

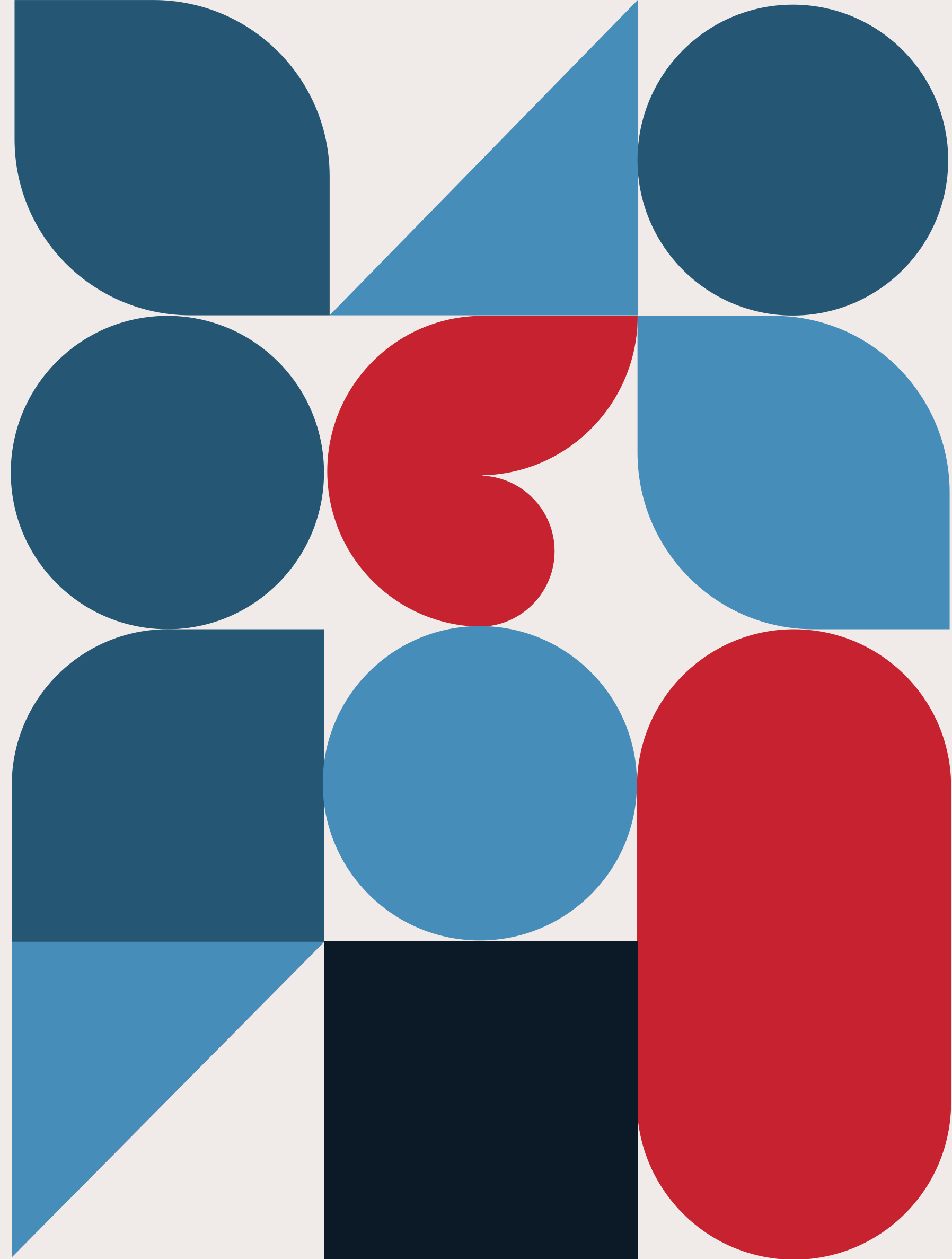
# DELICATE MINDS

SONIC BRANDING

**Justin Portis**

Founder / Audio Director

[justin@delicateminds.com](mailto:justin@delicateminds.com)



# SONIC BRANDING

**In all the noise, brands need a  
tailored sound to stand out.**

Delicate Minds helps brands discover their own unique sonic fingerprints by turning values, brand attributes, and aspirations into tailored audible experiences that customers can easily identify.



# WHY SOUND

Sonic branding creates cohesion and connectedness across product lines and communication.



Brands that use tailored music aligned with their brand identity are **more likely to be remembered by consumers** than brands that use ‘unfit’ music or no sound at all. (Leicester University 2008)



Audio-focused ads create a **24% higher recall** than display ads.



Brands featuring audio brand cues are **8.53 times as likely to perform strongly for attention** than those which don't.



Sonic branding **Increases sales performance potential 9%** according to IPSOS's CEI

**CLIENTS**  
Who We Work With





# OUR PROCESS

## Stage 1.

### Due Diligence:

Evaluate existing infrastructure. Deep dive into goals, values, voice, strategy, target market, competitive landscape.

### Engaging Key Stakeholders:

Gather feedback from all involved parties to develop a well- rounded strategy and drive the process forward.

## Stage 2.

## Stage 3.

### Create Sound Profile:

Compose musical assets that embody the elements of sound profile.

### Present:

Present sound profile, brand anthems, sonic logos or other assets. Host feedback rounds and experiment.

## Stage 4.

## Stage 5.

### Apply:

Configure audio motifs to all mediums and assets: musical scores, brand anthems, sound logos, ringtones, point of sale acceptance sounds, campaigns etc.

# DELIVERABLES



## Unique sound profile

With a unique sound profile created with your brand's attributes in mind, we match your brand's personality with the perfect musical match.



## Cohesive brand messaging

Ensuring consistency across your brand, starting with a unique audible experience.



## Unified audio voice

A unified voice creates a connected experience for your clients and makes them feel more connected with your brand.



## Multi-faceted brand assets

Brand anthems, Alternative mixes and styles, sound bites, sonic logo, sonic signature, point of sale acceptance sounds, ringtones, custom scores, voice-over, and more.

[Check out our work!](#)



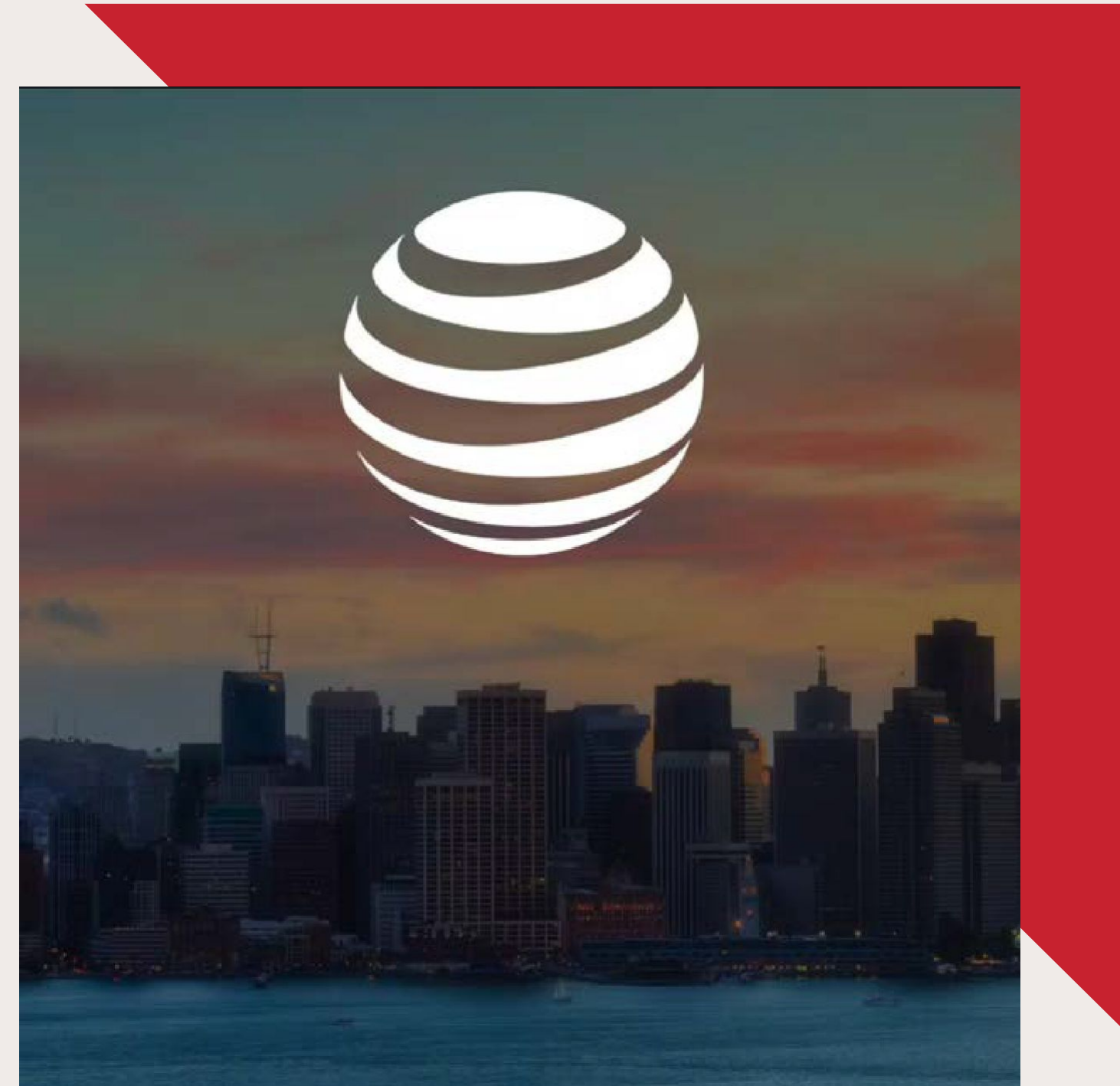


## OBJECTIVE

With over 17 business units that were largely invisible to consumers as one AT&T, its sonic identity needed to tell a cohesive brand story of connectedness and purpose across all elements.

## SOLUTION

To convey a human touch, the system incorporated elements like out-of-tune instruments and finger snapping. To accomplish attribution and ensure the identity could grow with the brand, Made Music Studio created a catalog of sonic logos, curated on-brand playlists and navigation sounds all derived from the unique AT&T anthem.



**RESULTS:** After three years on the market, the sonic logo is the second-most recognized AT&T brand asset with 46% correct association. [LINK](#)

# PHILIPS

## OBJECTIVE

Phillips needed a sonic strategy to cater to all of their products while being unique. The challenge was to create sounds that support communication across product lines while maintaining cohesion.

## SOLUTION

A original and unique instrument was created that captured sounds of the human body as well as sound captured from the iconic Phillip's lightbulb. [LINK](#)



**RESULTS:** The Sound of Phillips contributes to a 6% increase in brand recognition in it's second year after launch. [LINK](#)





# WHY US?

## EXPERIENCE

We've written and placed hundreds of pieces of music in tv, film, and ads in over 27 countries, and worked with some of the biggest brands in the world including Microsoft, G.E, Sitecore, and ViewSonic.

## PARTNERSHIP


As trusted partners we are home to all of your brands needs in the realm of music, voice, and sound. Our dedication is unmatched - which is why people love working with us.

## STRATEGY

Strategy creates a single, forward-focused vision that aligns everyone involved. In order to work effectively, teams need a great strategy to deliver an unforgettable customer experience. We strategize and coordinate with our clients every step of the way.

## PASSION

To put it simply, we love what we do. Using our skillset to create meaningful experiences that brings brands and their audiences together is music to our ears. Each project drives our passion forward.



# GET IN TOUCH

[Info@delicateminds.com](mailto:Info@delicateminds.com)

