

Understanding the essence of a brand

How we find out what exactly a brand wants to communicate in terms of sound with its costumers?

The Essence

One of the most powerful emotional and relational configurations that us, human beings, have is motherhood. It is, by its turn, responsible for the way we care about people and how we give ourselves to others, also connecting with life and well-being. When we think of the ability of giving life, creating a relationship with the caring of life and well-being, we refer to the feminine universe, along with tenderness and generosity. This way, the pillars of life, well-being, tenderness, happiness and generosity --evident and guiding characteristics of Airela -- can be exercised by either men or women, besides belonging to the feminine universe. However, considering the impact of the brand in customer's life, the identification with a feminine voice can make it easier to identify and connect with the brand. This was the result of the first stage of the audio branding project for the pharmaceutical company Airela.

Ontology

The methodology used to understand the essence of the brand and, afterwards, transposing it to sound attributes was the Ontology, which is the science that studies the way people behave and, consequently, of the way brands behave. The goal was to perceive the coherence behind the brand from the domains of language (what the brand says and what is its position), of corporality (how the brand manifests itself

This is the Starting Point

Through this analysis, we achieve the starting point for the sound reasoning for Airela: motherhood and the identification of essential pillar of the brand. After, a correlation with vocal and sound parameters was made, so that we could define the characteristics for choosing the brand's voice.

A Sound Logo for a brand

Find out what's behind **B Sound Thinking** creating a sound identity for the Brazilian pharmaceutical company Airela.

Concepts and Audio Map

The process of composing a sound logo for Airela started through a careful analysis of its pillars -- values which, using the ontological method, were found to identify this brand. These pillars were filtered so that we could have a clear direction for composition and sound production. Then, we transposed those values and filter to sound and musical ideas and, in order to organize the results of this conceptual level, we created an AUDIO MAP. In this chart, we have adapted the values of Airela to aspects of time, pitch, timbre, texture, dynamics and articulation, then subdividing these aspects to more detailed parameters. This process provided ideas that could be freely associated and, at the same time, review previously composed music.

The Creative Process

Working over the audio map, we worked with 5 different sound insights that emphasized Airela's values and different audio parameters. A workshop in studio was put together with music producers and audio branding advisors so that those insights would be consolidated musically into two sound logos. After that, through a statistical experiment, we validated which sound logo would be more connected with the client's identity.

The Audio Brand Book

Finally, we have put together a *sound identity manual* for Airela, where all the essential information and guidelines for the use of sound can be found. Materials such as music scores, spectrum images, acoustic properties, plug-ins settings, tables of the pillars and their filters, and information of the reasoning beyond the sound logo can be found inside this document. Also, there are recommendations for the optimization of its use in several touch points of Airela and a glossary of technical terms used throughout the whole process.

Validating the sound of a brand

Details about the research methods used to validate the sound identity for Airela.

Aims and Methods

An experimental research was developed to evaluate the efficacy of two voices and two sound logos to produce the intended associations to life, well-being, tenderness, joy, generosity and confidence. 92 people were divided into two groups, and listened to one of the two versions of each stimulus (voice and sound logo) in separate groups, answering objective questions about them.

Measurement Scales and Questions

The questions presented Airela's intended brand associations in three different ways:

a) Semantic differential scales (the mentioned associations, opposed to their antonyms), from which people were asked to classify if their perceptions tended more to each of the intended association or its antonym, using a five-point scale, both to voice and sound logo;

(b) A simple choice question, in which people should answer which of the intended associations or their antonyms better represented their perceptions about the voice and sound logo, separately; and

(c) A list of six affirmative sentences, each one representing one of the intended associations (without identifying the word that was the association itself), in which people were asked to classify their concordance level, using a five-point concordance Likert scale.

Analysis and Results

Results showed that one of the two voices in test was superior, compared to the other one, to produce associations to generosity and confidence. This superiority was detected by analyzing the results of the questions using the semantic differential scale through T-tests, to compare means between the tested associations ($p_s < 0,05$).

One of the sound logos also produced higher levels of the intended association. Five of them (life, well-being, joy, generosity and confidence) were detected as higher to the chosen sound logo through questions using semantic differential scales ($p_s < 0,05$). The chosen sound logo also generated higher associations to the sixth attribute (tenderness), generating higher concordance levels to its explicative sentence ($p < 0,05$), also testing means using a T-test.

Conclusion

The voice and sound logo that were chosen to represent Airela are superior, when compared to the other two, to generate the mentioned associations.