

listen!

dying
listening is a ~~skill~~



**making meaning
from sound**

unique

culture
language
values
attitudes
beliefs
assumptions
expectations
intentions
emotions



your reality

happiness

effectiveness

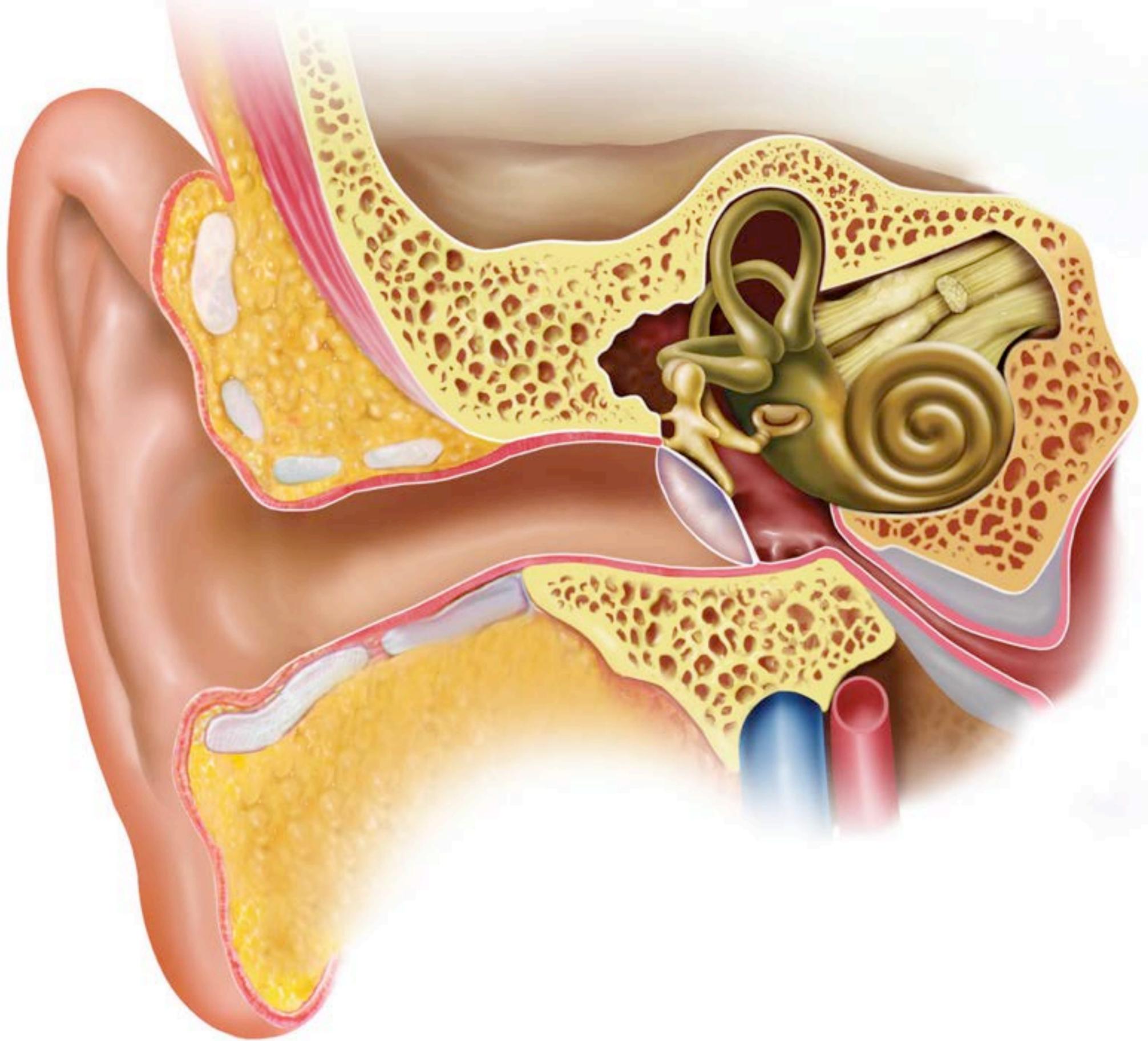
wellbeing

listening is gold

The background of the image consists of concentric, wavy ripples in shades of blue and teal, resembling water ripples. The ripples are centered and spread outwards, creating a sense of depth and movement. The colors transition from a darker blue in the center to a lighter, more vibrant blue towards the edges.

**sound
affects!**

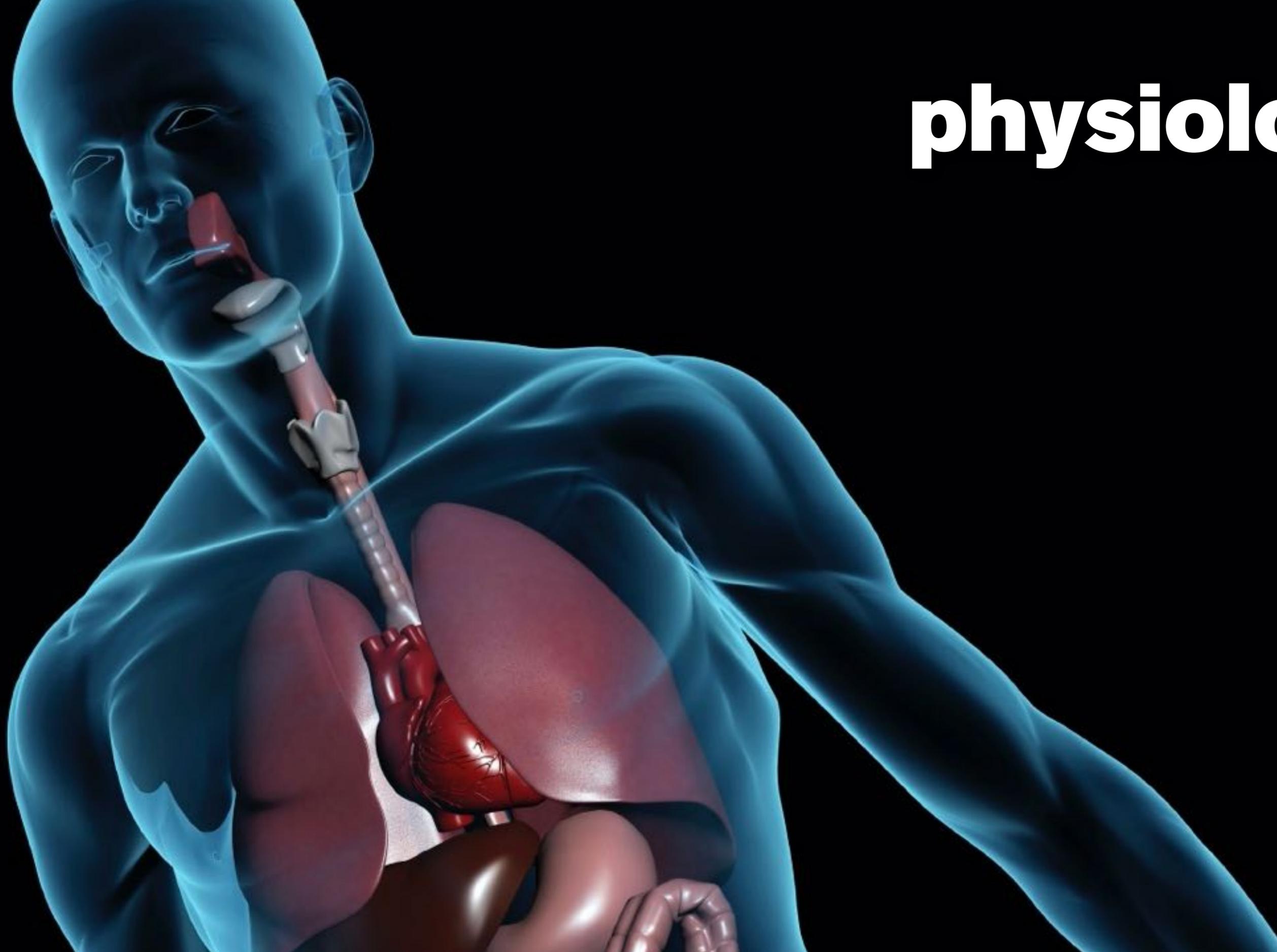


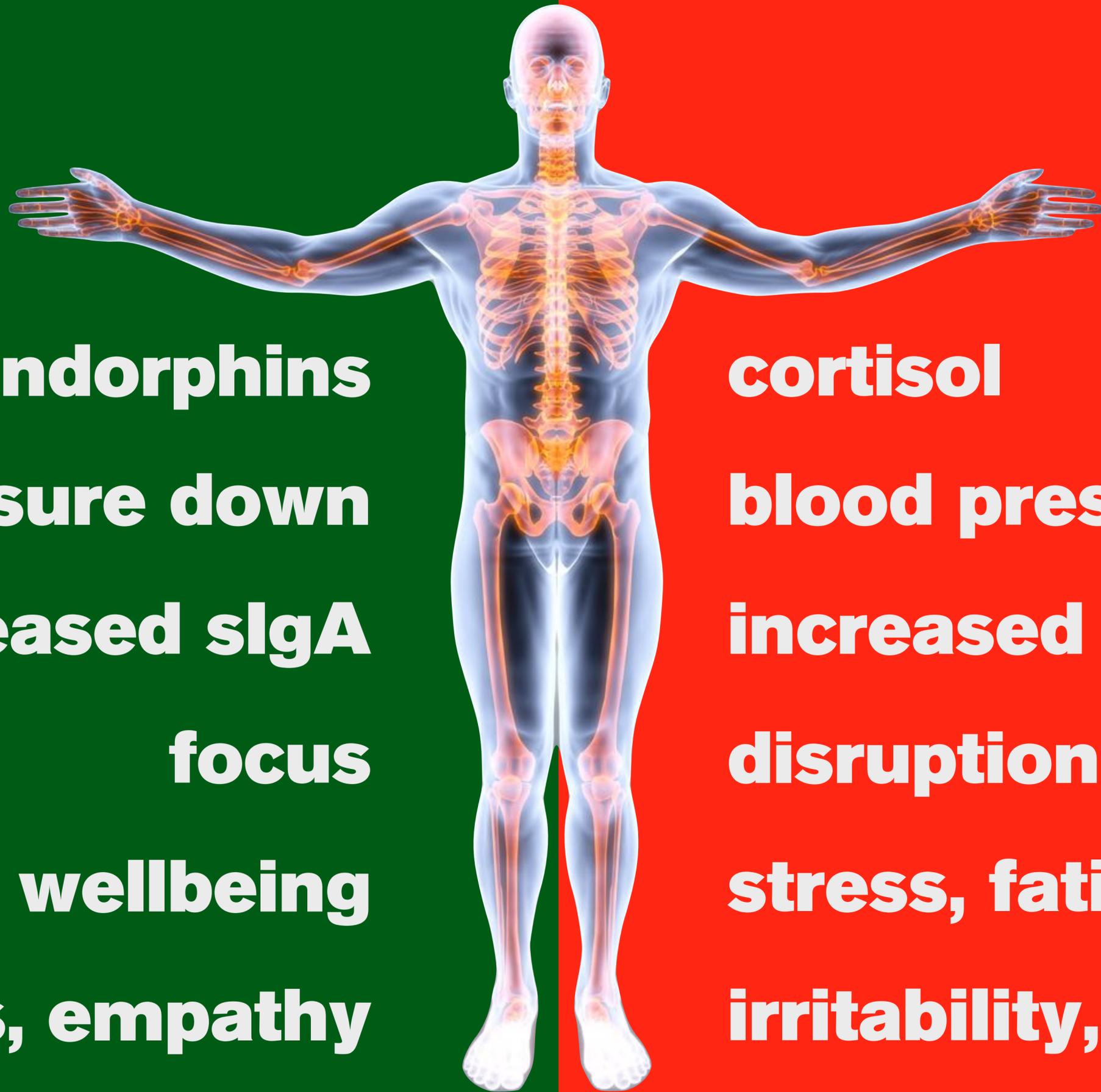


unconscious



physiological





endorphins

blood pressure down

increased sIgA

focus

wellbeing

happiness, empathy

cortisol

blood pressure up

increased heart risk

disruption

stress, fatigue

irritability, conflict

W



W



B



psychological



cognitive



Open plan offices

productivity

↓ 66%

behavioural



Inappropriate retail soundscapes

sales
↓ 28%

**French v German
wines**

**Identical
visual displays**

**Alternating days of
French/German music**

**North, Hargreaves
& McKendrick (1997)**

**French music days
5F to 1G**

**German music days
2G to 1F**

An aerial photograph of a city street scene. In the foreground, a wooden market stall with a white canopy is set up on a sidewalk, displaying various items. A person is standing next to the stall, and a bicycle is parked nearby. The street is lined with trees and modern buildings. A prominent red sign for 'Rae's' is visible on a building in the background. The overall atmosphere is that of a vibrant, pedestrian-friendly urban environment.

Crime fell by 15%

**THE
SOUND
AGENCY**



crossmodal effects

Courtesy Prof Aarnt Maasø

5kHz



15%





happiness

effectiveness

wellbeing

**“I like to listen.
I have learned a great deal
from listening carefully.
Most people never listen.”**

Ernest Hemingway

DANGER

we are losing

our listening



*"Now can we have it as a
sound bite?"*



connected?



facebook

LinkedIn

Pinterest



Twitter

YouTube

Instagram



writing

reading

speaking

listening

writing

reading

speaking

listening



looking good



being right

NOISE



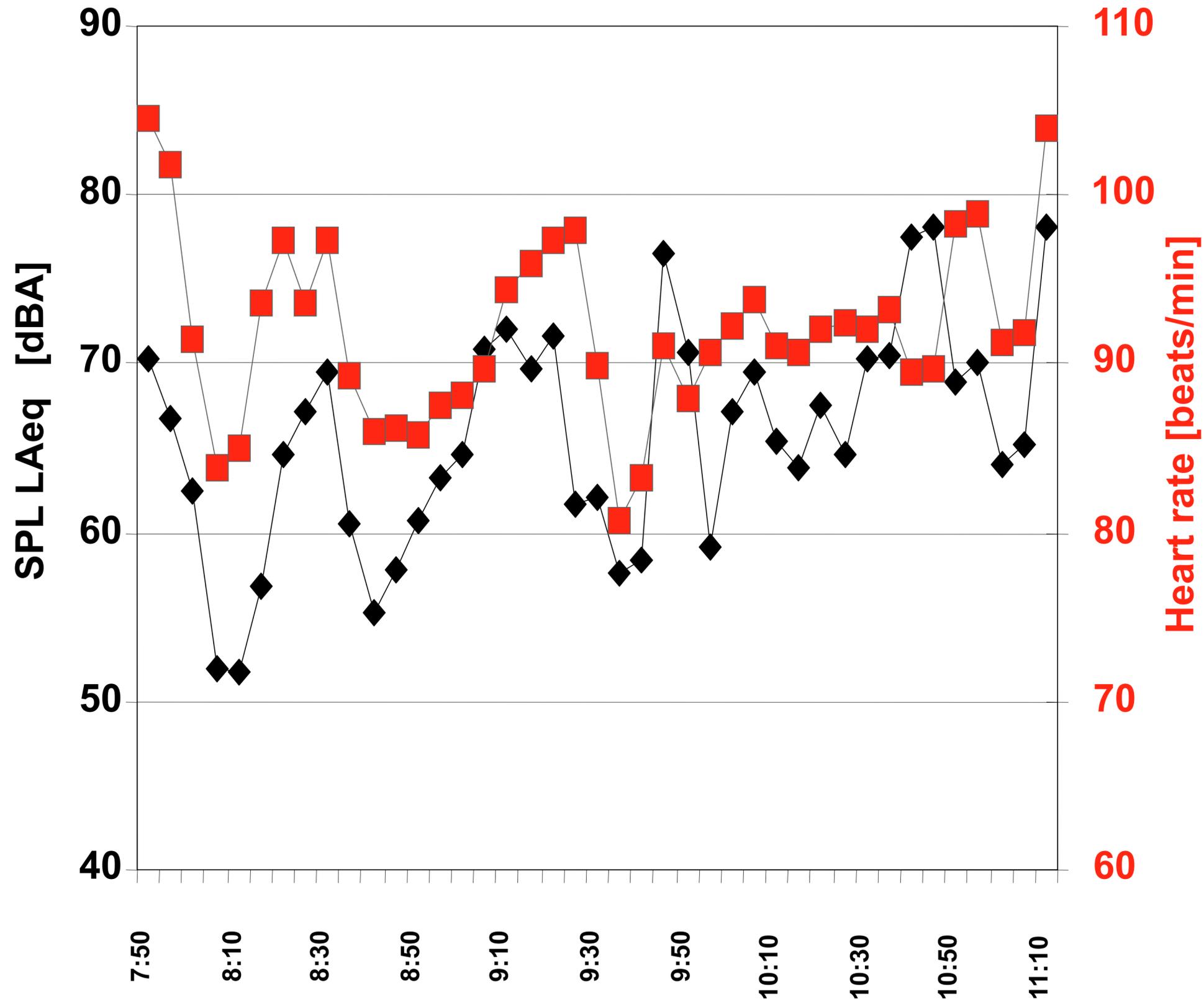
**2% of Europe's population
suffer severely disturbed sleep
due to traffic noise**

8 million

*“Burden of disease from environmental noise”
World Health Organization 2011*

A bright, empty classroom with rows of white desks and chairs. At the front, a whiteboard is mounted on the wall, displaying the text "do architects have ears?" in red. To the left of the whiteboard is a teacher's desk with a laptop, a globe, and some books. A projector is mounted on the ceiling.

**do architects
have ears?**



65 dB

65 dB

“The Environmental Council is of the opinion that the results show a consistent trend. The threshold level for **possible noise-induced risk of myocardial infarction** has been established at a daytime immission level of 65 dB(A).”

Health effects caused by noise : Evidence in the literature from the past 25 years

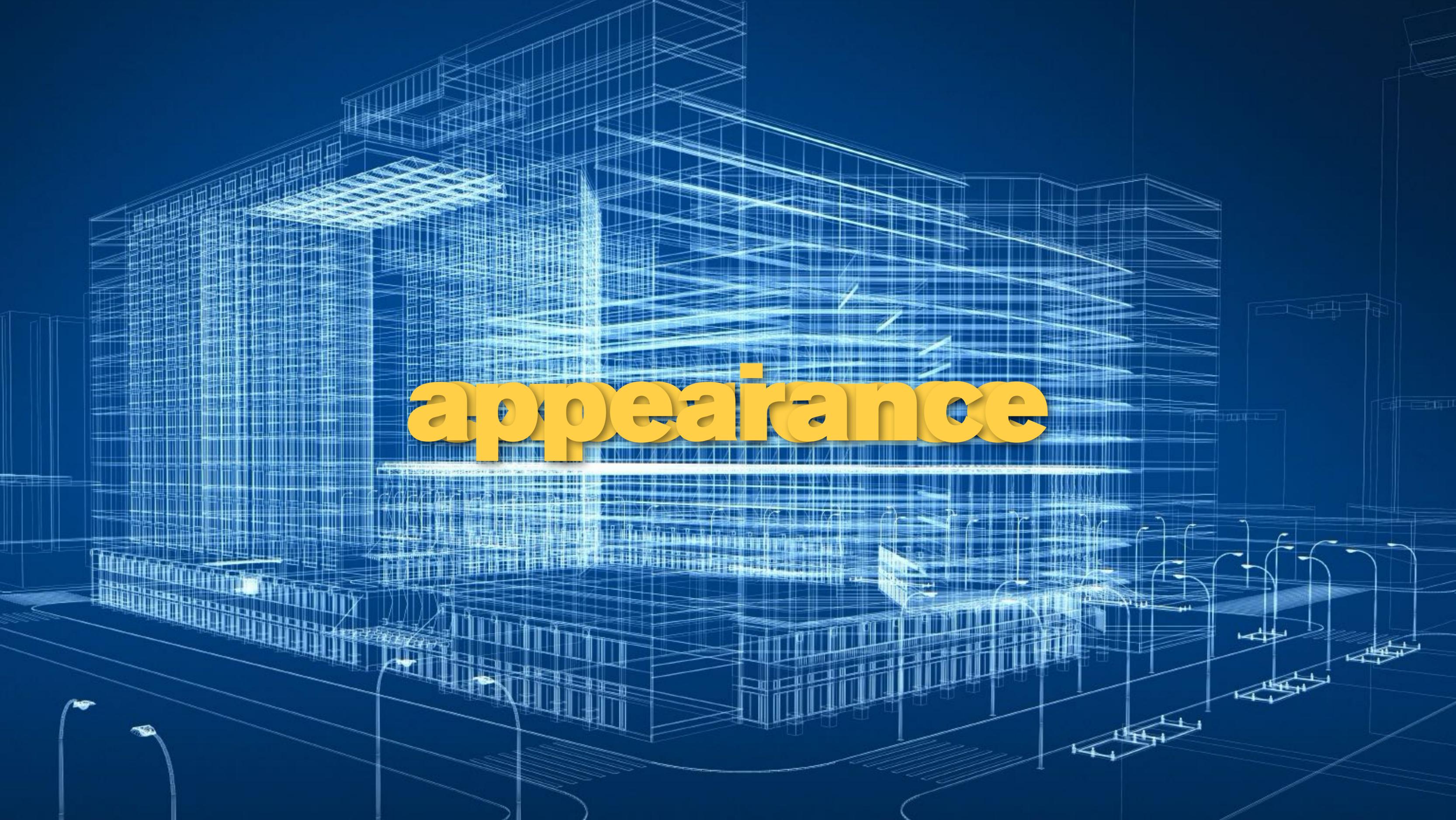
H Ising, B Kruppa Noise & Health 2004 Volume 6 Issue 22 Page 5-13



#1 complaint





A blue wireframe architectural rendering of a city street scene. The scene includes a large multi-story building on the left, a street with several streetlights, and a car in the distance. The word "appearance" is written in large, bold, yellow 3D letters across the center of the image.

appearance



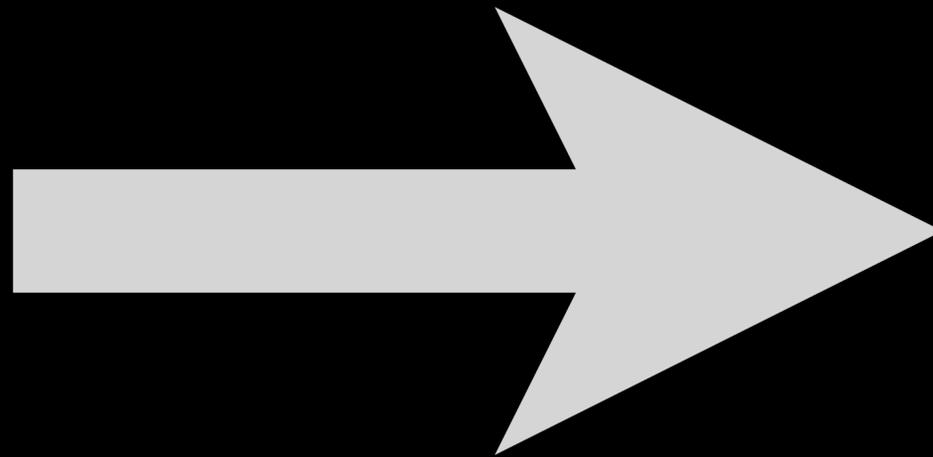
moodsonic

intelligent soundscapes

for wellbeing and productivity

www.moodsonic.com

speaking



listening

speaking

context

listening





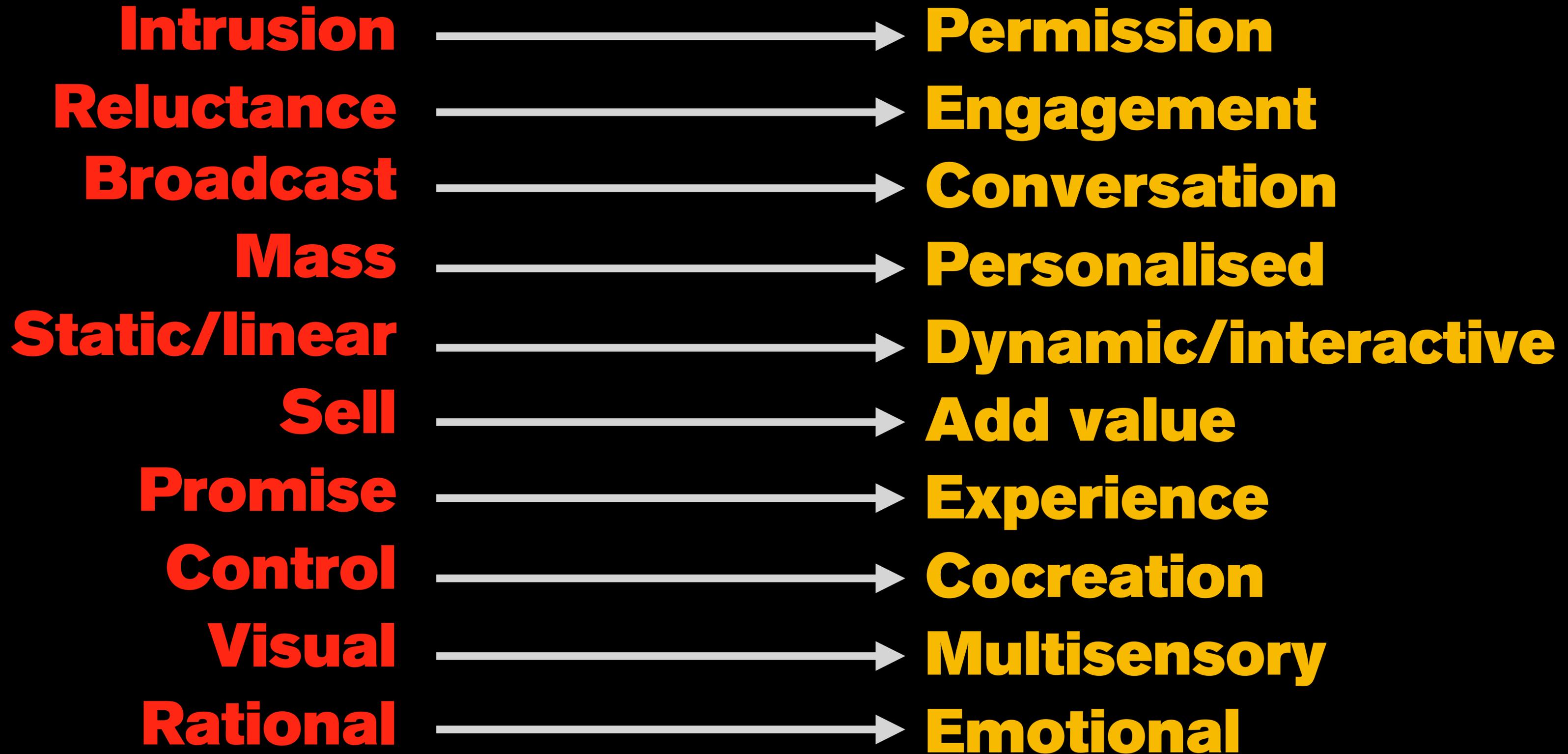


marketing



audio

**the marketing
revolution...
has happened**



FOMO



trusted guide

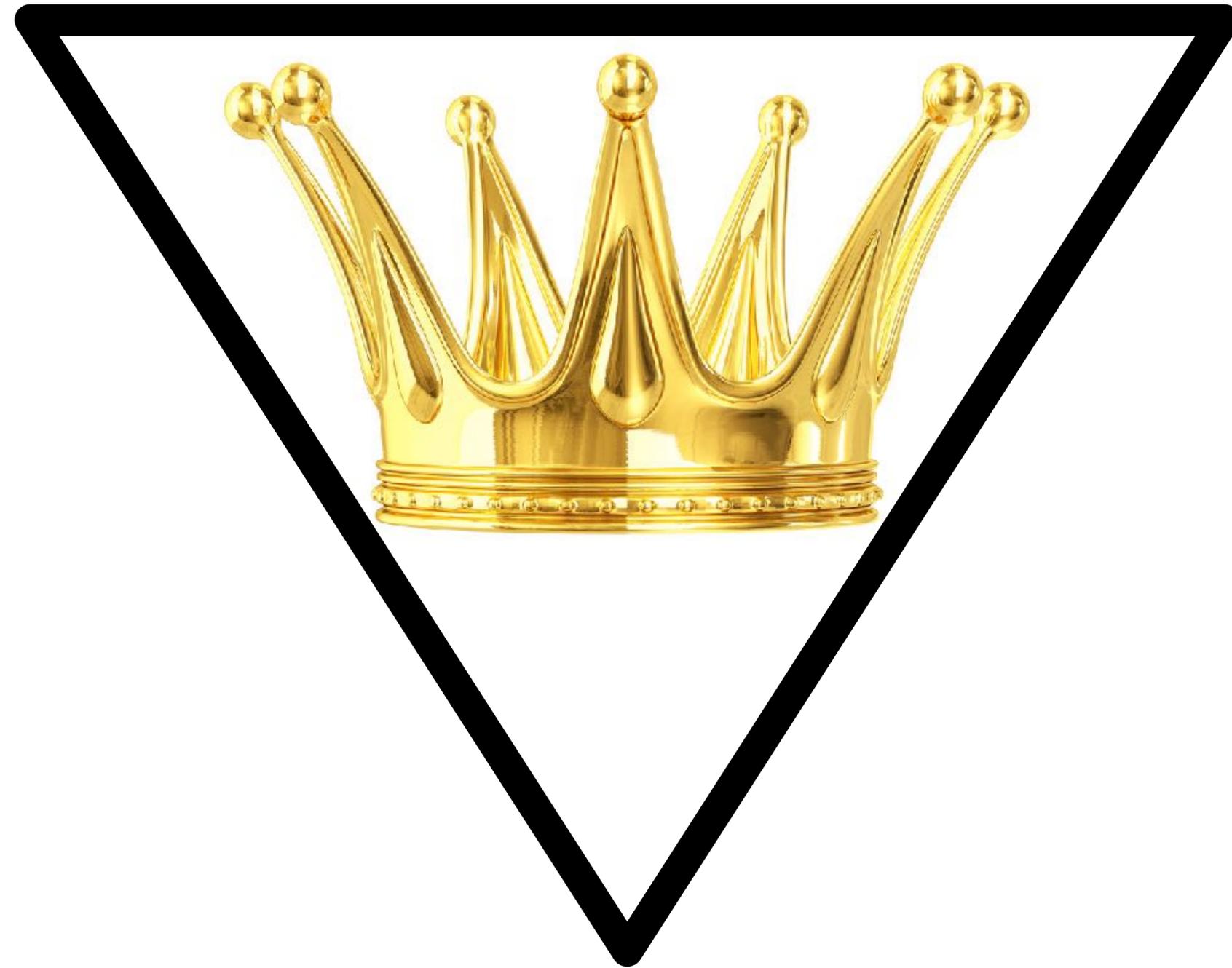
surprise and delight





content

content

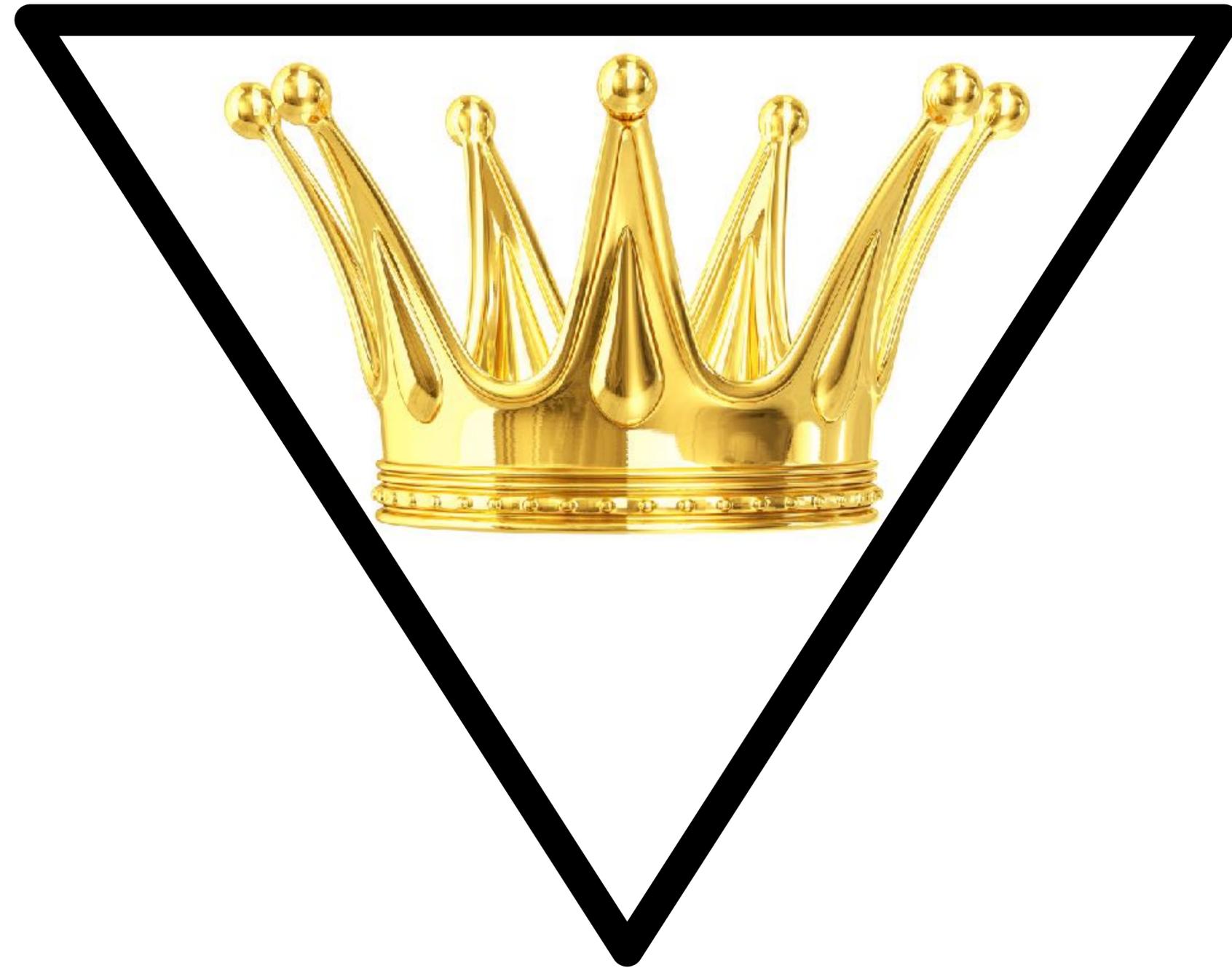


value

empathy

content

value



listening

speaking



listening

**listening
creates
relationship**

“Most organizations listen sporadically at best, often poorly, and sometimes not at all.”

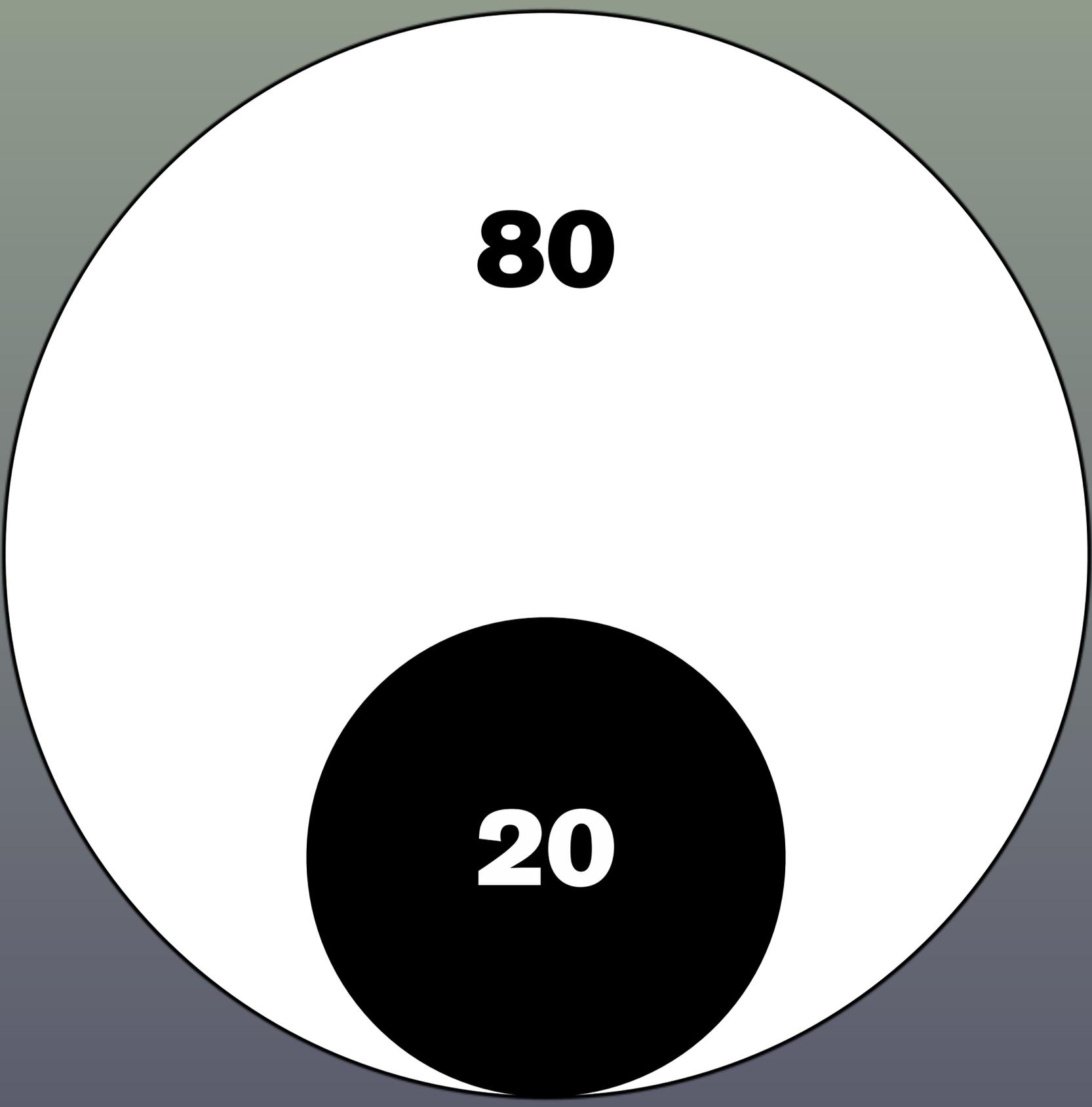
The Organizational Listening Project (2016)

18 seconds

A large yin-yang symbol is centered on a dark blue gradient background. The white (Yang) side is on the left and contains the word "speak" in bold black lowercase letters. The black (Yin) side is on the right and contains the word "listen" in bold white lowercase letters. The two halves are separated by a curved, S-shaped line.

speak

listen



80

20

morale

loyalty

retention

productivity

reputation

criticism

crises

employees

customers

partners

stakeholders

experts

**leadership
commitment
communication**

**culture
behaviour**

spaces

**training
accountability**

**appraisal
reward**

**sales
service
savings**

**innovation
change**

**ideas
involvement**

**threats
weaknesses**

**complaints
crisis**

Conscious

Committed

Compassionate

Curious

how to be heard



HAIL

To greet or acclaim enthusiastically

Honesty be clear and straight

Authenticity be yourself

Integrity be your word

Love wish them well



you always speak into a listening



**the audio revolution
is coming fast**

speaking

60-100,000 years

fast

rich

natural

efficient

nuanced

interactive

synchronous

writing

4,000 years

cc-able

editable

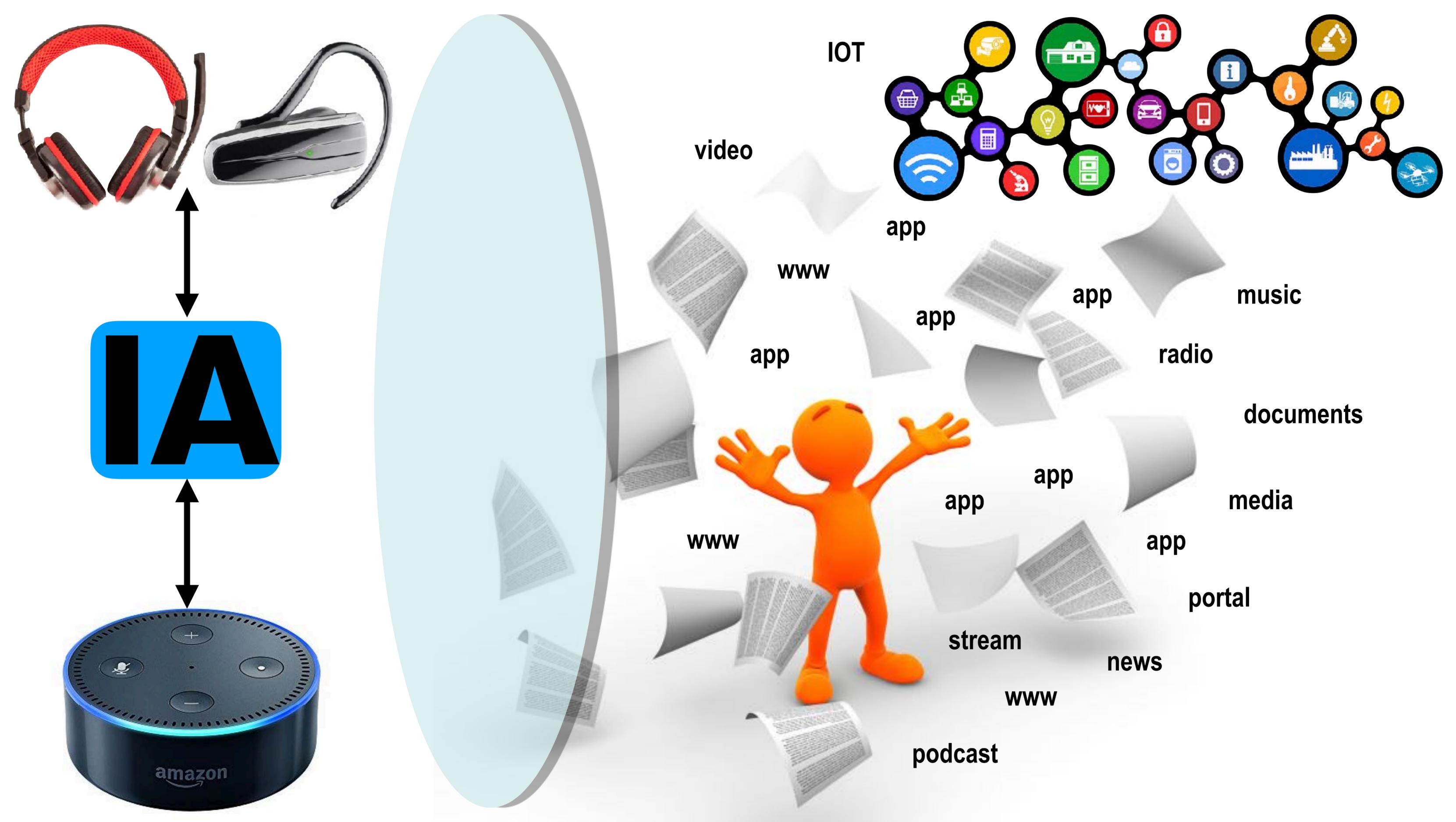
referrable

permanent

publishable

arm's length

asynchronous





news
analysis
arts
drama
documentaries
sport
chat shows

DJ shows
curated playlists
robot 'radio'
streamed music
live concerts
soundscapes

advertising
podcasts
downloads
audiobooks

AM
FM **radio**
DAB

radios
cars
legacy

satellite

TVs
cars
legacy

online

mobiles
headphones
speakers
IAs
the future



**“Developing a consistent
brand sound now will
benefit advertisers in an
audio-led world.”**

*Getting Vocal
Radiocentre study, 2017*

Silence is death.



**Every
brand
is
making
sound
right
now!**

Noise is death.

**Successful brands will
design with their ears!**



The Sound Agency's four stage process

Define

Workshop
BrandSound Audit
Sound Action Plan

Design

Create and produce
sonic assets

Deploy

Install sound,
acoustics, sound
systems
Create BrandSound
Guidelines

Develop

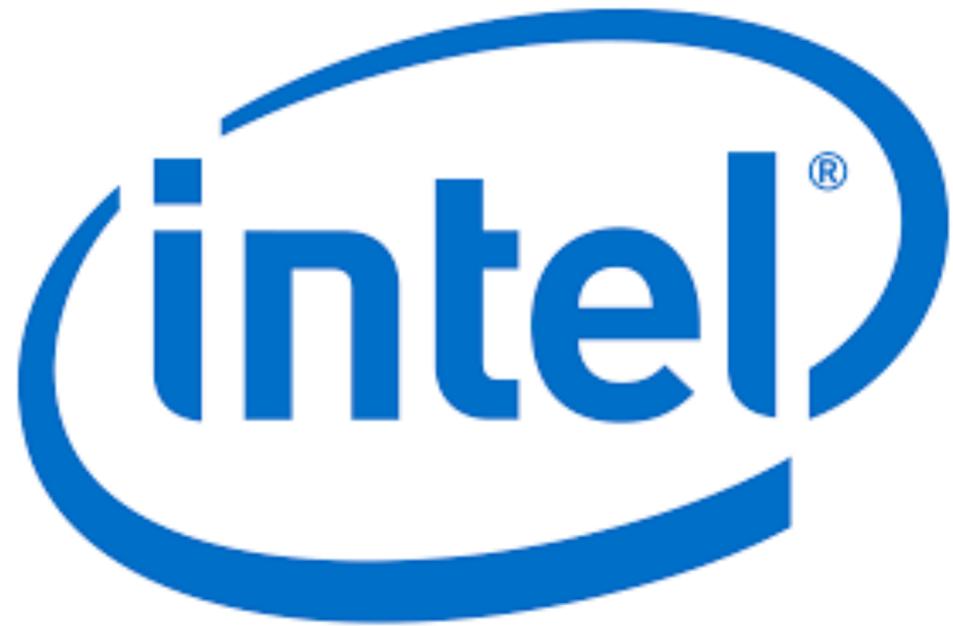
Regular check-ups
and refreshes
Evolution



	Advertising	Corporate videos	Products	Physical spaces	Events	Phone systems	Podcasts	Apps and websites
Sonic logo								
Brand music								
Brand voice								
Earcons								
Soundscapes								

	Advertising	Corporate videos	Products	Physical spaces	Events	Phone systems	Podcasts	Apps and websites
Sonic logo	✓	✓	✓	✓	✓	✓	✓	✓
Brand music	✓	✓			✓	✓	✓	
Brand voice	✓	✓			✓		✓	✓
Earcons			✓					✓
Soundscapes				✓	✓	✓		✓

Sonic logo



Brand music



Brand voice



- Gender
- Age
- Register and pitch
- Intonation
- Timbre
- Pace
- Emotional tone
- Accent
- Vocabulary
- Slogans
- Catchphrases

Earcons



Soundscapes



**Retail sales
increased by 10%**

**THE
SOUND
AGENCY**

Soundscapes



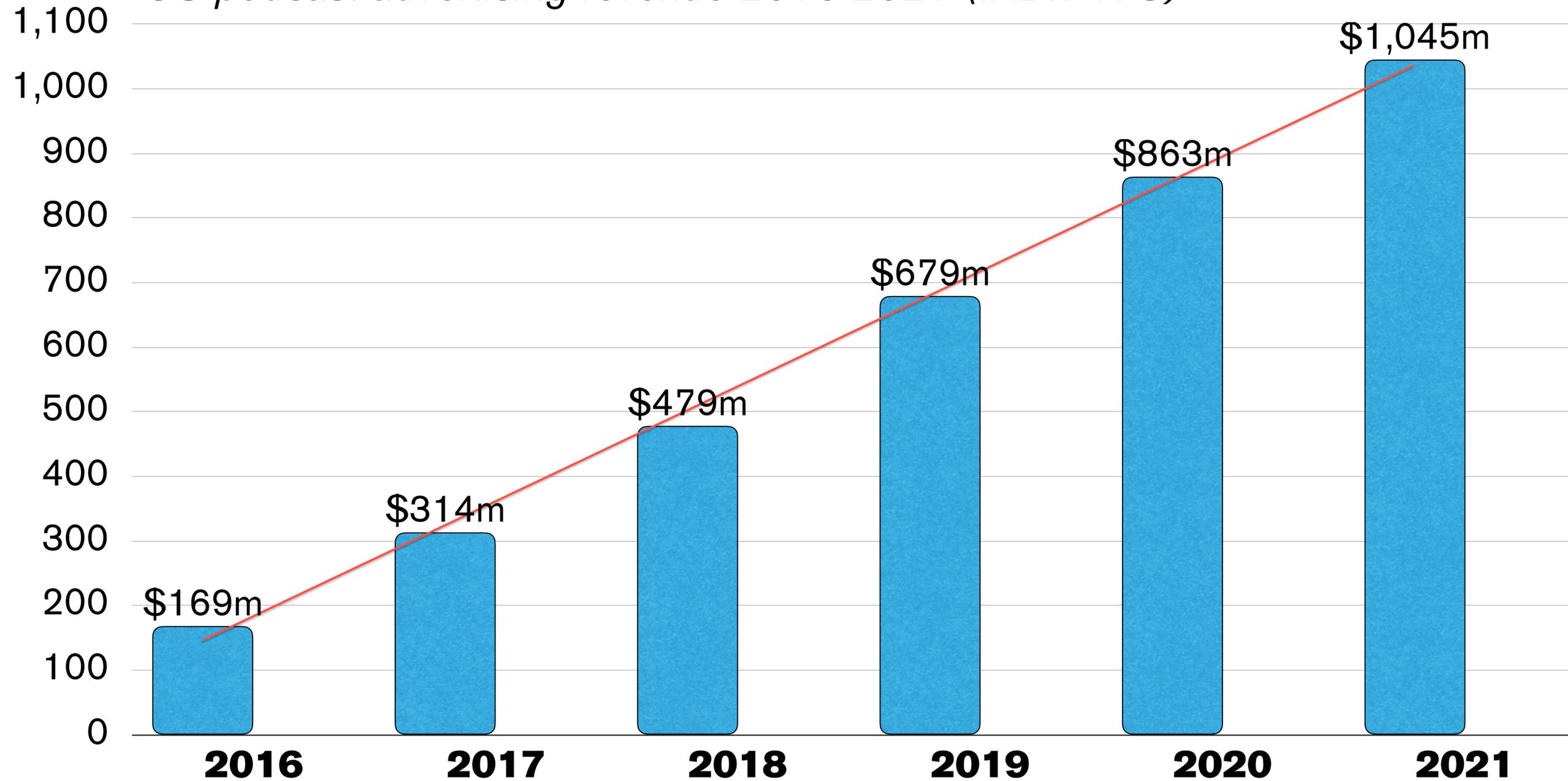
Dwell time up 80%
€25 million a year

Advertising



Podcasts

US podcast advertising revenue 2016-2021 (IAB/PWC)





FASHION

FASHION

GREASE

ATLANTIS
Nightclub
& Casino

BON
VIVANT







- Browse
- Radio**
- YOUR MUSIC
- Your Daily Mix
- Songs
- Albums
- Artists
- Stations
- Local Files
- PLAYLISTS
- Easy Christmas
- Christmas Is Comin
- Christmas Crackers
- Alternative 80s
- Chilled 80s
- Alternative 90s
- Songs To Test Headph...
- Discover Weekly
- ARW

Radio



Recently



Protection
Massive Attack
SONG RADIO



Michael Brook
ARTIST RADIO



Welcome To The Real World
Mr. Mister
ALBUM RADIO



Love And Affection
Joan Armatrading
SONG RADIO

Recommended Stations



91%

1.2m

32%

10 years

S

Strong brands
Loyal audiences
Hard-earned trust
Established relationships
Unmatched audio expertise
Low cost and bandwidth
Convenient (no eyes or hands)
Mobile and global

Slow to innovate
Old-fashioned image
Linear
Passive
Broadcast/mass

W

O

Growing global access
Podcasting
Music / playlist streaming
Branded content
Interactive/augmented audio
Personalisation
Sponsorship
Subscription-based access

Attention fragmentation
Podcasting
Music / playlist streaming
New content owners / platforms
Interactive/augmented audio
Personalisation/IAs
Decline of advertising

T

S

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 Personalisation
 Sponsorship
 Subscription-based access

Attention fragmentation
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 Music / playlist streaming
 New content owners / platforms
 Interactive/augmented audio
 Personalisation/IAs
 Decline of advertising

T

radio = audio



listening

**This is
your goal.**

Champion it.



To do

Brands

design your sound now!

be a trusted guide

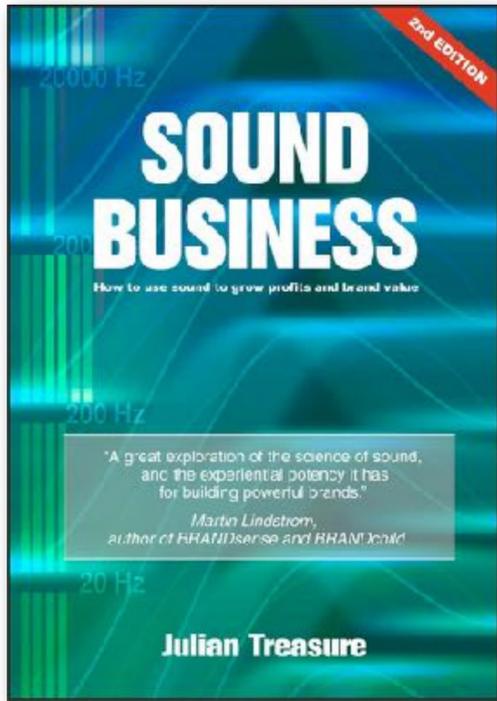
Radio

innovate, diversify and win!

practice and promote listening

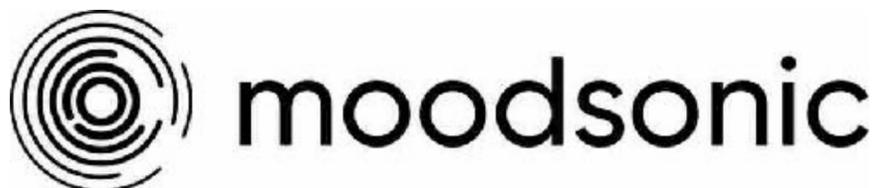
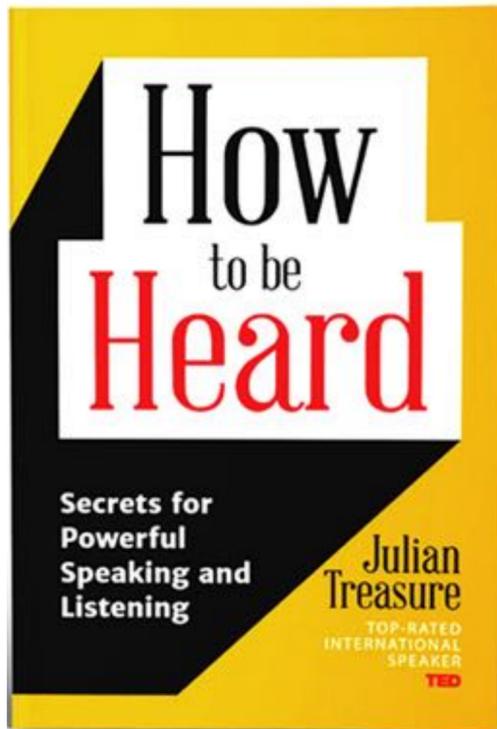


nada brahma



For slide deck and free listening videos

- 1: Go to www.juliantreasure.com
- 2: Enter your email
- 3: Reply "Radio slides" to first email



**THE
SOUND
AGENCY**

Thank you!

www.thesoundagency.com

www.moodsonic.com

@juliantreasure



**THE
SOUND
AGENCY**