

# Sonic Tonics: Sound Marketing In An Age Of Uncertainty

We hope our “Sonic Tonics” presentation opened your eyes (and your ears) to the power of sound to not only improve our personal health and wellbeing, but the health of our brands as well. We’ve prepared this document as a handy reminder of the concepts we presented.

## Presentation Notes

- **Sonic Strategy:** Sonic strategy, in simplest terms, is a framework for making sound choices: blending sound science with sound art to make sound decisions.
- **Wired for Sound:** Our brains are wired for sound. More than just an emotional driver, music, soundscapes, and voices can impact our physiology, shape our perception, evoke memories, frame meaning, and influence our behavior.
- **Sonic Tonics.** Understanding the impact of sound on our physiology and psychology, we can lean into “sonic tonics” that can have positive effects on our health and wellness
  - *Sound Moods:* Music and soundscapes can help us manage emotions and mood states. Sonic Tonic: We might do better choosing music that matches our mood, rather than trying to change it. Listening to “sad” music when we’re feeling down can induce pleasant emotions, helping us ease out of sadness and into a happier state.
  - *Sound Start:* Loud alarms can trigger a fight or flight response in our brains. Sonic Tonic: Try waking up to your favorite music instead.
  - *Sound Focus:* Music and soundscapes can help us focus on tasks at hand. Sonic Tonic: Listening to instrumental music with a tempo of 50 – 100 beats per minute can help us focus and boost our brains processing speed.
  - *Sound Sleep:* Getting a good night’s sleep can reduce stress, help us think more clearly, and improve our reflexes. Sonic Tonic: Don’t listen to catchy, repetitive music before you drift off to sleep. Your brain can get stuck in a feedback loop. Listen to nature sounds or pink noise, sounds that in addition to helping us relax, also mask other noises that might distract us.
  - *Sound Nutrition:* Research has demonstrated that there’s a relationship between sound and diet. Sonic Tonic: Eating in low-noise environments tends to decrease food consumption, and eating with earplugs has been shown to significantly increase caloric intake.
  - *Sound Connection:* Personal connection and belonging positively impact mental health. Sonic Tonic: Music has been shown to increase physical closeness and laughter, produce pro-social behavior, and improve our satisfaction with life.
- **Sound Prescription for Brand Health:** Market research has identified three strategies that can help during times of economic uncertainty: Using and maintaining your (share of) voice, concentrating on long term brand building, and using creativity to connect emotionally with consumers in a very human way. Sound is uniquely suited to helping you lean into an economic headwind.
  - *Use Your Voice:* Historic data suggests that brands that maintain or increase their investment in advertising during a downturn generate higher growth than those that reduce their budgets or stop advertising altogether. Audio channels are a great way to not only maintain, but to grow your share of voice during a recession. Our ears are always open, and audio advertising offers more opportunities to connect with consumers wherever they are, and whatever they’re doing.
  - *Go Long:* Over time, Brands that commit to long-term brand building generate twice the revenue as brands that rely more on short-term performance marketing. Faced with economic headwinds where consumers become cautious with their spending, it makes even more sense to focus less on performance marketing and more on marketing that builds your brand for the long term. Music, sound, and voice are particularly adept at making emotional connections, building memory structures, and reaching consumers in the upper part of the “funnel.”
  - *Get Creative:* Highly creative campaigns and brand messages cut through the clutter. Audio advertising allows you to lean into storytelling, dynamically adjust to contexts, play with a variety of commercial lengths, and take advantage of lower costs to produce, test, and optimize your message.
- **Additional Resources:**
  - [“A Sound Strategy for Better Marketing in a Recession”](#) | Steve Keller | Adweek
  - [“Harness the Power of Sound to Improve Mental Health and Well-Being”](#) | Steve Keller | Adweek
  - [“Medicine’s Melodies: On the Costs & Benefits of Music, Soundscapes, & Noise in Healthcare Settings”](#) | Steve Keller & Charles Spence | Interdisciplinary Journal of Music and Medicine

## Speaker Bios

### **Anna Clement:** Director | Healthcare Vertical | SXM Media

- **Anna Clement** has 10 years of marketing experience helping fortune 500 companies reach and resonate with their target consumers across digital and traditional media platforms. In her current role as Director of Healthcare at SXM Media, Anna advises and works with thousands of health systems across the country to deliver targeted messaging to qualified audiences at scale. us partners.
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### **Steve Keller:** Sonic Strategy Director | Studio Resonate | SXM Media

- **Steve Keller** is the Sonic Strategy Director for Studio Resonate, SXM Media's in-house audio-first creative agency, offering support to brands that advertise on the Pandora, SiriusXM, Stitcher, and Soundcloud platforms. His research explores the ways music, sound, and voice influence perception and behavior, and can be found in the Journal of Advertising Research, Frontiers in Psychology, WARC, Music and Medicine, Journal of Multisensory Research, Journal of Gastronomy and Food Science, and Journal of Food Quality and Preference.
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## We're Here To Help

- Studio Resonate can help you amplify your brand communication in a variety of ways:
  - A presentation of our **Audio Creative Playbook** exploring digital audio best practices.
  - A **Creative Brainstorm** to identify and ideate creative approaches for brand specific advertising/campaigns.
  - Our suite of **Sonic Strategy Services** (including our Sonic S.W.O.T analysis) can help you uncover and amplify the sound of your brand.
  - Just **e-mail us** for more information to get started!