

**listen!**

*dying*  
**listening is a/skill**

A large, solid yellow circle is centered on a black background. Inside the circle, the text "making meaning from sound" is written in a bold, black, sans-serif font, arranged in two lines.

**making meaning  
from sound**



**unique**



**culture**  
**language**  
**values**  
**attitudes**  
**beliefs**  
**assumptions**  
**expectations**  
**intentions**  
**emotions**



**your reality**

**happiness**

**effectiveness**

**wellbeing**

**listening is gold**



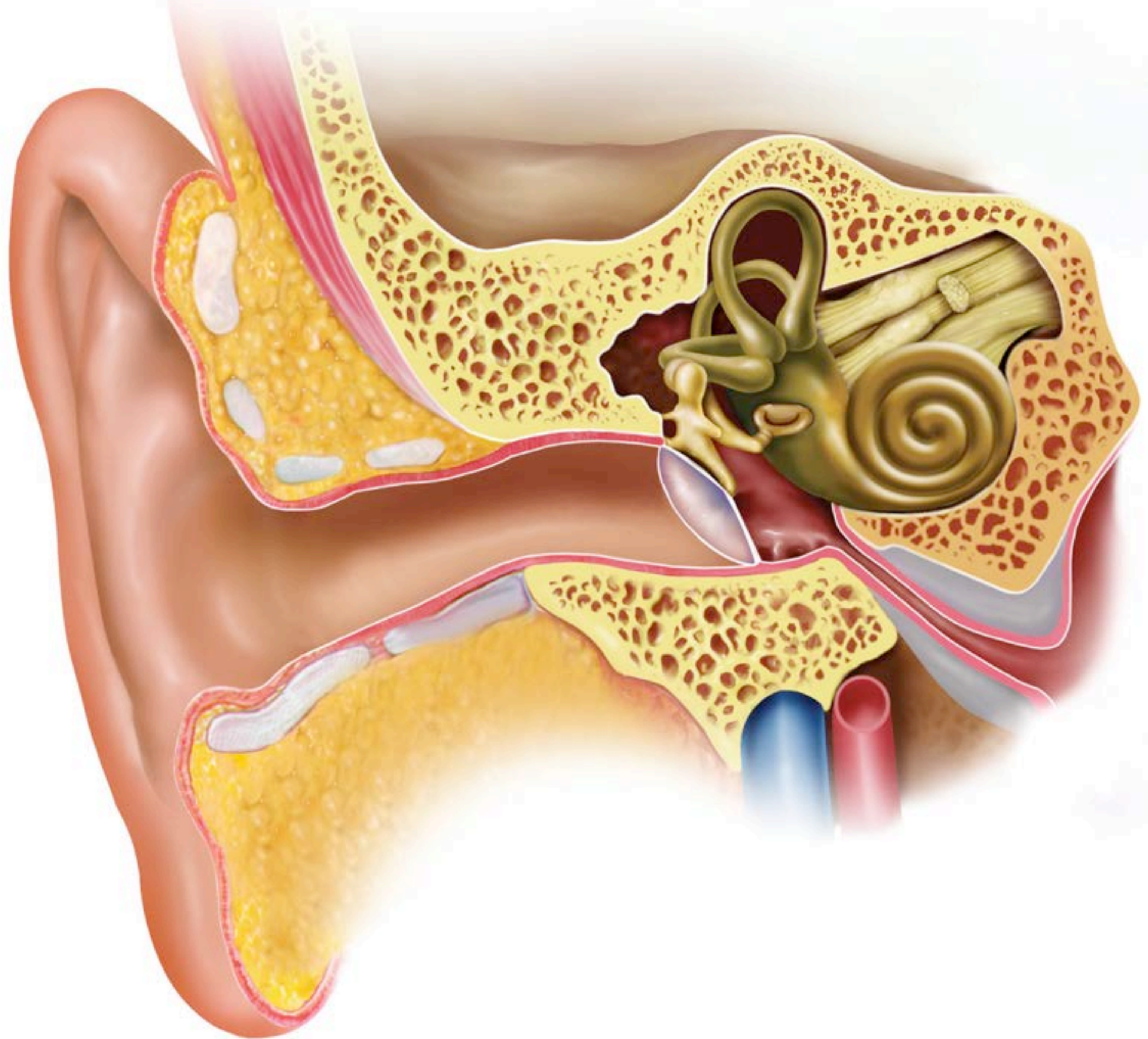
The background of the image consists of concentric, wavy lines in shades of blue and teal, creating a visual effect similar to ripples on water or sound waves emanating from a central point. The lines are more densely packed in the center and spread out towards the edges, with varying intensities of blue and green. 

**sound  
affects!**









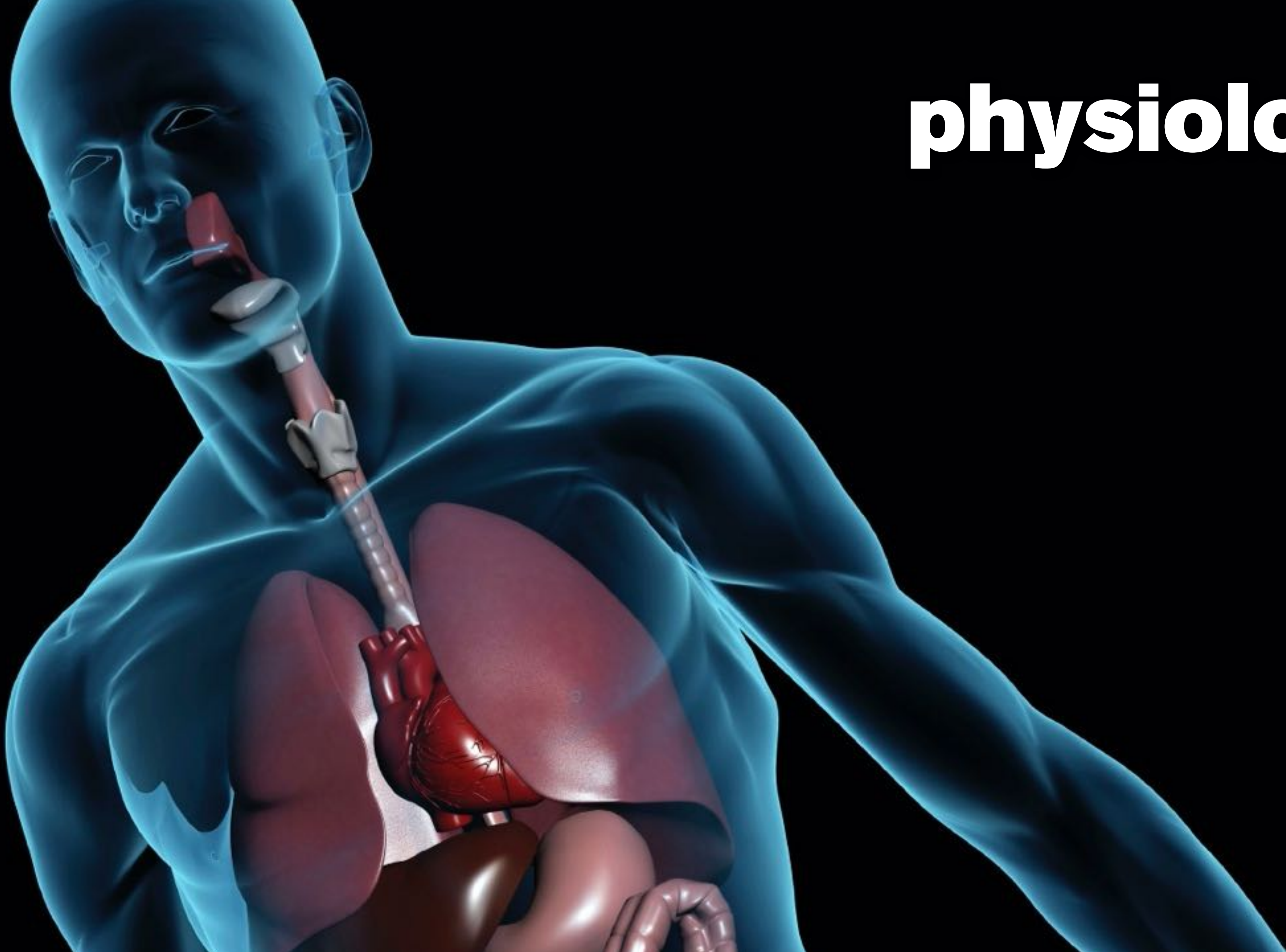


# unconscious

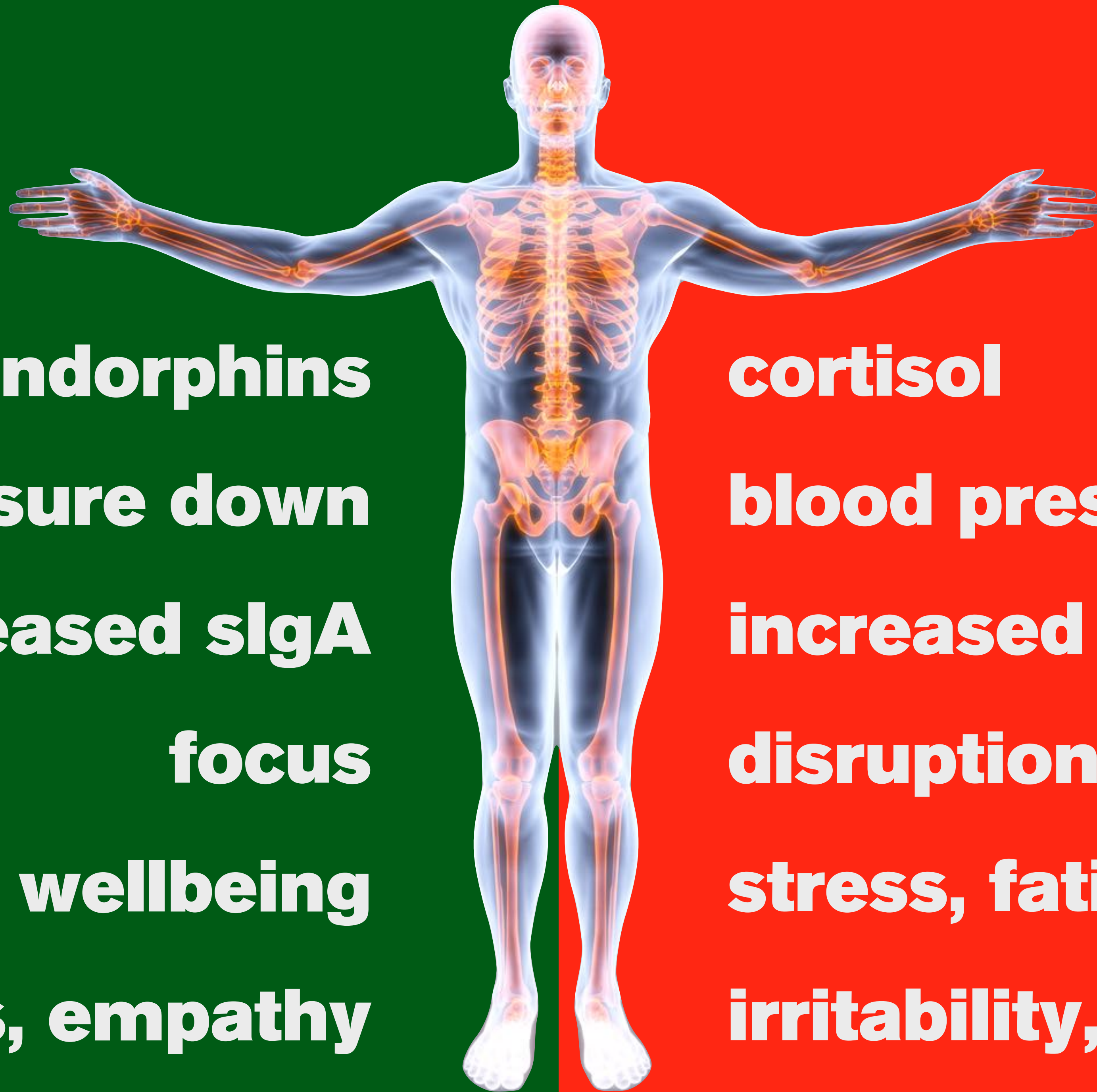




**physiological**







**endorphins**

**blood pressure down**

**increased slgA**

**focus**

**wellbeing**

**happiness, empathy**

**cortisol**

**blood pressure up**

**increased heart risk**

**disruption**

**stress, fatigue**

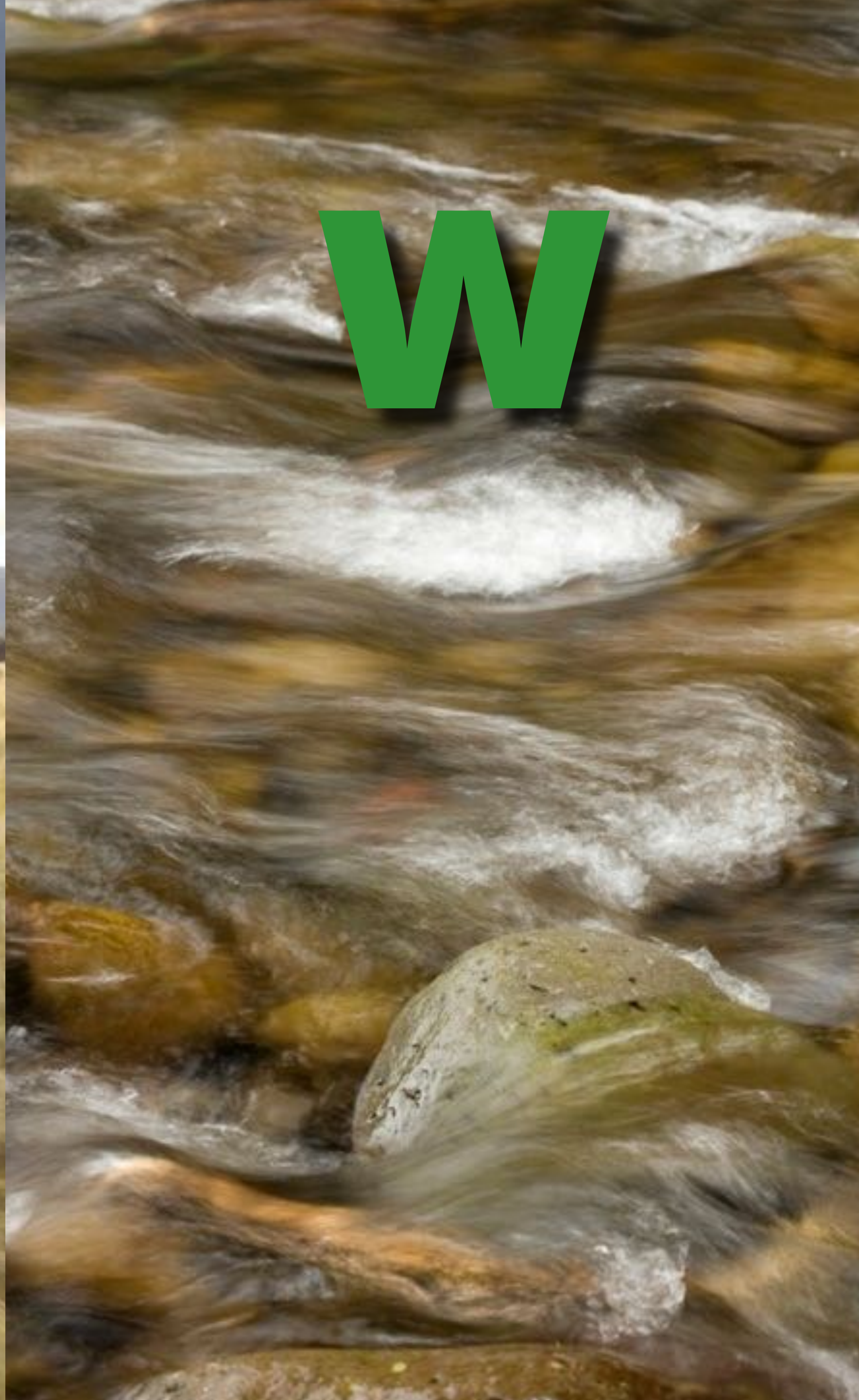
**irritability, conflict**



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 during a festival. The street is lined with trees and has a pedestrian walkway on the right. A food cart is visible on the left side of the street. In the background, there are buildings, including one with a red sign that says "Rae's". The text "Crime fell by 15%" is overlaid in large yellow letters. The logo "THE SOUND AGENCY" is in the bottom right corner.

**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**



Fragment of an ancient papyrus scroll with handwritten text in a cursive script, likely Demotic or Hieroglyphic. The text is arranged in horizontal lines across the visible portion of the scroll. The papyrus is heavily damaged, showing significant wear, tear, and discoloration, particularly along the edges and in the center where the material has been lost or eroded. The ink is dark, and the background is a light brown/tan color.

Visible fragments of text (transliterated from the script):

Line 1: ...  
Line 2: ...  
Line 3: ...  
Line 4: ...  
Line 5: ...  
Line 6: ...  
Line 7: ...  
Line 8: ...  
Line 9: ...  
Line 10: ...  
Line 11: ...  
Line 12: ...  
Line 13: ...  
Line 14: ...  
Line 15: ...  
Line 16: ...  
Line 17: ...  
Line 18: ...  
Line 19: ...  
Line 20: ...  
Line 21: ...  
Line 22: ...  
Line 23: ...  
Line 24: ...  
Line 25: ...  
Line 26: ...  
Line 27: ...  
Line 28: ...  
Line 29: ...  
Line 30: ...  
Line 31: ...  
Line 32: ...  
Line 33: ...  
Line 34: ...  
Line 35: ...  
Line 36: ...  
Line 37: ...  
Line 38: ...  
Line 39: ...  
Line 40: ...  
Line 41: ...  
Line 42: ...  
Line 43: ...  
Line 44: ...  
Line 45: ...  
Line 46: ...  
Line 47: ...  
Line 48: ...  
Line 49: ...  
Line 50: ...  
Line 51: ...  
Line 52: ...  
Line 53: ...  
Line 54: ...  
Line 55: ...  
Line 56: ...  
Line 57: ...  
Line 58: ...  
Line 59: ...  
Line 60: ...  
Line 61: ...  
Line 62: ...  
Line 63: ...  
Line 64: ...  
Line 65: ...  
Line 66: ...  
Line 67: ...  
Line 68: ...  
Line 69: ...  
Line 70: ...  
Line 71: ...  
Line 72: ...  
Line 73: ...  
Line 74: ...  
Line 75: ...  
Line 76: ...  
Line 77: ...  
Line 78: ...  
Line 79: ...  
Line 80: ...  
Line 81: ...  
Line 82: ...  
Line 83: ...  
Line 84: ...  
Line 85: ...  
Line 86: ...  
Line 87: ...  
Line 88: ...  
Line 89: ...  
Line 90: ...  
Line 91: ...  
Line 92: ...  
Line 93: ...  
Line 94: ...  
Line 95: ...  
Line 96: ...  
Line 97: ...  
Line 98: ...  
Line 99: ...  
Line 100: ...





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



**connected?**







facebook

LinkedIn

Pinterest



ttter

Tube





**writing**

**reading**

**speaking**

**listening**

A diagram consisting of four circles of varying sizes and colors arranged in a 2x2 grid. The top-left circle is dark green and contains the word 'writing' in white. The top-right circle is light green and contains the word 'reading' in dark grey. The bottom-left circle is medium blue and contains the word 'speaking' in white. The bottom-right circle is light blue and contains the word 'listening' in dark grey. The circles are arranged in a square pattern, with the top row circles being larger than the bottom row circles.

**writing**

**reading**

**speaking**

**listening**





**looking good**





**being right**



**NOISE**





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

**8 million**

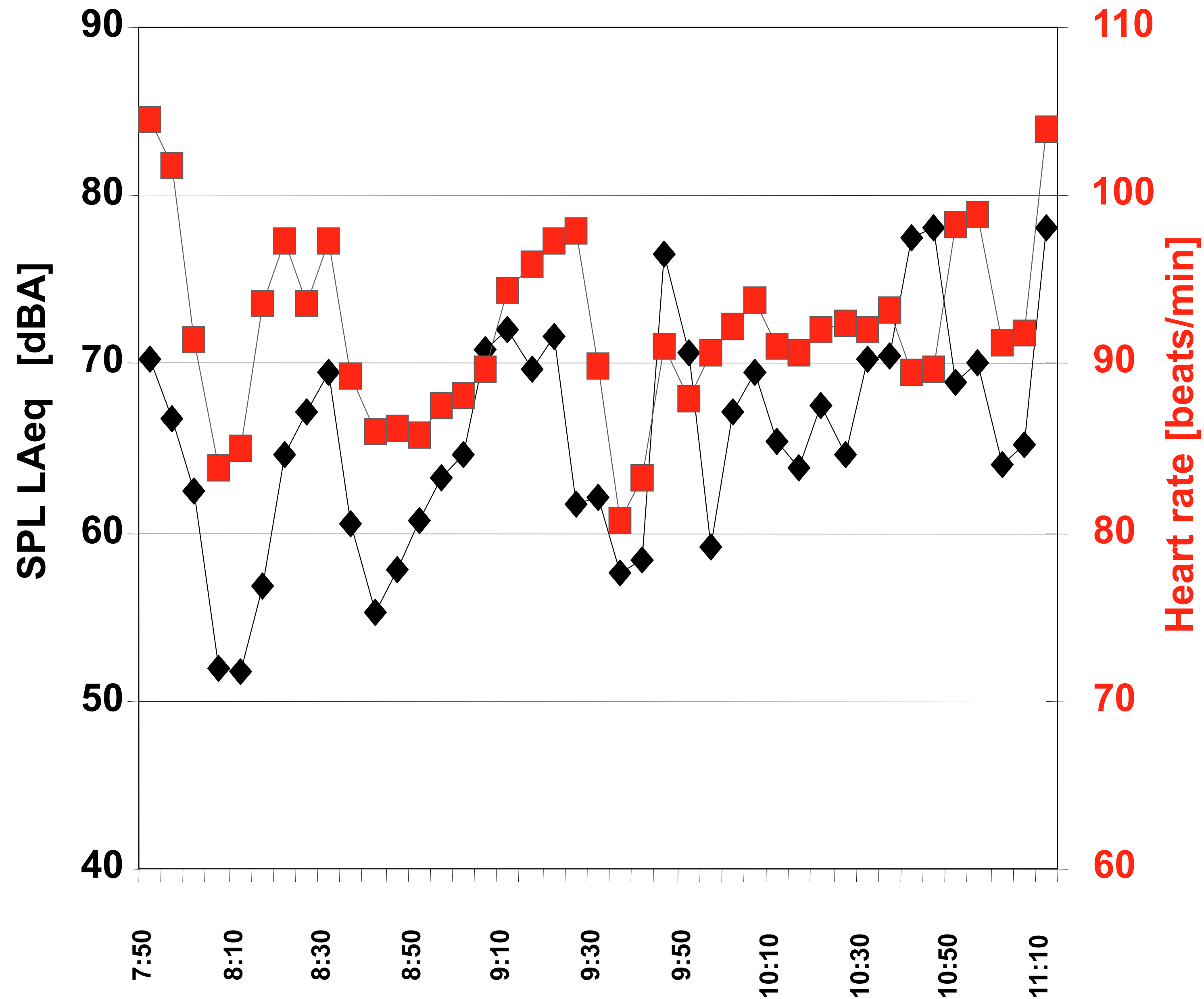
*“Burden of disease from environmental noise”  
World Health Organization 2011*



A modern classroom with white walls and a light-colored tiled floor. In the center, a large whiteboard is mounted on the wall. To the left of the whiteboard, there is a small wooden desk with a laptop on it, and a small wooden cabinet with a globe and books. The room is filled with rows of white desks and chairs. 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**









**appearance**





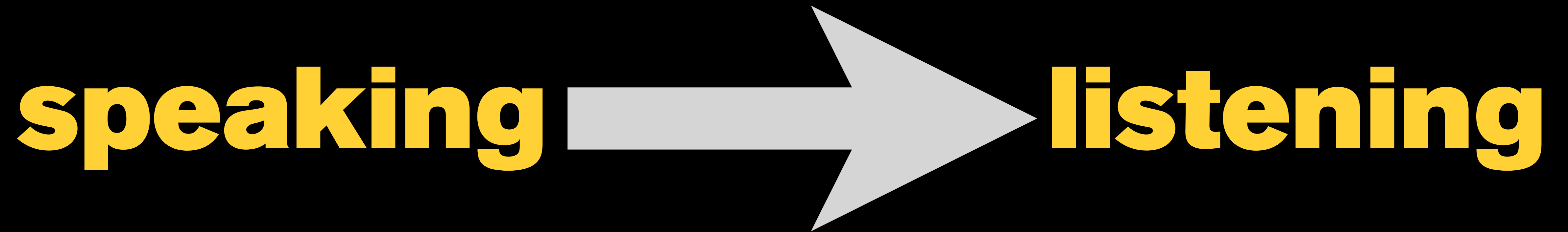
moodsonic

intelligent soundscapes

for wellbeing and productivity

[www.moodsonic.com](http://www.moodsonic.com)







**speaking**

**context**

**listening**











**marketing**

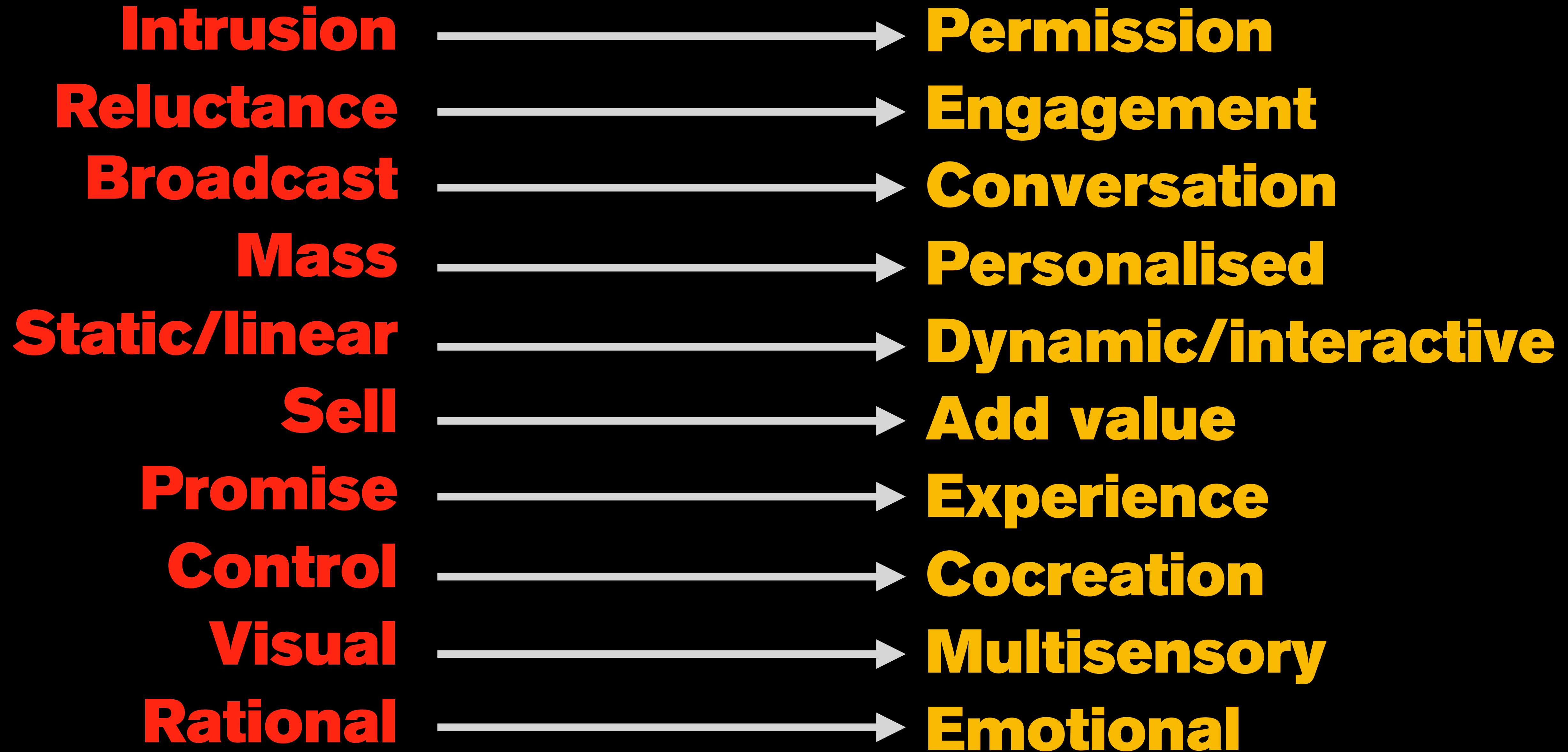


**audio**



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







**FOMO**





**trusted guide**

**surprise and delight**







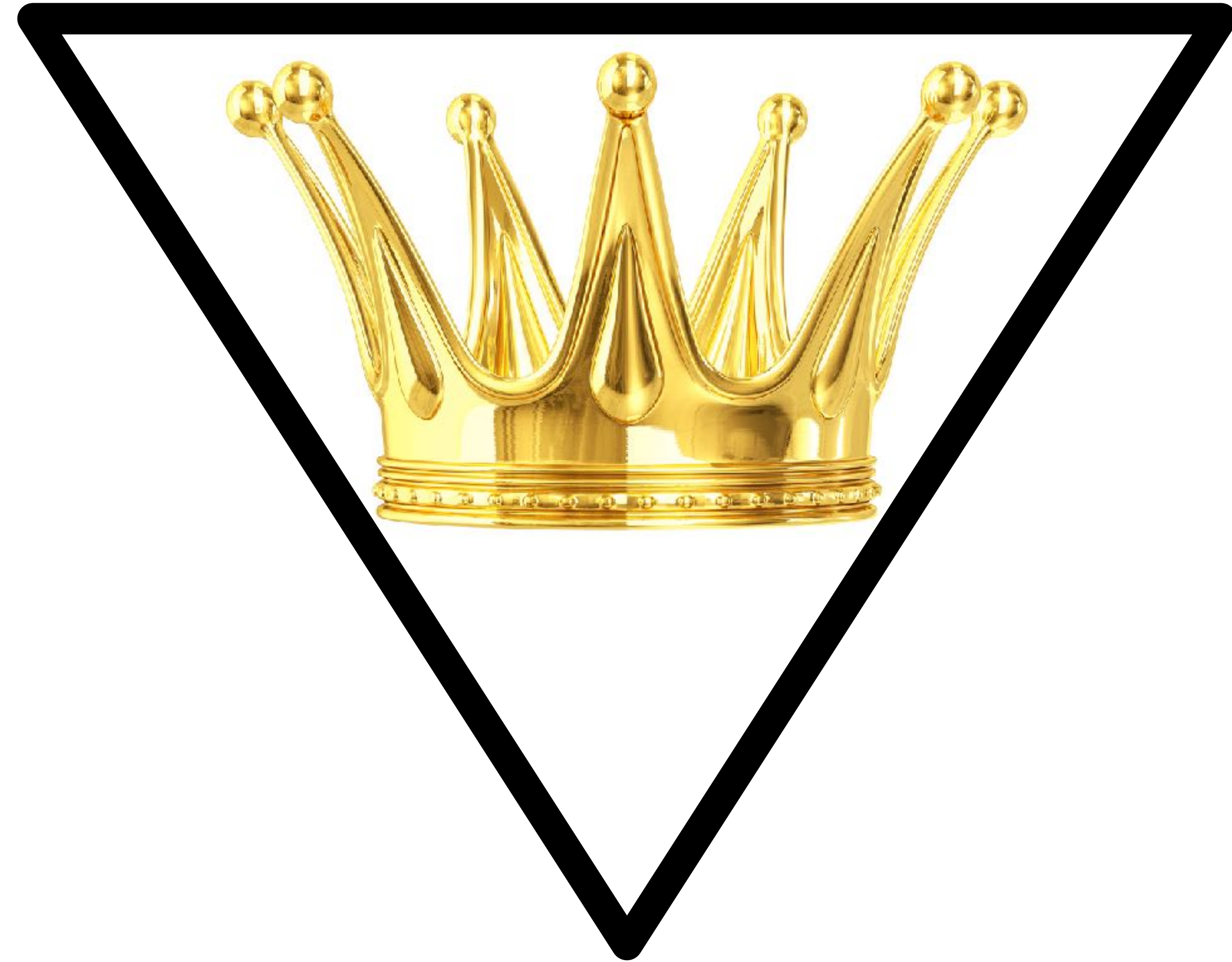


**content**



**content**

**value**

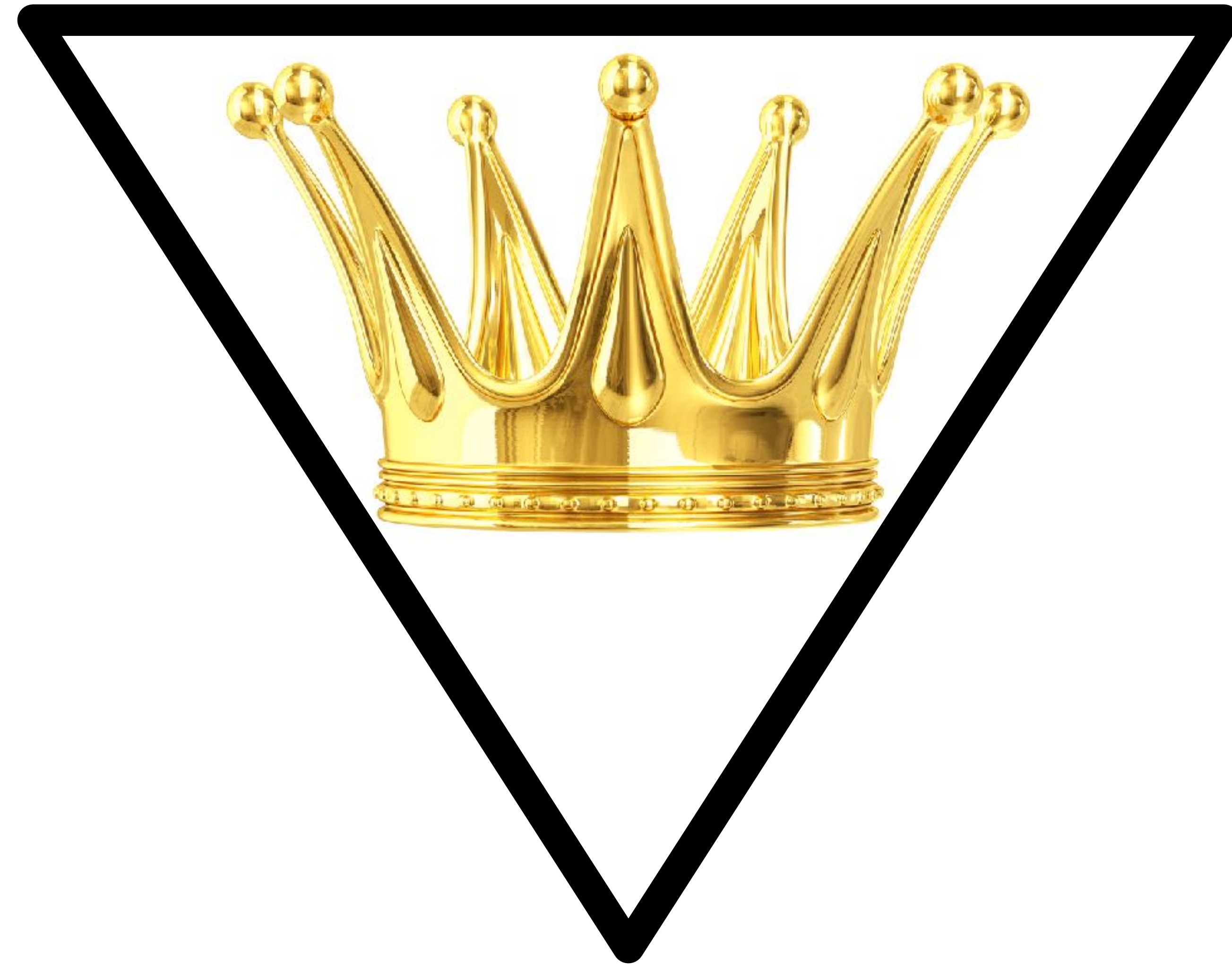


**empathy**



**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 background with a vertical gradient from light green at the top to dark blue at the bottom. The symbol is divided into two equal, interlocking halves. The left half is white and contains the word 'speak' in bold black text. The right half is black and contains the word 'listen' in bold white text.

**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**



**C**onscious

**C**ommitted

**C**ompassionate

**C**urious



**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**

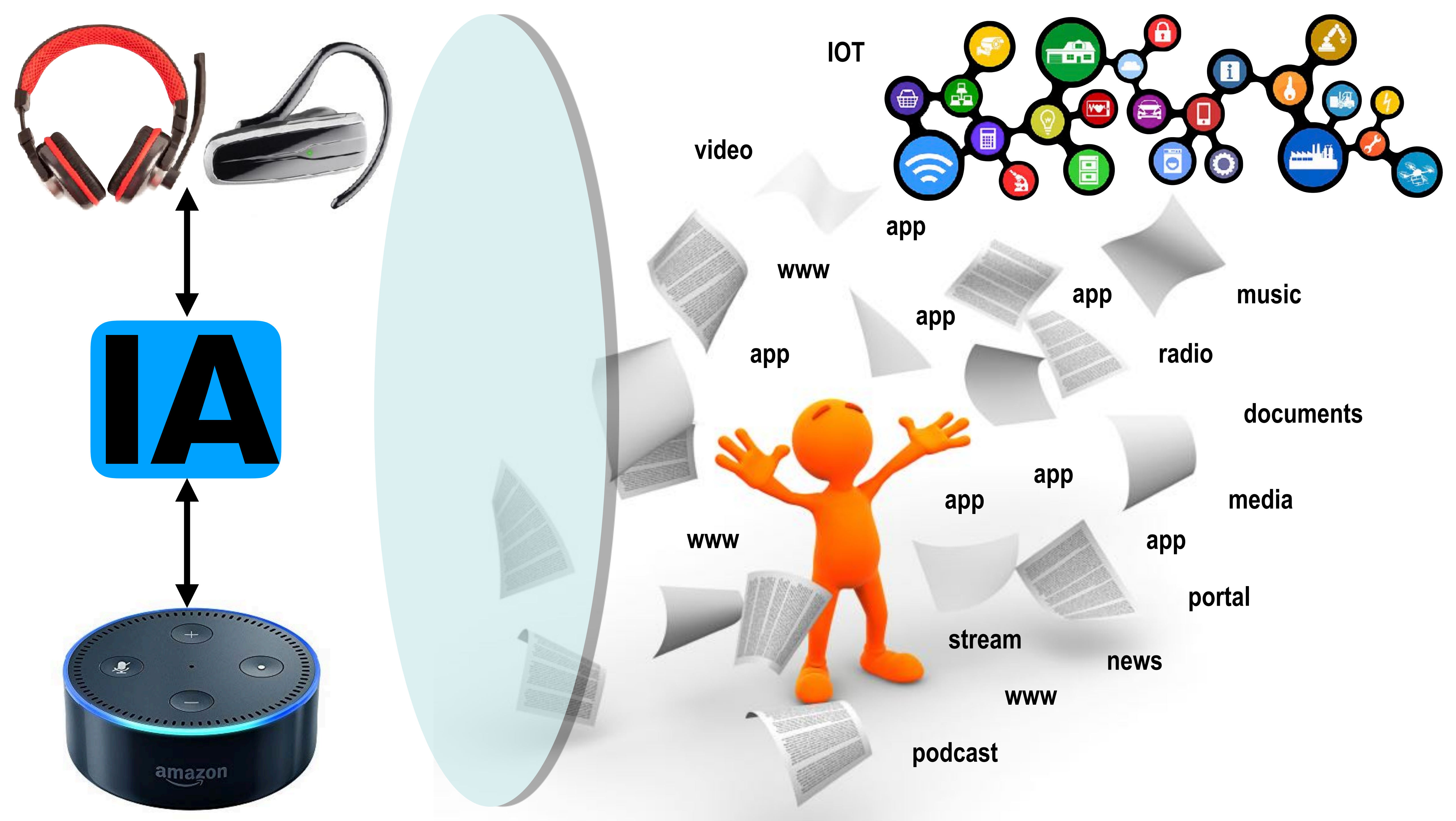
**permanent**

**publishable**

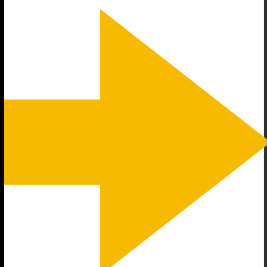
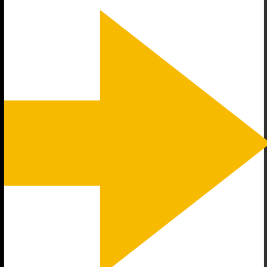
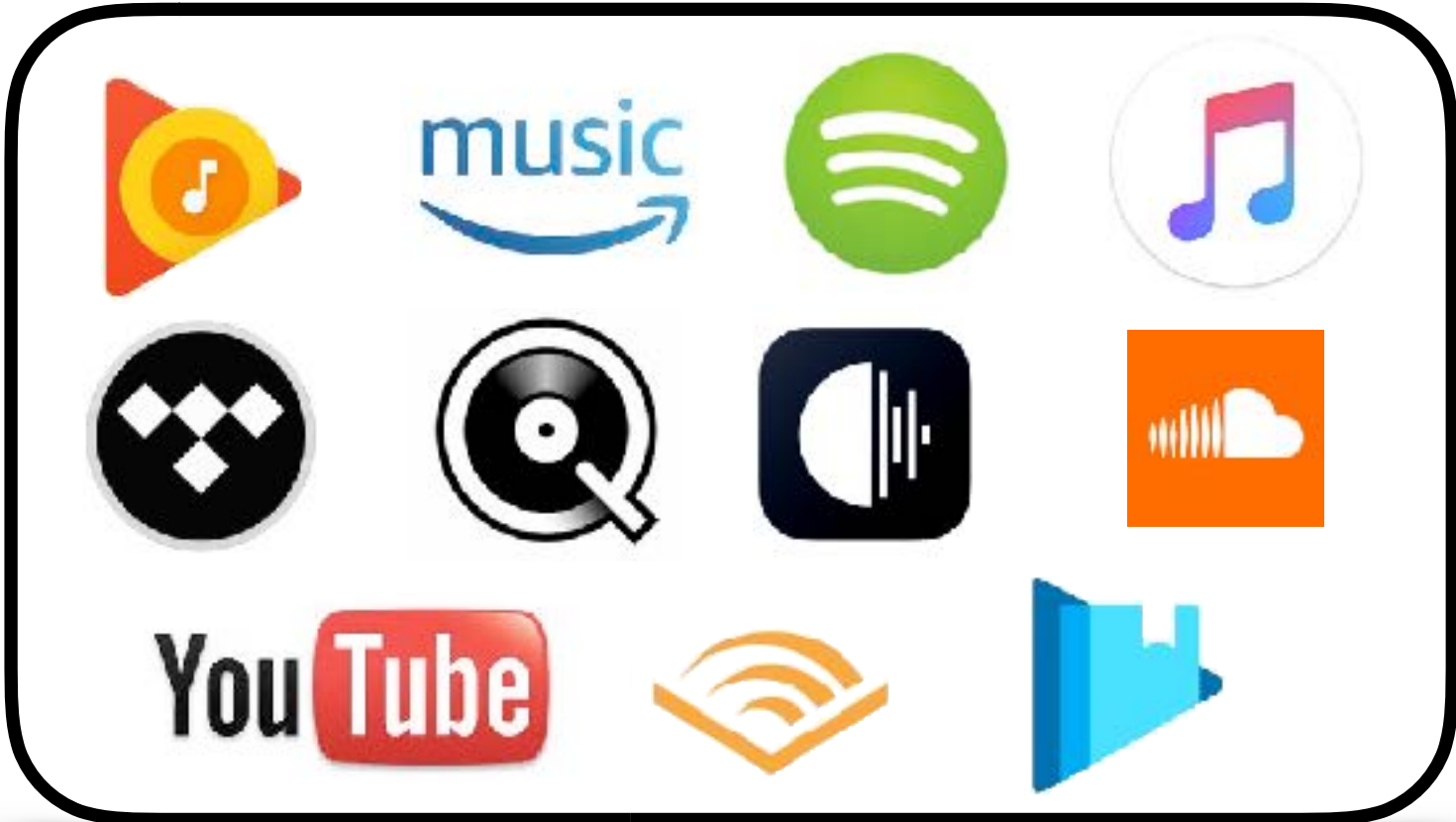
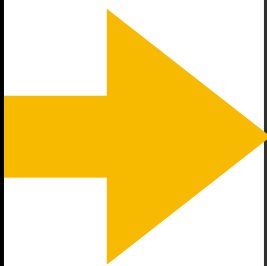
**arm's length**

**asynchronous**

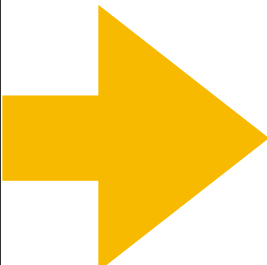




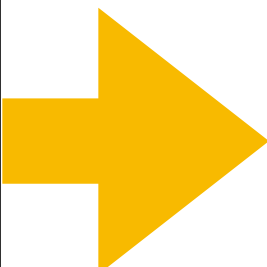




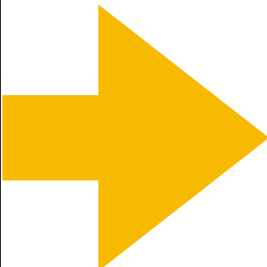
news  
analysis  
arts  
drama  
documentaries  
sport  
chat shows  
DJ shows  
curated playlists  
robot 'radio'  
streamed music  
live concerts  
soundscapes  
advertising  
podcasts  
downloads  
audiobooks



radios  
cars  
legacy



TVs  
cars  
legacy



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

**THE  
SOUND  
AGENCY**







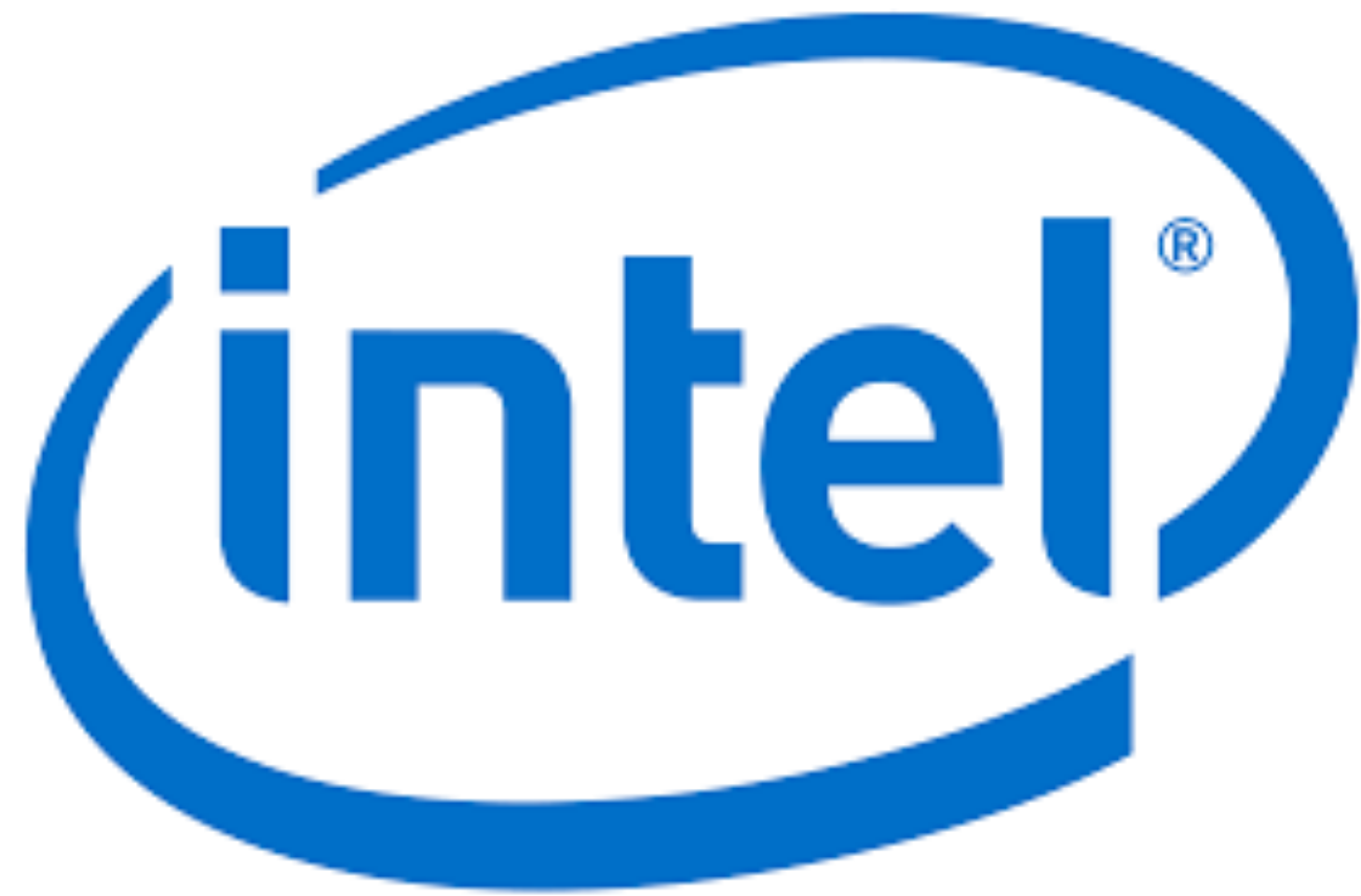
	Advertising	Corporate videos	Products	Physical spaces	Events	Phone systems	Podcasts	Apps and websites
Sonic logo								
Brand music								
Brand voice								
Earcons								
Soundscapes								



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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 8%  
**€25 million a year**  
Sales up 10%



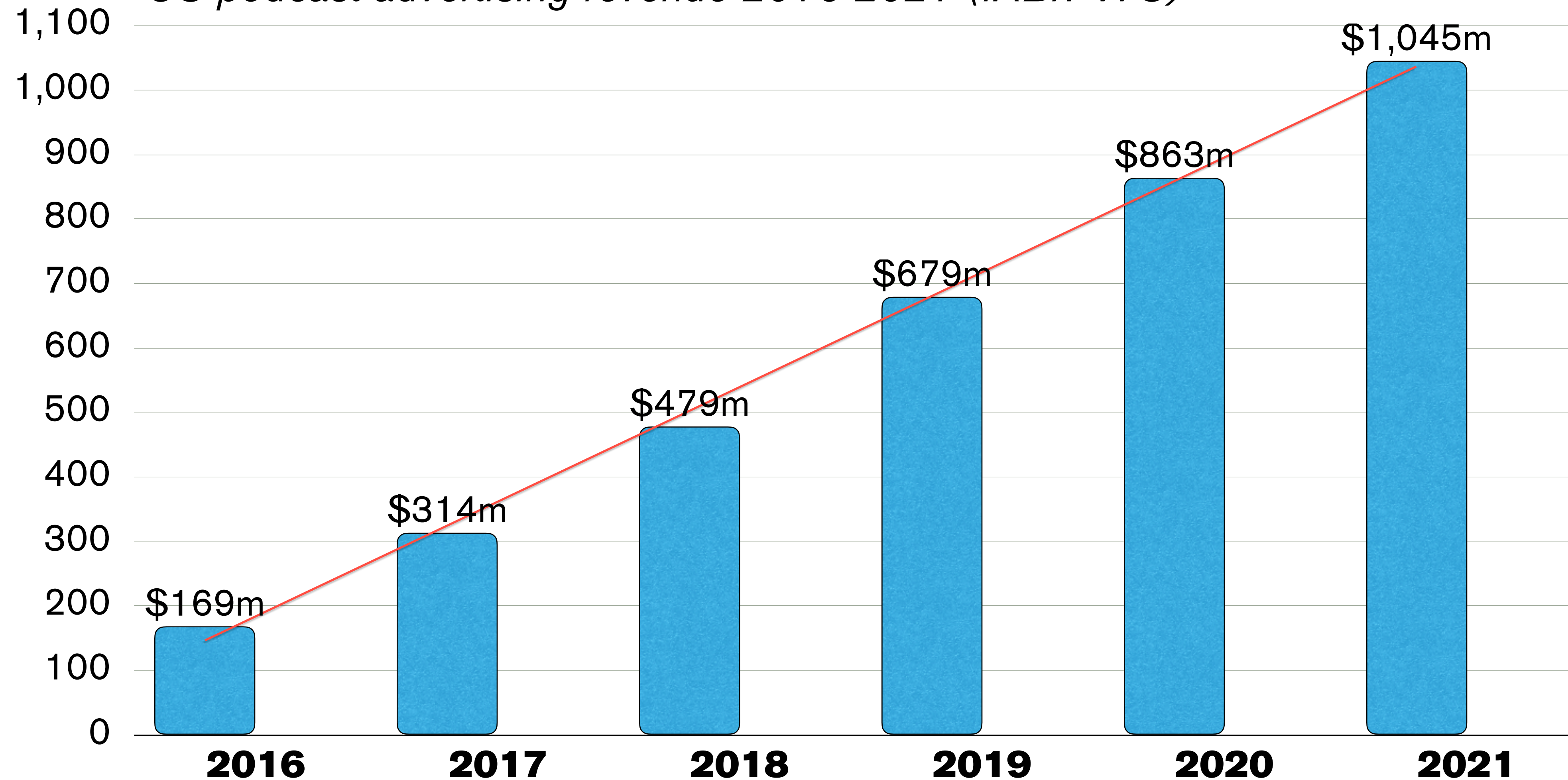
# Advertising





# Podcasts

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







FASHION

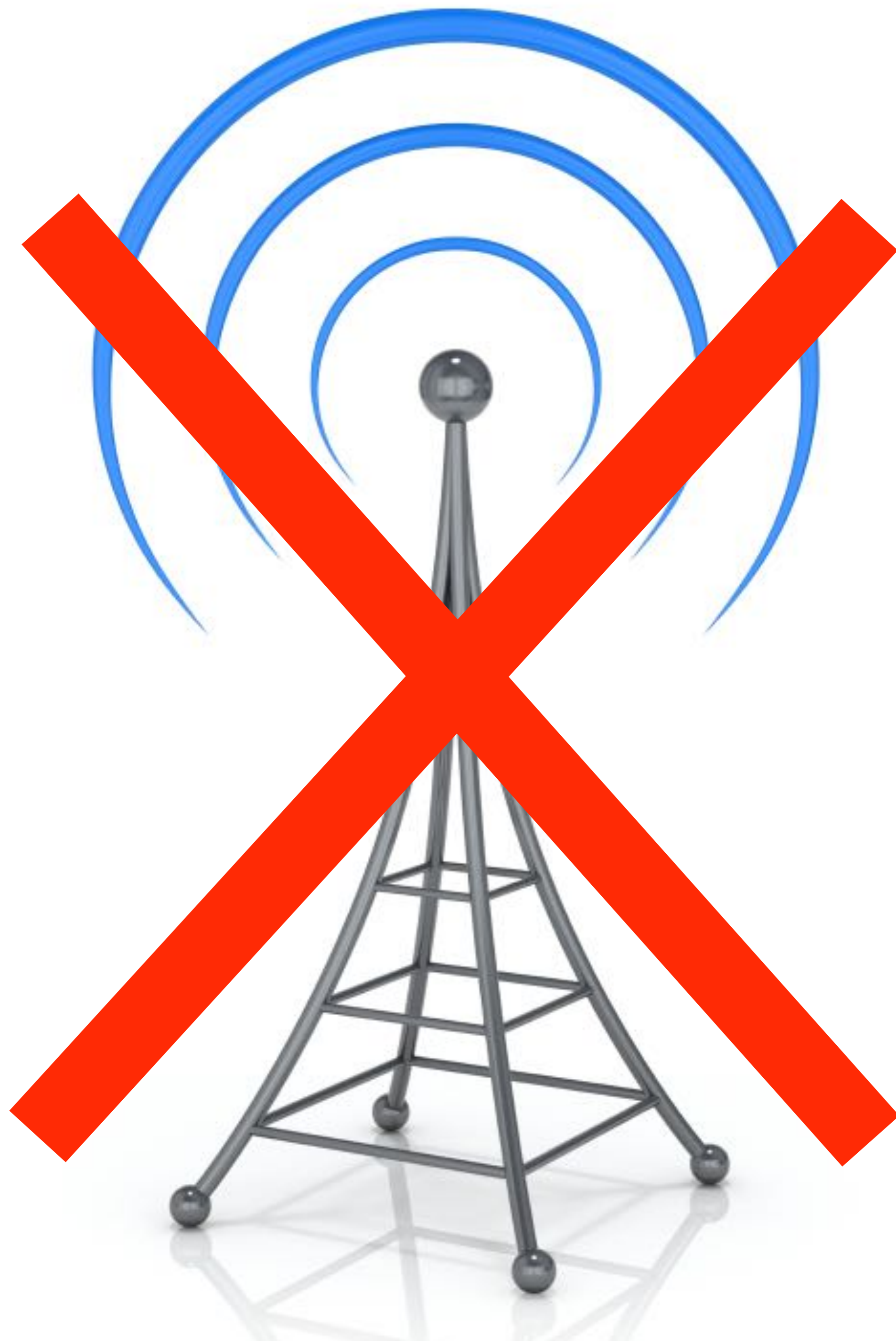
FASHION

GREASE

ATLANTIS  
Nightclub  
& Casino

BON  
VIVANT









Search

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

TE NEW ST

## 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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# O

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

# T



**radio = audio**






**This is  
your goal.**

**Champion it.**





To do

## **Brands**

**design your sound now!**

**be a trusted guide**

## **Radio**

**innovate, diversify and win!**

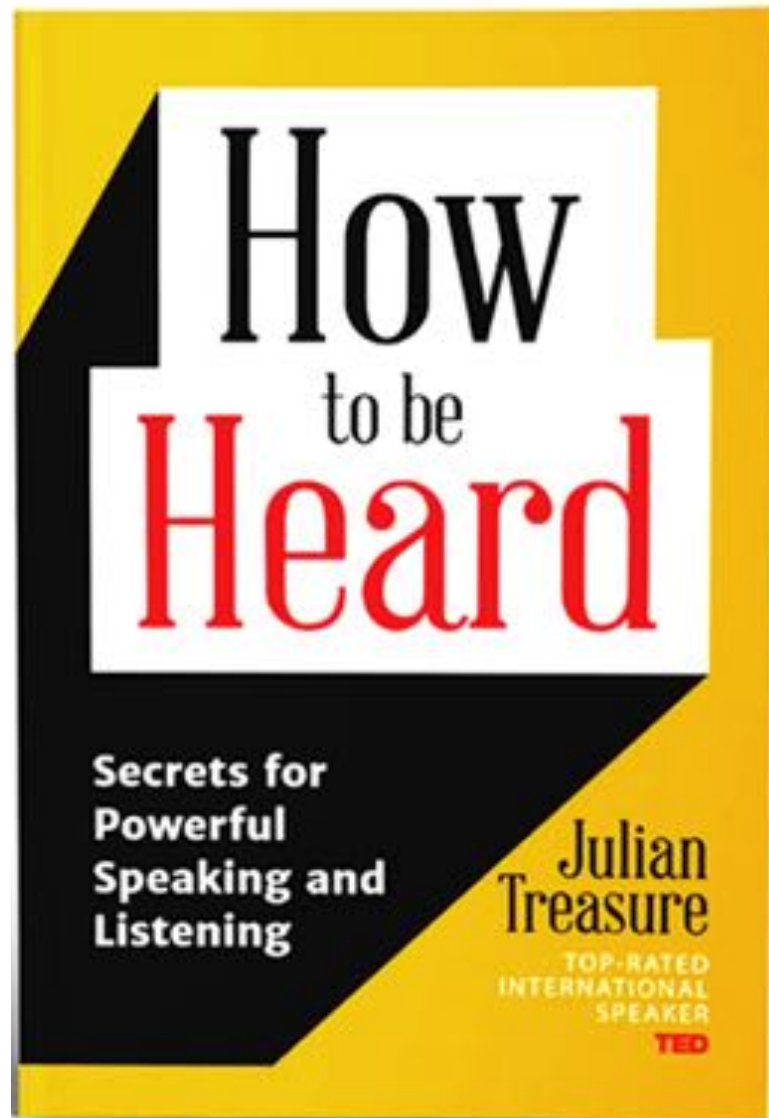
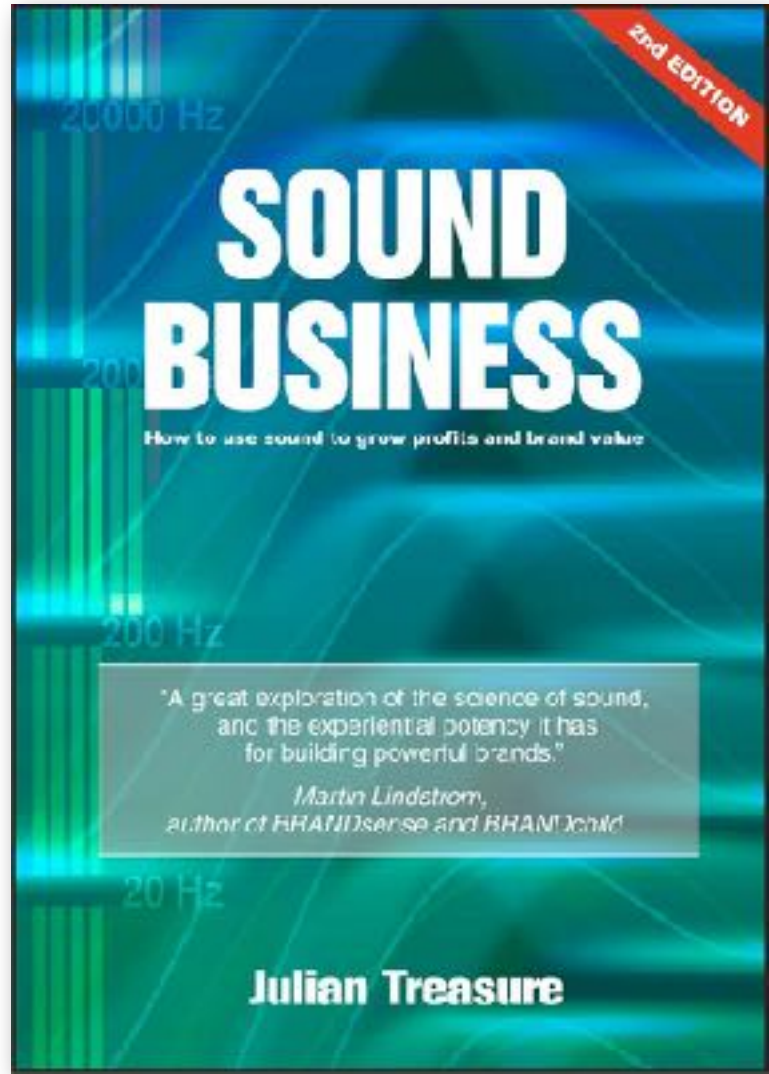
**practice and promote listening**





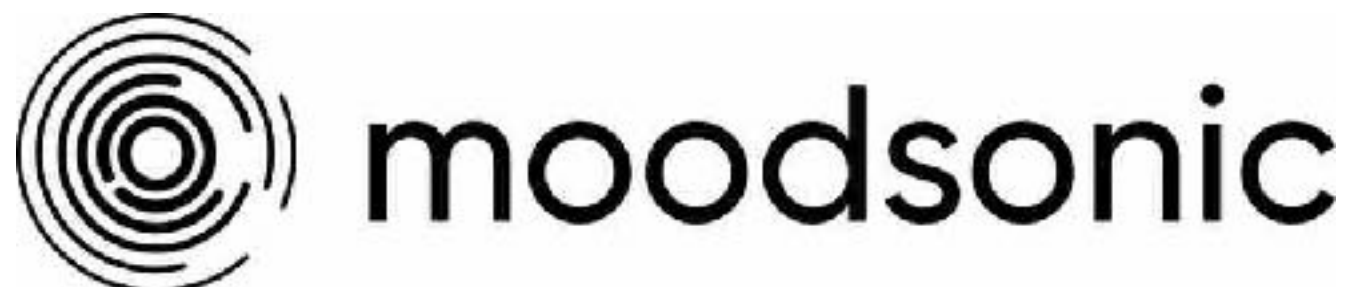
**nada brahma**





## For slide deck and free listening videos

- 1: Go to [www.juliantreasure.com](http://www.juliantreasure.com)
- 2: Enter your email
- 3: Reply "Radio slides" to first email



**THE  
SOUND  
AGENCY**

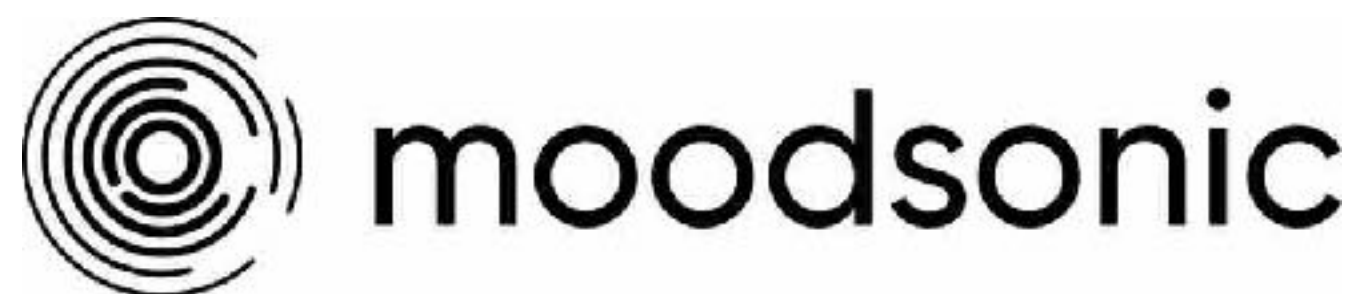


# Thank you!

[www.thesoundagency.com](http://www.thesoundagency.com)

[www.moodsonic.com](http://www.moodsonic.com)

[@juliantreasure](#)



**THE  
SOUND  
AGENCY**