



# case study: ritter sport



## objective

Ritter Sport, celebrating their 100th year as one of the premier, family owned chocolate brands in Europe, wanted to establish a unique audio presence for their brand. The goal was to create a distinct, recognizable and flexible audio brand that could be used by Ritter Sport for years to come.

## solution

Ritter Sport and their Agency of Record (Kolle Rebbe) issued an RFP to three different audio branding agencies. After careful consideration, iv2 was selected to launch a robust audio branding initiative that focused on the analysis, design, testing and implementation of an audio identity for Ritter Sport. Subsequent highlights include:

- Initial strategic analysis and a written brief that examined the core essence, values and attributes of the Ritter Sport brand, including historical, competitive and contextual audio brand audits.
- Positioning of emotional and rational brand attributes across an x/y axis of arousal and valence, creating a "target" for the development of audio brand assets.
- Presentation of Audio Moods to further define the sonic space occupied by the Ritter Sport audio brand and to foster more objective ways for both agency and client to listen, think and communicate about sound.

- Creation of original brand themes with embedded brand mnemonics, designed as congruent, distinct, flexible, recognizable and ownable audio reflections of the brand.
- Partnering with Copenhagen based Delta Senselabs for the design and implementation of a testing methodology to measure congruency between select audio assets and brand attributes/identifiers.
- A "Product Sound Tool Kit" created from studio recordings of natural product sound formatted into an extensive sound library, available for use by audio post professionals.
- A written Audio Style Guide featuring communicable, documented audio standards for the Ritter Sport Audio DNA. The style guide effectively aligns multiple audio brand elements (including Brand Mnemonic, Brand Theme, Brand Voice, Product Sound, Advertising Sound and Soundscapes) across multiple touchpoints.
- Exploration and development of innovative strategies and new technologies to implement the audio brand across multiple touchpoints.
- Continued client support and consultation from iv2 helps maintain and grow the audio brand into the future.

## results

The initial brand analysis by iv2 crystalized the essence of the Ritter Sport brand in a way that not only defined parameters for the creation of the Ritter Sport audio brand, but for their brand communication as a whole.

iv2's design centric approach maximized creative exploration and fostered objective decision making.

Testing results demonstrated the value and accuracy of the audio mapping technique iv2 employed, yielding objective data that informed further fine tuning of the audio assets.

The new Ritter Sport Brand Theme and embedded Mnemonic are being implemented with long term

goals in sight, including the consistent, continual use of the audio brand across multiple touch points.

Following the strategy and structured process iv2 provided, Ritter Sport continues to build awareness and equity in their audio brand, producing a measurable ROI.

iv2 created an atmosphere of trust and teamwork that transcended the traditional model of "agency/vendor" relationships, making it possible for them to work directly with both Kolle Rebbe and Ritter Sport. This collaborative approach ensured a more integrated implementation of the audio brand across multiple marketing platforms, creating unique opportunities to utilize the Ritter Sport audio brand.