



sonora

MUSIC BRANDING

SIGNATURES SONORES

Mindset SONORA

"Connecting brands to their audiences through custom music".

Bel Sliominas, creator



We, SONORA



Who we are: Sonora is a music design agency connecting brands to their audiences through music. We dive into your brand's DNA to envision its values, mission and essence to finally provide detailed research on a perfect and exclusive sound identity.

What we do: We create custom playlists for brands in either their physical or online channels on streaming platforms such as Spotify or Deezer. We are passionate on finding creative and exclusive musical ideas to enrich our customers's brands, products, and services.

What we believe: SONORA's services references global behavioral, cultural and social trends. We get rid of any kind of prejudices that could mistake the reading of our customer's brands and their creative DNA.. Your brand and what works for it comes first.



Marketing Goal

If your brand had a voice, how would it sound like?

What kind of energy your brand inspires to your audience?



Music Branding

What is it ?

Every brand has a creative DNA and music is an essential component of it. A brand can be easily or even more perceived by their customers through the correct, appropriate, and coherent musical profile.

A musical profile must be carefully thought and planned, according to the brand's values.

This is why playlists are here for! They are currently an important marketing tool, and streaming platforms are consequently relevant marketing channels, becoming extensions of your brand.

UNIVERSAL LANGUAGE

Music influences people in different ways, and provides them deep and intimate experiences. Music allows the world to experience feelings. Far beyond our visual perceptions, what we listen to, as consumers, is a behavior metric that isn't fully explored yet by the companies.

BELONGING

Artists and songs have messages that may convey - or not - to values, aspirations, and visions of a brand. Through this message, your brand can build with your audience a perfect sense of belonging.

EMOTIONAL CONNECTION

Be ahead of your competitors, by creating real consumer experiences, not only selling products or services. Your audience seeks for deep connections, not only business deals.

Why invest?

Take advantage of how music deeply influences people

Truly connect your brand with your audience (classic marketing won't do it for you)

Refine the ties between your brand and your audience

Easily engage your audience into your brand's mood

Deliver global brand experiences, exactly how big brands do

Invest in the sympathy capital of your brand



Still not convinced?

INDICATORS

01

Spotify ranks as the global brand that is most emotionally connected to its consumers.
Source - MBLM Ranking Tool

02

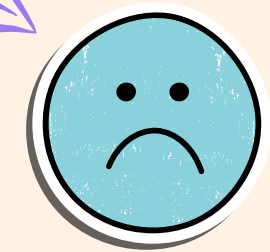
2.5h is the average time per use on a music stream in 2021.
Source - Spotify France

03

99% of the people listen to music, 86% every day or almost every day.
Source: Sacem website

04

40% of customers spend more time in the store if they like the music that is playing.
Source: Sacem Guide



But also the opposite:
they do not stay in a
store if they do not like
the music

SCIENTIFIC ARTICLES

"Music can trigger emotions that speech sounds cannot." Source: Music Language and Brain by Aniruddh Patel

Plato considered music so powerful and potentially dangerous that he argued that it should be regulated or, in some cases, even banned. It would be possible to conquer or revolutionize a city through music.

Source: Remacle Bloodwolf – Philosophers Plato

"Sounds can make or break a brand".

Source : Sound Business: How to use sound to grow profits and brand value.

SERVICES

Brand's musical Identity Design

Understand your brand's objectives, your target and your communication strategy. Position your values, mission and vision. Design your brand's creative identity.

Spotify/Deezer playlists design – Physical Channels

Design custom playlists (on Deezer, Spotify or Youtube) according to your brand's creative identity. We can design themes, playlists descriptions, cover images and profiles, and also the management or the ideas of advertising campaigns on measure through playlists.

Monthly update playlists as needed. Communication strategy for broadcasting and public disclosure on social networks.

SERVICES

Physical Stores Background Sounds

Cases: bars, restaurants, spas, gyms, yoga centers, offices, clothing and accessories stores or stores in general.

Customized playlists design, briefing (peaks of traffic adapts, optimal volume advices, etc), business Analytics management, follow-up and updates when needed, Register and professional player consultancy.

Requirements: * sound gear installed at the place * internet connection * access to a sound streaming platform * compliance with SACEM.

SACEM / SPREE regularization and consultancy

We follow up the administrative process with the SACEM and SPREE.

SERVICES

Creation of PodCasts / Events / Others

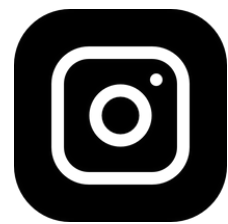
- Music tips for social occasions, cocktail parties, parades, birthdays, etc. Gift playlist – Offer someone a playlist as a birthday present
- Playlists design for delivery rooms, during the maternity stay
- Podcasts design and strategies
- Training workshop on Music Branding. Sensory Marketing, the roadmap for a brand's creative identity design, songs and artists that meet the brand's vision, technical advices, etc., the setting of players etc.. – 2h

Or tell us your musical idea and we will work together :)

Thank you :)

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