



Making Sense

The Power of Sound





Is your brand on mute?

From sonic branding to sonic products



Sound



Appearance



Aroma



Taste



Texture



Welcome

Join us and discover
the Power of Sound



Sound



Appearance



Aroma

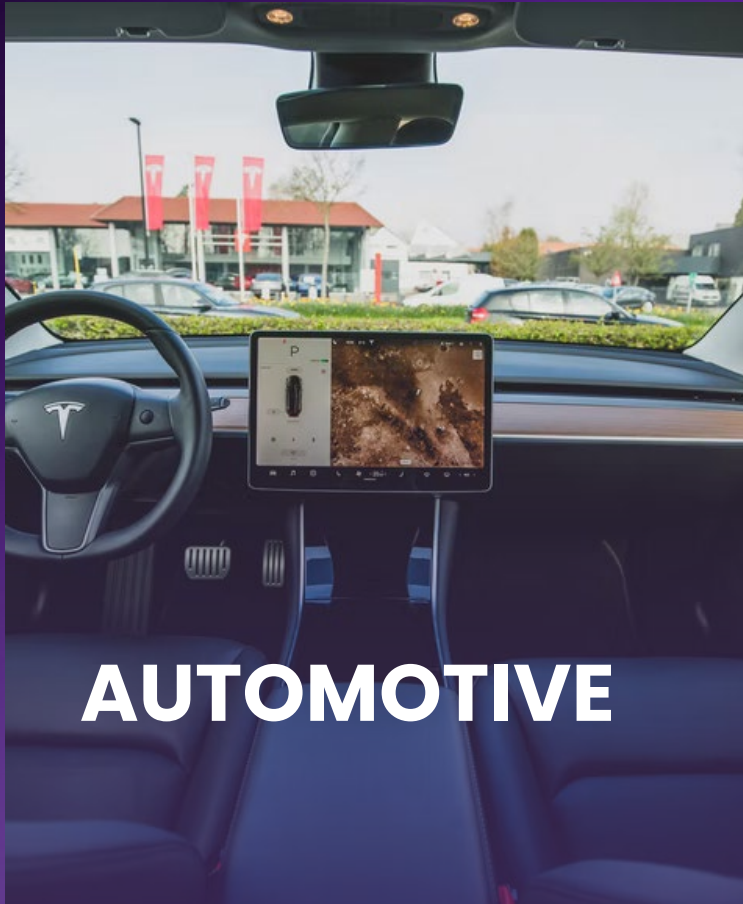


Taste



Texture

Sounds of everyday





“But we must go further – sonic products can help brands develop more memorable product experiences.”



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More impactful product experiences

BUILD BRAND SALIENCY

Sound can make a brand experience more present.

SUPPORT MORE DISTINCTIVE BRAND ASSETS

Sound can boost brand communications that are associated *only* with your brand.

REINFORCE BRAND EQUITIES

Sound can help brands own key equities in their category.

CREATE MORE IMPULSIVE DYNAMIC ONLINE

Sound has been proven to boost impulsive sales online.

BE FUTURE READY

Internet of the Senses is coming. We must develop products that can support multi-sensory online interaction.



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Sonic branding versus sonic products

DEVELOPING A SOUND ASSOCIATION

Sonic brands are highly engineered – creating a 360° brand experience

ORGANICALLY LEVERAGING SOUND

Whereas sonic products have a more innate sound signature

OR BOTH!

Tostitos and Made Music Studio have integrated these two



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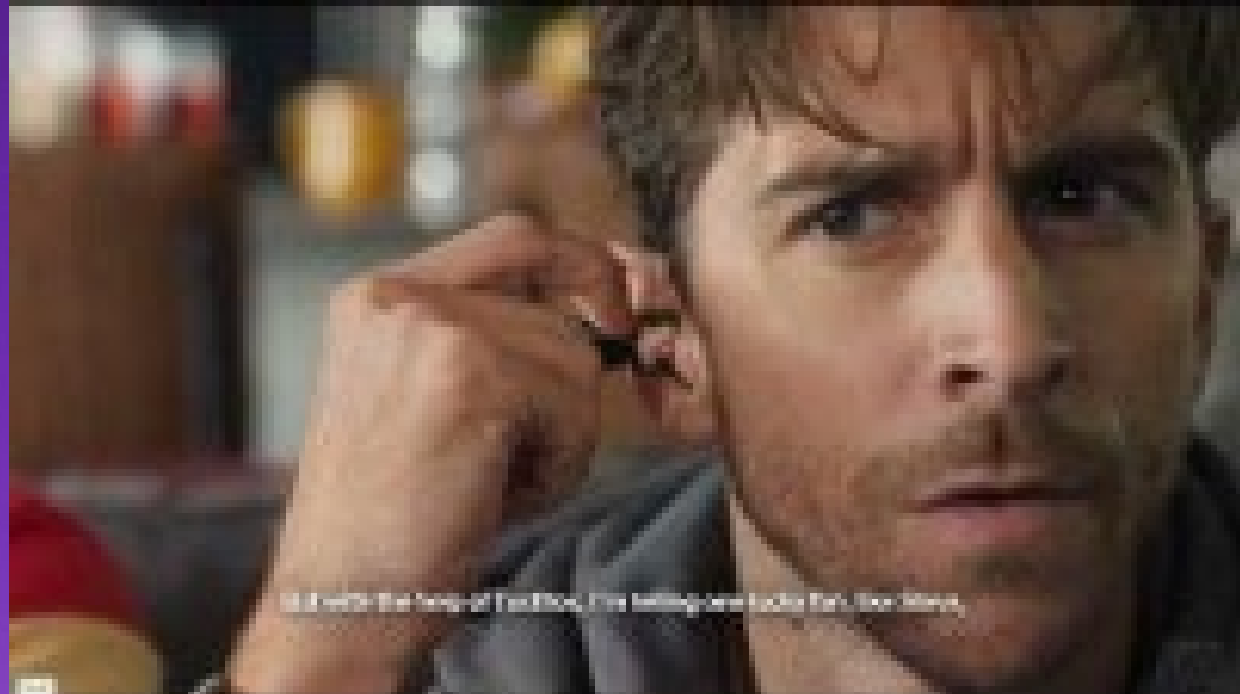


Texture



Tostitos x Made Music Studio

WATCH VIDEO



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Making Sense

**Special Guest:
Geoff Mawtus**



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Making impact with sound



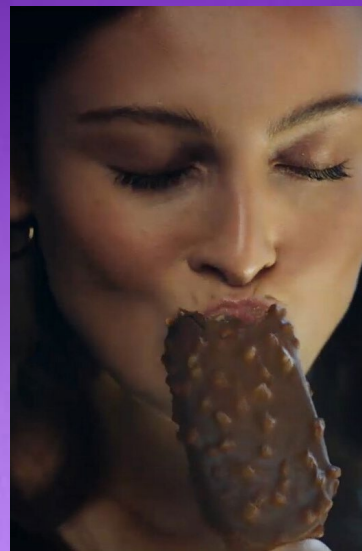
CUEING EFFICACY

Rituals
The Ritual of Holi
Crackling Body Mousse



BUILDING DISTINCTIVENESS

Magnum
Ice Cream
Chocolate crack



ELEVATING EXPERIENCE

Yankee Candle
WoodWick
Log burn crackle



SUPPORTING FRESHNESS

Ferrero
Nutella jar
First opening



ASSURING SAFETY

Ariel
Laundry tabs
Closing click





Challenge us!

How can I use sound to:

- **improve perception of value across my portfolio?**
- **build my brand's mental availability?**
- **support a new premium tier?**



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The logo for 'mmr' is displayed in white lowercase letters inside a white circular outline. The background of the entire image is a vibrant purple, featuring several donuts and scattered chocolate shavings. One donut at the top has pink frosting, white stars, and red sprinkles. Another donut at the bottom has white frosting with chocolate drizzles and a purple circular sticker. A third donut on the right is golden-brown and appears to be a cruller or similar fried dough.

mmr

Making Sense

The Power of Appearance
Join us on 6th June