

Elevating Brand Experience Through Sound

THE AUDIO ADVANTAGE

As the marketing landscape evolves to meet the demands of increasingly mobile consumers

the importance of a brand's sonic identity is more pronounced than ever.



To further increase the confidence of marketers, agencies, and brands in this vital medium, we surveyed hundreds of podcast listeners across the U.S. to gather insights on sonic identities and their impacts on memorability, connectivity, brand recognition, and more. Check out the full data below for more on why every brand should be turning up the volume on their sonic identity.



identity more than with a brand's visual identity

58% of podcast listeners report that a brand's sound identity is more memorable to them than a brand's visual identity





51% of podcast listeners report that a brand's sound identity impacts how they feel about a brand more than it's visual identity

64% of podcast listeners report feeling more connected to a brand when it has a sound identity as opposed to brands that only have a visual identity

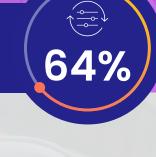




product or app (button presses, notifications, alarms, jingles, etc.) have a profound impact on their experience using that brand/service/product

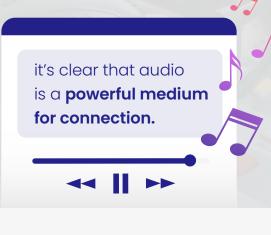
64% of podcast listeners report that the sounds they hear when using a

if it uses the same sounds across advertising channels, including YouTube, TV commercials, podcast ads, streaming audio and radio ads



The Bottom Line 50% of podcast listeners in the U.S. reporting

greater interaction with a brand's sound identity compared to its visual counterpart 58% finding sound elements more memorable





brands that utilize

Additionally, 64% of listeners feel a stronger bond with

cohesive sound identities across various platforms, underscoring the importance of a strategically crafted auditory presence.

At Veritonic, we are committed

to helping you harness the

through our innovative & insightful platform, enabling you to test and optimize your audio elements for maximum resonance.

tremendous power of audio

If you're interested in learning more about our audio creative testing, brand lift, and attribution capabilities, contact sales@veritonic.com or visit www.veritonic.com

Methodology: Data based on an analysis of online survey responses conducted by Veritonic of hundreds of individuals in the U.S. who reported listening to podcasts more than once per month. For more information, contact marketing@veritonic.com

