

Contents

<i>List of figures</i>	viii
<i>List of tables</i>	ix
<i>Foreword</i> by Fru Hazlitt, Managing Director, Yahoo! UK Ltd	x
<i>Preface</i>	xiii
Le marque sonique	xv
Acknowledgements	xxi
Part One: What is Sonic Branding?	I
Chapter 1 The opportunity knocks	5
Chapter 2 Jingle all the way	11
Chapter 3 What the movies did for us	16
Chapter 4 What is sonic?	23
Chapter 5 The sciency bit	27
The almond of emotion	36
Chapter 6 The three elements of sound	38
Voice	38
Ambience	40
Music	43
Part one: conclusion	47
Part Two: The Nature of Brands	49
Chapter 7 A historical perspective	51
Chapter 8 Brand and its symbols	54
Chapter 9 McBrands	60
Chapter 10 The essence of brand is belief	63
Chapter 11 Turning beliefs into brands	66

Chapter 12	Generating belief – the greatest story ever told	73
Chapter 13	Any belief can become a brand	80
Chapter 14	Definition of a brand	86
Chapter 15	Branding	87
	Distinct	87
	Memorable	91
	Flexible	93
	Honest	95
Part two: conclusion		96
Part Three: This is How We Do It		97
Chapter 16	The sonic branding engine	99
Chapter 17	Brand brief	100
	Royal Institution of Chartered Surveyors	101
	Vizzavi (part 1)	102
Chapter 18	Creative learning	104
	Historical audit	104
	Competitive audit	108
	UK food retail	113
	Contextual audit	114
Chapter 19	Moodboards	115
	Vizzavi (part 2)	118
Chapter 20	Identity	122
Chapter 21	Sonic language	124
Chapter 22	Sonic guidelines	129
	'Hello, it's me!'	131
	Choosing a voice	134
Chapter 23	Sonic logo	141
	Direct Line	142
Chapter 24	Technical considerations	147
Chapter 25	Experience	149
<i>Summary</i>		151

<i>Appendix: Dialogues</i>	152
Jon Turner, executive creative director, Enterprise IG	152
Sam Sampson, chairman, The Brand Union	154
Andrew Ingram, account planning director, Radio Advertising Bureau	155
Robbie Laughton, executive creative director, DAVE	159
Tim Greenhill, managing director, Greenhill McCarron	163
Ali Johnson, creative director, Sonicbrand	165
<i>Glossary</i>	169
<i>References</i>	170
<i>Recommended further reading</i>	173
<i>Index</i>	175

List of figures

1.1	Sonic brand touchpoints	6
5.1	The outer ear	28
5.2	The inner ear	29
5.3	Left and right brain attributes	33
11.1	Belief	69
11.2	Belief becomes an idea	69
11.3	Brand stakeholders	70
11.4	Stakeholders' share in the belief and idea – Starbucks	71
11.5	Stakeholders' share in the belief and idea – abstract	71
12.1	Christianity as a brand	75
12.2	Christianity as a brand and experience	76
13.1	Sustainability requires a feedback system	84
14.1	The PEI/benefit brand model	86
15.1	Top ten brands	88
16.1	The sonic branding engine	99
22.1	Hypothetical model linking voice to listener's perception	135

List of tables

19.1	Sample moodboard 1	117
19.2	Sample moodboard 2	118
22.1	The four types of voice-service	133
22.2	OCEAN personality profile model	136
22.3	Typical adjectives used to describe voices in the UK	137
22.4	The 14 vocal attributes	138
22.5	Contrasting two voices	139
22.6	Finding the right voice	139
23.1	Usage guidelines for TV	142
23.2	Usage guidelines for commercial radio	142