



# THE POWER OF AUDIO

#thepowerofaudio

@Audiodraft

@theCEOrapper

# Why Sound Affects Our Emotions?

WHY?

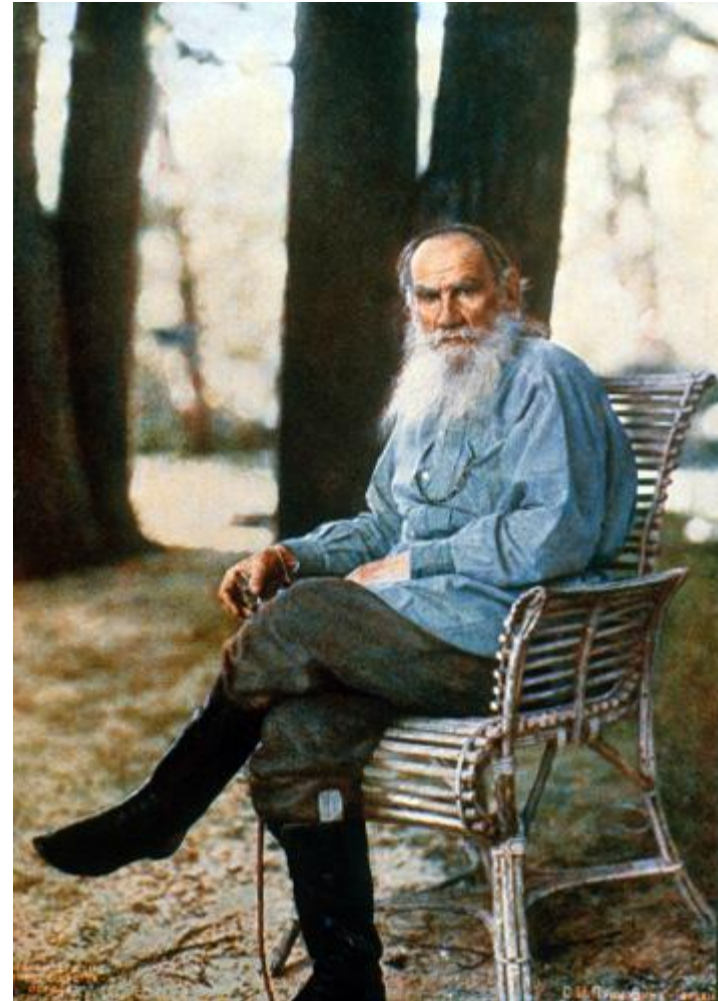
...we **SEE** approximately **6000** ads and  
brands a day.

How Do We Reach People?



“Music is  
the shorthand of emotion”

- *Leo Tolstoy*



# Why Music Affects?

- Conflicting Theories
- Researchers looking for one answer
- Subjective measurements
- Ancillary measurements



# 6 Mechanisms

Patrik N. Juslin & Daniel Västfjäll (2008)

Emotional responses to music:

The need to consider underlying mechanisms

1. Brain Stem Reflexes
2. Episodic Memory
3. Emotional Contagion
4. Visual Imagery
5. Evaluative Conditioning
6. Musical Expectancy

# 1. Brain Stem Reflexes

- Oldest and most primordial part of brain
- Sudden Loud Noises
- High Frequency sounds
- Low Frequency sounds
- Fast moving
- Sounds which vary in pitch



HIGH FREQUENCY SOUNDS

# 1. Brain Stem Reflexes

- Oldest and most primordial part of brain
- Sudden Loud Noises
- High Frequency sounds
- Low Frequency sounds
- Fast moving
- Sounds which vary in pitch



LOW FREQUENCY SOUNDS

## 2. Episodic Memory

- Connected to a specific life event
- “Darling, they are playing our tune” phenomenon
- Song which reminds you of 1995



TUNE FROM 1995

# 3. Emotional Contagion

- Musical empathy
- We feel what the composer is expressing



SAD INTERLUDE

# 4. Visual imagery

- Imagine pictures
- Synesthesia
- Photisms



SIBELIUS - KARELIA SUITE

# 5. Evaluative Conditioning

- Less specific than Episodic Memory
- A style of music which occurred repeatedly over time with an event that made you happy or sad



HOLIDAY SEASON



# 6. Musical Expectancy

- Music surprises us by going in a different than expected direction
- Music confirms our expectations and satisfies us (Sloboda 1992)



TROPKILLAZ - BABY BABY



FOCUS - HOCUS POCUS

1. Brain Stem Reflexes
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THE FIFTH DIMENSION - AQUARIUS

# CREATIVITY WITH MARKET INSIGHT



ANALYSIS



BRIEFING



PRODUCTION



VALIDATION



GUIDELINES

# Take Aways

- Know why you want to reach your target audience
- Choose a suitable mechanism for your purpose
- Lastly pick the correct type of audio for your project and figure out how it can be applied

WHY?

BRAND ATTRIBUTES ↔ AUDIO

Every brand generates sound.



We help you find yours.

# THANK YOU!

Teemu Yli-Hollo, CEO, Rapper  
Mobile EU +358 500 400 768  
Mobile US +1 415 886 5296  
[teemu@audiodraft.com](mailto:teemu@audiodraft.com)



MUSICAL CREDITS: Positive Adjektives - Sad Interlude (Available for licensing on Audiodraft), Sibelius- Karelia suite Intermezzo, Focus - Hocus Pocus, Queen - We are the champions, The 5th Dimension - Age of Aquarius, Tropicoolaz - Baby Baby, Peder B. Helland - Angels We Have Heard On High