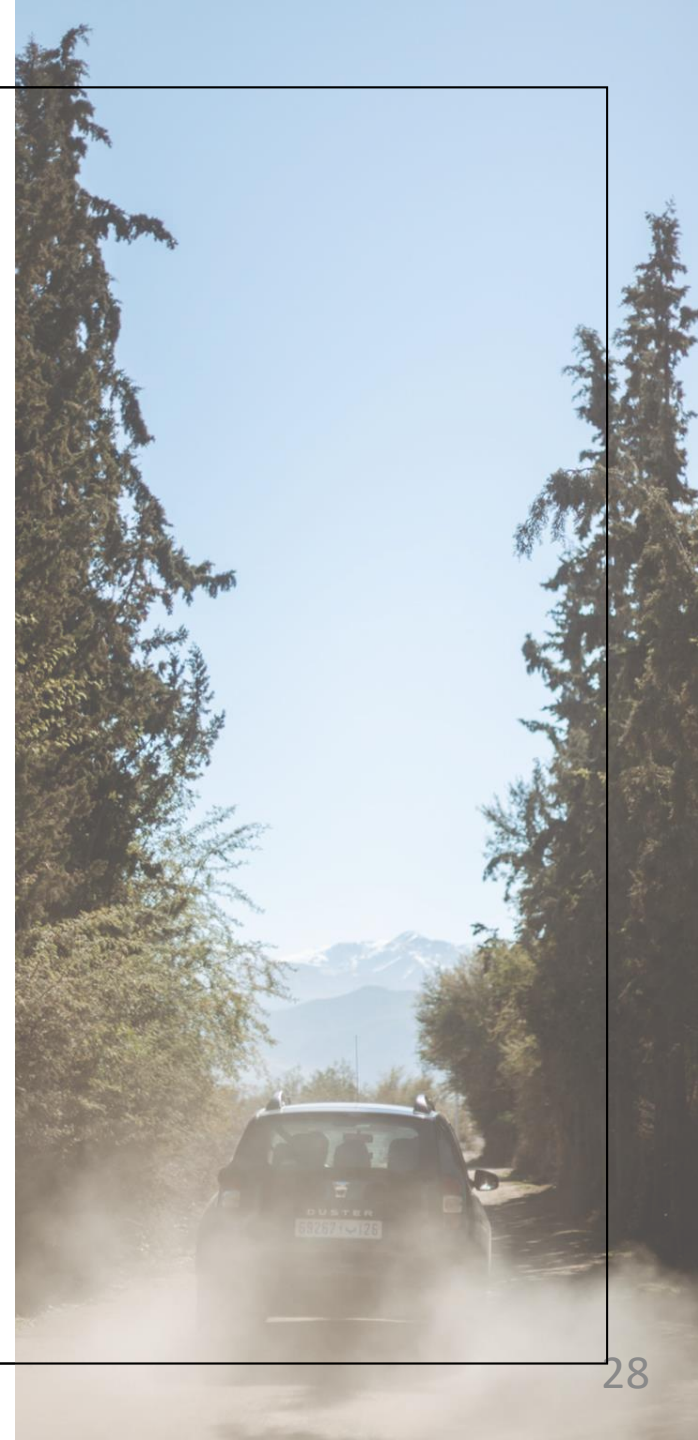
**RESPONSIBLE:** Dacia is an engaged brand. The modernity of the music also demonstrates the adaptability of the brand to today's challenges, evoking trust, robustness, comfort and serenity. With it, Dacia demonstrates its reach, its down-to-earth nature and its ability to respond to today's needs, both in its own industry, as well as within its communication.



Sonic Identity



Sonic Signature



# DACIA

*A complete makeover*

## ADAPTATIONS

Launched October 2021, the Sonic strategy is deployed on **all communication touchpoints** of the brand.

The sonic identity of Dacia can be heard on **TV, radio, digital**, but also during **international conventions**, and **inside the vehicles**.

Moreover, it was quickly adopted by the teams in each step of the hierarchic ladder : we presented this new brand identity to the director of Dacia, which asked Sixieme Son to develop a **corporate ringtone adaptation for all employees** of Dacia.



# DACIA

*A complete makeover*

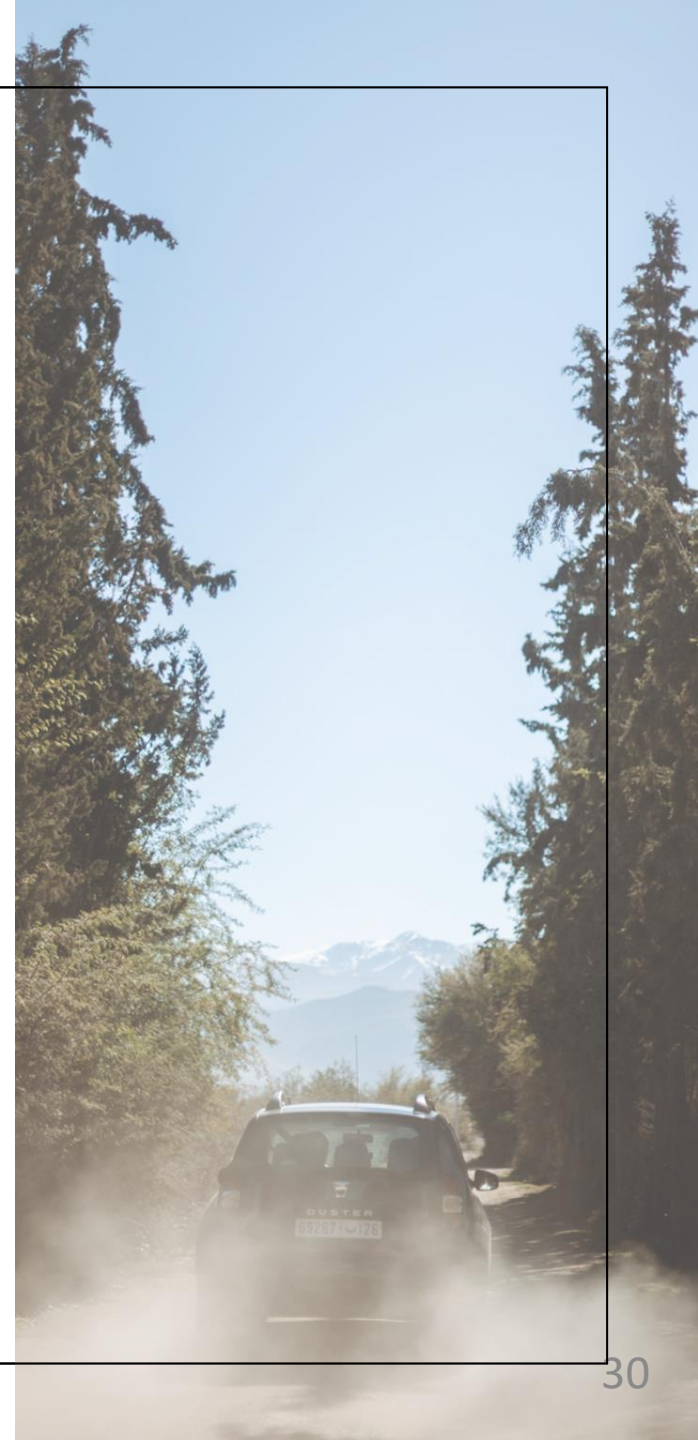
## RESULTS

Dacia and Sixieme Son conducted a study with Harris Interactive to assess the performance of the new sonic identity a few months after its activation.

On the objectives set by the brands, the results are extremely positive:

- 77% of respondents find the brand more **dynamic**
- 70% of respondents find the that the brand focus on the **essentials**
- 68% of respondents find the brand **accessible** to all
- 66% of respondents find the brand **modern** and moved with the times

In conclusion, the study shows us that **65% of respondents feel closer to Dacia.**





# **THANK YOU!**

**Laurent COCHINI**

Global Managing Director

[\*l.cochini@sixiemeson.com\*](mailto:l.cochini@sixiemeson.com)

**Florent ADAM**

Managing Director, APAC

[\*f.adam@sixiemeson.com\*](mailto:f.adam@sixiemeson.com)

**Yvonne CHEONG**

Account Manager, APAC

[\*y.cheong@sixiemeson.com\*](mailto:y.cheong@sixiemeson.com)