

# Sound Creates Mental Shortcuts



- Sound is a potent marketing tool because it's strongly connected to memory. Who doesn't cringe at the sound of a dentist's drill or thrill to the tune of an ice cream truck? A sound can become so iconic that it serves as an essential component of a brand's identity
- Do you salivate when you hear a freshly poured Coke over ice? Feel a frisson of anticipation when the MGM lion roars within a darkened theater? You're meant to.
- Now, you might think the sound of a soft drink being poured over ice wouldn't be distinctive enough to create a strong brand association. That would be underestimating the effort put into Coca-Cola's sonic branding. Every element of the soundscape—from the bottle cap being flicked open to the clinking of ice cubes, the pour, the fizz, and the final “ahh” of satisfaction—is intrinsic to the experience and calculated carefully to evoke memories of the sensation of drinking an ice-cold Coke. If you visit the World of Coca-Cola museum in Atlanta, that's the dominant sound you're going to hear.
- To be distinctive and memorable, the signature sound doesn't even need to be organically connected to the product. A series of notes can become so associated with a brand that it immediately conjures it. Consider the three seconds of sound that make up the iconic “Intel Inside Bong” audio logo.

*\*Source - “The Power of Sound,” by Havas Media's Global Chief Strategy Officer Greg James, 2019.*