

HEAR YOU ARE RECOMMENDS THE USE OF SOUNDSCAPES AND SOUND LOGO IN:

- Short presentation logo with animation and soundscape
- Commercials
- Presentation movie for the company
- Presentations/ animations on e.g. YouTube
- Podcasting about the company
- Background music for presentation with narration
- Music as an introduction to events
- Sound on the company's website
- Sound in a store or shop
- SMS jingle
- Ringing Tone
- Waiting Tone.

CONTACT

HEAR YOU ARE



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**Audio branding
Sound logos
Soundscapes
Motion graphics**

HEAR YOU ARE



HEARYOURE.DK

Release your Sound

The top audio brands at the moment are Intel, Audi and Coca Cola, followed by Deutsche Telekom, McDonald's, Nokia, Apple and BMW. But this is not to say that only large companies need audio branding; it is in fact fit for any type and size of company, organization, product or individual.

WHY AUDIO BRANDING?

Music can be for much more than spreading comfort in your living room or in the car on the way to work. Music recalls experiences and moods. This means that music has the power to create positive associations that contribute to good experiences.

- Consumers will relate to or make associations between you and certain feelings, values, experiences, lifestyles, moods etc.
- Enhances the potential of the media
- Makes the target more receptive to your message
- Shapes purchase intent

The results for companies that create a personal sound identity in particular:

INCREASED VALUE OF A BRAND

Research shows that companies add value by increasing awareness, strengthening and expanding their brand through the use of sound. And when a brand can represent over 50% of the value of a company, it is a lot we are talking about.

EFFECTIVE COMMUNICATION

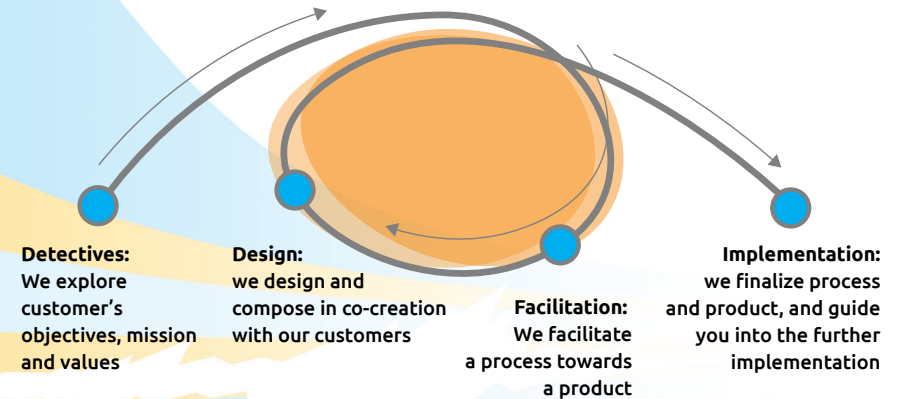
It is now more important than ever that a brand is relevant, unique and easily remembered. Audio branding is one of the most cost-effective ways to ensure that a brand stands out in a crowded and competitive market, is remembered emotionally, and recognized.

INCREASED SALES AND CUSTOMER SATISFACTION

In recent years, international research in this area shows that the use of specific soundscapes can increase customer engagement and loyalty, and boost sales by up to 38%!

Most companies have a visual identity, a logo or a style that characterizes who they are and what they stand for. But few have thought about how effective it will be to use sound and music to present the business in a whole new way. Music sells - and that is a fact.

HOW HEAR YOU ARE CO-CREATES



HEAR YOU ARE PRODUCTS

You get more than sound. You get your own sound, based on who you are and what your needs and expectations are, insuring the best possible outcomes from your marketing efforts. We offer:

AUDIO BRANDING with the main purpose that the company is remembered emotionally, expanding the graphic identity, profile and general communication.

A SOUND LOGO or a jingle that is "catchy" to be easily remembered in relation to the company.

A SOUNDSCAPE, which is a music composition containing a sound logo, both unique and inspired by your company's culture as well as by your wishes and expectations from the final product.

An **ANIMATED PROFILE PRESENTATION** about your brand, which includes motion graphics and your soundscape.