

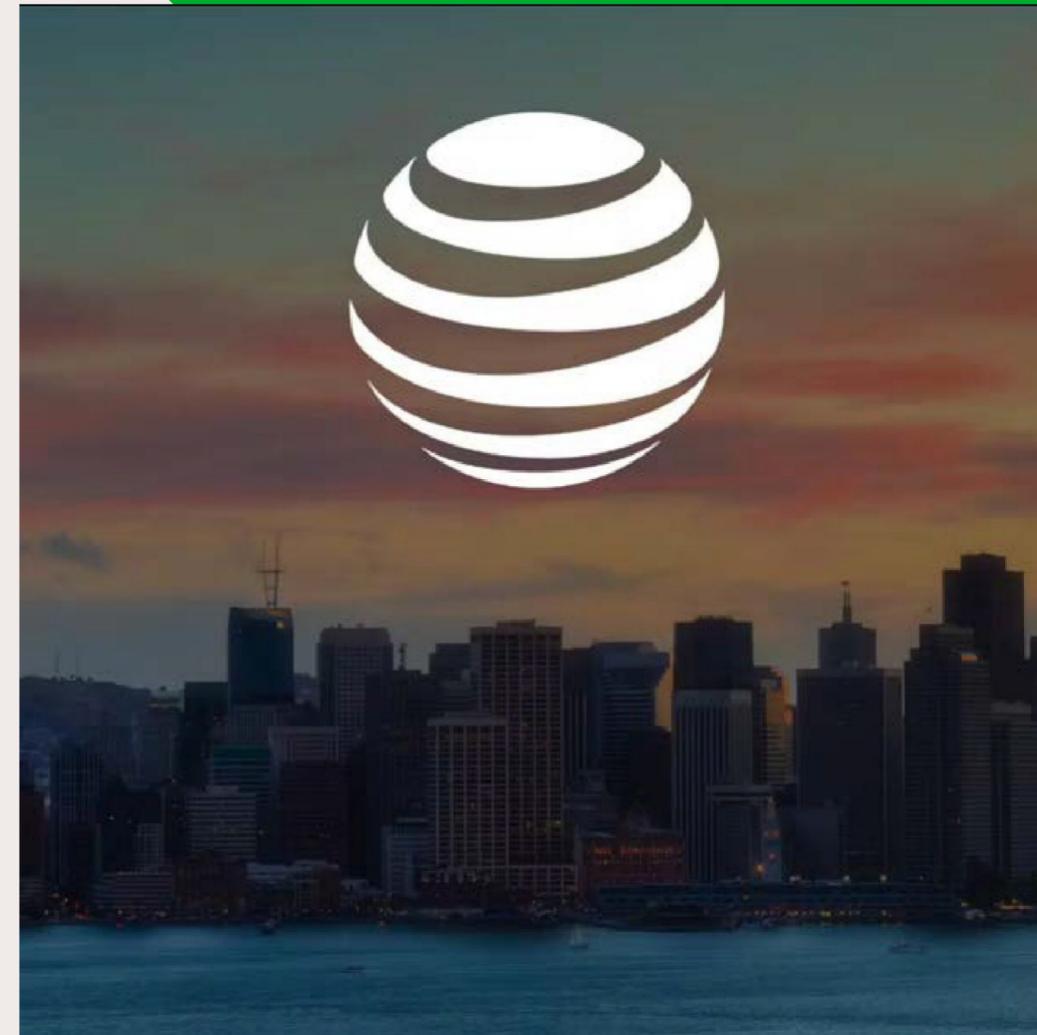


## OBJECTIVE

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](#)