

Electric Raindrop Audio Company



Be Seen. Be Heard.
Be Remembered.

Electric Raindrop Audio Company

Are you advertising on television, radio, social media, or any platform where sound plays a significant role in the experience? If so, don't overlook the power of audio! At Electric Raindrop, we understand the untapped potential of sound in advertising, and we strive to help you make a stronger impact on your audience beyond visuals alone. Sonic Logos, Jingles, and more are just a few of the custom audio assets we offer to make your ad and your brand stand out amidst the noise and leave a lasting impression.

The proper use of sound is an integral part to a majority of ad campaigns, and with the right sonic elements, you can elevate your brand's presence and connect with your target audience on a deeper level. Our expertise in creating tailor-made audio solutions ensures that your brand leaves a memorable mark in your customers' minds for years to come. Don't miss the opportunity to unleash the true potential of your ads and captivate your audience through the power of sonic branding.

Website:



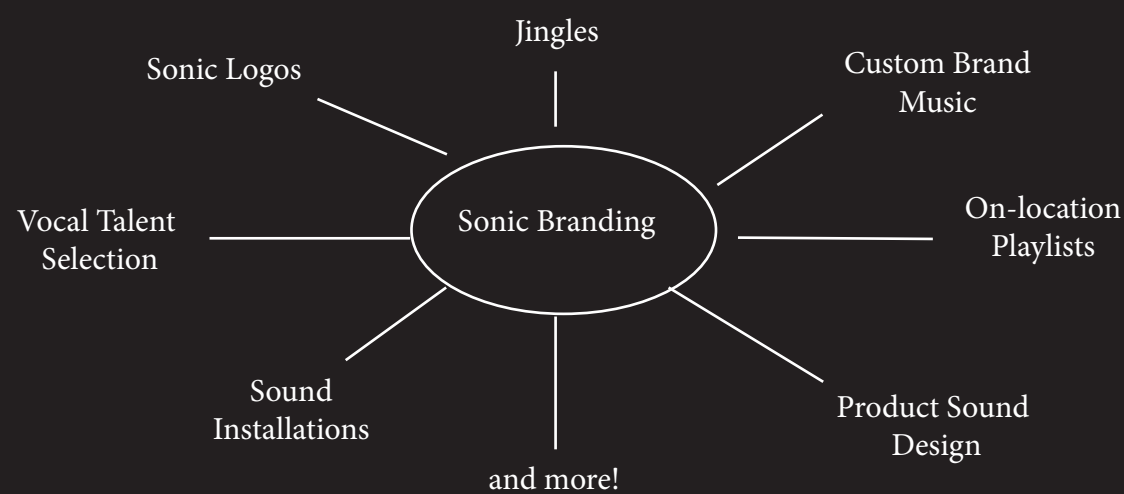
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In today's fast-paced and ever-evolving world, consumer behavior and media consumption habits are rapidly changing. With the mass adoption of in-home smart speakers, smart watches, the meteoric rise of podcasts & more, there is an ever-growing opportunity for businesses to leverage audio in building their brand and reaching new customers. By embracing audio, you can tap into this powerful medium and create deep and lasting connections with your audience.



Businesses have been using audio in their advertising and branding for over a century. In recent years, major brands such as Tostito's, Mastercard, and Lexus have all adopted sonic logos in addition to their graphics to enhance and embolden the brand experience. In the 2022 "Infinite Dial" Report by Edison Research, 73% of Americans aged 13+ listened to online audio content monthly, a 5% increase since 2021, and 67% of that same group report to listen weekly. There is a lot of potential here to build long-term relationships with your customers through sound that is not possible by normal visual means alone.

What is Sonic Branding?



Sonic branding is the strategic use of sound and music across all of your touchpoints to create a distinctive and consistent brand identity. It involves the intentional selection and composition of audio elements, such as sonic logos, jingles, underscores, soundscapes, voiceovers, and sound effects, to evoke specific emotions, convey brand

personality, and enhance the overall brand experience. Sonic branding goes beyond simply having a catchy tune or sound; it encompasses the intentional and consistent use of audio assets across various touchpoints to create a cohesive and memorable brand experience.

Sonic branding presents an opportunity for your business to occupy this non-visual world of audio and make deep and lasting connections with your consumers. Audio has the unique ability to evoke emotions and forge strong emotional bonds with consumers. Research shows that sound is the quickest sense to be processed by the brain. In fact, there is about an 86% correlation between our subconscious emotional response to a sound and our conscious desire to engage with it or avoid it.¹ By incorporating audio into your branding strategy, you can create a memorable and emotionally impactful brand experience that resonates with your customers on a deeper level than visuals alone.

Potential Sonic Touchpoints:

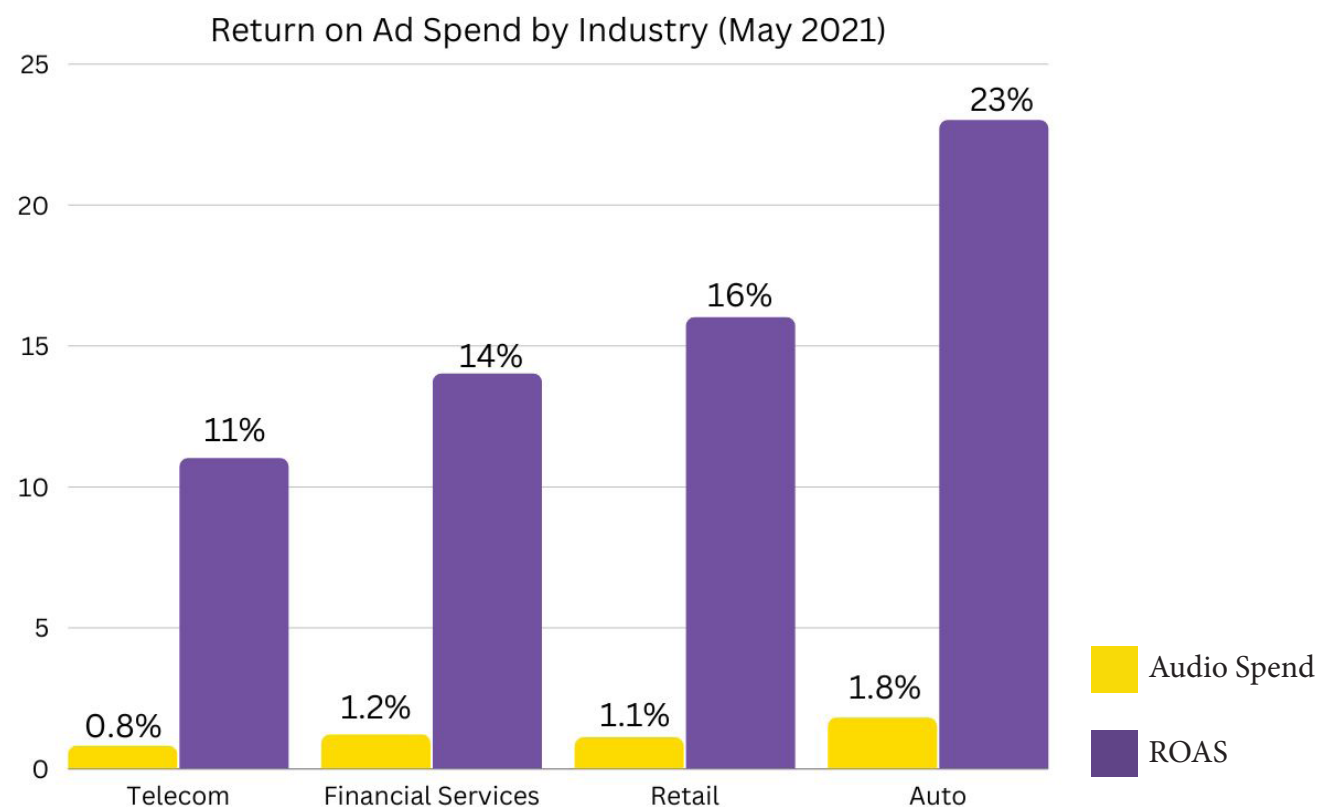
Radio	In-store Experiences	Ringtones
Television	Displays/Kiosks	CEO Walkup music
Podcasts	Parties	VLOGs
Social Media	Conferences	Video Tutorials
Live Events (Sports, Parades, etc)	Offices	Website
Apps	Cinema	
Product Usage	Telephone Hold	

Audio has proven to be 36% more memorable than video.² In a recent study conducted by Spotify, a majority of global millennials and Gen Z view audio as a mental health resource, showcasing the intimate and personal connection they have with this medium. By incorporating audio elements into your advertising campaigns, you not only capture your audience's attention but also can be welcomed into their lives during activities they enjoy, as long as the tone of your audio aligns with their mood and interests.

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² SXM Media. "Neuroscience Proves That Adjacent Content Increases Ad Recall," March 10, 2017. <https://www.sxmmedia.com/insights/neuroscience-proves-that-adjacent-content-increases-ad-recall>.

When it comes to ROI, investing in audio can be highly effective. A report by Audacy in collaboration with Neustar found that allocating just 1-2% of your budget to audio campaigns can increase your return on ad spend (ROAS) by up to 23%.¹ By harnessing the power of audio, you can maximize your advertising budget, increase revenue, and ensure that your brand is deeply ingrained in the minds of your customers in a strong and positive emotional light.



¹ Audacy & Neustar. "Audio Amplification The Return on Ad Spend," https://audacyinc.com/wp-content/uploads/2021/06/AUD_AudioAmpROAS-Narrative.pdf.

The Problem with Canned, Licensed, and Library Tracks

A ton of campaigns will try to up their sonic game from a simple voiceover to what is known as a "talk over canned". Canned music, also known as library or licensed tracks, typically falls short in efficiently utilizing your advertising budget. A key part of sonic branding is the ownership of the sound. And although investing in original music may come with a higher upfront cost, it proves to be a smart investment in the long run. Licensed tracks involve recurring fees and royalties, whereas original music grants you exclusive rights without additional expenses, making it a more cost-effective option over time. This exclusivity is crucial as licensed tracks are often used in various ad campaigns, TV shows, and movies, diluting your ability to create a strong sonic link to your brand and reducing the impact they have on your consumers due to overexposure.

In contrast, original music maintains its freshness and captivates the audience's attention more effectively. Owning the rights to your brand's original music gives you greater control over when, where, and how often it is played, empowering you to establish a unique sonic identity for your brand.

Original music is thoughtfully composed with the ad's visuals and narrative in mind, enabling seamless integration with your campaigns. It perfectly aligns with the pacing and emotions of the advertisement, resulting in a more immersive experience for viewers. The tailored approach of crafting music to evoke specific emotions aligned with your brand's messaging creates a lasting emotional impact, forging a deeper connection with your target audience.

Furthermore, the flexibility of original music allows you to modify the composition to adapt to different campaign iterations, target various markets, or accommodate changes in brand positioning. This adaptability ensures that the audio remains relevant and effective throughout your brand's evolving advertising strategies.

Original music proves to be a superior choice for enhancing your advertising efforts. Its cost-effectiveness, exclusivity, seamless integration, emotional resonance, and adaptability make it a valuable asset in establishing a powerful and lasting sonic identity for your brand.

Can you hear these logos?



Even though audio is non-visual, audio branding transfers incredibly well to print. When used properly, seeing a visual logo can trigger the audio in the customers memory and get it stuck there for the remainder of the day!

A good sonic branding approach identifies all of your sonic touchpoints and creates a strong brand image across them aligned with your core values.

In a crowded advertising landscape, grabbing and retaining your audience's attention is crucial. Sound, unlike other sensory stimuli, has the unique ability to cut through the noise and capture attention. Just like hearing your name being called from across a crowded room, our brains are wired to recognize important and familiar sounds. By incorporating audio into your branding, you have a much better chance of grabbing your audience's attention and creating a memorable brand experience.

Sound elicits a much stronger emotional response than visuals alone. While a picture may evoke a certain emotion, hearing the sound associated with that image intensifies the emotional connection. By leveraging sonic branding, you can utilize this intense emotional

connection and build loyal, long-term brand customers who are deeply connected to your brand's identity.

Audio advertising has also proven to be highly effective. According to a 2020 study by Spotify, audio ads had a 24% higher recall rate than display ads and were "twice as likely to lift purchase intent."¹ Running ads over the air (OTA) or through digital audio platforms allows for hyper-targeting and better ROI compared to traditional TV commercials or billboards. By combining OTA and digital strategies, campaigns have seen up to a 55% increase in sales, according to the Audacy report.²

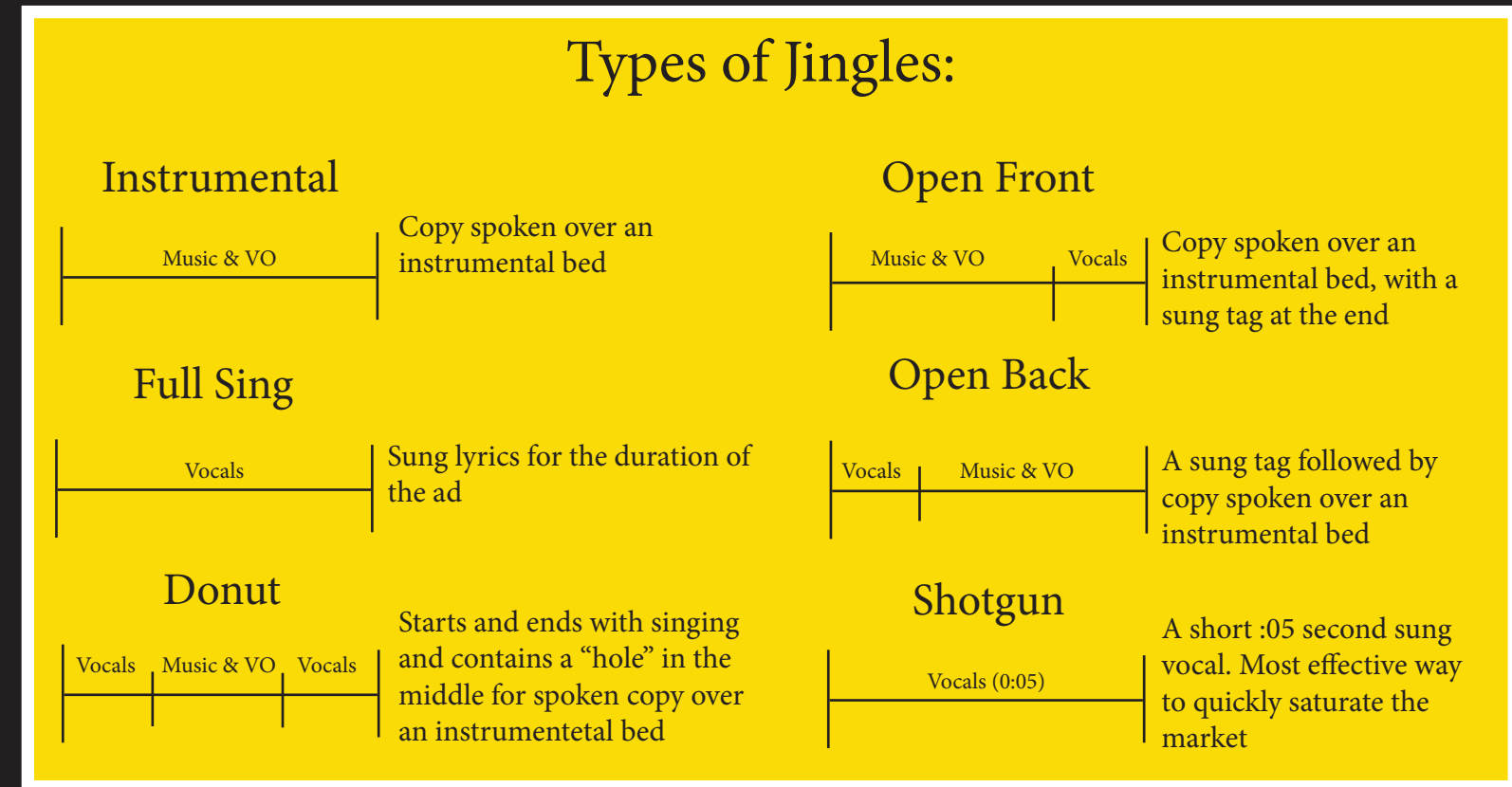
1 Spotify. "The Power of Audio: Chapter 2,"

<https://ads.spotify.com/en-SG/news-and-insights/the-power-of-audio-chapter-2/>.

2 Audacy & Neustar. "Audio Amplification The Return on Ad Spend,"

https://audacyinc.com/wp-content/uploads/2021/06/AUD_AudioAmpROAS-Narrative.pdf.


Looking to the future, sound assets offer incredible opportunities for brands. With the ever-changing media landscape, sound is a safe bet for taking advantage of emerging opportunities. Growing audiobook platforms, virtual platforms, and the Web3 and metaverse spaces all present exciting new avenues for audio integration. By incorporating audio into your brand now, you position yourself to leverage these future opportunities and stay ahead of the curve.



Adding audio to your media makes your ads work harder and more efficiently. Research has shown that audio directly impacts sales up to 83% and produces results in as little as one week¹

Audio has become an integral part of branding across various touchpoints. Customers have come to expect audio experiences, even from non-digital items that have transitioned into the digital realm. Consider the door lock. A digital lock that remains silent upon locking can leave users uncertain about the safety of their valuables, leading to doubts and second-guessing. However, by incorporating a thoughtfully designed lock sound, you can provide users with the audio confirmation they need to feel confident in the security of their belongings. But why stop there? By infusing your lock sound with elements of your brand identity, you create a dual functionality that not only enhances the brand experience but also fulfills the customers' expectations and requirements. This strategic use of sound adds a unique touch to your product while ensuring customer satisfaction and brand loyalty.

¹ Audacy & Neustar. "Audio Amplification The Return on Ad Spend," https://audacyinc.com/wp-content/uploads/2021/06/AUD_AudioAmpROAS-Narrative.pdf.



Your brand has a multitude of touchpoints where audio can be leveraged to establish a stronger connection with your customers. From public spaces like baseball stadiums and train stations to various digital platforms, incorporating audio strategically can greatly enhance your brand experience.

Here are just a few examples of where audio can be utilized:



Social media content:

Engage your audience with captivating audio elements in your videos and posts.

Podcasts:

Create branded intros, outros, and sound effects to leave a lasting impression on listeners.

In-app ads:

Utilize audio advertisements on platforms like Spotify to capture the attention of your target audience.

Radio/television ads:

Craft compelling audio commercials that resonate with listeners and viewers.

VLOGs and Video Tutorials:

Enhance the storytelling experience with carefully selected music and sound effects.

Product design

Design unique sounds that accompany the operation or interaction with your products.

CEO Walkup music:

Use personalized soundtracks to make a memorable entrance during events or presentations.

Hold music:

Optimize caller experience by incorporating pleasant and on-brand music while customers are on hold.

Public announcements:

Ensure consistency in your sonic identity by using a distinct and recognizable voice for public announcements.

Retail environments:

Curate playlists and background music that align with your brand's identity and create a welcoming atmosphere.

User interfaces:

Create intuitive and engaging sounds for button clicks, notifications, and other user interactions.

Voicemail/answering machines:

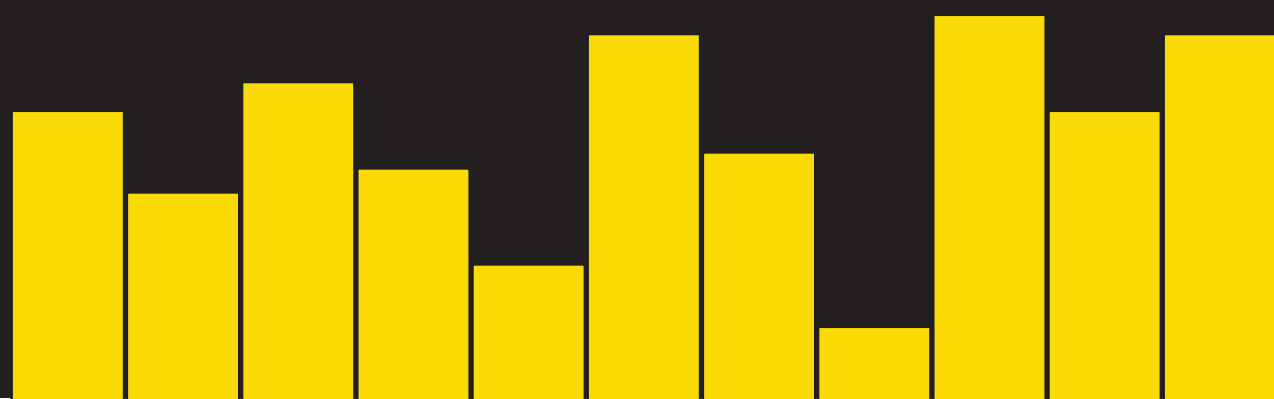
Customize voicemail greetings and messages to reflect your brand's personality.

Events and trade shows:

Use audio cues and sound effects to create a memorable and immersive experience for attendees.

At Electric Raindrop, we conduct a comprehensive branding audit to identify all potential opportunities for audio implementation. This serves as a foundation for devising a proper sound strategy that outlines the required assets and their optimal utilization. Consistency is key, just like your visual logo, as it helps reinforce brand recognition over time.

Furthermore, we align our audio creations with your brand's objectives, carefully crafting and refining them to suit your specific purposes. Finally, we compile a brand guideline document that details the "how's" and "why's" of your sonic approach, empowering you to utilize audio effectively and consistently across all touchpoints. By integrating audio into your brand strategy, you can create a unique and immersive experience that resonates with your target audience and strengthens brand loyalty.



Services we offer include:

1. Sonic Logos

A sonic logo is the audio equivalent of your graphic logo, and when paired together, they create a powerful audio-visual experience. Iconic brands like Intel, Netflix, AT&T, T-Mobile, and more understand the effectiveness of sonic logos and utilize them to connect with their audience. By incorporating a sonic logo into your brand strategy, you establish a distinctive audio identity that sets you apart from competitors and leaves a lasting impression. This sonic signature enhances brand recognition, establishes emotional connections, and ensures consistency across different touchpoints, contributing to a memorable and engaging customer experience. Just like a graphic logo, a well-crafted sonic logo is a vital asset for businesses seeking to create a strong and recognizable brand presence.

2. Jingles

Jingles are not just catchy tunes; they are powerful tools to maximize your advertising budget. When used in conjunction with a clear and consistent sonic branding approach, jingles become an integral part of your brand's identity. They create a unique audio experience that resonates with your audience, making your brand memorable and evoking positive emotions. A well-crafted jingle can be the earworm that stays with your customers long after they've encountered your brand, reinforcing brand recognition and loyalty. A proper radio kit will provide you with a variety of audio assets that can be used in a multitude of ways across your campaigns. A kit may include a full sing, a donut, a bed, an open front & a shotgun - all stemming from one jingle!

3. Underscore

Using pre-written tracks may be convenient, but they don't truly represent your brand. Custom-written underscore, on the other hand, aligns closely with your sonic guidelines and incorporates your sonic logo, bringing everything together for a cohesive brand experience. By investing in custom scores, you not only enhance the emotional impact of your videos, commercials, and social media content but also create a distinctive sonic identity that strengthens brand association and differentiation. We can create branded music libraries for you to draw from, reinterpreting your brand in a variety of moods and genres in various lengths.

4. Brand Themes/Anthems

Brand themes or anthems are extended pieces of music that go beyond mere underscores. They serve as powerful audio assets that can be used for CEO walk-up music, hold music, or any other instances where a larger audio track is necessary and directly relevant to your brand experience. By creating a distinctive brand theme, you establish a sonic landscape that becomes synonymous with your brand, generating a sense of familiarity and reinforcing brand recall. Anthematic brand music is perfect for product launch videos, announcements, presentations, & more.

5. Voice Acting & Casting

The voices you utilize in your audio assets play a crucial role in shaping your brand's identity. By carefully selecting voice actors who embody your brand values, you create a vocal aesthetic that resonates with your target audience. The right voice can infuse personality, credibility, and emotion into your audio content, enhancing the overall brand experience and building a deeper connection with your customers.

6. Sound effects & audio cues

Integrating custom-designed sound effects and audio cues into your products or services can transform the user experience. Imagine a pleasant chime signaling task completion or a distinct sound that uniquely represents your brand – these audio cues establish an engaging and interactive relationship with your customers. Users have provided valuable feedback emphasizing the importance of auditory feedback. With our sound designers' expertise, we can help you identify opportunities for and craft meaningful audio cues that not only enhance usability but also reinforce brand recognition and recall. Elevate your customers' satisfaction and create a lasting emotional connection through the power of sound.

7. Soundscapes and Interactive Sound Installations

If your brand has a physical presence, incorporating custom soundscapes or a sound installation into your space can create a truly immersive and memorable experience for your customers. Through non-linear soundtracks and interactive elements, you can engage your audience on a multi-sensory level, leaving a lasting impression. Whether it's a retail store, amusement park, mall, cruise ship, or any other location-based entertainment, custom-designed audio installations can set you apart and create a unique brand experience. On the most basic level this can take the form of a curated brand playlist that alligns with your brand's values and beliefs to playback in your space.

8. Audio consultation

Not quite sure what you want to do or understand what you want? No problem. Our experts can give you a rundown of your current audio touchpoints and discuss potential avenues for you to strengthen your brand audibly.

9. And more!

If you don't see what you're looking for listed, just ask! Audio is extremely flexible, and we can tailor our services and assets to whatever your needs may be to help you build your sonic identity.

Don't just be seen, be heard!
Cut through the noise and give
yourself a competitive edge.

Contact us today to schedule a
free consultation:



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