



the power of sound



sound moves us

It engages us emotionally, intellectually and behaviorally. It shapes our perception of time, value and connection. Research shows that pairing the right sound with your brand can increase brand recall by 96%. Yet when it comes to brand identity and communication, sound has typically been an afterthought.

Today, brands are only scratching the surface of the opportunities available to occupy and own a sonic space. In fact, most brands don't realize that every time they associate their brand with a sound, they've engaged in audio branding. For better or for worse.

this is where audio and advertising meet

What if there was a company that could help brands harness the power of sound? A company that understood the strategy, execution and evaluation necessary to deliver real audio branding—and a return on investment with it?

say hello to

We're a full service audio agency: a creative community of audio and marketing professionals, focused on strategic audio branding for a wide range of global agencies and brands. We specialize in moving the conversations about a brand's use of sound from the theoretical to the practical, from strategy to execution and from the subjective to the objective. With offices and studios in Nashville and Frankfurt, we draw on some of the best talent from around the world, who understand that audio branding is a delicate balance of art and science.

We work hand in hand with brands and agencies to find the best ways to integrate and maximize sound strategies, creating unique audio assets designed to differentiate the brand and engage consumers. Creating a piece of music to provide the soundtrack to a brand commercial, choosing a voice to read a script or creating sound design that adds to the atmosphere around the brand are all a part of the artistry we provide.

As for the science, iV doesn't just stay up to date on the latest trends and research in the field of audio branding. We work to develop trends and find new and innovative ways to apply the research available, from methodologies to align audio, verbal and visual representations of the brand to testing modalities that can inform creative decisions.

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give your brand a voice. then teach it to sing.

Audio branding isn't simply about what you hear. It's also about the strategic and creative choices you make along the way. It's a revolution in thinking about sound from a brand perspective: a move away from the preoccupation with creative execution (which perpetuates a high degree of subjectivity and inefficiency) and a move towards understanding sound from a process perspective.

iV has developed a process that allows us to uncover your audio identity and maximize it. We combine research and strategy, using them to create congruent, distinct, recognizable, flexible, likable and ownable audio assets for the brand. We help you measure the results and manage your audio assets — insuring your ability to build equity and see a return on your audio brand investment for years to come.

how do we do it?

**Strategy. Creation.
Evaluation. Management.**

These are the four key ingredients to our audio branding process, designed to enhance brand identity, increase brand awareness, encourage consumer engagement, and maximize a return on your investment.

Our services have helped define industry best practices. While best served as part of an entire audio branding process, they can also be provided a la carte as needed.

strategy

- » We listen to the brand: your consumers, champions, employees, marketing officers, agencies—anyone who plays a role in shaping your brand's identity.
- » We conduct a series of audio audits, examining your brand's historic use of audio, what the competition is doing in the audio space, and all the "touchpoints" where brand and audio meet.
- » We balance and align the emerging audio identity of your brand with other brand identifiers, creating an audio profile that maximizes congruency.
- » We develop audio "moodboards" designed to give you a sonic picture of your brand that helps move us from strategy to execution—and use them to teach you how to better communicate about sound and music from a brand centric perspective.

creation

- » Based on strategy and research, we brief audio asset creators with the information they need to build the strongest audio brand possible. Assets range from product sound, brand voice, brand themes and audio logos to advertising sound, soundscapes, UX/UI and branded audio content.
- » Audio assets are optimized for congruency, distinctiveness, likability, flexibility, recognizability and ownability.
- » Our creative services include music supervision, original music and sound production, audio logos, sound design, re-recording, music licensing, rights negotiation, branded audio content, voiceovers, playlists, product sonification, audio post production and more.

evaluation

- » We engage partnerships with global testing companies to ensure the best independent analysis possible.
- » We collaborate to design and refine testing methodologies that measure the effectiveness of the audio branding process.
- » We help you gather the knowledge and information you need to make informed, objective decisions about audio brand design and implementation.
- » Quantitative testing options include free associative profiling, core affect analysis, GEMS (Geneva Emotional Music Scale), congruency, preference/likability, recognizability, and benchmarking

management

- » We create standardized audio style guides for the application and use of audio assets to insure consistency and maximum returns.
- » We work hand in hand with agencies and brands, offering ongoing management of audio assets with the goal of increasing consumer engagement and maximizing returns.
- » We explore new technologies, working to make sure your audio brand is heard as often as possible, as consistently as possible, in as many contexts as possible.
- » We educate brand managers and agency partners in audio branding best practices, helping them discover and utilize evolving, relevant marketing opportunities not only in the present but on into the future.

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don't just listen to us

Listen to the wide range of global brands that have benefited from our audio branding services. We'd love to add your brand to the list. For more information, don't hesitate to contact us.

Opel Coca-Cola McDonald's Audi Toyota Ford Dodge Porsche
Dunlop TUI Cremissimo Ritter Sport Allianz BMW Lätta Arla Kraft
Jacobs Clausthaler ABC Deutsche Bahn Burger King Ambien Olay
Vodafone Danone CBS Seat Mercedes Benz TV Movie Trojan Nestea
AT&T Telekom Union Investment NBC Sony Otto Nike Melitta
Krystal Fidelity MTV Choice Hotels Purina ONE Ehrmann Commerzbank



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