

Sound Is Faster Than Sight

- For marketers, sound is a potent tool of persuasion. There is no faster way to get a person's attention—and that means something at a time when mental bandwidth is in such short supply.
- A sound reaches our brains in just .05 seconds, far faster than the .2 seconds it takes to register an input via sight or touch.
- Throughout the day, whether we're at home, at work, or on the road, aural messaging reaches us—sometimes simply to entertain, but other times to cause us to think or act in a certain way. The blast of an alarm in the middle of a sleep cycle—we all know how that rude awakening feels.
- Laugh tracks on television sitcoms cajole us into amusement, no matter how poor the punchline. Advertising jingles lodge themselves in the inner recesses of our brains: “Ba Da Ba Ba Ba...I'm lovin' it!” A favorite radio DJ chats about her preferred snack brands and suddenly we're craving Doritos. And these are just traditional media examples.
- In a networked world, vast new territories have opened in which brands can use sound to connect with audiences. From in-home smart speakers to music-streaming platforms and voice-controlled, in-car infotainment systems, we spend our days hooked up (or wirelessly connected) to devices that can murmur—or shout—virtually anything into our ears. New sounds and new voices open new potential...and most brands have barely begun to scratch the surface.



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