

Space Age Marketing - The Sonic Revolution

Contributed by Condiment Junkie
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As we all are experiencing, the economic downturn is challenging the ways in which we connect brands with consumers. In an environment where maximising impact and return on investment have never been more important, you need to squeeze more out of every communication, ensuring every customer touchpoint is delivering on your brand values and promises. But it's not all bad. Out of challenge and adversity come opportunity, creativity and innovation. We all start looking at new or different ways of doing things. A recent article in Marketing week featuring Condiment Junkie, entitled Space Age Marketing, has put it very well; "Now is the time to try something new....experiment with new formats....get consumers excited, and do something out of the norm". Well there's something that surrounds us, influencing our thoughts and moods and feelings every day, minute by minute, that does all this, but is still underutilised in most brand's marketing armoury; Something that delivers a genuine and powerful emotional connection between consumers and brands. Something that creates a more engaging and enjoyable customer experience. Something that your audience will absorb, recognize and remember. **SOUND.** At Condiment Junkie we believe that sound must become an essential part of every brand experience. A sonic strategy can help you connect with customers in the most powerful way, increase the impact of existing activity and generate new and exciting ways of reaching consumers. We are very interested in how people interact with their surroundings through their senses, and how creatively thinking about every aspect of our environment can influence how we feel and greatly affect our experiences. Sound can make something good even better. Sound can tap into the emotional side of your audience; Being present and harmonious across your digital, online and advertising strategies, to product design, experiential events and in-stores, it can engage and entertain consumers, help them form lifelong positive associations, relay information, and express brand identity. We work with brand owners and agencies to realize the true potential of sound for brands. We can help you identify how sound can make your campaign even better, and then make it happen. Please visit our website and read in full our ideas and approaches to experiential and multi sensorial marketing, and please drop us a line if you're interested in discussing things further. R

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