

THE 'SONIC BRANDING' CHEAT SHEET



The human ear (and our brain) will pay attention to, and remember, sounds that are familiar to it. The more familiar it is, the better your message can get through to a listener.



Sonic branding is the use of sound that is crafted to make people feel something about your brand or their experience.

It can be a song, a jingle, or a logo style sound effect.



The same voice being used for all of your commercial content, also falls into this category.

REMEMBER:

Licensing a famous song can be very effective and improve the appeal of a short-term advertising campaign.

If you wish to license a popular song to use in your commercial, be aware that the costs and the usage rights are very tightly controlled.

You must ask us about how to contact the rights holder of the music you want to use (and if it is suitable to play on our stations) as not all artists, or rights holders may allow their songs to be used with your product or services.

You will need to negotiate the licence fee and pay for the use of the song before we will use it on-air.

Using the same music, every time in your radio commercial will build familiarity.

Our massive music library has hundreds of different music genre's and moods of music, we select a music bed that is best suited to your brand and your image, plus we also make sure that it will work well with the voice we are using.



All jingles should be short, catchy and appeal to a wide audience.

We can put you in touch with one of our production companies who produce a wide range of jingles, from full jingle production services, to only a short piece of jingle music that will suit your businesses brand.

The voice must be professional and reflect your brands identity.

We work with various production companies to pick the right voice, age, accent, speed, and gender, plus delivery style, to achieve the best results for you, so your message will work and achieve the results you are after. **If you want to voice your own commercial, it will have to be checked and approved by our management team before it goes to air.**



For radio advertising call: (08) 9581 2666



COASTLIVE.COM.AU



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