

Audio Branding The development of an Audio Corporate Identity

...it's all part of an audio journey for everyone who connects with your business

Our Service To Your Company

The creation and strategic implementation of a unique [audio corporate identity](#) for your business based on thorough audio corporate identity analysis and testing.

Audio Corporate Identity

In marketing, a [corporate identity](#) is the persona of a corporation or company which is designed to accord with and facilitate the attainment of business objectives. It is usually visibly manifested by way of branding and the use of trademarks. [Audio](#) is a collective term used to describe sounds within the range of human hearing and also used to describe devices which are designed to operate within this range. Thus, an [Audio Corporate Identity](#) is making use of unique [sounds](#) (i.e. musical composition, along with the unique musical arrangement, sound effects - and other programming, recording and audio mixing) that reflects the persona of a corporation or company. Often referred to as [organizational identity](#), [corporate identity](#) helps organizations to answer questions like “who are we?”

As previously mentioned, the corporate identity is [visibly](#) manifested by way of branding. The [audio](#) corporate identity is thus audibly manifested by way of [audio branding](#).

The Audio Logo

Back to branding: A [logo](#) is a graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promotes instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of the name of the organization.

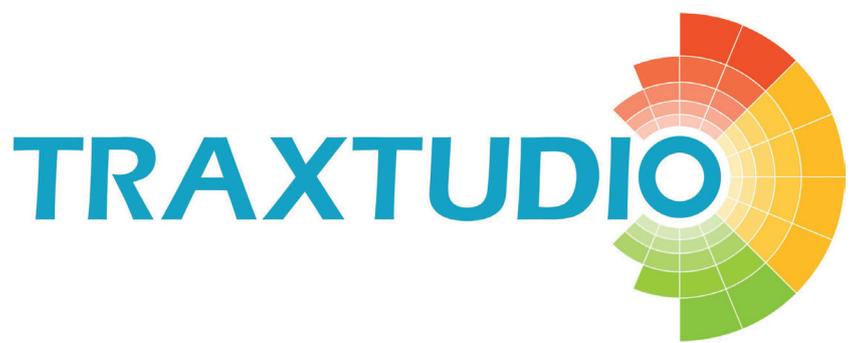
Thus, an [audio logo](#) is an [audio emblem](#) that can be used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition.

The [audio logo](#) is a part of the audio branding, and is part of the [audio corporate identity](#). What we offer: The creation of a unique audio corporate identity by means of audio branding.

Traxtudio International Group of Companies

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The Audio Corporate Identity Analysis

Every company should have an Audio Corporate Identity Strategy. Without a critical analysis of your audio geography and without critical-strategic planning of your Unique Audio Corporate Identity it can often cause more harm than good.

This analysis includes:

- The setting of core brand values and of marketing and brand communication objectives.
- Once these values and objectives are in place, the audio analysis process starts by deciding what audio should be used in which medium (thus via which marketing channels), thus optimizing relevant media channels.
- If the company has existing audio branding, this is the phase where we analyse how to incorporate the latter with the new audio corporate identity strategy.

How Should My Brand “Sound”?

SOUND – it is everywhere, all around us constantly. There’s just too much sound everywhere for any business not have its own – if the unique audio branding of a business doesn’t fill a space, other sounds will.

The use of sound on websites and kiosks are still met with resistance from users and industry professionals. Through the years it got a bad reputation, mainly due to poor analysis and implementation of how sound can and should be used in these channels.

Listen to the samples that are often found on web-sound of their computer. Overall the potential client/user has a bad brand experience.

As previously mentioned, we’re living in the 21st century. Not using sound isn’t the solution either.

You need to strategically implement audio branding elements that are:

- relevant
- flexible
- serves the core brand values and marketing and brand communication objectives. These elements should also be user friendly in order for the user to have a good brand communication experience.

There are five parameters for successful audio branding:

- It should be congruent (with whatever the brand attributes are):
- It should be distinct
- It should be recognizable
- It needs to be flexible
- It needs to be own able

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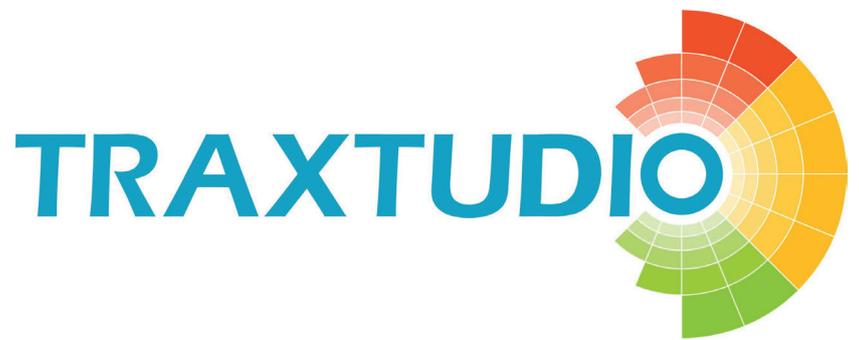
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Media (Marketing) Channels

The question remains: *Where can I deploy my unique Audio Corporate Identity?*

Traditional media channels:

- Radio
- Television
- Big screen
- Telephone systems (Call-on-hold soundtracks)
- Corporate video

In your building (physical spaces):

The physical environment is a very powerful brand space where sound can be used to create profound effects in a very subtle way. These spaces include:

- Retail spaces: public areas; in-store areas.
- Corporate buildings: waiting areas, boardrooms, bathrooms, etc.
- Events: PR; corporate and sponsored.

Multi-media channels:

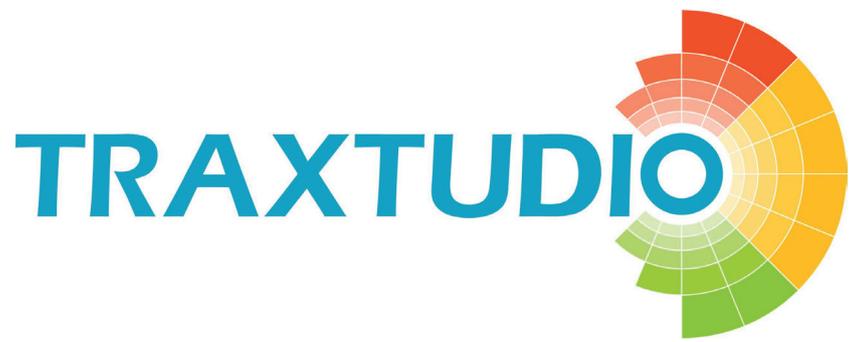
- Web
- Podcasts and online videos
- Information displays and kiosks
- Presentations: Media, training, sales
- Interfaces
- Mobile telephone devices
- Intranet (unique company software)

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Our Company Profile

Traxtudio International Group of Companies consists of five different sub companies, namely:

- Traxtudio International Recording Studio Group
- Traxtudio Music Publishing
- Traxtudio Interactive and Audio Architects
- Traxtudio Production Music Library
- Traxtudio Media and Sales.

We are affiliated with:

- AES (The international Audio Engineering Society)
- NORM (National Organization for Reproduction Rights in Music),
- RiSA (The Recording Industry of SA) and is also a level four BEE-contributor.

Traxtudio has branches in:

- Cape Town and Pretoria (SA)
- Walvis Bay (Namibia)
- Forest Lakes (Australia).

Previous corporate clients include:

Barnyard Theatres, Blixem Produksies, Bok Radio, CAM (Christian Art Media), Coleske Artists, Crescendo Musiek, Die Burger, Die Son, Dimension Data, Doxa Records, Five Seasons Entertainment, FLAM Musiek Uitgewers, Frontline Productions (Production Company for Huisgenoot Skouspel, etc), Futura SA Administrators, God TV, Huisgenoot, Integrity Media. Africa, Jewel Music; KykNet, Media 24, Mozi Records, Pieter Cilliers Productions (Kwela), Radio Tygerberg, Sanlam, Santam, Select Music, Shoprite, Sony BMG, Take 2, You Magazine.

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