



De Psychologie van Sonic Branding

Lunch-webinar



UNRAVEL



U N R A V E L

10 jaar neuromarketing

Unravel Research

Onderzoek

Meet wat je klant echt vindt met neuromarketing-methoden als Eye Tracking en EEG.



Unravel Academy

Training

Ontdek de laatste neuromarketing-inzichten over jouw vakgebied.



Unravel Behavior

Advies

Advies over gedragsbeïnvloeding in marketing en maatschappij.



Unravel Research

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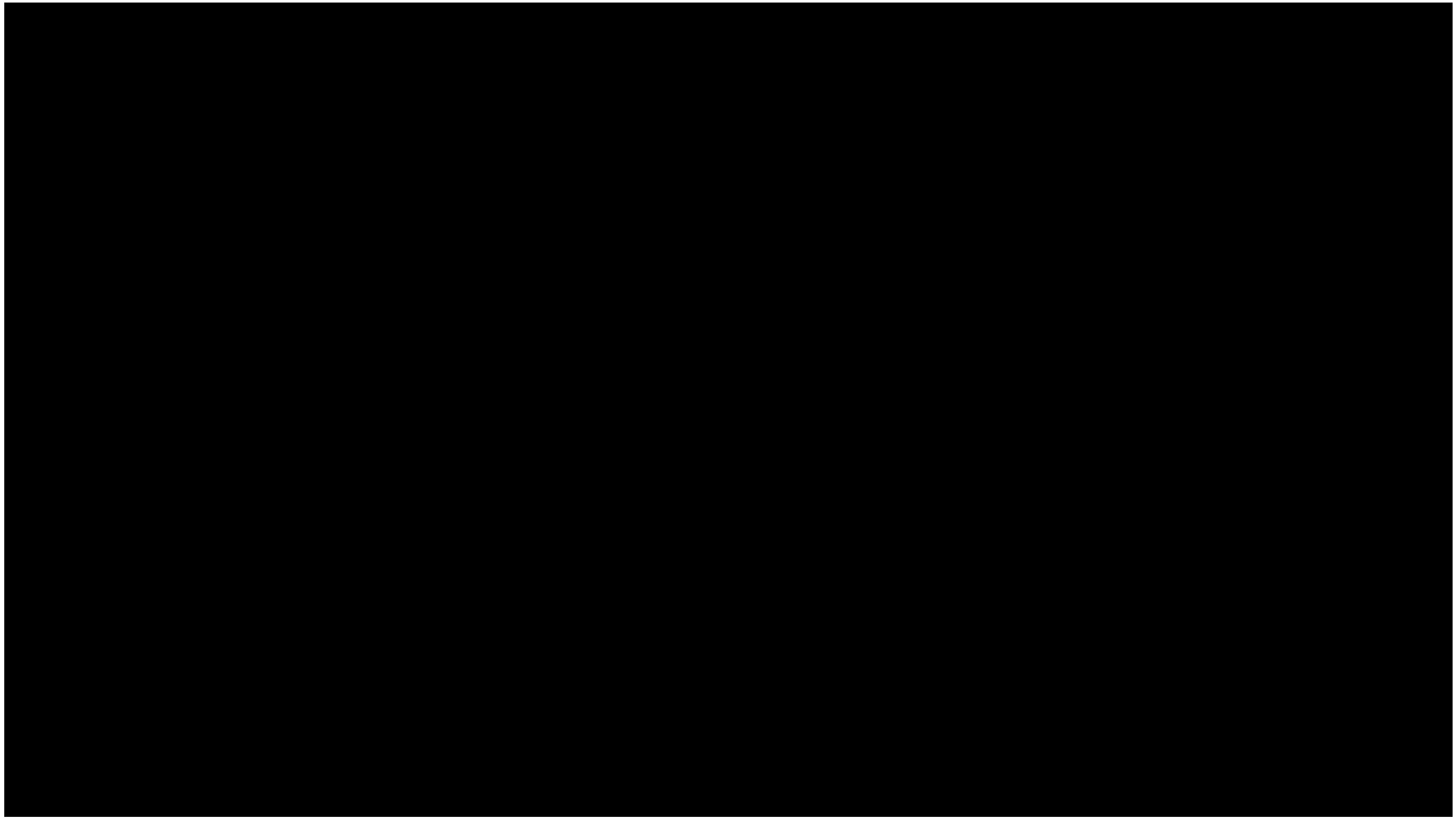


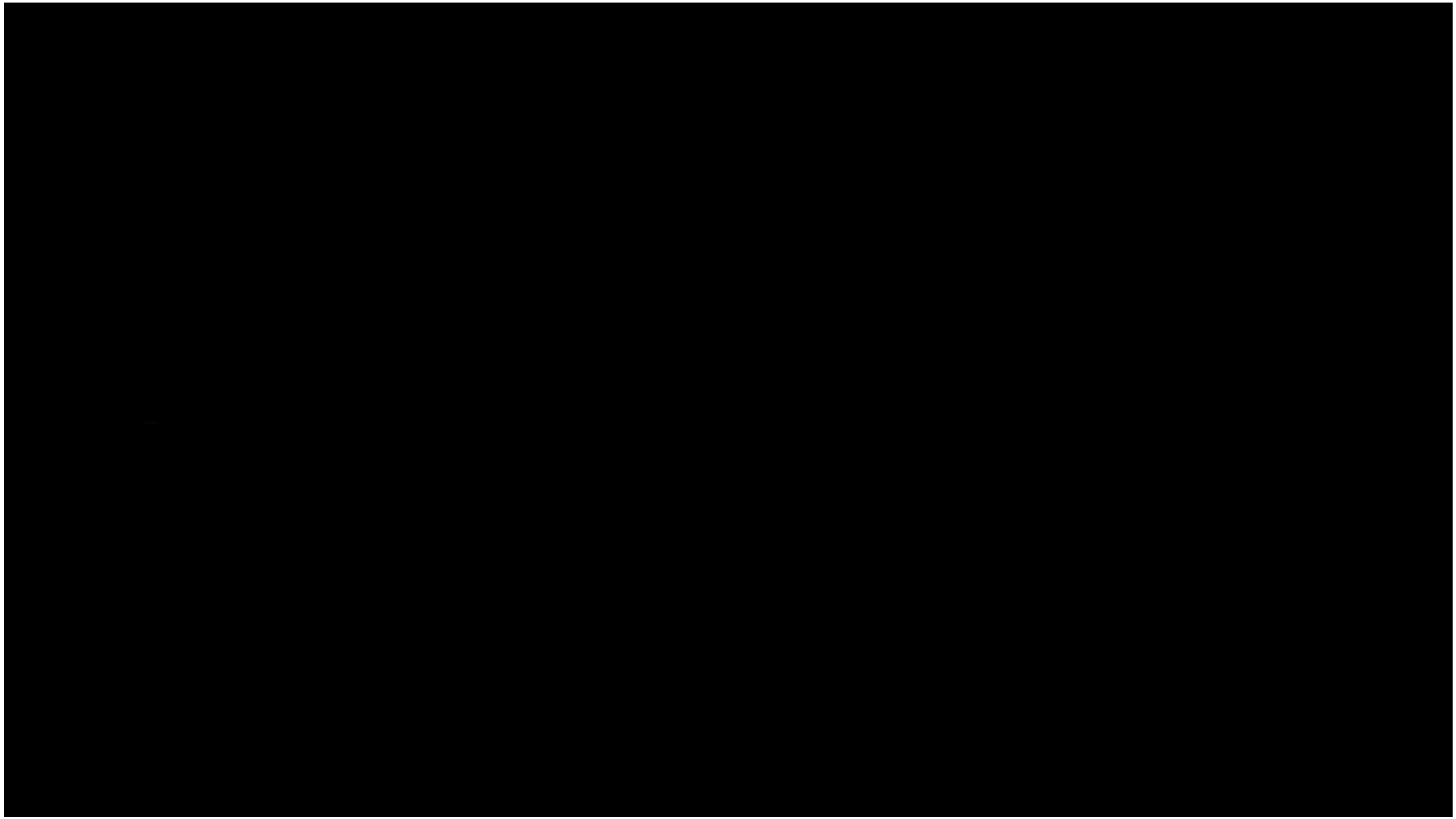




alles voor een glimlach[®]

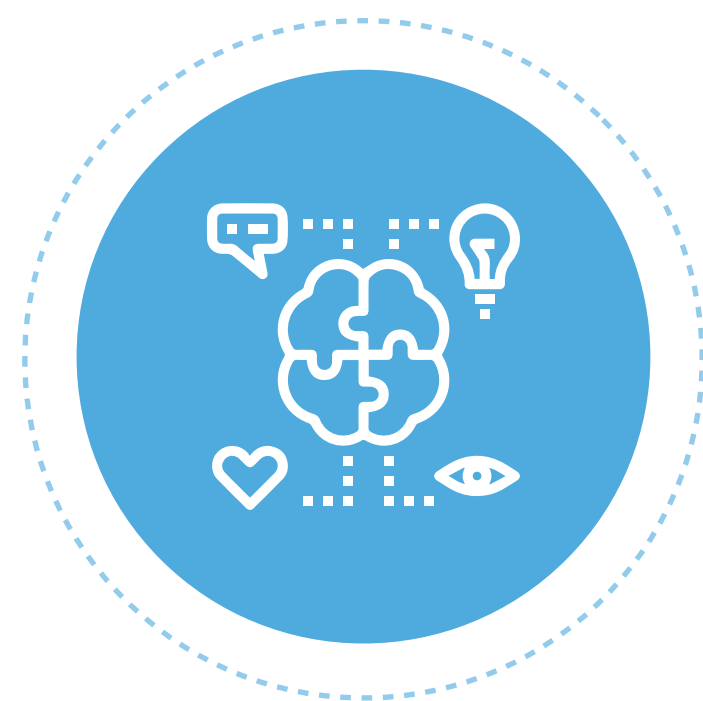






Webinar Sonic Branding

Topics van vandaag



Sonic Branding

Hoe kun je muziek voor je laten werken als brand asset?



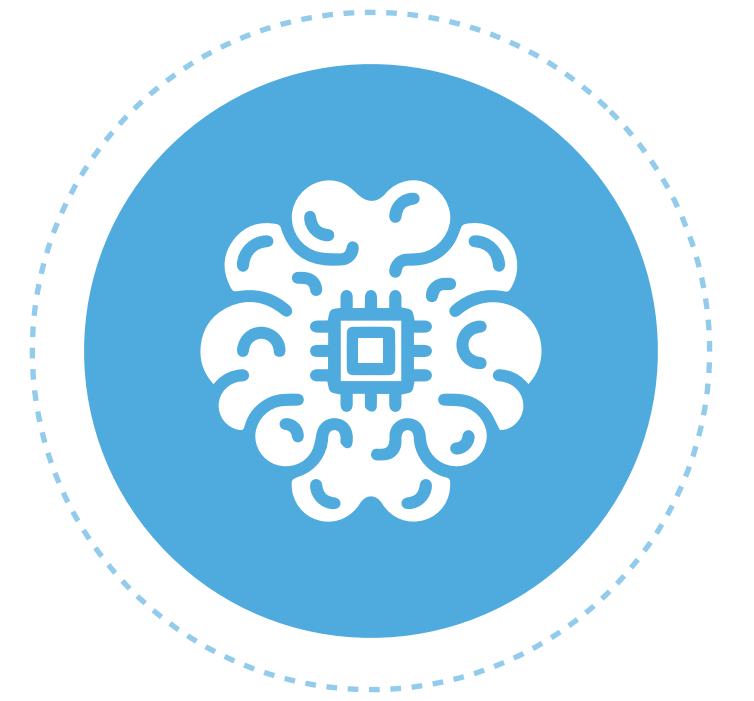
Brand sounds onderzoeken

Zo meet je de kracht van bestaande en nieuwe brand sounds



Muziek in reclame

Praktische do's en don'ts



Pakkendheid meten

Wat het brein onthult over muzikale impact

Mental en physical availability

Physical
Availability



Mental
Availability



Market
Penetration

Category Entry Points

Gebruiksmomenten en contexten

Distinctive Brand Assets

Herkenbare en unieke eigenschappen



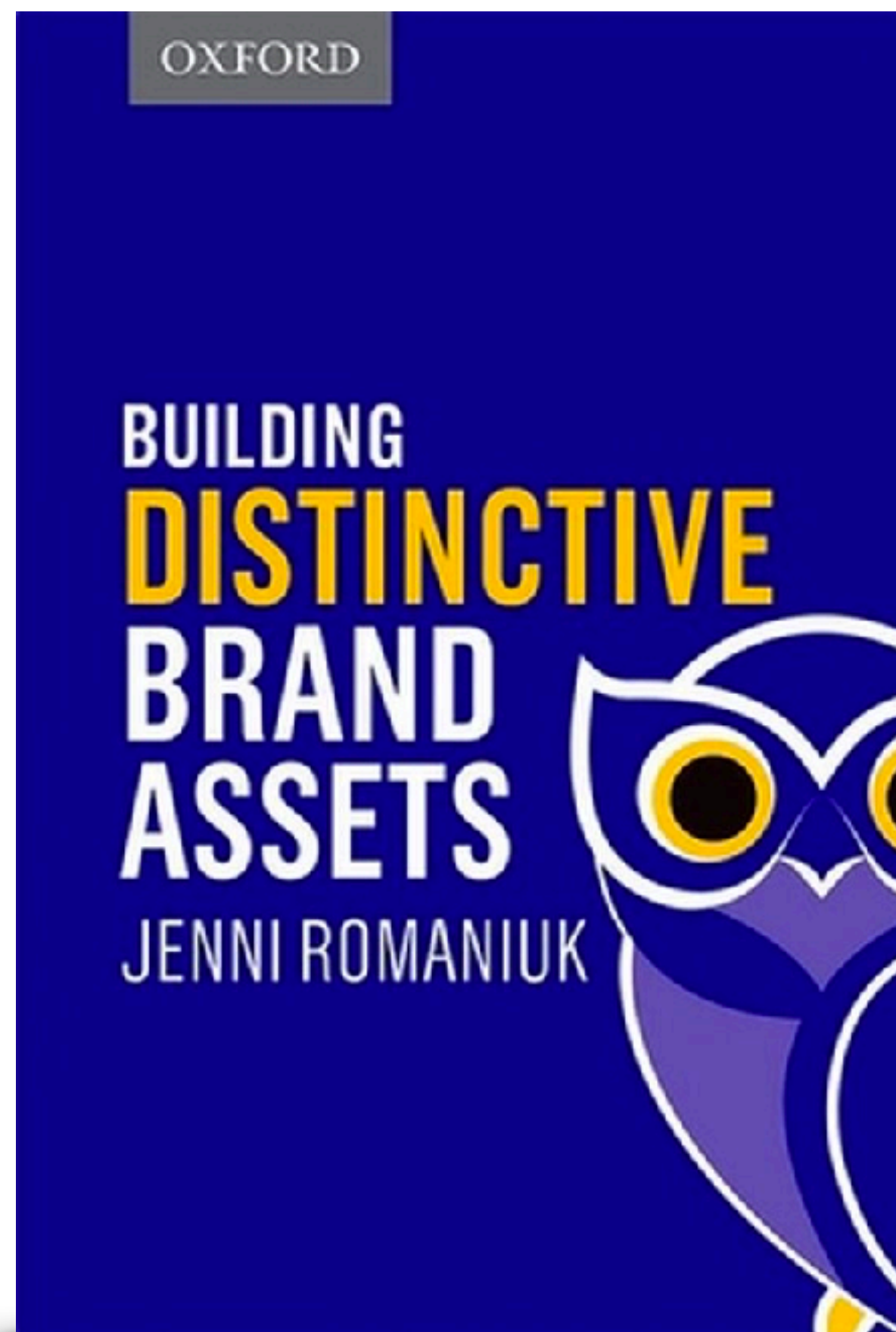
**Mental
Availability**



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De Distinctive Brand Asset

- Kleur
- Vormen
- Personen
- Woorden, slogans en typografie
- Audio



"Sound assets are the most overlooked class of all."

Jenni Romaniuk,
Author of *Building Distinctive Brand Assets*



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Audio Assets

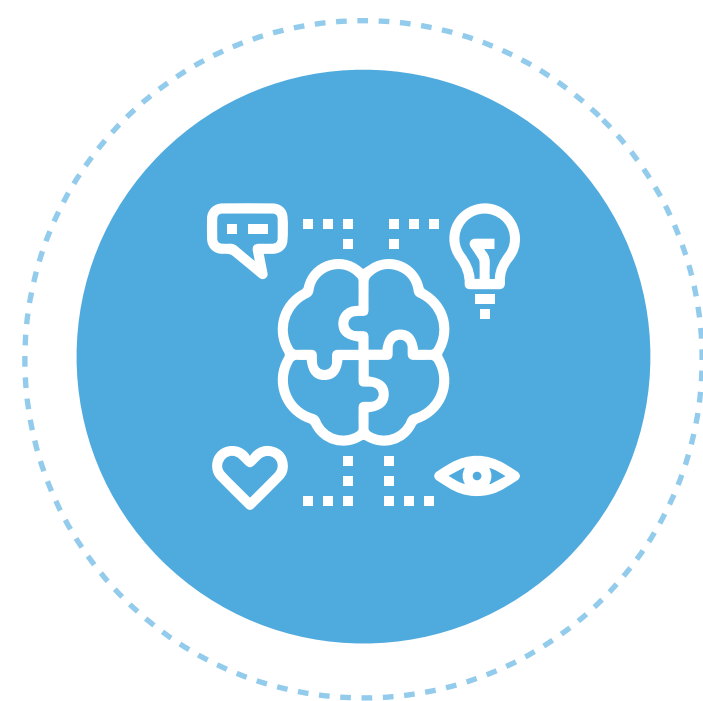
- Audio Logo / Jingle (stand-alone)
- Jingle + Voice-over
- Voice-over stem
- Muziek in reclame
- Geluid van product bij consumptie

Functies van Distinctive Brand Assets

- Neurological diversity: Meer neuronale netwerken die actief worden
- Het sneeuwbaaleffect: veel brand assets maakt het makkelijker om meer associaties te ontwikkelen
- Brand proxy's voor creatieve reclame en andere mediatypes

Webinar Sonic Branding

Topics van vandaag



Sonic Branding

Hoe kun je muziek voor je laten werken als brand asset?



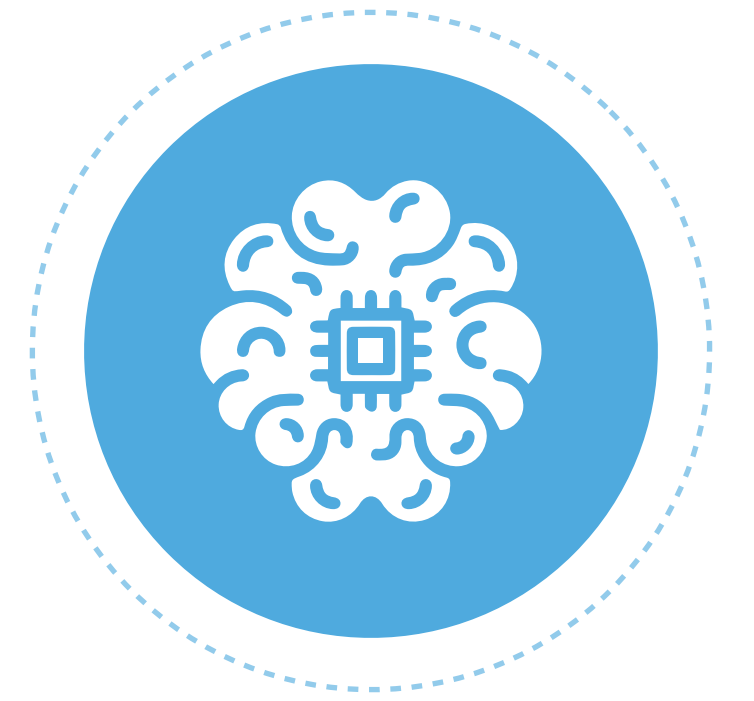
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Muziek in reclame

Praktische do's en don'ts



Pakkendheid meten

Wat het brein onthult over muzikale impact

Assets Monitoren



Fame

% respondenten dat asset aan merk linkt



Uniqueness

% links naar jouw merk als deel van alle merken

Sterke Sound Assets Distinctive Brand Assets

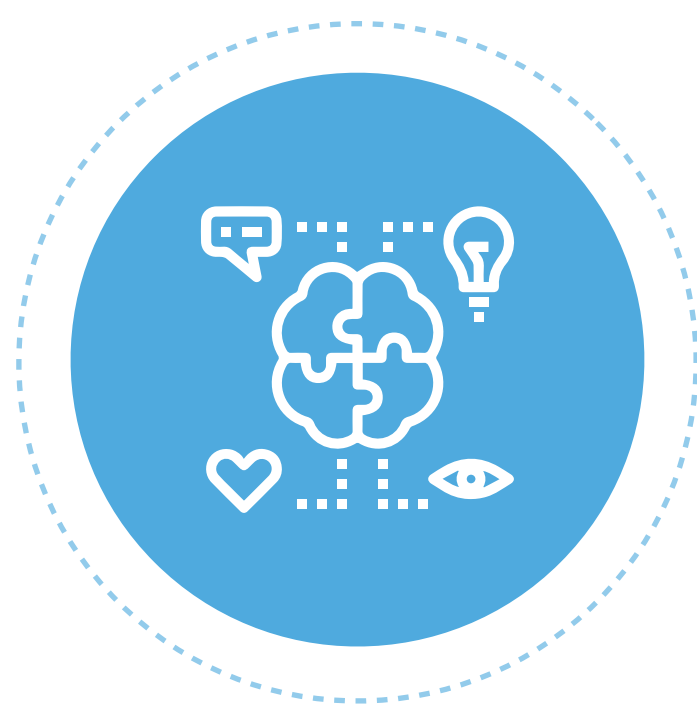
- Gebruik jingle of muziek langdurig
- Test vooraf & Monitor tijdens levensduur

Sound Assets. Performance



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Topics van vandaag



Sonic Branding

Hoe kun je muziek voor je laten werken als brand asset?



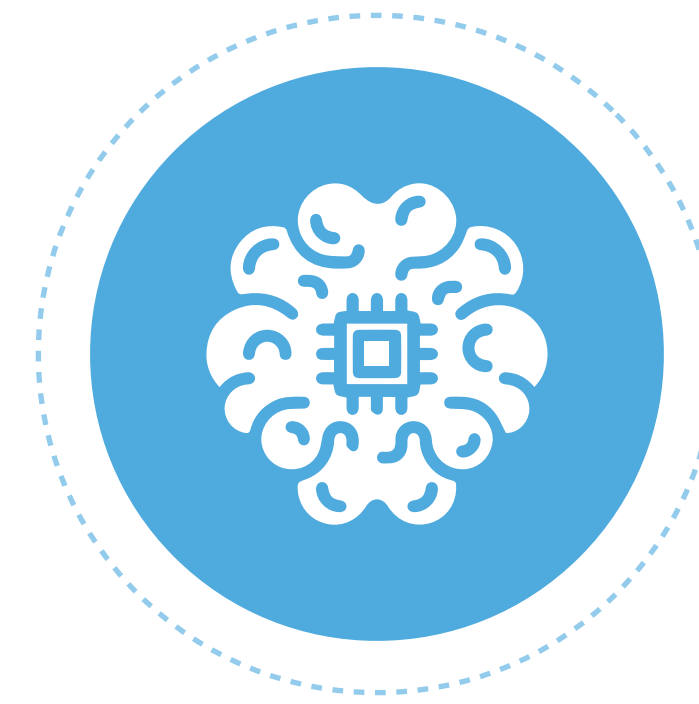
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Muziek in reclame

Praktische do's en don'ts



Pakkendheid meten

Wat het brein onthult over muzikale impact

De Reclame-Muziek Cheat Sheet

| Emotie | Toonsoort | Tempo | Toonhoogte | Ritme | Harmonie | Volume |
|--------------|-----------|--------|------------|-------------|-----------|------------|
| Exciting | Majeur | Snel | Medium | Afwisselend | Dissonant | Luid |
| Angst | Mineur | Traag | Laag | Afwisselend | Dissonant | Gevarieerd |
| Blij | Majeur | Traag | Hoog | Vloeiend | Consonant | Medium |
| Grappig | Majeur | Snel | Hoog | Vloeiend | Consonant | Medium |
| Groots | Majeur | Snel | Medium | Stevig | Dissonant | Luid |
| Verdrietig | Mineur | Medium | Laag | Stevig | Dissonant | Zacht |
| Sentimenteel | Mineur | Traag | Medium | Vloeiend | Consonant | Zacht |
| Sereen | Mineur | Traag | Medium | Vloeiend | Consonant | Zacht |
| Serius | Mineur | Traag | Laag | Stevig | Consonant | Medium |

Instrumentaal versus Vocaal

Vocals (origineel of gedubbed) verhogen impact
Uitzondering: **mental meezingen** bij zeer bekende
nummers

Kleur en muziek hangen samen

Hoge tonen verhogen aandacht naar lichte objecten.
Lage tonen verhogen aandacht naar donkere objecten.

Treble

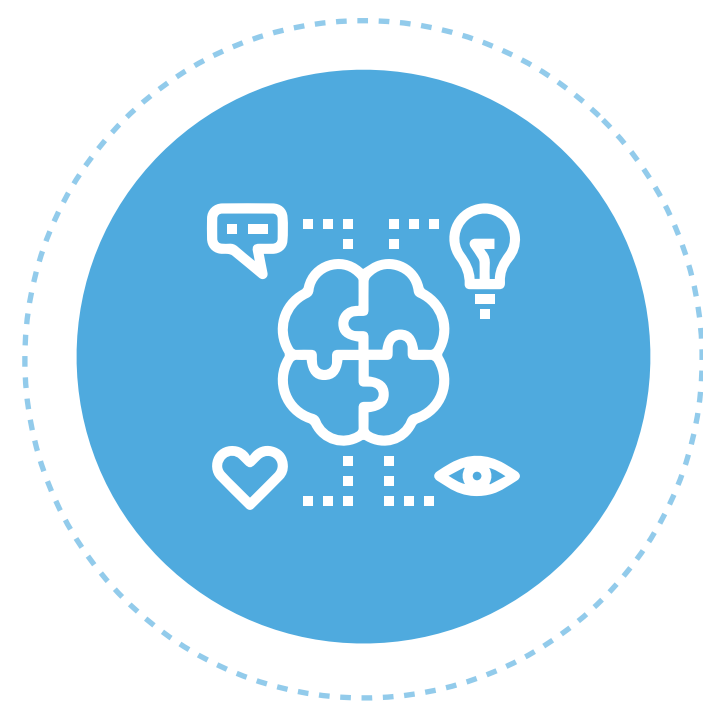
De kracht van nostalgie

Het Tienerjaren-effect

Chou, H. Y., & Lien, N. H. (2014). Old songs never die: Advertising effects of evoking nostalgia with popular songs. *Journal of Current Issues & Research in Advertising*, 35(1), 29-49.

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Topics van vandaag



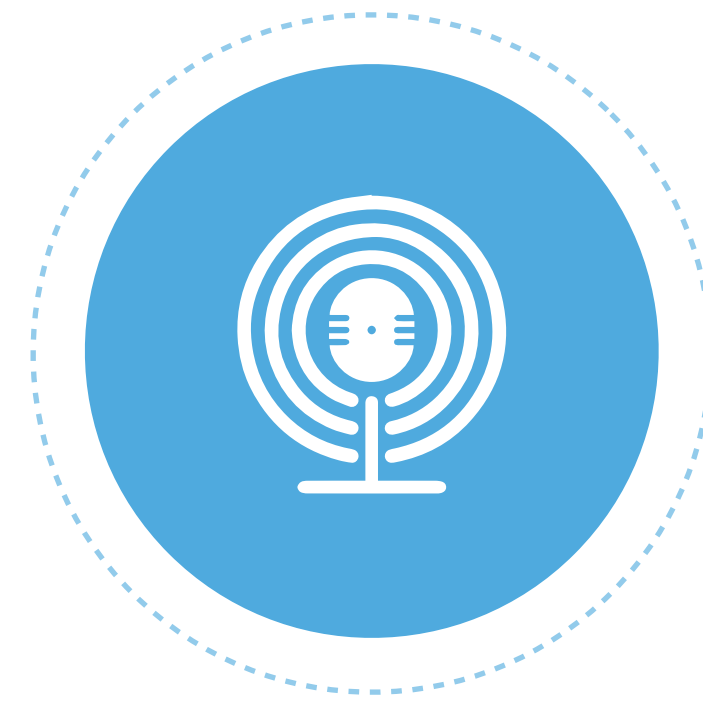
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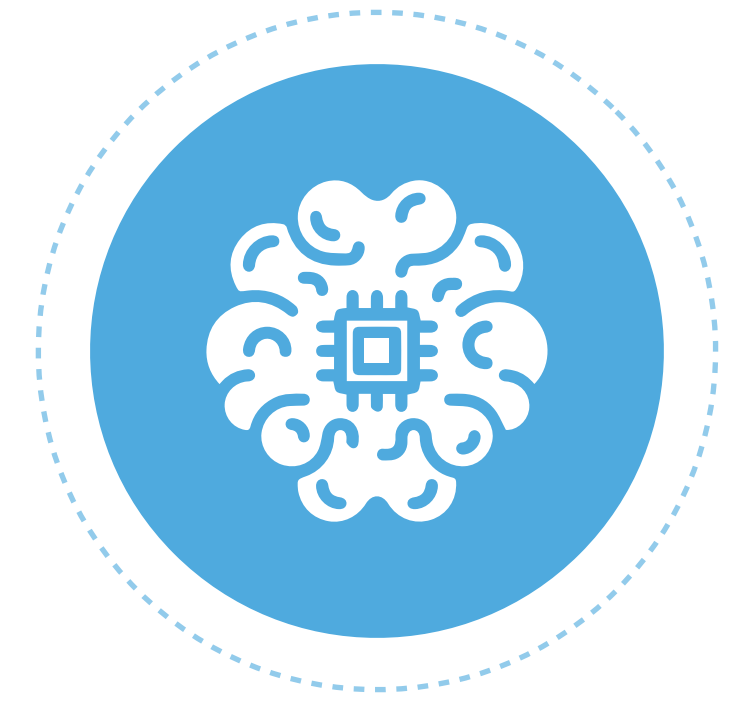
Muziek in reclame

De waarde van (brand) sounds in reclame



Adverteren op audioplatforms

Van radio tot podcasts



Pakkendheid meten

Wat het brein onthult over muzikale impact

De neurale signatuur van succes

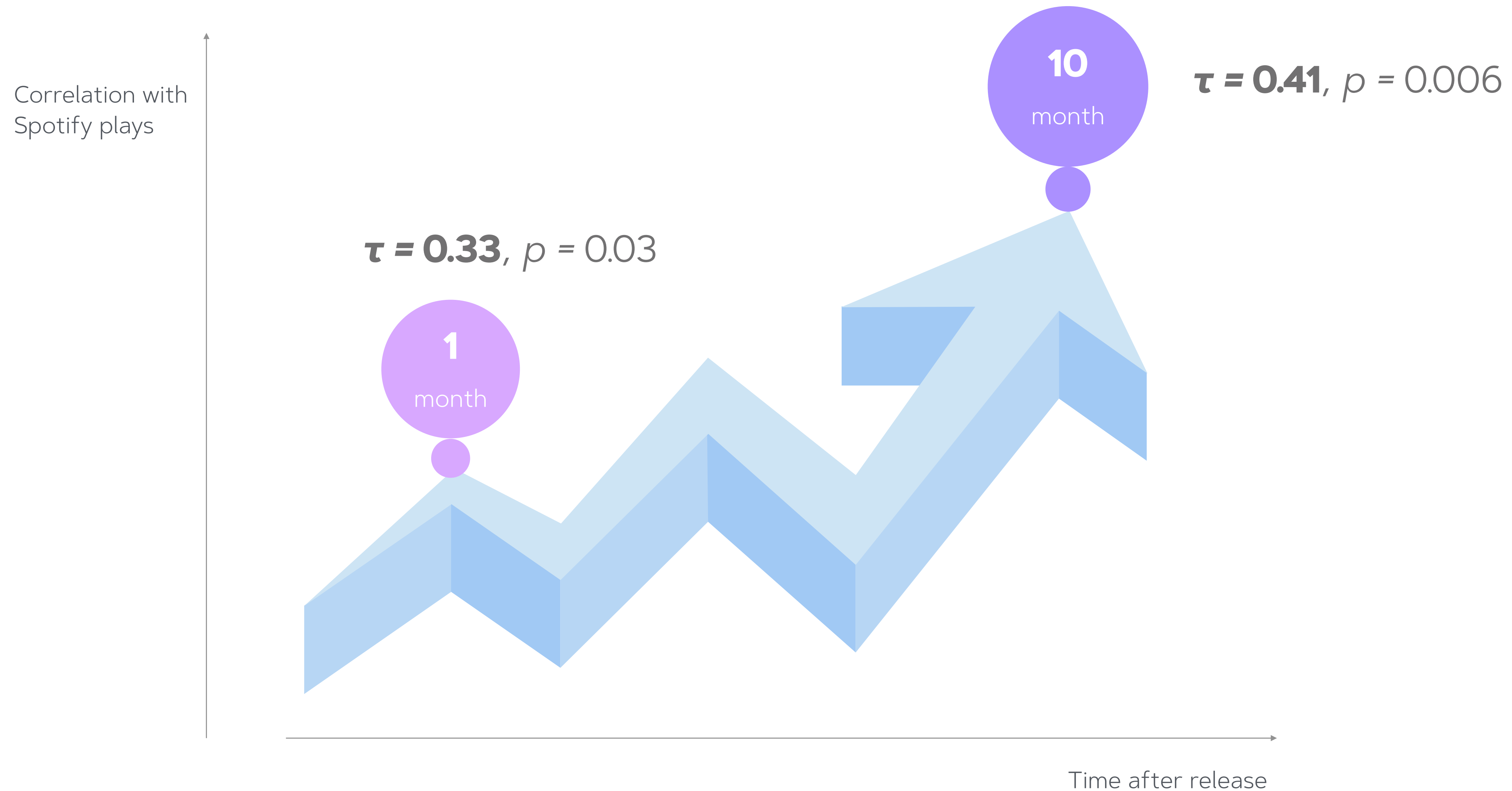


De neurale signatuur van succes

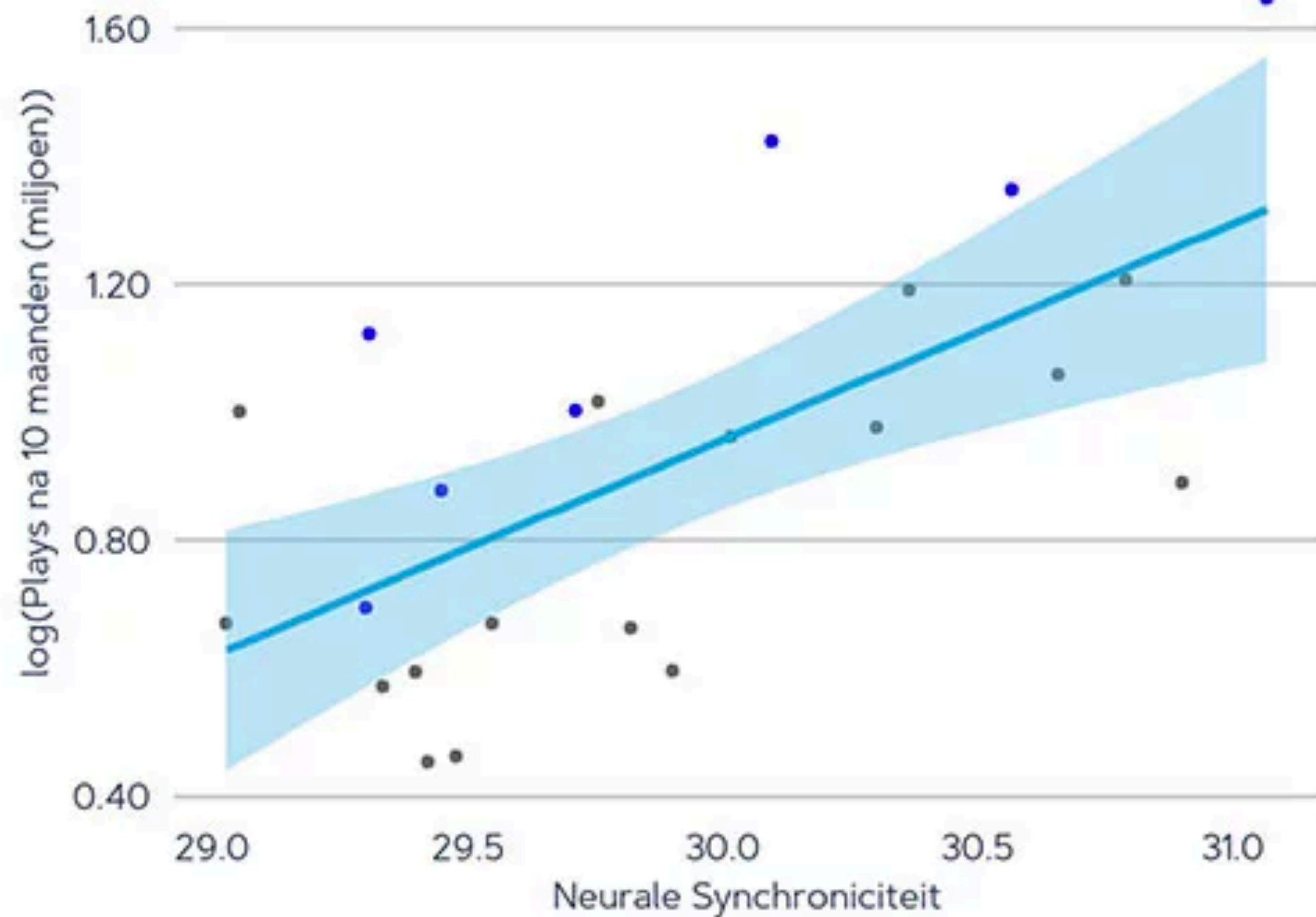


Leeuwis, N., Pistone, D., Flick, M., & Van Bommel, T. (2021). A sound prediction: EEG-based neural synchrony predicts online music streams. *Frontiers in Psychology*, 12.

Finding 2. Long term prediction becomes even more accurate



Validation



A Sound Prediction: EEG-Based Neural Synchrony Predicts Online Music Streams

Nikki Leeuwis^{1,2}, Daniela Pistone³, Niels Flick¹ and Tom van Bommel^{1*}

¹Unravel Research, Utrecht, Netherlands, ²Tilburg University, Tilburg, Netherlands, ³Applied Cognitive Psychology, Utrecht University, Utrecht, Netherlands

Neuroforecasting predicts population-wide choices based on neural data of individuals and can be used, for example, in neuromarketing to estimate campaign successes. To deliver true value, the brain activity metrics should deliver predictive value above and beyond traditional stated preferences. Evidence from movie trailer research has proposed neural synchrony, which compares the similarity of brain responses across participants and has shown to be a promising tool in neuroforecasting for movie popularity. The music industry might also benefit from these increasingly accurate success predictors, but only one study has been forecasting music popularity, using functional magnetic resonance imaging measures. Current research validates the strength of neural synchrony as a predictive measure for popularity of music, making use of electroencephalogram to capture moment-to-moment neural similarity between respondents while they listen to music. Neural synchrony is demonstrated to be a significant predictor for public appreciation on Spotify 3 weeks and 10 months after the release of the albums, especially when combined with the release of a single. On an individual level, other brain measures were shown to relate to individual subjective likeability ratings, including Frontal Alpha Asymmetry and engagement when combined with the factors artist and single release. Our results show the predictive value of brain activity measures outperforms stated preferences. Especially, neural synchrony carries high predictive value for the popularity on Spotify, providing the music industry with an essential asset for efficient decision making and investments, in addition to other practical implications that include neuromarketing and advertising industries.

Keywords: electroencephalogram, neuromarketing, neuroforecasting, music, neural synchrony, popularity prediction, inter-subject correlation, EEG

INTRODUCTION

The application of neuroscience methods to marketing could provide marketers with new information that is not accessible by conventional marketing research methods (Ariely and Berns, 2010). This line of thought is also called neuromarketing or consumer neuroscience and has expanded tremendously since its discovery (Plassmann et al., 2012; Alvino et al., 2020). Consumers are often unwilling or unable to correctly express their preferences explicitly.

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doi: 10.3389/fpsyg.2021.672980

[Download Full Study here](#)



Take-Aways: De Psychologie van Sonic Branding

- ✓ **Wat zijn je sonic brand assets?** Een sterk portfolio levert veel voordeel in opvallend vermogen en merkvoorkeur.
- ✓ **Weet je hoe sterk je assets zijn?** Brand Asset onderzoek geeft je inzicht in de performance van elke asset.
- ✓ **Pre-test.** Gebruik je muziek in je ads of wil je een nieuwe sound ontwikkelen? Pre-test je content met neuro