

GROVES Sound Branding - Methodology

DEVELOPMENT			PRODUCTION/IMPLEMENTATION					CONTROL	
Brand Audit	Market Review	Application Analysis	Sound Workshop	Creative Briefing	Sound Production	Market Research	Sound Implement.	Brand Sound Guidelines	Sound Tracking
01	02	03	04	05	06	07	08	09	10
YOUR SOUND.			EVERYWHERE.					ALWAYS.	

The GROVES Sound Branding system is a simple path to creating and managing a unique Brand Sound Identity. It's a strategic process made up of ten modules, which can be used progressively or separately. Use them to create a unique and optimal Sound Identity or to solve specific Sound Communications related problems.

1. Brand Audit

The Brand Audit provides a clear common understanding of the brand and a provisional musical positioning. It identifies the brand attributes that could best be communicated with sound or music and examines the brand's image / identity coherency. It also analyses the brand's historic and current use of music.

2. Market Review

The main objective of the Market Review is to identify opportunities for differentiating the brand and making it stand out in the competitive landscape. The findings may further influence the musical positioning as defined in the Brand Audit. Direct and indirect competitors are identified and their use of sound and music is documented, correlated and analysed.

3. Application Analysis

The purpose of this module is to identify applications and touch-points where the Sound Identity could be implemented. The pre-requisites for the applications are noted and technical or other limitations considered, possible by physical inspection.

4. Sound Workshop

A prime objective of the Sound Workshop is to establish a common understanding of the expectations of Sound Branding among all participants and to gain their commitment (Stakeholder Buy-in).

The learnings from the preceding modules, specifically the Brand Audit, Market Review and Application Analysis are analysed and discussed.

Formal criteria are established to apply to both the design and judgment of the Brand Sound Elements. A common understanding of the goals of Sound Branding is established. Sound Elements are agreed in terms of style, genre, instrumentation, form and quantity.

5. Creative Briefing

Learnings are compiled into a clear document, covering background, objectives, target group, key objectives and further parameters for the Sound Identity. A creative brief for the composer and/or sound designer is drafted.

6. Sound Production

Layouts are produced as stipulated in the Creative Briefing, with feedback loops until the final master is approved. Sound Logo suggestions are accompanied by a flexibility test. Sound Elements are produced as briefed in the previous module.

7. Market Research

Market research is conducted to check recipient preference and acceptance and / or to control the correct perception of the attributes. Together with the client and market research company, a survey is designed, planned and executed. The results are analysed and necessary conceptual adjustments are made. This module is optionally pre or post master production / implementation - or sometimes both.

8. Sound Implementation

This is the roll out, the stage where the Brand Sound Elements are first used. The sound files are allocated into the corresponding applications and touch-points as defined within the Application Analysis and the Sound Workshop. Pre-definition of rules for the implementation into the Brand Sound Manual

9. Brand Sound Guidelines

The Brand Sound Manual sets the basic parameters of use and lays down the rules for consistency. It provides guidelines and prescribes the stringent use of each individual Brand Sound Element in the various applications and ensures that the correct element is used for the right purpose.

For new touch-points, suggestions may be made to use existing Brand Sound Elements or to produce new ones based on the Brand Sound Parameters.

10. Sound Tracking

The Sound Tracking module monitors use of the Brand Sound Elements to ensure consistent implementation. The module also helps to identify the need for adjustments or improvements to the Brand Sound Manual. Eventual adjustment of the Brand Sound Guidelines as needed

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