

How to build brands that drive growth and actually matter to people.

The Sound 2021

You know growing your brand isn't a one and done deal. It's a continuous, evolving process — all about understanding context, your brand's place in it, and motivating people to care.

Getting the insights you need to achieve your brand goals shouldn't be the biggest challenge on your plate... you've got enough on there as it is.

**Luckily, we can help.
Helping clients build their brands with
people at the center is **in our DNA...**
and we're really good at it, too.**



Wherever you are in the process, we'll meet you there.

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Opportunity Setting

Future Mining
Semiotics
JTBD/Motivational Segmentation
Segment Illumination
Journey Mapping
Brand Equity Evaluation



02

Brand Building

Brand Purpose
Brand Positioning & Identity
Brand Architecture
Innovation



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Inspiring Action

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Internal Inspiration



1

Opportunity Setting

When you need to understand the world your brand lives in today, and could in the future.



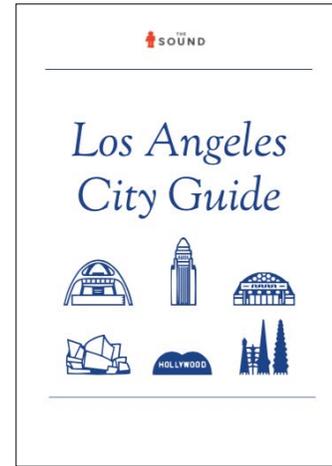
Future Mining



Discover a meaningful role for your brand by widening the aperture and bringing the future into focus

Exposure to things outside our daily lives can provide insight into the future landscape of the category and the potential role for your brand.

We go out into the world to collect clues as to what's beyond the bleeding edge of mainstream to help you plan for the future.



EXPERT: ELTON KEUNG

Alcoholic Boba Concoctions

In 2011, instead of opting for a salaried job right after graduation, Keung traveled to Taichung, Taiwan, to pay a visit to Chun Shui Tang, the company that's widely credited with inventing boba. Inspired after his research, Keung invested all his money into opening Boba 7, a tea bar located in the back of Sol 7 in downtown Los Angeles. With menu options like Green Tea Heinekens and Horchata Boba, the start-up has already gained considerable momentum and an impressive visitor list that includes Joe Jonas, Philip Wang, Keyshia Ka'oi Vauze, and Jaden Vasquez. Boba 7, 518 W 7th St, Los Angeles, CA 90014

EXCURSIONS MAP

Excursions

- 1. Hinkki and the Bird, 18W Century Dr, Los Angeles, CA 90007
- 2. Clavé, 142 S La Brea Ave, Los Angeles, CA 90036
- 3. The Pun Chibowl, 4645 Melbourne Ave, Los Angeles, CA 90027
- 4. Coolhaus, 858 Washington Blvd, Culver City, CA 90232
- 5. Moon Juice, 2839 Sunset Blvd, Los Angeles, CA 90026
- 6. Lili Perlas, 107 E 6th St, Los Angeles, CA 90014

Trend Treks

Trend Trekking can take us anywhere from the streets of Tokyo to sweat lodges in Taos. Pack your camera, journal, and a good pair of walking shoes for these exciting excursions that help us identify the cultural shifts impacting the future of your brand.

In the virtual world, we run virtual Trend Treks and bring artifacts and stimuli to the table – to illuminate emerging trends and make the intangible, tangible.



Expert Interviews

We identify and interview people who have particularly interesting, forward-thinking perspectives on the future, including rising trends in the category, such as a cutting edge nutritionist or prominent video games journalist.





Fuel brand strategy by identifying codes and cues

Semiotics is the exploration into why and how humans give meaning to the things they do, which helps us understand how a brand or idea will be interpreted by people within a culture.

We identify and dimensionalize the implicit codes and tacit cues that people and competitors use within your category, as well as potential territories to fuel positioning.



Fashion

Fashion // Social

Marketing View

White space exists to create a 100% native marketplace community. While several players focus their messaging and marketing efforts in this space, most conversations and connections tied to these players happen on separate social media pages and forums, rather than the platforms themselves.

POSHMARK

Promises a curated shopping experience and a vibrant community of fashion lovers.

Code Words / Topics

Engagement: *Give it a try, Trend, Let us know, Check out, Get to know, Relate*
Uplift: *Motivate, Positivity, Mood, Believe*

Tone

They are overwhelmingly positive, combining stories of success and inspiration within the Poshmark community with cheerful, motivating messages to share the #PoshLove.

Key Images

Real life images—showing both buyers and sellers as a means of fostering community
Other text-focused/graphic posts with motivational messages, sharing announcements, what's trending, etc.

depop

Promises an inclusive, less wasteful community centered around inspiring and unique fashion.

Code Words / Topics

Support: *Small businesses, Local, Meet, Get involved, Diverse*
Express: *Share, Inspo, Aesthetic, Vibe, Creative*
Unique: *Vintage, Unapologetic, Stand out*

Tone

They balance a slightly irreverent, edgy personality with sentiments that are welcoming and accepting of all.

Key Images

Showcasing the creativity of their community—self-styled photoshoots, Tiktok videos
Lots of human imagery, emphasis on vintage
Lack of cohesive color palette, more about lots of color (sometimes muted and mellow, other times more intense and lively)

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Category

In the immediate competitive set, semiotics leans a bit into **experiential/occasion-led** and touting **“natural” benefits** – but are still missing the boat when it comes to appealing to **Gen Z** needs...

Hillshire Snacking Small Plates Hillshire Snacking came onto the scene as a “classy” portable proxy for a high end charcuterie board. They use “fancy” curated ingredients, which delivers a portable moment of escape and an indulgent experience.

However... the heavy lean on charcuterie is more in line with Millennial ~~message~~ than Gen Z.

Sargento Balanced Breaks leans in heavily to the parent brand equity of cheese, while focusing on creating a balanced and tasty snack for different occasions/dayparts.

However... with such a heavy focus on ingredients, these extensions miss the opportunity to highlight flavor combinations.

Hormel Natural Choice Snacks relies on being 100% natural, approachable and familiar (pulling from the parent brand equity).

However... While they've broadened the ~~daypart~~ occasion and reduced the burden of MCs, their “Black Label” extensions signals a ~~premiumness~~ that could turn off value-conscious Gen Zers.

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Human-Generated Content Mining

Using a variety of sources (from social media to advertising to competitive assets), we examine what companies and people are saying and how they're saying it.

This results in emotive, visual language and provides insight into the tone, imagery, colors and feeling to harness in developing a positioning.

One tool we use for semiotics is **Social Listening**. We first create queries that parse through billions of conversations (text, image and video posts) to find data sets that work. Then, we look at these with an empathetic lens to find the stories worth listening to and reveal real human insights that are actionable for your brand.

Segmentation and Illumination



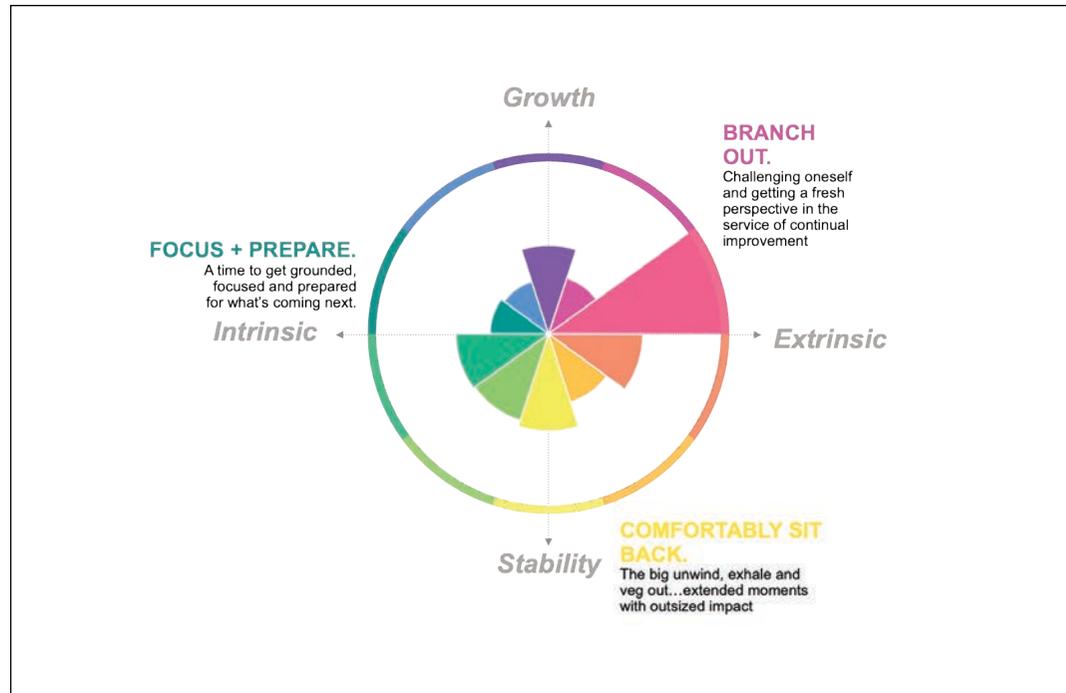
Drive growth by identifying and illuminating the human stories behind the data

Whether you're creating a new-to-the-world brand or repositioning an existing one, before you can define what your brand means to your people, you need to understand who your people are.

We identify and define frameworks for grouping your segments, and bring them to life by getting deeply immersed in their world.

JTBD/Motivational Segmentation

People make different choices and use different products depending on the situation they're in. In order to fully understand this complexity, we look beyond macro factors to the emotions, needs and motivations experienced in various situational contexts. This allows us to discover the true role your brand plays in people's lives today, and uncover the role(s) it could play in the future.



Segment Illumination

We work to ensure segments become more than targets... as they are in fact living, breathing people your brand is working in service of. We deeply get to know your people and bring their behaviors, motivations, lifestyles and values to life via engaging, digestible deliverables.

Meet the ACSL Appearance Conscious Sun Lover

"There is no 'cookie-cutter' definition for beauty. Beauty just means feeling comfortable in your own skin. As I have matured in my thinking over the years, I have chosen to embrace the unique quirks, and little things that make me beautiful."

Identity Values
A product of her youthful age... but also her maturing generation.
Trendy... but true-to-self
Fun... but intentional
Classes... but wise
Career... but conscious

Beauty Philosophy
Not about hitting perfection anymore; about hitting her own beauty potential.
There:
• Appearance drives
• Conforming to a standardized definition of beauty
Now:
• Holistic and natural
• Being happy with who she is on the outside and on the inside

Her New Definition of Appearance Conscious

This ✓
Knowing her beauty potential
• Using makeup to enhance her natural beauty
• Taking care of her skin for her benefit now and in the future

Not That ✗
Obsessing about beauty "perfection"
• Using makeup to cover up flaws and imperfections
• Neglecting her skin (looking for the immediate benefits (if anything))

Beauty Influencers
"I actually really love Mila, make up, Urban Decay, and Fenty beauty. All three of these brands promote individualism, which I love. They aren't about fitting into a cookie-cutter look or skin type, and they offer massive ranges that can serve everyone!"

Global Inspiration
Drea & Marley
Drea & Marley
Drea & Marley

Local Inspiration
Drea & Marley
Drea & Marley
Drea & Marley

Relationship with the Sun
Deep dark tones are out...
Not her authentic self
A sign of a vibrant skin color
Masks her self-consciousness
Symbolizes carelessness
Unnatural and artificial methods (tanning beds, tanner, vegetable oil)

Relationship with Skincare
The golden glow is in...
Slightly enhanced, natural skin color
The best version of herself
Makes her confident
Symbolizes health and vitality
Natural and safe methods (regular application of SPF, mostly with lotions, sometimes with oils as long as they enhance, not alter color)

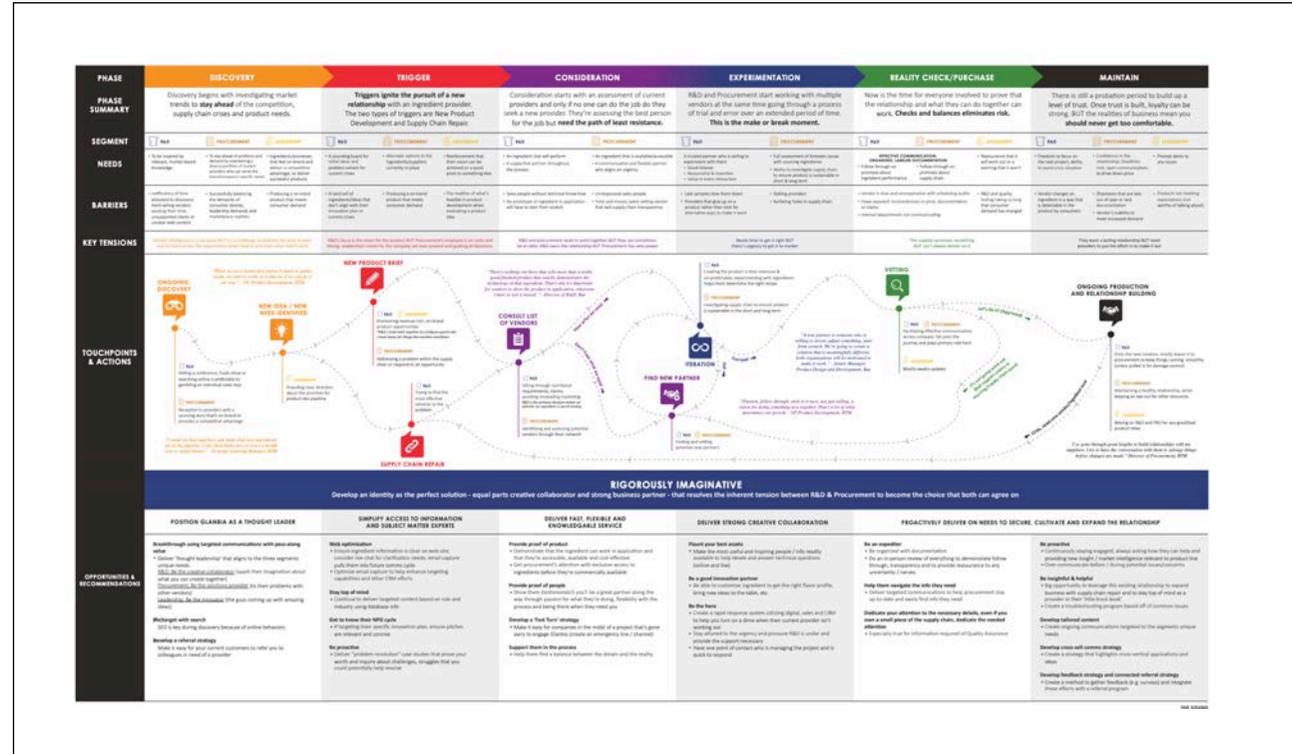
Relationship with Skincare
Daily sunscreen is a "should" (but a growing "must")
When the threat of skin cancer and aging become real, she opts for skincare in SPF
Varying and Sunny Day-cream sunscreen is a "must"
If the sun is out and she's engaged for long periods of time, she reaches for the SPF sunscreen.
Skin-loving is all the rage
The category is quickly evolving and ingredients / packaging expectations are getting closer and closer to skincare



Drive growth by illuminating people's most influential moments

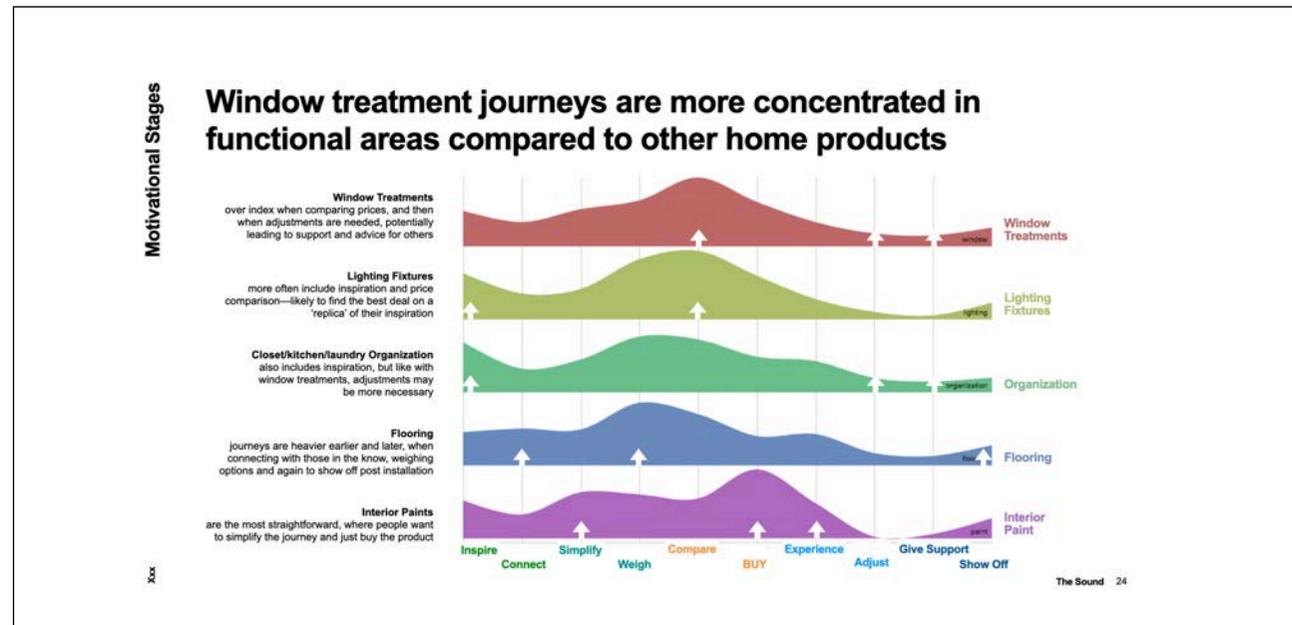
We believe in mapping human experiences in a way that sparks action — uncovering people's pivotal experiences and delivering insights that go beyond a people journey.

We use both design thinking and brand strategy expertise to size the opportunity and bring in the layer of humanity that makes research sticky and impactful.



We gain a comprehensive understanding of people's needs, motivations, delights, pain-points and behaviors — along with the role brands play in meeting their needs — at each touchpoint in the journey.

The result is a map of how people experience your brand, including key journey phases, inflection points and opportunities for product/ service improvement — highlighting opportunities that add value from the people perspective.

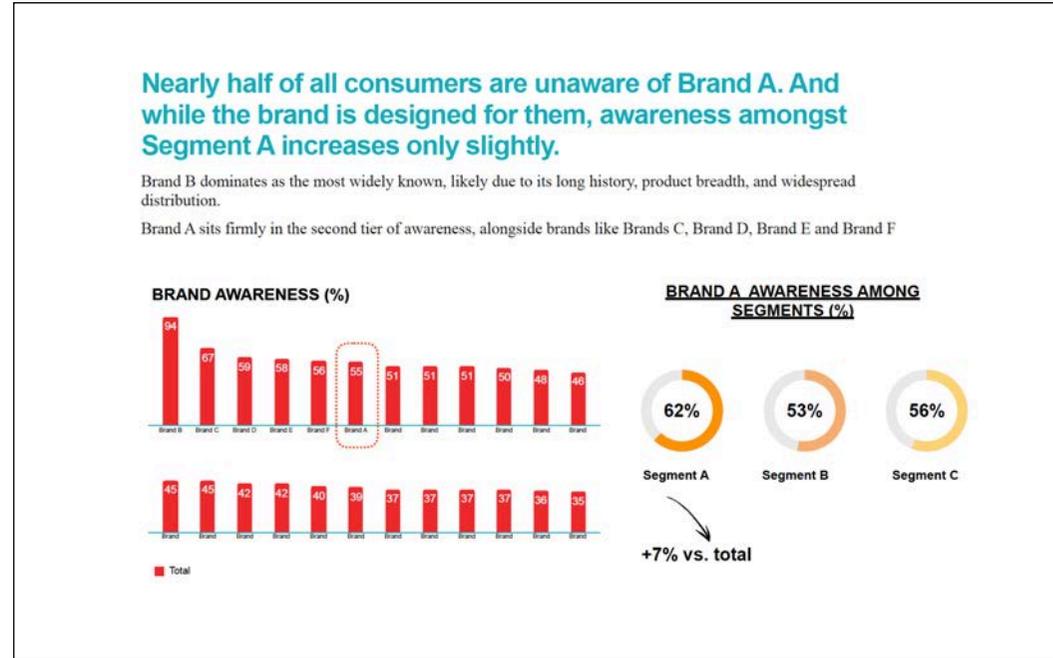


Brand Equity Evaluation



Evolve your brand for tomorrow by understanding where it stands in people's minds today

We immerse in the category landscape through the lens of your key consumers, building on your business knowledge, previous research, psychological theories and hypotheses — all in service of uncovering current strengths and future opportunities for your brand to improve its relationship with people and achieve meaningful differentiation against the competition.



Category landscape and your brand within it

Before you can build (or rebuild) your brand, you need to deeply understand the dynamics of the category in which you live — and even how that category is defined. We illuminate the key attitudes, behaviors, and functional and emotional drivers that put your brand in its proper context and competitive set.

Brand Equity Exploration

We dive deep into how people perceive your brand and how strong their relationship is with you. We typically use the Aaker model to assess brand equity, but if you have a preferred framework, we are happy to adopt it!

X'S FIRST MOVER ADVANTAGE IS BEGINNING TO FADE

<p>★★★★★</p> <p>AWARENESS IS HIGH</p> <ul style="list-style-type: none"> • Appears to be slightly higher than Y • Considered to have been around longer • More visible due to larger fleet, more parking spots in Vancouver, larger home area 	<p>★★★★☆</p> <p>PERCEIVED QUALITY IS MODERATE</p> <ul style="list-style-type: none"> • Perceived quality of the car is low (uncomfortable, unsafe, 'can barely make it up hill', unsuitable for highway driving) • Perceived quality of the service is moderate, easy to use but availability and parking cause issue • Perceived quality of the app is high, seamless and informative <ul style="list-style-type: none"> • Helpful notification messages
<p>★★★★☆</p> <p>ASSOCIATIONS ARE NEUTRAL AND FUNCTIONAL</p> <ul style="list-style-type: none"> • Associate with good price b/c often hear about promotions <ul style="list-style-type: none"> • Some assume cheaper experience = cheaper price • Association with short distances, city driving • Environmentally friendly b/c smaller, smart car feels like it is better for the environment <ul style="list-style-type: none"> • Leaf icon that grows 	<p>★★★★☆</p> <p>LOYALTY IS MODERATE TO LOW</p> <ul style="list-style-type: none"> • Lack of brand love + low category loyalty = if all other factors are equal in the equation, our Y users will choose Y



2

Brand Building

When you need to define, evolve, or expand your brand.



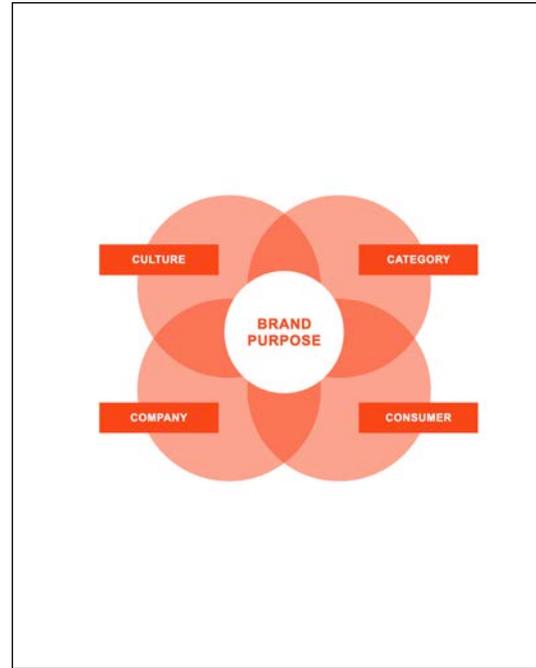


Brand Purpose



Make meaningful connections with people by revealing your brand's true reason for being

A strong Brand Purpose sits at the nexus of cultural, category, company and human truths and functions as a north star when defining more specific guidelines for communication, innovation, and creative development.



Discovery

We start off by mining current research, embarking on trend treks, conducting stakeholder interviews, and engaging with your people to identify these 4 C's.



Finding Purpose

Next, we host sprints where, together, we'll leverage the 4C's, identify brand purpose territories, and build out the strategic aspects of your brand (How's, What's, Tone, Voice).



Optimization and Refinement

We then share the potential purpose territories with your target, so ideas can be challenged, further shaped, optimized and prioritized. It's imperative that we understand the expectations each territory sets — what your people expect the brand to do, say, be.

Brand Positioning & Identity 

Unlock and accelerate growth by carving out a disruptive position for your brand

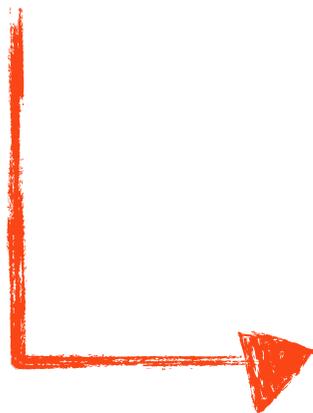
We use contextual learnings to identify whitespace opportunities for differentiated positioning... whether we're building a brand from scratch, or shaping the next evolution of your brand.

Concurrently, we build the Brand Identity — our strategic roadmap that defines the brand story to be told by key business functions, including marketing, communications, packaging and more.

	ZOOM FORWARD	THE SIDEKICK	INSTA-EXPERIENCE	MADE FOR ME
Description	To power with every bite	To help me do it better	To entertain me... now	To snack my way
Gen Z Insight/Tension	"I'm intentional about what I put in my body and want a guaranteed boost to take on my next challenge - but I don't have the time to put in added effort for it."	"I want quick and easy nourishment to support me in staying focused and in the zone - but there aren't a lot of BFF munchies that I can graze on."	"I want more opportunities for enjoyment + experimentation - but for the most part, the RPS category can be a bit serious."	"I have an intuitive approach to how, what, why, and when I eat - but most snacks aren't flexible enough for me to eat the way I want to."
RTW Brand Role	Powered with nourishing protein	More nutrition in a handful	Creative assembly, multi-sensory, unique combinations <small>"the most interesting way to eat your protein"</small>	Multi-compartment that flexes for your needs <small>(protein, snack, meal replacement, sweet, savory, light, indulgent)</small>
JTBD	Get doing, Meal merge	Zone In	Snacktivity	Treat Yo' self, Meal Cap, Meal Merge
Analog	 Hi-Ball	 Recess	 Flamin' Hot Cheetos Mac n Cheese	 bille Bille

Pinpoint Potential "Ways-In"

Armed with stories, data, insights and more from our exploration phase, we come together to review the uncovered whitespace opportunities — leveraging group expertise and strategic evaluation activities to identify our lead way-in.



Brand Foundations Bootcamp

Once aligned on a direction, we host a working session filled with divergent and convergent creative exercises designed to inspire and co-create the different elements of our brand positioning and identity.



Brand X Brand Positioning	
BRAND PURPOSE:	To inspire joy and a life lived well
CONSUMER INSIGHT:	My lifestyle is all about staying true to the choices that serve me well, but beer often seems at odds with that goal. It's hard to find options that truly allow me to effortlessly feel my best in all the ways I aspire to.
For:	Health-conscious, discerning LDAs* adults who value enjoyment in all aspects of life, relying on balance to ensure that enjoyment results in truly feeling good (both inside and out)
We are the brand of:	Better-for-you, refreshing beer experiences
That provides:	More positives without more effort
So that you feel:	Joyfully balanced
Because we:	<ol style="list-style-type: none"> Bring together the best of beer with the power of wellness, free from artificial ingredients Expertly craft our brews with quality ingredients to ensure uncompromising taste Have a variety of product offerings that make it easy to choose what's best for you

Optimization and Refinement

Finally, we build on the rich input from your team to shape strategic brand frameworks that can be tested, shared and activated against cross-functionally.



GIVEN TODAY'S WORLD, WHAT KEY DRIVERS (IN CULTURE) ILLUMINATE AN OPPORTUNITY FOR YOUR BRAND?

IMAGINE IT IS 2030 AND AS CEO OF YOUR COMPANY YOU'RE REVIEWING THE IMPACT YOU'VE MADE ON THE WORLD IN THE LAST 10 YEARS IN A SPEECH TO INVESTORS.

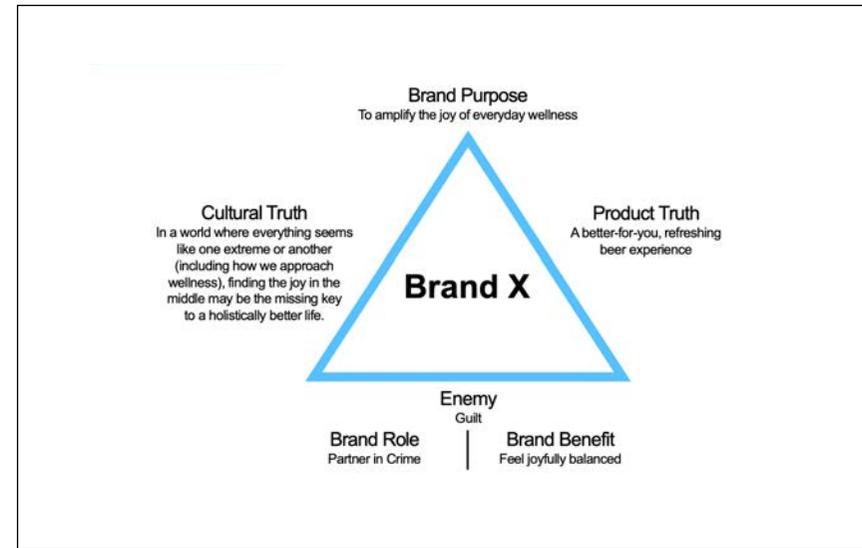
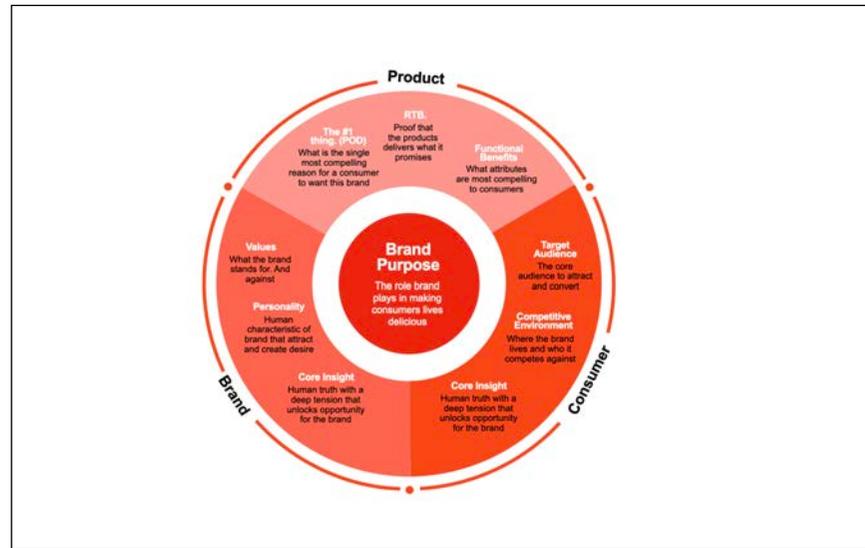
WHAT WOULD YOU SAY?

(GUARDRAILS: You cannot use the following words or phrases in your speech)

- CEO
- CEO
- CEO



While we have recommended frameworks, we're flexible and can work with what your organization is most comfortable with!



Regardless of the format, we'll bring the key components of the brand positioning and identity to life as a stand-alone, evergreen document that can easily pass throughout your organization.



Brand Architecture / Portfolio Management & Strategy



Shape an actionable roadmap for your future portfolio & innovation decisions

We help define the optimal organization of branding relationships for your existing portfolio, developing innovation plans, or if you're building a new portfolio from scratch. We ensure:

1. Reinforcement of the brand's positioning & overall equity
2. Each product offering's reason for existence is clearly explained
3. Efficiency & focus, with clarity of offerings for the target audience and business, along with guardrails for equity elasticity

1. Hands-On Architecture Sprint

Following an initial exploration of architecture types (e.g. needs states, occasions, experiential, lifestyle, etc.), we come together to refine & prioritize a lead.

Architecture Type	1. Situations	2. Hybrid Functional/ Emotional Need-States -- v1	3. Hybrid Functional/ Emotional Need-States -- v2	4. Experiential [Note: We will co-create this one together]	5. Lifestyle
WHY THIS ARCHITECTURE	This architecture is rooted in moments and situations directly related to specific human needs where beer now has the opportunity to play in a way it hasn't before. Like wellness, it's not limited to particular occasions or times of day.	This architecture responds to people's desires to have their foods/beverages do more for them without having to do anything extra.	Showing crucial understanding of the importance of emotional and mental health as a part of overall wellness, this architecture is all about using beer to explore those spaces in innovative yet familiar ways.	Inspired by the wellness lifestyle's rejection of "one-size-fits-all", this architecture is all about pushing beer into the unexpected – not just when it comes to ingredients, but also the experience itself.	This architecture is rooted in individuality and self-acceptance – offering a next gen wellness beer that is flexible and applicable to a range of lifestyles, no matter where on the wellness journey people may find themselves.
PILLARS	<ul style="list-style-type: none"> Level Up Social Vibe Deep Connection Me Time 	<ul style="list-style-type: none"> Familiar Favorites Balanced Restored Plussed-Up Hydration BFY Recharge 	<ul style="list-style-type: none"> Energized Renewed Focused Calm 	<ul style="list-style-type: none"> TBD TBD Sensorial Delight 	<ul style="list-style-type: none"> Life Maximized Wellness-First Active Sober Curious No Compromise

Criteria	Score	Rationale
Clarity & simplicity	XX	
Fit with existing X brand innovation pipeline		
Fit with the x brand positioning		
Distinct from other product portfolios & key competitors		
Address mass consumer needs across the portfolio		
Near term feasibility		

2. Evaluation And Selection

We work with you to fine-tune the criteria or filter to determine the strongest to move forward.

3. Optimization and Refinement

We define each pillar of our architecture with key elements including people insight, pillar promise, product guardrails, and competitive set – working together to make sure product offerings are properly mapped across the board.

GUT HEALTH	Physical TODAY				Holistic TOMORROW			
	HEALTHY FIX	HEALTHY REFRESH	HEALTHY RELIEF	HEALTHY REPLENISH	HEALTHY REPAIR	HEALTHY RESTORE	HEALTHY REWELL	HEALTHY REFINISH
PILLAR NAME / EMOTIONAL NEED	HEALTHY FIX	HEALTHY REFRESH	HEALTHY RELIEF	HEALTHY REPLENISH	HEALTHY REPAIR	HEALTHY RESTORE	HEALTHY REWELL	HEALTHY REFINISH
FUNCTIONAL NEEDS (LIVE PROBIOTICS AND...)	REFRESHMENT	HYDRATION AND/OR ENERGY	QUICK FIX	SATIATION	TREAT/REWARD	RESTORE/HOMEOSTASIS	TBD	CONTROL OVER FUTURE ME
ROLE IN PORTFOLIO	HEALTHIER ALTERNATIVE TO SODA/ALCOHOL	HEALTHIER THAN WATER / ENERGY DRINKS	BETTER TASTING CURETIVE / "NATURAL MEDICINE"	MORE FILLING THAN OTHER PROBIOTIC BEVS	HEALTHIER KNOWLEDGE THAN ICE CREAMS, SHAKES, WINE	EXPAND INTO HOLISTIC WELLNESS	EXPAND INTO HOLISTIC WELLNESS	EXPAND INTO HOLISTIC WELLNESS
FUNCTIONAL BEV OPTIMIZATION OPPORTUNITY	EXCITEMENT / SOCIAL	DIFFERENTIATION	N/A	WELL-ROUNDED NUTRITION	N/A	N/A	N/A	N/A
BRANDING STRATEGY / ARCHITECTURE	TO DISCUSS WITH KEVITA TEAM							
PORTFOLIO PRODUCT	SPARKLING PROBIOTIC DRINK	KOMBUCHA	ACV TONIC	COCONUT PROBIOTIC DRINKS (ELIXIRS)	TBD	TBD	TBD	TBD
OVERALL OPPORTUNITY	Productline optimization	Productline optimization	Productline optimization	N/A	New product innovation	New product innovation	New product innovation	New product innovation

We often use techniques like choice-based conjoint, max-diff and TURF to rigorously optimize products, portfolios and prices.

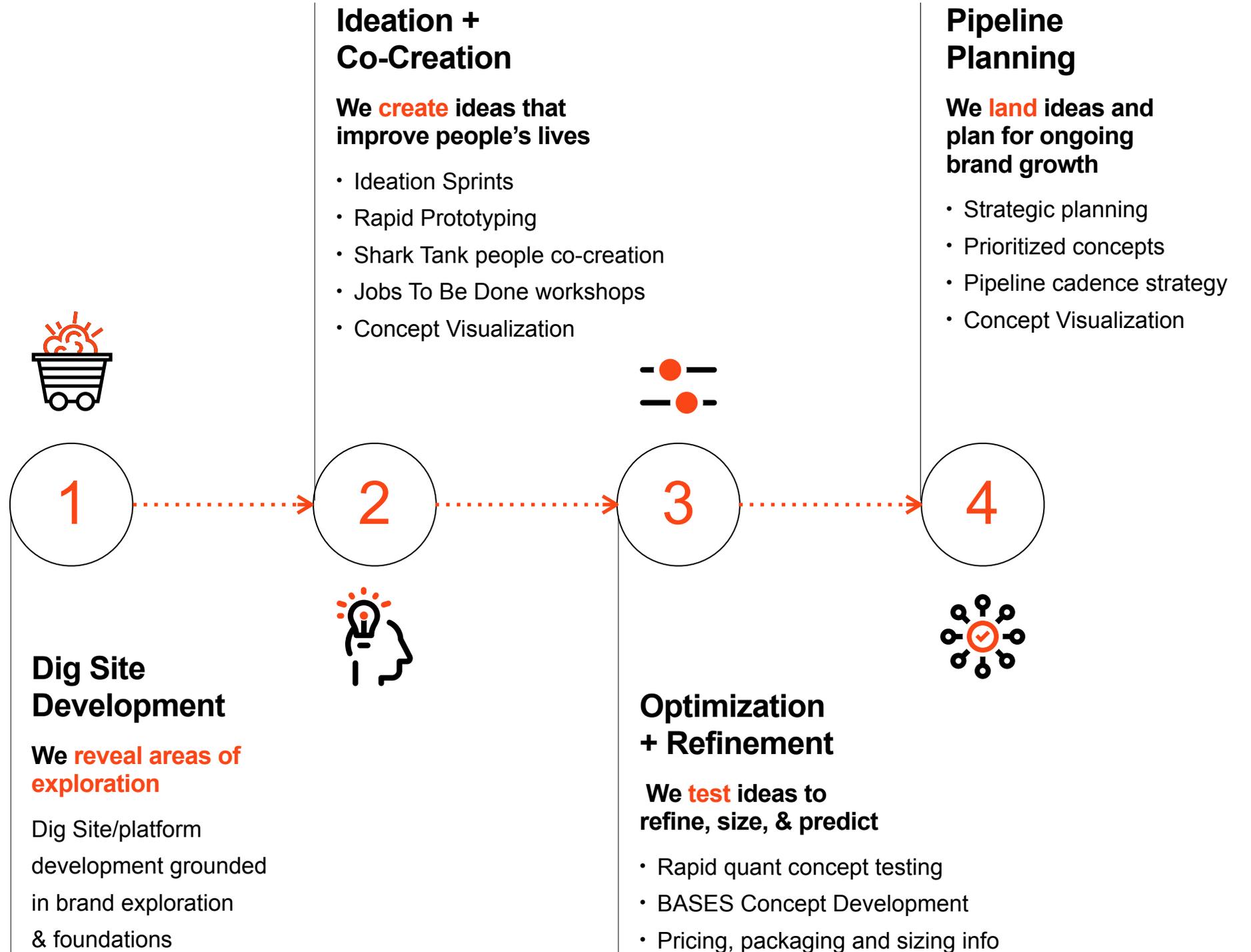


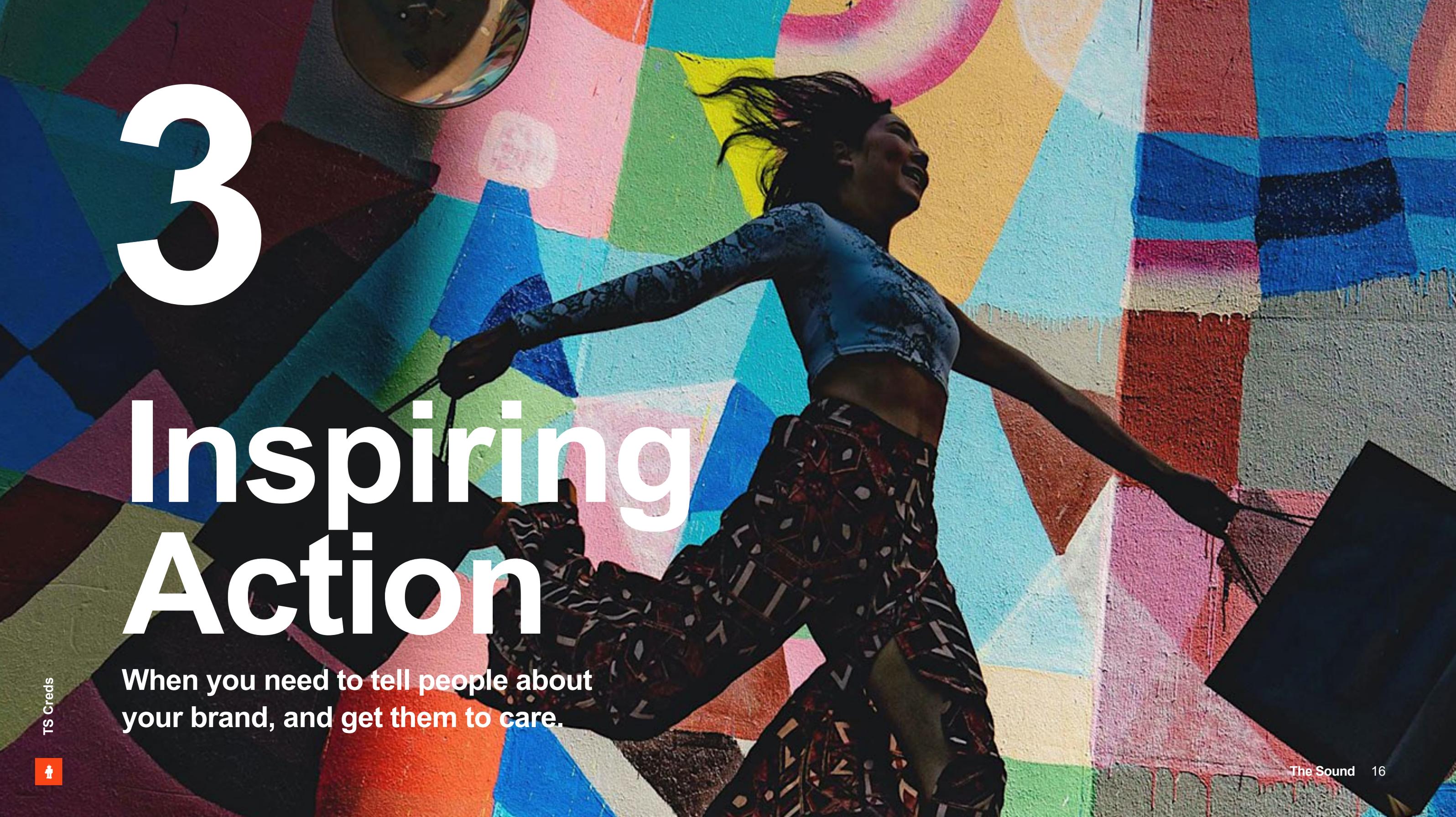
Innovation 

Turn your North Star into tangible products or services that deliver growth

Once we've uncovered who you are and the role your brand plays in people's lives, you can confidently create the next incremental or breakthrough innovation.

Learn more about how we help brands hunt, craft, create, test, and land ideas that accelerate adoption and engender advocacy.





3

Inspiring Action

When you need to tell people about
your brand, and get them to care.

Messaging and Communications



Make amazing ads

Some agencies “test” ideas. We believe in using people research to optimize creative and communications to better deliver on your brand strategy. In fact, we’ve been told The Sound “speaks creative agency” like it’s our first language.

We’d love to tell you more about our approach. In fact, we created a whole deck about it that you can check out [here](#).

The difference between ideas

Er - just making sure everyone here knows the difference between the three ideas within any piece of communication. Right? You do? Good. Well, just to be sure, a quick recap...

Strategic Idea

Usually closely related to the positioning, a convergence of product benefits, consumer insight and brand role. So, for example, let's say our soup strategy is to communicate how soup brings the family together.

Creative Ideas

Creative ideas are broad concepts which are designed to bring the strategy to life in an engaging way. For example, one of our soup creative ideas is that there is a world shortage of soup and as a result, family life has broken down.

Executional Ideas

Executions are easiest to understand, since they're the concrete expression of the creative idea captured in things like scripts and posters and activation ideas. But of course, any execution needs to clearly ladder up to both the creative idea and strategy to work.

For example, one of the soup scripts for the above creative idea is called Soup Zombies, where family members become zombies, wandering around the house in zombie-like states, because they have no soup. They just say, 'sooooooup' as they wander past each other.

Probably best we didn't go into advertising...

THE SOUND

Concept Development & Optimization

We explore communications ideas and how well they are bringing your strategy to life. We get (way!) beyond a simple thumbs up or down on your ideas and dig into what it’s communicating, how relevant that is to people and, most importantly, the impact it has on your brand – to help you prioritize the ideas with the most potential!

When to actually do it

There are three really great times to conduct research in the creative process which align perfectly with the three ideas that exist in any piece of communication:

**When Developing
The Strategic Idea**

**When Developing
The Creative Ideas**

**When Refining
The Executional Ideas**



Naming



Create a memorable and meaningful name so you can truly stand out

Our team can support any part of the naming process from generation to evaluation whether coming up with a name for a new-to-the-world brand, product feature, technology and more.

FUNCTIONAL/DESCRIPTIVE NAMES
Purely descriptive of what a company is or what their brand does.

PayPal, Facebook, Healthy Choice

FANCIFUL NAMES
Invented poetic constructs based on the rhythm and experience of saying them.

Google, MIO, OREO

EXPERIENTIAL NAMES
Offer a direct connection to a part of the product experience.

Starburst, Crunch n Munch, Caress

EVOCATIVE NAMES
Evoke the positioning of a company or the experience of their goods or services.

Apple, Amazon, LONDON FOG

1. Audit

Understand any guardrails dictated by brand or category.

Evaluate brand positioning/brand identity vs. the competitive set.

Define ownable space within the competitive set and existing brand portfolio.

2. Develop

Internal and/or collaborative naming brainstorming.

Name generation with consideration given to proven linguistic elements.

FUNCTION/PROGRESS (10 MINS)			
<p>Sound Quality</p> <p>The patterns of stress and intonation; the qualities of the vowels and consonants; the rhythm and feeling of the name—all combine to suggest what it is, or what it is trying to communicate.</p> <p>In pens, closed-front <i>Bic</i> conveys lightness and speed; while the slow, elegant feel of <i>Cross</i> lends a premium touch.</p>	<p>Syllabic Construction</p> <p>The length and nature of a name's syllables, plus the repetition of letters or sounds, can foster a sense of identity or offer a glimpse of the benefit.</p> <p>The adapted spelling of <i>Infiniti</i> feels fast, looping and eternal. <i>Google</i> has soothing repetition that feels friendly yet plentiful.</p>	<p>Origin Story</p> <p>A name could be inspired, in part or in whole, from other languages, cultures, geographies or points in history, lending a rich meaning and character that could even inform the brand's story.</p> <p>Starbucks found its name in the pages of "Moby Dick." Dodge gets cowboy cred from its Old West roots.</p>	<p>Advance Vance Dev Headway Rise Flourish Passage Further Momentum Moment Velocity Drive Tempo Pace Pulse Pursuit Interval Dash</p> <p>Excel Drive Rise Up Grow Track Results Victor Train Olympia Torque Spartan Tread Calculate Calculation Capture Triumph Flor / Flora 4th & Prosper</p>
<p>Curb Appeal</p> <p>Even the coolest-sounding name with a great story has to look good in its environment. Consider if it will pop on pack, or if it will look pleasing in copy.</p> <p>Logo design pairs with etymology in Amazon to represent large scale and A-Z solutions.</p>	<p>Global Viability</p> <p>Not all names are destined for travel, but they should be ready—just in case.</p> <p>Marketers beware of the urban legend that is the Chevrolet Nova (which could be interpreted to mean "no go" in Spanish).</p>	<p>Future-Proof</p> <p>Tech has infiltrated the entire consumer experience, so consider whether your name will be searchable and AI-friendly.</p> <p>Does your name pass the Alexa test? ("Hey Alexa, order more [blank].") Tricky spellings and pronunciations may get fumbled when it matters most.</p>	<p>Onwards Upwards Foreward Avanti Más Magis Continue Amplius Gloria Ambeertion Iterate</p> <p>Journey / Journi Excuse Pathfinder Rumi Voyage / Voyager Endure Prosper / Prospera Bene Waypost Pinnacle Optimum / Optima / Tima Northstar</p>

3. Evaluate

Evaluate naming against outlined criteria.

Run a preliminary knock out trademark search.

Our recommended names must meet the following criteria:

- Achieve a distinctive equity from the competition
- Intuitively communicate the benefit and experience
- Create positive and lasting engagement with your audience
- Be memorable or "sticky"
- Propel through the world on its own, becoming a self-sustaining PR vehicle
- Inspire a deep well of marketing and advertising images
- Be easily understood and pronounced



Internal Inspiration 

Socialize your brand across your org — and make a “sound”!

Activation within your organization is key to successful activation outside of it — everyone needs to be living and breathing your brand purpose, identity, and positioning.

We are expert storytellers and designers who pride ourselves in being able to bring your brand to life in way that evangelizes your team.



BRING PEOPLE TOGETHER

BRAND drinkers thrive on being able to connect with everyone they meet. Whether it's a conversation with a friend or stranger — every interaction is a chance experience something new. For them, BRAND is the only vodka for everyone, no matter who you are or where you come from.

What it looks like...

- It can be at home, out at a gallery, at a bar — whatever the scenario, its people focused — celebrating relationships
- Its upbeat, fun and memorable experience where anyone can have a great time and be themselves
- The people are approachable and funny, but also strong and inspirational (Ellen Degeneres, Emma Stone, Jimmy Kimmel, Mila Kunis)

What it sounds like...

- Friendly
- Confident
- Empowering
- Approachable
- Energetic
- Honest

THE SOUND

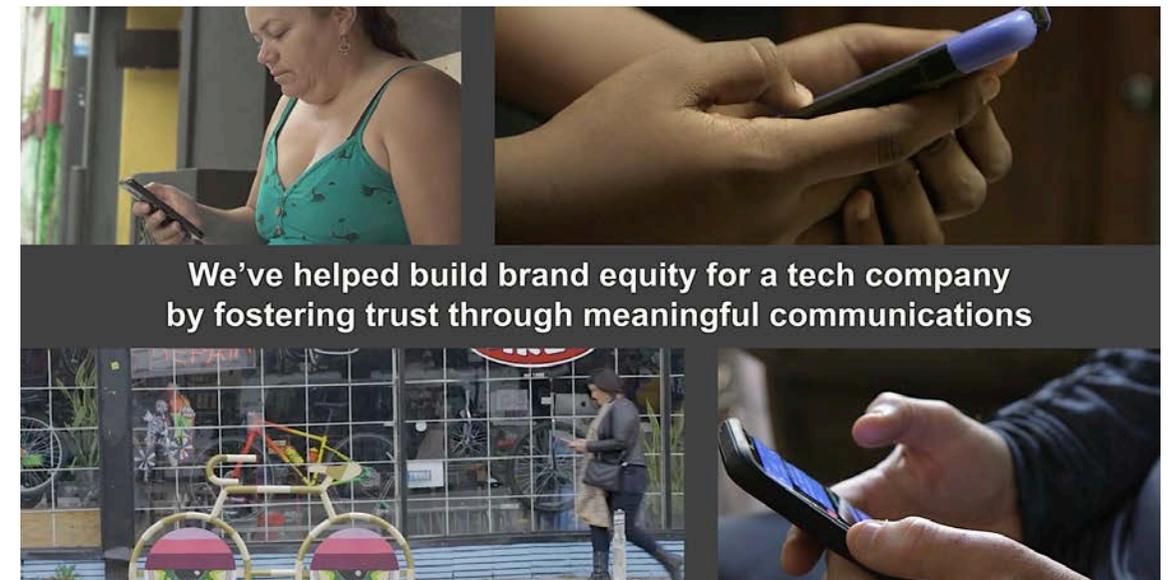
GOOD TIMES
THE PERFECT FIT
COZY UP AND CHILL
RAISE YOUR GAME

Brand on a Page

We'll bring strategy to life via a 1-page, highly visual summary, outlining the people tension, people anthem, positioning statement and inspiration for activation across marketing channels.

Sizzle Film

Whether you want a raw, documentary-style film to help your team emotionally connect with your target or a galvanizing anthem to bring your brand positioning to life, our talented filmmakers will give you the tools you need to lead and inspire.



We've helped build brand equity for a tech company by fostering trust through meaningful communications



Additional Brand Strategy Case Studies





A Brand Purpose Across Offerings

An online women’s clothing brand enlisted us to land a meaningful brand purpose and brand key that stretched across an exciting new offering—and reposition its existing rental service. We re-mined existing data to understand where the brand had been and explored peoples’ core psychographics, attitudes toward style, and strengths and weaknesses of their favorite subscription service brands. Our project culminated in an activation workshop, where we shared findings with the extended leadership team and finalized our foundational brand frameworks.



Designing the Future of Cold Cereal

A nearly 100-year-old cereal brand came to us to leapfrog competition and meaningfully innovate for their Boomer targets. We did a contextual audit of the 4Cs, explored semiotics, and hosted multiple virtual work sessions and ideations—resulting in a clear, actionable portfolio architecture that brought the future into focus. From there, we used this foundation to shape innovation platforms, generating thought starter ideas within each—which the brand will leverage in the future to innovate again and again.



Revealing Breakthrough Positioning

A social media conglomerate wanted to develop an umbrella positioning for their commerce offerings. Using social listening, we created mood boards to deconstruct the cues, symbols, and tone that emerged, providing visual, emotive language to harness in developing positioning territories. These statements were then validated in a survey and refined in focus groups. Ultimately, we landed on a distinct, powerful umbrella positioning along with a micro-positioning for each app in the family.





Next Gen Beer Strategic Foundation

We explored uncharted waters, building a brand from the ground up in the premium health & wellness beer space. Through a collaborative ideation session, we generated product ideas rooted in people, cultural and category learnings. All the while, we worked with the client team through a series of sprints to define the brand purpose, identity and positioning and the portfolio architecture that would house our leading product concepts. The result was an exciting product pipeline and a robust toolkit for the team to develop and launch this brand.

A Successful Brand Launch

Our client was nearing the launch of their alternative plant protein and came to us to help develop their brand. After facilitating a brand purpose workshop, we conducted brand sprints to explore the perceptions of plant based proteins, and get reactions to the brand and potential product concepts (including some taste testing!). Ultimately, we provided our client with a strong foundation from which to ID their audience, shape their portfolio, and determine how to talk about themselves and their products.



A Modern Look at Masculinity

Dollar Shave Club enlisted us to help the brand transcend razors and stand for something more meaningful. We conducted digital diaries of men's daily routines, in-home ethnographies to understand what was stressful about being a guy today, interviews with experts on men's health, and trend treks in NYC and Japan to explore new types of self-care. Our work unlocked the idea of Radical Acceptance, which became the crux for a massive overhaul for the brand.





An Inclusive Brand Architecture for B2B & B2C

A leading insulated material manufacturer was expanding from B2B to B2C and needed to create an effective, unified brand architecture. We developed differentiated territories through a Jobs-to-be-done quant study and optimized the prioritized territories in qual. We then conducted a Brand Architecture Bootcamp with key stakeholders to workshop each component before socializing with the wider team.

Repositioning a Brand to Win Over Gen Z

A global food powerhouse came to us to carve out an impactful positioning for an established protein snack brand with the Gen Z audience. We used a contextual audit, semiotics study and series of qual touchpoints to deeply understand Gen Z's needs and motivations within the category—and reveal whitespace opportunity for the brand to reposition itself. Following a sprint filled with dynamic exercises, we created a foundational framework to serve as the blueprint for future comms, activation and innovation.



Brand Equity Audit

A global dairy brand wanted to understand how to leverage their brand mission to resonate with people and drive sales. We conducted digital ethnographies to deeply understand the competitive landscape and perceptions of the brand, followed by focus groups to explore reactions to brand positioning and messaging. Ultimately, we identified points of resonance to further develop brand positioning and determined where the brand had room to stretch beyond their core product.



**How can we help you build
a brand that matters to
people and drives growth?**

**Let's talk and
we'll get you there.**





THE

SOUND

Exploration. Strategy. Innovation.

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