Expert analysis

THE IMPORTANCE OF MUSIC AND BRANDING

Music is becoming increasingly important in branding. Why is it gaining in importance? And what are the DOs & DON'Ts? A panel of media professionals provides its vision on an optimised use of music.

'People are always positive about music in commercials'

Carlinda Lengkeek, Ster (foundation responsible for the sale of advertising space and the broadcasting of advertising on the public TV channels):

"Music in commercials is very popular: it is the subject of the majority of the questions I receive here at Ster. 'What song is this?' 'Where can I download it?' But I am also asked if I know what song is used in a commercial from the seventies. I think that people find it so important because music invokes emotion and nostalgia. It makes people happy, takes them back to a certain moment in

Carlinda Lengkeek - **STER**

their lives, and brings back memories. What strikes me is that people are always positive about music in commercials. Sometimes people complain about irritating commercials, but the complaints are never aimed at the music. The questions I receive about music in commercials are not aimed at one specific kind of music. People ask about songs from all genres. What is remarkable is that classical songs seem to arouse more and more interest lately. A song in a commercial does not always necessarily need to be well-known for that matter. Custom composed music can be very successful and even develop into a hit. What is important is that the music fits in with the message and the visual image. Brands that do this well have a high popularity score."

Carlinda Lengkeek is communication advisor at Ster and is responsible for providing information communication to the general public. Ster has created a special website www.welovereclame.nl for anyone who has questions about commercials and the music used in them. You may also e-mail at welovereclame@ster.nl. .

Joeri van den Bergh - **INSIGHTS**

'Music is much more than just a tune in a commercial'

Joeri Van den Bergh, InSites:

"Cool brands understand that music is much more than just a tune in a commercial. Using a popular genre, or strictly associating yourself with an artist who is popular at any given moment no longer works today. Music should immediately appeal to the consumer, stimulate them to take action and fit in with the DNA of a brand. Young people, in particular, have become very marketing-conscious and realise that the classic approach to marketing is a cheap trick to entice people. They no longer fall for it. Therefore, you have to make sure that the consumer themselves set to work with the music. Give creative talents the opportunity to produce something, such as Converse does. Organise a James Bond-type competition, such as Coca Cola did at Antwerp station. Organise lectures and club nights, just as Red Bull did. And commercials should immediately create the link with internet by means of apps and Shazam. We move more towards storytelling through activities rather than through commerce; brands draw closer to people by means of music. At this moment, it is mainly the pioneers who do this. By now, many brands do realise that doing something with music works. However, this may still be done in an even more personal and original way. Music and branding have been linked together for decades. We are moving more and more towards sharing things with one another, being meaningful. It is no longer an idea you suddenly realise needs music, but rather the other way around."

Joeri Van den Bergh co-founder of market research company, InSites Consulting, which works for Unilever, McDonald's, Nokia and Sony, among others. InSites advises companies that wish to improve their marketing and reach more consumers. Van den Bergh co-wrote the book How Cool Brands Stay Hot with MTV director Mattias Behrer.

'Music may lead to an increase in turnover of up to 30 per cent'

Thomas van Straaten, triggerpulling.com

"Music on the shopfloor still does not receive the attention it deserves. While music is a very easy way to establish contact with the customer, studies even indicate that the proper use of music may lead to increases in turnover of up to 30 per cent. Extensive research into what music fits best with a brand or retailer, through professional supervision, is therefore very important. In order to really achieve success with music, marketeers have to think long and hard about what the brand is to emanate with music, and about what they want the customer to do and experience on the shopfloor. In addition, they have to let go of their personal taste, however hard this may be. Studies we conducted indicate that music influences the choice of products, the length of time spent in the shop, and the amount of money spent. The right music may put customers in the mood for impulse purchases. This is still greatly underestimated. Music is part of a formula, a strategy. There should be greater awareness of this. Fortunately, this is gradually being taken more seriously by marketeers, and this will only continue. I predict that,

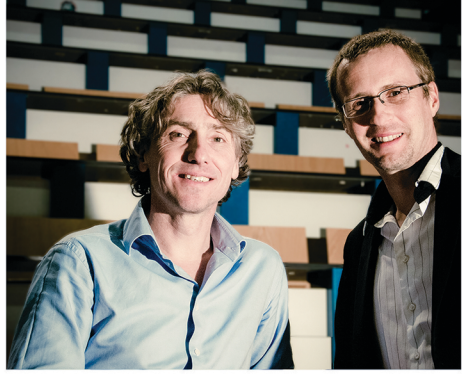
Thomas van Straaten - **TRIGGERPULLING.COM**

ultimately, we will arrive at the perfect balance: real-time playlists that are exactly tailored to whoever is walking around in the shop at that moment."

Thomas van Straaten is innovator at Consumatics and blogger at Triggerpulling.com. He consults brands on how to implement sensorial cues such as music in a successful formula and is constantly involved in new research in the field of instore music.

Researchers conclude:

'MUSIC IN COMMERCIALS CAN BE USED EVEN MORE EFFECTIVELY'



Stan Kuunders and Reint Jan Renes - UTRECHT UNIVERSITY *of* APPLIED SIENCES

Advertisers are missing opportunities in the area of music in commercials, conclude researchers Stan Kuunders and Reint Jan Renes of the Utrecht University of Applied Sciences. Music may be used even more effectively and creatively in order to tell a story.

Over the past years, countless studies have been conducted into the influence of music in commercials. Stan Kuunders and Reint Jan Renes of the Utrecht University of Applied Sciences wondered whether this knowledge is actually applied, and they analysed various commercials. For a whole week, the researchers studied 1697 commercials, which were broadcast during prime time on Nederland 1, RTL4 and SBS6. Music is used a great deal, it appears: over 90 per cent of all commercials contain a form of music. However, this music can be used in a better way.

'Music that is composed brand-specifically, positively affects the purchase intent'

Match with product

Advertisers could reflect better on the match between music and the message of a commercial, the researchers conclude. 73 per cent choose to put across a positive core message by means of pop music or classical music. In order to actually increase the purchase intent for a product, however, it is important for the music to fit in exactly with the emotion the commercial is to invoke.

Variation

There could also be more variation in terms of music in commercials. In 88 per cent of the commercial studied, the music is played non-stop, and there is no use of moments of silence or variation in volume. Silence and variation in density ensure that a message is communicated in a more positive way, and that brand awareness is enhanced. For example, music may focus attention on a specific moment in the commercial, or it may cause attention to be captured for longer.

Custom-made music

To a large extent, advertisers appear to choose to use music as a backdrop. Music, however, potentially has a very positive influence on the purchase intent, the attitude towards the brand, and the extent to which the consumer remembers a brand or a product. And this music does not always need to be recognisable: music, in particular, that is composed brand-specifically, and which fits well with the brand, positively affects the purchase intent.

Music tells the story

Musical support in narrative commercials is low to very low in 40 per cent of the studied cases, yet it has been proven that music can easily influence the attitude and purchase intent of people. Advertisers of lifestyle and entertainment-related products, in particular, who often choose to create commercials resembling film scenes and mini drama, may serve as an example for advertisers who do not yet use this.

Success with jingles

Another way for advertisers to achieve better results is to use jingles more often, as these prove significantly effective in remembering a product name and elements from a commercial. Yet the jingle is only used in four of the studied commercials. A missed opportunity, the researchers conclude, for jingles appear to be even more effective than the slogans in which the brands invest heavily.

Finally, the researchers advise doing more with music and online advertising. The media environment for advertisers is increasing by the day, and the longer duration of online commercials offers plenty of perspective. Add the social character of both music and social media, and you have a perfect match.

Read the full article at:
www.marketingonline.nl