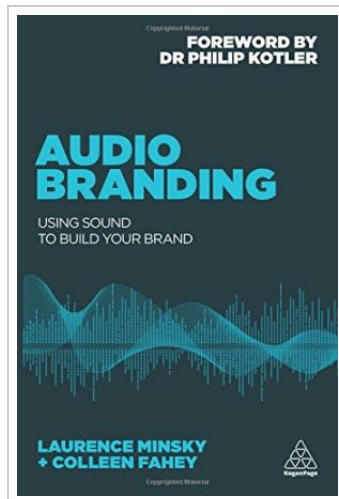




Audio Branding: Using Sound to Build Your Brand (Paperback)

By Laurence Minsky, Colleen Fahey

Kogan Page Ltd, United Kingdom, 2017. Paperback. Condition: New. 1. Aufl.. Language: English . Brand New Book. Audio Branding is a concise, practical guide on the influential world of audio branding - what it is, why it's important, and how it can be used to enhance a brand. Consider the familiar tune of a branded ringtone, the bubbly sounds of Skype, and even the chosen sound bite for a branded car unlocking as the driver presses the key. How do these choices tie into a wider brand identity? Which emotions do they spark, and most importantly, how do these choices enhance brand association with the consumer? Audio Branding delivers fascinating insights into this area of marketing, underpinned by practical step-by-step guidance and cutting-edge research to enhance brand loyalty through user experience. Written by authors who have contributed directly to the development of this field, the book contains an enlightening set of case studies, including companies such as Renault (a surprisingly emotional audio brand) Atlanta Convention Visitors Bureau (a warm, energetic audio brand), and Michelin (a globally coherent audio brand). Covering issues such as the dominance of audio-enabled devices and the phenomenon of continuous partial attention, Audio Branding demonstrates how...



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