
AUDIBLE BRAND AUDIT

How sound benefits your
brand today and how sound
would add value tomorrow.



The Audit Report

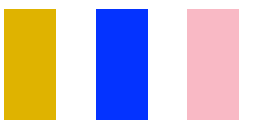
You'll Get

- **An audit of existing audible touchpoints.**
- A review of audible touchpoint performance.
- A comparative analysis towards competing/comparable brands.
- An appraisal of low hanging vs. higher hanging fruits in creating your strongest audible brand.
- A one-page roadmap for developing the sound of your brand.

Part 1 - Audible Touchpoint Audit



The first step is an audit of all publicly available touchpoints. We list it, record it and present all audible brand material we possibly can to give you an impression of your brands audible presence.



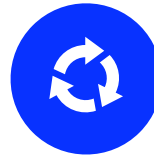
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Part 2 - Touchpoint Performance

Based on your prioritisation of audible touchpoints we do a performance review of selected touchpoints in relation to a range of basic parameters addressing specific qualities carried by sound and music.



Coherency Score



Brand Fit Score



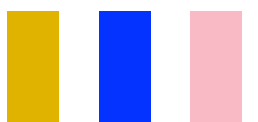
Memorability Score



Emotional Prominence



Expressional Prominence



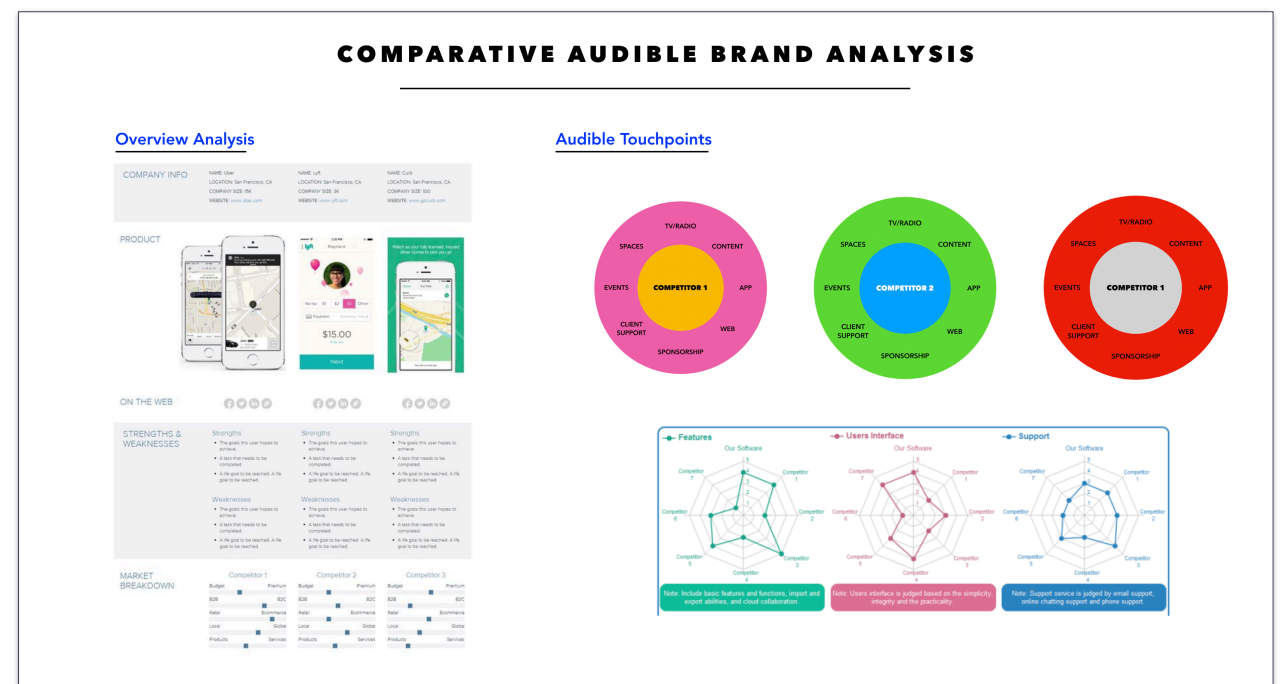
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Part 3 - Comparative Analysis

We draw up a comparative analysis to a select three of your competitors or brands you compare too. The comparative analysis focuses on performance on audible brand presence in order to identify the space for differentiation and potential brand strategic actions.



The analysis will touch on how competitors perform on audible brand recognition, audible touchpoint composition, expressional parameters, brand coherency and samples of their audible outputs for first-hand experience.

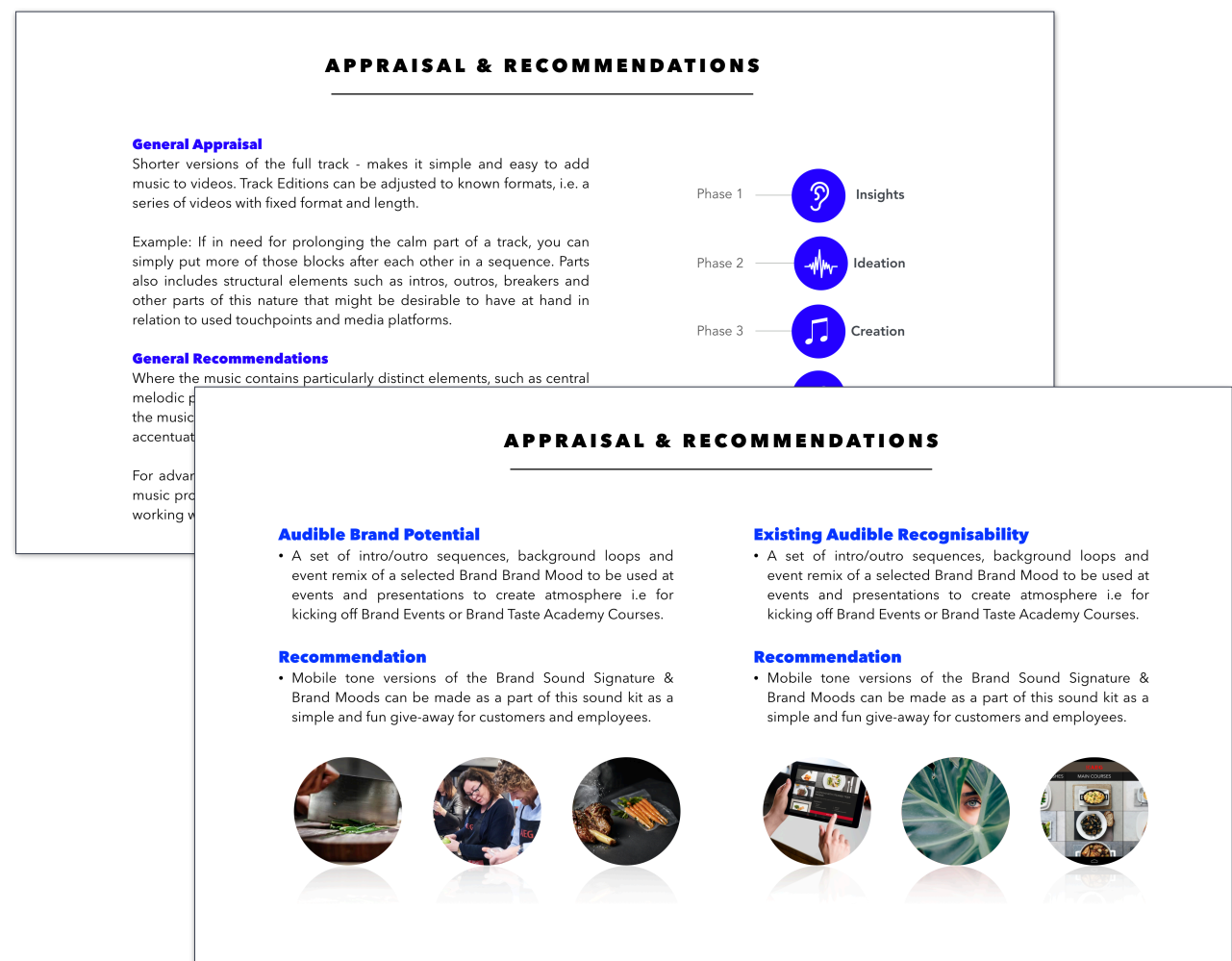
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Part 4 - Audible Brand Appraisal

Based on the audible touchpoint analysis and the competitive situation an appraisal with following recommendations is laid out for your consideration. Aiming to show the path to a long term development of an impactful audible brand performance in utilised brand touchpoints and marketing efforts low and higher hanging fruits are described and the added value assessed for the recommended actions.



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Part 5 - The Roadmap

Finally, based on the previous parts we deliver a one-page roadmap describing the direct path and actions point for development of an impactful audible brand presence.

