The role of sonic logos in enhancing brand recall and recognition

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Abstract:

This study reviews the role of the sonic logo on brand recognition. The characteristics of a successful sonic logo are due to its importance in brand perception and the lack of interest in a role such as the visual logo, and because sound and music have a major role in influencing consumers' emotions and memory and emotional attachment to the brand. **The purpose** of the research is to Identify the relationship between sound as a motivator in Sogo to keep the brand in the minds of consumers, Illustrate the reasons why the consumer attaches to the brand and Relate the importance of sound as a motivator to the brand. Methodology/approach: This research relies on a descriptive approach followed by an analytical study to describe and analyze sound in the sonic logo based on the theoretical framework of the research, and followed by a comparative approach to compare the vocal tones in the audio logo and the brands with each other by displaying some advertisements on focus groups to verify the results of the analytical study. **Problem**: Due to the increased exposure of consumers to more than one brand that provides the same service, it leads to a lack of recall and recognition of the brand.Through this research, we will try to find and answer the following questions: Do stimuli such as the sound in a sonic logo have an impact on consumers? Does sound as a motivator have a role in keeping the brand in the minds of consumers and their association with it? Does the Sonic logo add more value to the organization or brand than the traditional logo? **Objectives**: Identify the relationship between sound as a motivator in Sogo to keep the brand in the minds of consumers. Illustrate the reasons why the consumer attaches to the brand. Relate the importance of sound as a motivator to the brand. **Hypothesis**: The Sonic logo has a role in brand attachment. Sound as a stimulus has an influence on consumers' memory. The power of Sogo over the logo in influencing the memory and feelings of the recipients. **Research Importance**: Emphasizing the role of sound in Sonic Logos in enhancing brand recall and recognition. Directing companies' attention to using Sonic logos in the company's corporate identity. **Methodology** : This research relies on a descriptive approach followed by an analytical study to describe and analyze sound in the sonic logo based on the theoretical framework of the research, and followed by a comparative approach to compare the vocal tones in the audio logo and the brands with each other by displaying some advertisements on focus groups to verify the results of the analytical study. **Findings**: The use of sonic logos is instrumental in identifying the brand behind it. The sonic logo plays a major role in influencing consumers' memory and brand recognition. When the sonic logo was presented with the same melody but with the sounds of musical instruments changing, it led to a delay in the consumer's recognition. Having the sonic logo on the front helps consumers hear it and easily memorize and remember it. **Originality/value**: Emphasizing the role of sound in Sonic Logos in enhancing brand recall and recognition and directing companies' attention to using Sonic logos in the company's corporate identity.

1. Introduction:

In today's competitive markets, brands seek innovative and distinctive ways to concentrate on their identity among their competitors and establish a strong relationship with consumers who are exposed to many brands in the same field. This makes the brand not present in their minds. In this research, we examine the importance of sonic and well-known logos for brand identity. Audio branding, as a powerful tool designed to attract attention, evoke emotions and convey the essence of the brand by classifying sound as a stimulus that influences consumer memory.The effectiveness of audio logos in influencing purchase intention is due

to their ability to engage multiple cognitive and emotional processes simultaneously. On a cognitive level, sound logos can enhance brand recall and recognition, making it easier for consumers to identify and remember the brand. In addition, audio logos can influence brand evaluations by shaping perceptions of brand personality and attributes. On an emotional level, audio logos can evoke emotions consistent with a desired brand image, creating a positive emotional connection with consumers. This emotional reaction can increase brand loyalty and increase the likelihood of a purchase.

Research Problem:

Due to the increased exposure of consumers to more than one brand that provides the same service, it leads to a lack of recall and recognition of the brand. Through this research, we will try to find and answer the following questions:

- Do stimuli such as the sound in a sonic logo have an impact on consumers?
- Does sound as a motivator have a role in keeping the brand in the minds of consumers and their association with it?
- Does the Sonic logo add more value to the organization or brand than the traditional logo?

Research Objectives

1. Identify the relationship between sound as a motivator in Sogo to keep the brand in the minds of consumers.
2. Illustrate the reasons why the consumer attaches to the brand.
3. Relate the importance of sound as a motivator to the brand.

Research Hypothesis

1. The Sonic logo has a role in brand attachment.
2. Sound as a stimulus has an influence on consumers' memory.
3. The power of Sogo over the logo in influencing the memory and feelings of the recipients.

Research Importance

1. Emphasizing the role of sound in Sonic Logos in enhancing brand recall and recognition.
2. Directing companies' attention to using Sonic logos in the company's corporate identity.

Research Methodology:

This research relies on a descriptive approach followed by an analytical study to describe and analyze sound in the sonic logo based on the theoretical framework of the research and followed by a comparative approach to compare the vocal tones in the audio logo and the brands with each other by displaying some advertisements on focus groups to verify the results of the analytical study.

2. Literature Review

2.1 Definition of the main concept

2.1.1 Sonic branding

Sonic branding elevates the brand's value to a higher level. The incorporation of auditory components in commercials aids the company in drawing in customers.

There are some differences between the following terms, which some believe give the same meaning: 'sound branding', 'audio branding', 'sonic branding' and 'acoustic branding'. Gustafsson (2015) offers a thorough analysis of these terms, pointing out some discrepancies in meaning. For instance, he defines "acoustic branding" as the process or application of using sound in branding, whereas "audio branding" refers to the method of creating auditory branding elements. The challenge with not coming to a consensus on a name is that it makes it more difficult to establish a stronger, more cohesive presence in the larger branding sector (Gustafsson, 2015). Kilian (2009) argued that sound branding should be defined as consisting of sounds that 'affect us emotionally and increase brand recognition, oftentimes beyond our awareness and our field of action'. According to Susie Khamis (2021), sonic branding is the manifestation of brand identity, which is just as significant as brand logos. The deliberate use of sound to convey a brand's identity and core values is known as "sonic branding." Various auditory elements of a logo are linked to two main emotions: calmness and enthusiasm. Combination of fade up and ascending pitch is less exciting and less aggressive than the combination of fade down Journal of Interdisciplinary Cycle Research and descending pitch
 (Balagopal, 2023).

Deeper understanding of the processing of sound is necessary to make an impact among customers. (Lluis Mas Manchon, 2019). There is a connection between the use of audio-visual elements on branding and the brand interest, emotional brand attachment and consumer engagement.Sound branding strategies have higher impact on the establishment of consumer attachment towards brand. (Balagopal, 2023). It is known as the strategic use of sound to create a distinctive auditory identity for a brand (Krishnan et al., 2012) and in essence it enables the brand to communicate its identity to the consumer via the sense of hearing (Groves, 2011).

2.1.2 Sonic logo

The sonic logo – sometimes referred to as a sound logo or an audio logo – is a signature sound, such as a small piece of music or a sound that communicates to the consumer what the brand is

(Groves, 2012).Sonic logos can be defined as acoustic signals of very short duration, which may be naturally sampled sounds (vocal or external), instrumental or sung melodies or synthetic sound effects (Bonde and Hansen, 2013).Examples of well-known sonic logos include the 5-tone Intel logo and the 4-tone start-up chimes of Windows Vista (Krishnan et al., 2012).. The classic roar of Metro Goldwyn Mayer and the swoosh sound of Skype are examples of sampled and synthetic sounds (Bonde and Hansen, 2013).The sonic logos associated used by Samsung and LG are examples of instrumental melodies (Vorster, 2015).Given that music can be strongly associated with feelings and memories, it is important to take into account the potential of a sonic logo to elicit strong emotional reactions (Oakes, Patterson, and Oakes, 2013).Number of tones in a sonic logo systematically influences the behavior of the consumers. Sonic logos with very few tones have less impact on customers (Balagopal, 2023).sound or audio logo – is a signature sound such as a small piece of music or a sound that communicates to the consumer who the brand is (Groves, 2012).The sonic logo is sometimes perceived as the auditory counterpart of the visual logo of the brand and it performs a similar task to the visual logo of the brand (Krishnan et al., 2012). The sonic logo is also considered an audible memory trigger associated with the brand (Groves, 2012).The idea is that when a consumer is exposed to the sonic logo, he/she will recall the brand associated with the sonic logo. In addition, the sound of the sonic logo will evoke other brand associations, such as the consumer's personal experiences with the brand and the communication of the brand (Vorster, 2015).

2.1.2.1 Factors affecting Sonic logo.

As we previously discussed, the audio logo consists of a melody that lasts no longer than ten seconds. This melody can be played with various musical instruments, causing changes in tone, pitch, sound rhythms, and volume. Each of these changes has a distinct meaning that influences both the recipient's. psychology and the brand's personality.

Timbre

According to McAdams & Giordano (2015), timbre is a characteristic of sound that aids in the listener's ability to discern between two sounds that are similar in volume and frequency. When identical notes are played on various musical instruments, such the flute, violin, or piano, the timbre of the sound serves as a distinguishing factor (Techawachirakul& Calvert, 2023) . As musical instruments emit different sounds even while keeping the other sonic parameters constant, the timbre of the associated music can connote

different perceptual meanings (Giraldo et al., 2019). The sounds produced by musical instruments can raise abstract connotations. Some sounds are cheerful, and some are harsh. Musical instruments were divided into feminine and masculine. Feminine instruments included the English horn, flute , harp, oboe and violin. Masculine instruments included alto saxophone, double bass, French horn , trombone and tuba (Techawachirakul& Calvert, 2023).

Pitch

The frequency at which sound waves vibrate determines pitch, which is a person's subjective judgment that determines whether a sound is high- or low-pitched and influences how that perception relates to gender (Johar, 2015). According to Johar (2015), men typically have lower-pitched voices, while women tend to have higher-pitched voices. Therefore, the pitch level at which a musical instrument is played may cause mental representations associated with gender to be activated. For example, people tend to associate high-pitched musical instruments (like the flute) with femininity, while low-pitched instruments (like the tuba) are associated with masculinity (Raymore & Huron, 2020).

Intensity variations

A "warning cue" that draws on the brain's physiological and attentional resources could be perceived as increasing sound intensity (Bach et al., 2007).Higher music intensity has been linked to increased physiological arousal as measured by electrodermal activity (EDA) and cardiac patterns associated with orienting responses, according to research in the field of music (Chuen et al., 2016).According to Mas and Churchill (2020) Greater orienting responses will be elicited by sonic logos with ascending intensity (musical notes fading up) as opposed to sonic logos with descending intensity (musical notes fading down).

Pace variations

In the domain of music, pace is a critical feature, strongly connected with motivation and the Sonic logo's acoustic features (Bispham, 2009). According to Mas and Churchill (2020) Excitement is associated with high-pitched fast music genres, ruggedness is associated with slow and low-pitched and sophistication with strings and classical music. In the domain of music, pace is a crucial component that is closely linked to both motivation and the emotional transmission of the Sonic logo's acoustic elements (Bispham, 2009). According to Dillman Carpentier and Potter (2007), slow-paced music is typically connected to low arousal, quiet, and less active messages, while fast-paced music is typically associated with high arousal and is viewed as more thrilling and dynamic. Slow speed is

recommended to express calmness, fast speed is recommended to direct response (Mas and Churchill, 2020). Practitioners may opt for fast-paced sonic logos if the design is new or played in a noisy environment and opt for slow-paced sonic logos in already highly recognized sound designs (Mas and Churchill, 2020).

Musical pattern
When Bonde and Hansen (2013) tested various sonic logos, they discovered that the most essential component in making a sonic logo recognizable, calm, and pleasant is its musical pattern—the melody produced by a series of pitch levels, as in the cases of Intel and McDonald's sonic logos. Music's "figure" is formed by melody (pitch variations) within a background sound context (Leder et al., 2004).

2.1.2.2 Sonic logo success criteria
Brand fit
The brand's image should be reflected in the Sonic logo (Vorster, 2015). According to research, a brand element should represent the brand persuasively or descriptively and be a good fit for the brand (Farhana, 2012). There are two ways to classify the meaning of a brand element. The first is that it is related to general information about the nature of the product category (Keller, 2003:176); in other words, whether the brand element is consistent with what a consumer expects from the specific product category. The second is that it is related to specific information about attributes and benefits of the brand (Keller, 2003:176). The Sonic logo should be used to set the company apart from its rivals and convey to customers who the brand is (Vorster, 2015).

Transferability
According to Keller (2003), a brand element ought to be transferable across product categories and geographical boundaries. It should be possible to use brand elements across multiple products, product lines, market segments, geographical boundaries, markets, and cultural contexts. Farhana (2012).A sonic logo has good translational power and may convey a lot of information about a brand's image. If the audio trademark is not accompanied by lyrics in a particular language, it also has no geographical limitations. However, it's crucial to make sure that customers in various target markets would find a sonic logo's sound appealing. Cultural disparities can occasionally provide a major obstacle to building global businesses and reaching out to consumers throughout the world (Vorster, 2015).

Likability
Customers should find it enjoyable to hear a sound logo. Customers will detest and steer clear of a brand's advertising if they believe the company's sound logo to be bothersome. The consumer's overall perception of the brand may be impacted by these unfavorable sentiments toward the music. If a sonic logo is too simple, it will not be memorable enough and the consumer's interest will waiver after being exposed to it a few times (Vorster, 2015). It is crucial that the sonic logo elicits a favorable emotional response upon hearing it, since music possesses the power to be strongly associated with certain feelings and memories (Oakes et al., 2013).

2.1.2.1 Difference between sonic branding and sonic logo
Based on the previous definitions, we conclude that there is a difference between sonic branding and sonic logo. Sonic branding and sonic logos are both related to the use of sound to create a brand identity, but they have different meanings and applications.

Sonic branding is the broader concept of using sound to establish and communicate a brand's identity. It encompasses all aspects of a brand's auditory presence, including: on-hold systems, voice-overs, sonic logos, ambient music, advertising music(Vorster, 2015).

Sonic logos are specific sound elements that are designed to be instantly recognizable and associated with a brand. They are typically short, memorable melodies or sound effects that are used consistently across all touchpoints. Sonic logos are often used in conjunction with other sonic branding elements to create a cohesive auditory brand identity Table [1].

Table [1]: difference between sonic branding and sonic logo

Feature	Sonic Branding	Sonic Logo
Scope	Broad concept encompassing all aspects of a brand's auditory presence	Specific sound element that represents the brand
Purpose	Establish and communicate a brand's identity	Make the brand instantly recognizable
Length	Varies, but typically short	Typically less than 10 seconds
Use	Can be used in a variety of ways, including sonic logos,on-hold systems, voice-overs, ambient music, advertising music	Typically used in conjunction with other sonic branding elements

2.1.3 Emotional branding
It is defined as a measure of the emotional connection between a consumer and the brand and it is believed to have a high correlation with the financial performance of an organization (Sciarrino, 2014).Brand attachment also echoes the consumer's

feelings towards the brand and it is the emotional bond that connects the consumer to the brand (Malär et al., 2011).Jackson (2003) described an experience of watching a video clip without sound that, in his experience, failed to elicit an emotional reaction. When he watched the clip with sound, the totality of the experience caused his hair to stand on end and he concluded that 'sound conveys the emotions while the pictures convey the information' (p.24).

One of the primary benefits is that consumers are typically more loyal towards a brand with which they have a personal relationship and an emotional connection (Vorster, 2015). When marketers encourage strong emotional attachments to brands, consumers are more likely to be devoted to the brands and continuously repurchase those brands (Grisaffe and Nguyen, 2011).

2.1.4 Brand attachment and Brand love

Brand love is described as more than a preference; it is the brand that a consumer will choose without a reason, and it is a connection that is based on more than simply choosing a brand to use (Maxian, Bradley, Wise and Toulouse, 2013). It's critical to understand the differences between the terms "brand attachment" and "brand love," even though they both refer to an emotional bond or feelings that consumers have for a brand, they are not exactly the same (Vorster, 2015). According to others, brand attachment is just one aspect of brand love, which is a higher-order construct that encompasses a variety of emotions, actions, and cognitions (Batra, Ahuvia, and Bagozzi, 2012). Consequently, brand attachment is a need for developing brand love (Japutra, Ekinci, and Simkin, 2014). According to Jayputra et al. (2014), brand attachment is also linked to the desire to advocate for the brand, talk favorably about it, and stand up for it when others speak poorly of it. Brand loyalty and word-of-mouth are also considered to be outcomes of brand love (Bergkvist and Bech-Larsen, 2010). Brand love influences brand commitment and maintains the relationship between a consumer and the brand for both functional and affective reasons (Albert and Merunka, 2013). Sonic logos with ascending intensity (musical notes fading up) will evoke stronger orienting responses than sonic logos with descending intensity (musical notes fading down).

2.1.4 Sonic Logos: Memorability, Emotion, and Sensory Appeal

Melodies have been found to be quite effective in creating mental associations when it comes to building memory structures. This is partly because music can evoke memories (Schaefer, 2017), and partly because we are susceptible to "earworms" (or "ohrwurms" in German; see Jakubowski, Finkel,

Stewart, and Müllensiefen 2017).The most recognizable sonic logos are melodic ones; they comprise a brief musical motif that lasts for about three seconds and usually consists of five to six notes (see Bonde and Hanson, 2013; May, 2019).The melodic motifs used as sonic logos for Intel, McDonalds, T-Mobile, Coca-Cola, Mastercard, StateFarm, CBS, and Shell are all examples of short, five to six note sonic logos (KELLER & SPENCE, 2023).Another benefit of creating sonic logos that simulate the sounds of a brand name or brand claim (a slogan or tagline) could be this: Specifically, the capacity to incorporate lyrical content that strengthens the connection between the brand and the melody motif (KELLER & SPENCE, 2023). According to Veritonic (2021), there seems to be some evidence that incorporating the brand name—spoken or sung—into the design of a sonic logo aids in creating association and recall in the minds of customers. This could be useful, at least when introducing a new sonic logo to consumers. It is possible to change the pitches, timbres, and tonality of the instrumentation used to express the melody while keeping the integrity of the association between the brand and the musical motif if the sonic logo's memory structure is linked to the melody،This enables the sonic logo to be modified to match particular cultural or situational contexts, as well as the emotional context of the brand communication (KELLER & SPENCE, 2023).Sonic logos can be modified to reflect the consumer's personality and preferences while preserving the motif recognition for other listeners (see Anderson, Gil, Gibson, Wolf, Shapiro, Semerci, and Greenberg, 2020).A sonic logo's appealing qualities may carry over to produce favorable brand associations. That logic would seem to be supported by a recent study by Anglada-Tort, Schofield, Trahan, and Müllensiefen (2022), which shows that associating a well-known musical cue with a product can positively influence the customer's choice of brand. Another thing to keep in mind about this is the latest research by Scott et al. (2022) which indicates that happy sonic logos work better at the conclusion of an advertisement to improve the attitude of consumers toward the brand, while sad sonic logos work better at the beginning.

### 3. ANALYSIS AND DISCUSSION

Analysis

This research was conducted to examine the effectiveness of audio logos in recognizing a particular brand. The study was conducted based on an experiment on two groups of brands: the first group is for drinks and foods, and the second group is for applications. The study was conducted

through a focus group consisting of 50 people, aged 20 to 35 years. The first group of sonic logos for fast food and drinks was presented, and then they answered a paper containing a question that required writing the trademark for the sonic logo or leaving the field empty in case of lack of
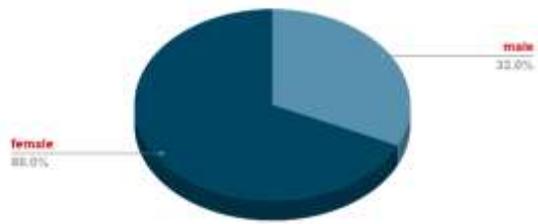
recognition and taking verbal questions from the research sample about the speed of recognition and their continuous use of those trademarks. Then the second group of sonic logos for some applications was presented, and the same method was applied as was done in the first group.

The research sample:
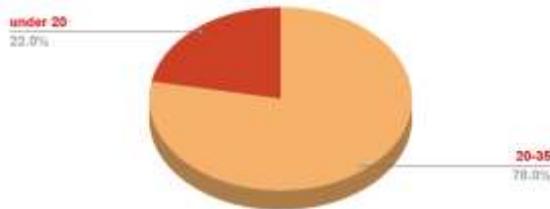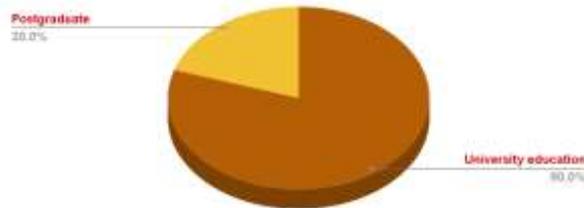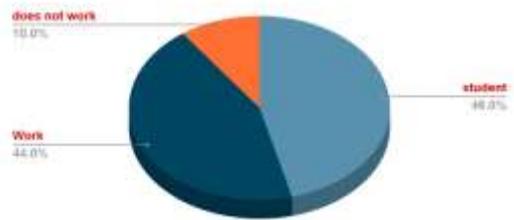
Recognition of food and drinks brands

Recognition of applications brands

Netflix

Doesn't recognize
6.0%

Recognize
94.0%
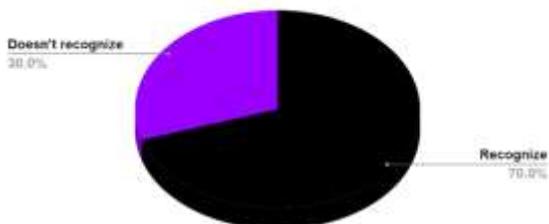
Recognition of application brands

Netflix
49.5%
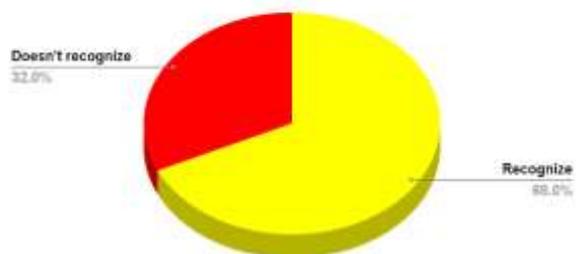
Tiktok
36.8%

Discord
13.7%
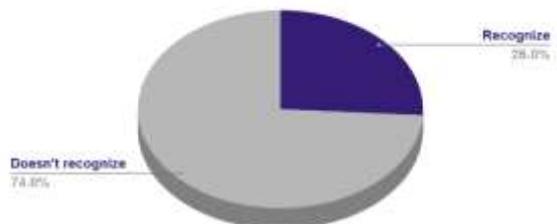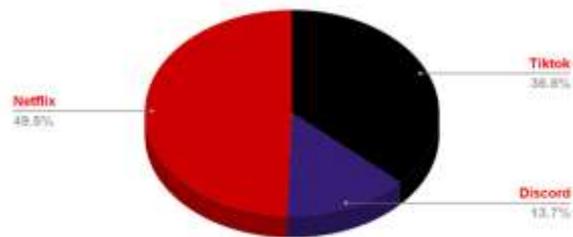
Recognition of food and beverage brands
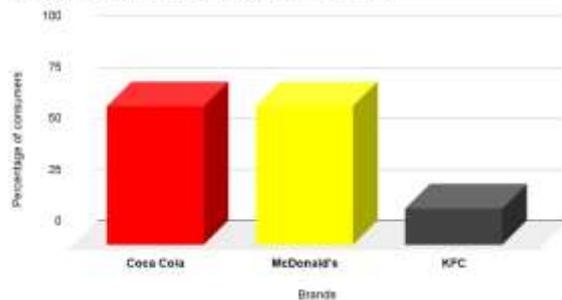
Recognition of application brands
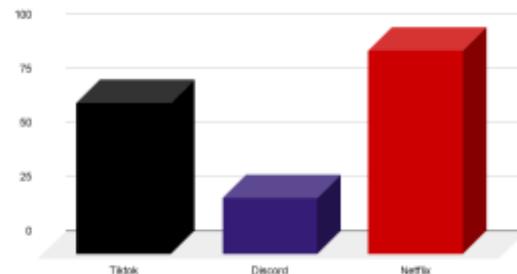
Results

1. The highest recognition rate for audio logos for the food and beverage category was Coca-Cola and McDonalds, at 68%.
2. KFC had the lowest rate at 18% and people who recognized it had difficulty remembering the sonic logo.
3. In the sonic logos for applications, Netflix obtained the highest percentage, at a rate of 94%. Through the survey, it was revealed that Netflix placed the sonic logo at the forefront of their series and movies, making consumers listen to it continuously and almost compulsively. Therefore, it was the easiest sonic logo that was distinguished in all logos, in addition to the distinctive audio tone.
4. Discord received a rating of 26% because those who recognized its sonic logo were not users of the program, but the users of the program recognized it quickly.
5. As for the Tik Tok application, the recognition rate was 70%, and after asking consumers, the reason for not recognizing it was that it is placed at the end of the video, unlike Netflix, and most of the time they flip quickly and do not watch the video until the end.

Discussion

The first group of sonic logos for fast food and drinks based on the questions and observed the reactions. People who are regular consumers of the brand recognize it quickly without having to hear the sonic logo again. In contrast, people who are not regular consumers but are aware of the brand or they interacted intermittently and recognized it, but after a while, by restarting the sonic logo again, in the case of the McDonald's logo, I changed the

musical instruments to the same melody of the McDonald's sonic logo. Regular consumers did not find any difficulty in recognizing it despite the change, but in the case of intermittent consumers, some of them did not. Others found it difficult to recognize the brand. The last case is that people who have no previous dealings or experience with the brand did not recognize the sonic logo.

In the second group of sonic logos, in which a group of sonic logos for applications were displayed, they quickly recognized the Netflix sonic logo. However, in the case of TikTok, they found it difficult to recognize, and with the questions, we concluded that in the case of Netflix, people were almost forced to hear the sonic logo because of its presence before the start of the series or the movie. In the case of Tik Tok, the sonic logo is at the end of the video, and some people do not watch the clip until the end. This observation is in the case of people who use those applications, but in people who do not use those applications, they are not able to recognize it through the sonic logo.

Conclusion:

This research was conducted to evaluate the effectiveness of sonic logos to recognize the brand behind it.The sonic logo plays a major role in influencing consumers' memory and brand recognition. By displaying some sonic logos for popular and uncommon brands, we found that when the sonic logo displayed the same melody but changed the sounds of musical instruments, as in the McDonnells sonic logo, it led to consumer delay. Recognize it. Although they know the sonic logo. As for placing the logo, through research it was found that placing the sonic logo at the beginning ensures that consumers will listen to it,

instead of placing it at the end, as is the case in Netflix and TikTok, and in the case of users of the program. When the sonic logo is presented to people other than the target group, they do not recognize it, but when it is presented to the target group, which is the users, it becomes easy and quick to recognize and remember. There are sonic logos that the brand does not work on and placing them in advertisements or applications makes it difficult to recognize them as well. Therefore, the brand that has the sonic logo must focus on it in all means of communication so that consumers recognize it easily, and as is the case with the visual logo, it is treated. The sonic logo is in the same way and should be exposed to it continuously and permanently. The simpler sonic logo is in terms of sounds and number of tones, the easier it is to remember and the more attached it is.Therefore, brands which use their sonic logos consistently can attain higher level of brand recognition by means of sound. Hence, improving their overall corporate identity.

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