CONCEPT AND APPROACH
• MetroRio had played classical music for years.
• In surveys, MetroRio's users always viewed this negatively.
• The system needed a clearer sounds and voice to communicate with users.
Brand Study
The first mass transit system in Latin America to receive a sound branding treatment for its communication.
We first identify all brand sound opportunities in the different medias and spaces:

Station soundscape, different types of information, ticket sales queues, trains, telephone and web.
In the workshop with the client and ad agency, we discussed and defined these personality attributes, which guided all of our sound and music creation.
Research with MetroRio employees
August 2011
Sample of 392 people interviewed:
Rio subway employees who are 25 years old or older
Words that better define the Brand:

- Transforming: 32%
- Carioca (people from Rio): 22%
- Practical: 17%
- Engaged: 12%
Music that fits with the brand:

- Brazilian Popular Music: 36%
- POP: 35%
- Jazz: 17%
We found that MetroRio marketing people and general employees agree about brand perceptions.
Based on the personalities attributes we constructed the guide lines and after that we created the Sound Theme, Sound Logo, found the right voice and created sound design for other applications.

These are the five strategic pillars, which are the basic ingredients for the brand to communicate through sound in any medium.
SOUND BRANDING ELEMENTS
Rio is very musical city with a strong local tradition. The best Brazilian musicians are concentrated here. The composition and recording was done by Zanna, together with excellent co-producers and Brazilian musicians who work with famous Brazilian artists.
• We use typical instruments from Rio such as the pandeiro, cuica, tamburin, cavaquinho (similar to a ukulele) and acoustic guitar.

• The melody is played by a trombone – an instrument that is heavily used in Carnival parades. A flute is used as well, in the bossa nova musical style.

• The drums are low-key and played with brushes to produce a train-like sound.
• The song has an upbeat rhythm and the train sound make users to feel the train movement.

• Since Rio is an international city, the groove is not typical, but rather POP.

• The melody is simple and clients sing it spontaneously.
MUSICAL THEME

tema musical
making off

DVD video - making off
• To compose the Sound Logo, we took the notes that stand out most from the Musical Theme and played them with the trombone in a way that is simple and easy to sing.

• We mixed these notes with brushes on the drums to make a rhythm with momentum that is similar to a train's sound.
The voice speaks in a way that communicates proximity – it definitely belongs to a human being with a Rio accent.

Brand Voice

The brand is masculine, but it’s spokesperson at the POS is a woman, with a medium/deep tone of voice that communicates firmness, security and inspiration. It is close and calming at the same time.
We created a Sound Design collection drawn from the Musical Theme. This aligns all the sounds with the brand concepts.

**Sound Design**

Os ruídos utilizados nos filmes publicitários, estações e site serão extraídos do tema musical e da cidade do Rio de Janeiro. Serão usados elementos como bares, floresta, praias, parques, sons que fazem parte da identidade carioca.
IMPLEMENTATION/PRODUCTION
We printed a book with all the instructions needed for the Sound Branding users to apply organically all tolls created.
MetroRio has three kinds of messages to communicate with users: Operational, Problems and Events.

- We designed a specific sound for each message so that the content would be recognizable even before the announcement is made.

- For events, we use the Brand Sound Logo so that it is associated with something positive.
ticket vending machine
The ticket vending machine uses sounds taken from the musical theme.

- We designed a sound for each function on the ATM machines. All are taken from the musical theme.
- Users hear the Sound Logo when they first approach the ATM.
• We created radio spots with the Musical Theme, Sound Logo and Brand Voice.
• The telephone system uses Sound Branding Elements
• Employee cell phones use the Ring Tone
• And we designed the first Brazilian Soundscape for the subway stations
• MetroRio drivers were serious and formal.

• We conducted brand voice training to teach them to speak consistently with the brand voice.
EFFECTIVENESS/MONITORING
The first mass transit system in Latin America to receive a sound branding treatment for its communication.
The concessionaire's sound identity was developed on the basis of the qualities of the brand's personality.

Characteristics such as being FROM RIO, HUMAN, TRANSFORMING and PRACTICAL have been expressed in MetrôRio's musical theme, sound logo, voice and sound design.
Once MetrôRio's new sound identity was implemented, Troiano and Zanna Sound conducted a survey in partnership to evaluate what the Rio subway system's users thought about the changes.
Sound Branding in MetrôRio: Evidence of success
Sample of 250 people interviewed:

Rio subway users who are 18 years old or older
Main changes noticed:

- **New trains**: 93%
- **Changed sounds and audible warnings**: 62%

Source: Troiano
Users who remembered having heard the new Rio subway logo: 83%

Evaluation of new Rio subway logo: 57% said they liked the sound

Source: Troiano
On the subway, the voice is what stands out most.

**Users who remembered having heard the new voice**

94%

**Evaluation of the new Rio subway system voice**

81% said they liked the voice

Source: Troiano
Today, people from Rio (Cariocas) who use MetroRio sing the Sound Logo and feel represented by its voice.
“We are working toward integrating communication and the senses. This results in beautiful experiences and brands being helping create and maintain culture”

Zanna e Jaime Troiano