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## ***Audvertising: A New Marketing Paradigm Encompassing all Auditory Association to a Brand***

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### **Abstract:**

*Sound can be used in advertising to provide a positive influence on a brand experience and encourage sales. Advertising, a portmanteau of audio and advertising is the new marketing paradigm that encompasses all sound(s), musical or non-musical, that are associated with brands. Advertising can influence the willingness of shoppers to spend money when they hear sound(s) that are connected to a brand or service. Advertising is a simple recognizable sound, or sounds, such as the giggle of the Pillsbury Doughboy or musical notes, that trigger association with a brand. These sounds can appear across many media platforms. Sogos are also a portmanteau of the two words sonic and logos, which are key elements of sonic branding that use musical notes to associate a sound with a brand logo. Sound symbolism reaches a global market through use of certain consonants in brand names. When making purchasing decisions, shoppers' moods can be changed by the correlation of advertising sounds with a product, brand or service.*

**Keywords:** *Audvertising, sogos, sonic branding, sogos, sound logos, sound symbolism, portmanteau*

Traditional applications of audio in branding relate to a conditioning theory that associates a sound with a brand by repetitively pairing a sound with a brand [i], either musical or non-musical. Sonic branding is the use of audio to generate a unique distinctiveness to advertise a brand [i]. Many cues (stimuli), such as music, sound symbolism, or speaking animated characters, are used by marketers to influence consumer response to advertising [ii][iii]. All of these auditory stimuli now can be categorized under one new term: *audvertising*.

A portmanteau is the literary device in which two or more words blend their sounds and meanings to create a new word with one concept, as in the words *breakfast* and *lunch* becoming one word: *brunch* [iv]. A common branding stratagem that generates a unique distinctiveness to advertise a brand has been turned into the portmanteau *sogo*, which is the combination of the words *sonic* and *logo*, or the sound version of a visual logo [i]. A *sogo* is a short, easily remembered melody that lasts about six seconds, such as Window's 5-tone sound [i]. *Audio* is related to audible sound, and *advertising* is communication that influences potential consumers about services or products [v][vi]. Thus, the combination of the words *advertising* and *audio* is the portmanteau called "*audvertising*," which is a new paradigm for all audio communication that is used to sell a product or service by associating a sound with a product. *Audvertising* is the use of sound(s) to trigger a connection with a brand and everything the brand represents, not just the brand logo, either musical or non-musical. The cute, high-pitched giggle of the Pillsbury Doughboy is not musical, and many consumers can relate that sound to a "plump, dough figure" that pops out of a "tube of refrigerated rolls" [vii].

Mobile platforms have become a new medium for advertising to consumers [viii] as they present products, services or ideas using mobile communication channels to persuade a targeted audience to purchase or interact with an advertised item [ix]. Unlike traditional television or print advertising, mobile medium delivery provides the opportunity for personalized and direct connection with consumers delivered through advertising formats such as a Short Message System (SMS) through which text messages can be transmitted and received on mobile phones, Multi Media Messaging Systems (MMS), and browsing, downloadable applications or coupons [viii] [ix] [x]. Interstitials, full-screen ads sequentially linked to content such as transition ads used for advertising on the internet (intermercials), appear before a content page, or to verify that a user is the proper age for viewing a particular page [v].

Technological advances of hand-held mobile devices, such as cell-phones, have opened new opportunities in mobile marketing communication (m-commerce) by using sound that influences target audiences over the long-term. Sound is vital for consumer shopping [xi] [xii] as it symbolizes a brand's persona and it links a brand message straight to a consumer's ears [xiii]. Individuals who can hear *audvertising* are potential consumers, since a sound is hard to ignore when it continually pitches message [xiv]. *Audvertising* can embed a recollection in the auditory paths of consumers' minds that is hard to forget or ignore [xiii]. "Songs, jingles, and tunes that get stuck inside your head," which are called "earworms," or "stuck song syndrome," are so effective that almost "98% of people" have a song that they cannot get out of their heads [xii] [xv]. It follows that *audvertising* is also a marketing opportunity, since sounds

can represent a brand's personality and influence consumers' point-of-sale purchase decisions. Through the use of sound(s), *advertising* portrays a brand personality [xvi] because certain sounds that automatically associated with a brand can also linger inside consumer's heads [xvii], such as Tony the Tiger's voice and "trademark growl: "They're Grrreat!" [vii] or the GEICO Gecko who speaks in a soft Cockney accent [xviii].

*Advertising* is also a method for bypassing cultural and language barriers to convey a global corporate message. The use of sound symbolism helps decipher and implement "the universal language of branding" [iii]. Words have consonants that are either *obstruent*, or harder and sharper, while consonants that are *sonorant* are softer and smoother, such as in the brand names "Clorox (a hard-working laundry product) and Chanel" (a French luxury perfume)[iii]. Extensive research has been done to determine how sound symbolism influences brand name perception [iii].

"Exposure to a brand name that has sound repetition in its phonetic structure and is spoken aloud produces positive affect, which favorably affects consumers' brand evaluations, reactions to cross-selling, and product choice" [xix].

Products are perceived to be quicker, larger or have better reliability based on how a brand name sounds; thus, *advertising* provides a tool for advertising creativity. Marketing research findings indicate that there are several brand name naming strategies for brand names: (i) the name should clearly communicate a product's purpose and features, such as "DieHard" batteries, or (ii) a name not actually connected to the product's attributes that is created using sound symbolism[xix]. Sound symbolism focuses on the "impact of the linguistic structure of brand names on consumer perceptions (e.g., Prozac communicates efficacy through the letter "z")" [19]. Product evaluations may also be affected by linguistics, and the affect may positively influence consumer purchasing decisions when spoken aloud, such "Coca-Cola, Tutti Frutti, Jelly Belly, Kit Kat and Lululemon" [xix].

Strategic *advertising* can drive sales consistently across every aspect of media to reinforce the brand through a pleasant brand experience. Thus, *advertising* is the new paradigm that encompasses effective auditory marketing tools of sonic branding, sonic logos (sogos), or sound symbolism that reach a large audience by using sound(s), either by a speaking animated spokesperson, musical notes, or by the linguistic sound of the brand name.

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