

Elevating Brand Experience Through Sound

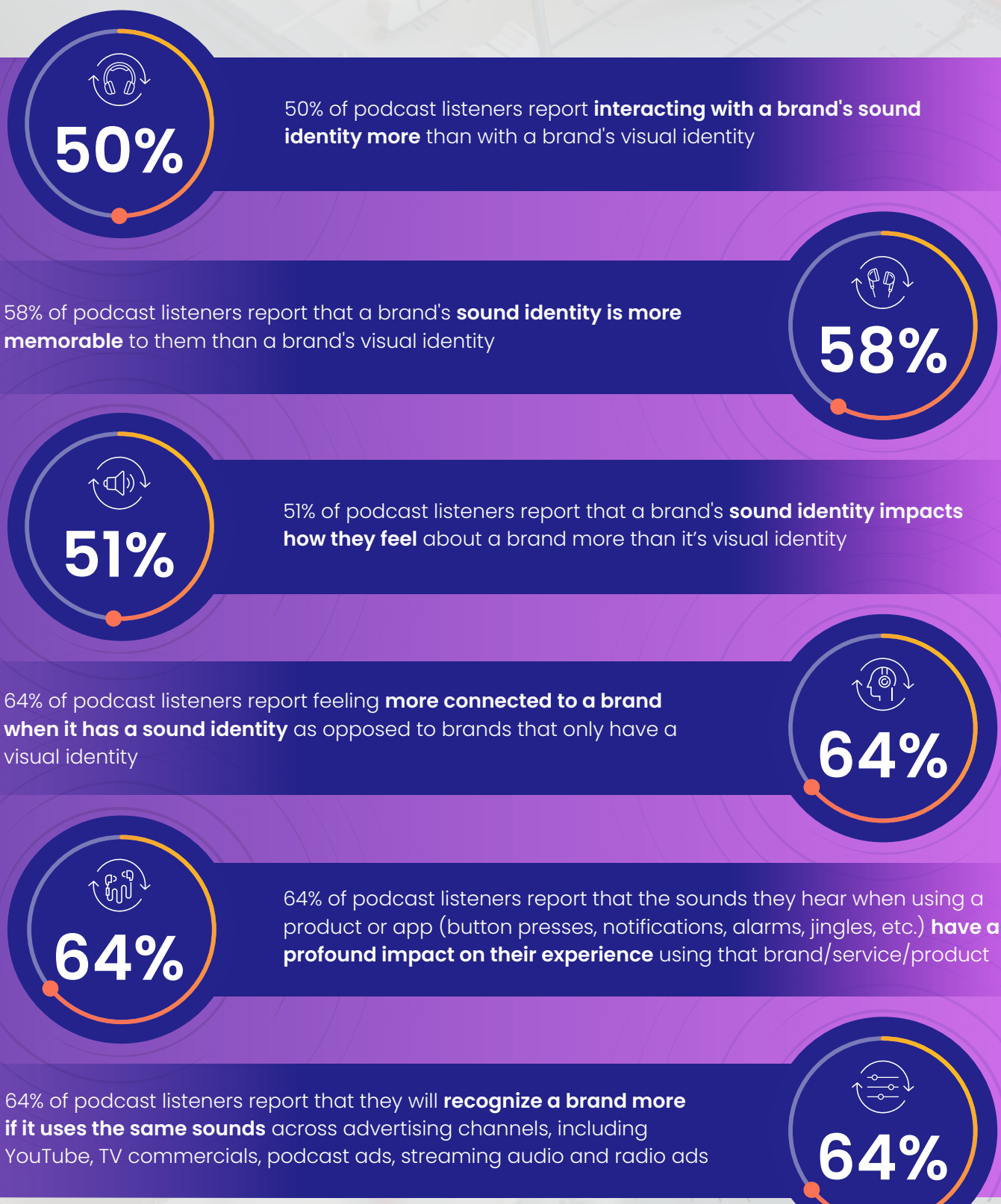
THE AUDIO ADVANTAGE

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.



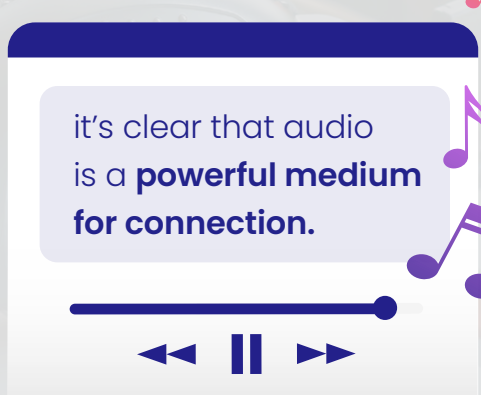
To further increase the confidence of marketers, agencies, and brands in this vital medium, we surveyed hundreds of podcast listeners across the U.S. to gather **insights on sonic identities and their impacts on memorability, connectivity, brand recognition, and more.** Check out the full data below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



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



Additionally, **64%** of listeners feel a stronger bond with **brands that utilize 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 tremendous power of audio

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

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

Source: Veritonic, September 2024
 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