

Boost brand value with sound...

Sonic ID is a sonic branding and identity firm with offices in the US and UK.

We design brand-based identities and experiences in sound. Our work stirs emotions, influences behavior, strengthens perceptions and boosts brand value.

SONIC ID™

www.sonicid.com

Even the best brands leave one powerful aspect of their brand unattended: sound.

Despite the time, effort and money invested in what people see, most companies have no strategy for what their customers hear.

Why not take control of how you are heard?

Why is sound important?

Imagine Rocky without music, a PC ad without that Intel Inside bongggg, or a Harley-Davidson hog without its calibrated tone. **Sound adds emotion, triggers recall and invokes reactions.**

What we do...

Sonic ID uses sound to boost brand value. We design brand-based identities, music and experiences in sound that work across a variety of touchpoints and contexts.

Planning and strategy:

we define what your brand should sound like, where should it live, and why.

Creative and identity development:

we create brand-based sound that works across brand channels such as advertising, retail, web, software, mobiles and events.

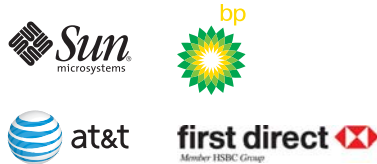
Events and experiences:

we provide high-impact, brand relevant, music and 3D soundscapes for retail, corporate, institutional and public environments.

What's in it for you?

- > Clarity in a crowded media market
- > Consistent presence across multiple touchpoints
- > Heightened emotional impact for your brand
- > Innovative, brand-based experiences
- > Tools that transcend borders and languages

Who we've worked with...



Get in touch

Sonic ID's transatlantic team is leading this dynamic new discipline: we've built dozens of sonic identities, designed hundreds of brand experiences and sold over 60 million records. Contact us today to boost your brand's value with sound. We look forward to hearing from you.

US: Noel Franus
noel.franus@sonicid.com + 1 (0)415 577 6016
Europe: Daniel Kirby
daniel.kirby@sonicid.com + 44 (0)7876 235 488

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