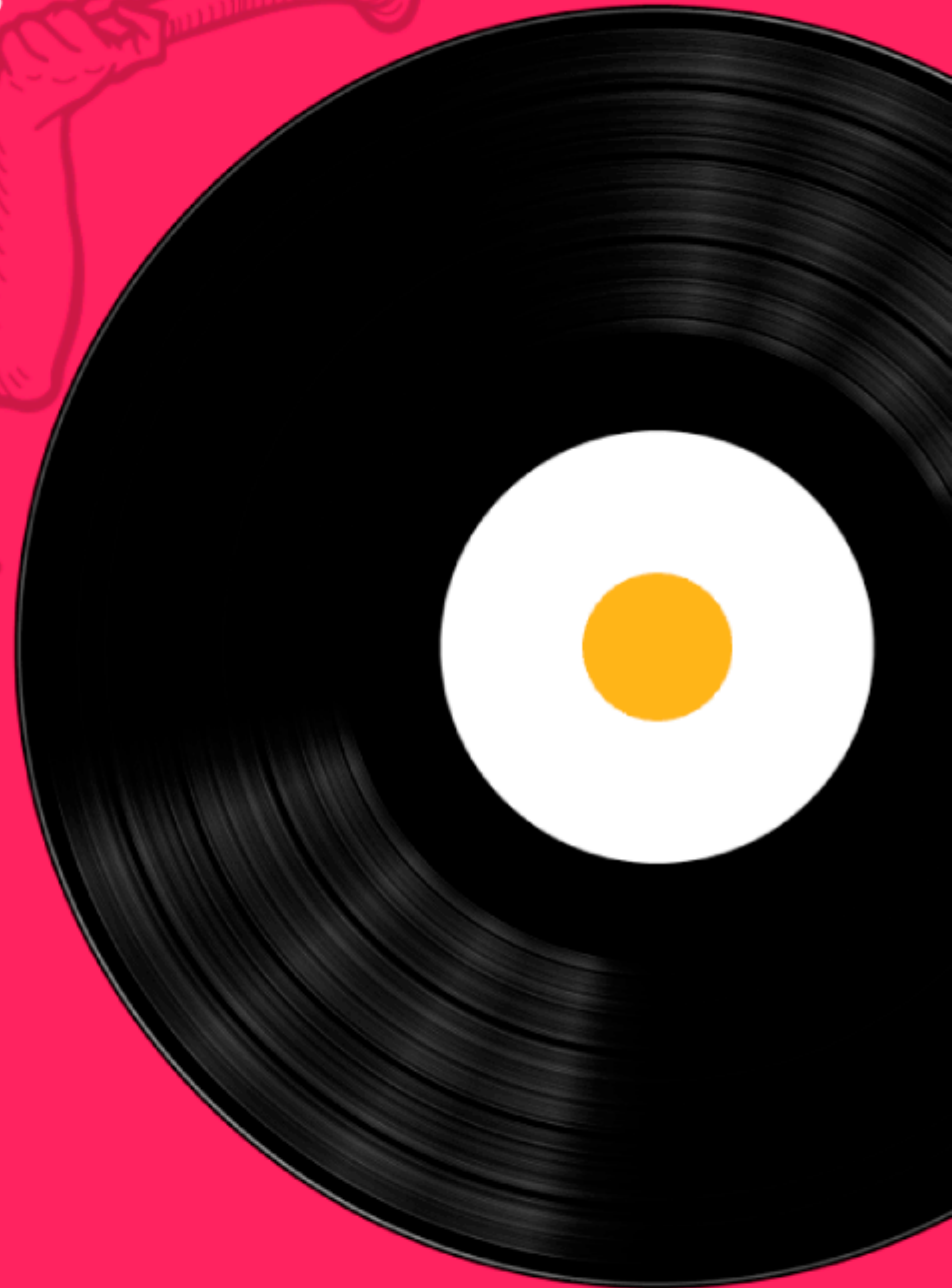


# THINKING OF DEVELOPING YOUR BRAND'S **SONIC STRATEGY?**

Here are 3 tips from the sonic branding agency behind the sound of AXA, Etihad, FC Barcelona, Petronas and more.



SWIPE TO READ ON





# THINK BRAND FIRST

DEVELOPING YOUR BRAND'S SONIC STRATEGY IS A **STRATEGIC BRANDING EXERCISE**.

Prior to developing any music, it's essential to go through a profound analysis of the **brand's objectives**.

## HERE ARE A FEW QUESTIONS YOU CAN ASK YOURSELF

What **message** should my sonic identity convey?

What **values** should my sonic identity convey?

Which impact on my **brand perception** am I searching for?





# THINK BEYOND A "JINGLE"

DESIGN AN **ECOSYSTEM**: YOUR BRAND IDENTITY SHOULD BE **CONSISTENT AND COHERENT ACROSS VARIOUS TOUCHPOINTS**

With more audio touchpoints than ever before, being strategic in the way you design your brand's sonic ecosystem is even more essential; **Tailor your brand's sonic identity adaptations to fit the ergonomics of each unique touchpoint.**



**HERE ARE A FEW QUESTIONS  
YOU CAN ASK YOURSELF**

What are my brand's **key sonic touchpoints**?

Will I be able to adapt the melody to fit **different contexts, genres and durations**?





# THINK LONG TERM

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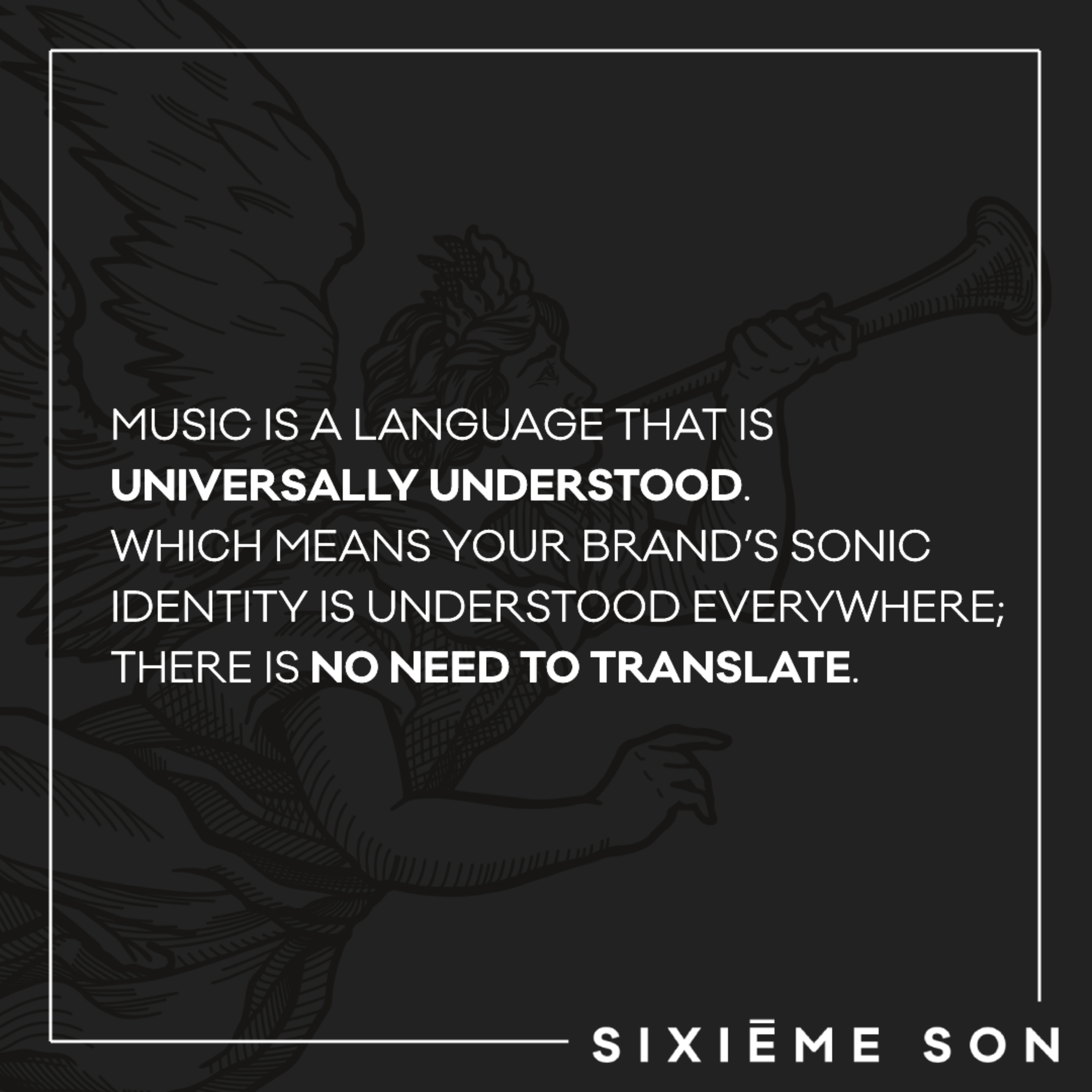
MUCH LIKE YOUR BRAND'S VISUAL LOGO,  
YOUR BRAND'S SONIC LOGO IS A STRATEGIC BRAND  
ASSET THAT **SERVES MORE THAN JUST A ONE-OFF  
CAMPAIGN/CONTENT.**

Brands who see success are usually consistent and coherent  
in the way they deploy their sonic strategy.



SONIC BRANDING IS THE SCIENCE OF  
HELPING BRANDS BE **BETTER IDENTIFIED,**  
**BETTER UNDERSTOOD,** AND **BETTER LOVED**  
THROUGH THE STRATEGIC USE OF AUDIO.





MUSIC IS A LANGUAGE THAT IS  
**UNIVERSALLY UNDERSTOOD.**  
WHICH MEANS YOUR BRAND'S SONIC  
IDENTITY IS UNDERSTOOD EVERYWHERE;  
THERE IS **NO NEED TO TRANSLATE.**

**SIXIÈME SON**





WHEN USED MEANINGFULLY,  
YOUR BRAND'S SONIC IDENTITY  
COULD BE ONE OF YOUR  
MOST VALUABLE BRAND ASSETS  
THAT **ONLY GETS STRONGER WITH TIME.**

— SIXIÈME SON



# GET IN TOUCH



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