

Can't Get You Out Of My Head: Sonic Branding

- Jingles and advertising slogans may grab the lion's share of consumers' conscious attention, but nonverbal sounds are equally able to seep into our brains and take up permanent residence there.
- Sounds have the power to sell us on brand attributes and to set one's brand apart. Consequently, smart brands pay close attention to every sound they make—in their product design, at retail, in marketing, and beyond.


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JOHN GRIFFIN. **RADIO**



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