MUSIC & MARKETING

The role of music in Marketing and Brand development

Knowledge Playground (Passion Paper)

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INTRODUCTION

We are living in a marketing era. Brands and spots are not belonging to television and radio anymore: you can find it everywhere and frequently. Walking by the street, surfing in internet, refueling in an oil station, watching a movie, all that you see is marketing, and it's intended for awake feelings on you.

Usually, people think that the force of marketing lies in the visual impact, and of course it’s very important, but this fact share importance with others sensations, like smell and of course, sound.

The sound and the music it’s an essential tool for marketing, because it has a great subliminal power, and it can influence on people without them noticing it.

For that reason, in the following pages I’m going to plan a research document about the next topic:

The role of music in brand development and marketing.

MOTIVATION

The music is with me since I was a child. I hear a lot of different music, since classical to electro; since old-school-rock to punk. Furthermore, I play some instruments, especially guitar. Also, I love marketing, and how make people feel feelings. So, the reason for select this topic is because it’s a mix of two of my main passions, music and marketing.
RELEVANCE

The purpose of this research is to provide an approaching to the importance of sounds and music in marketing. With this research I will know how sound and music influences people, analyzing some different examples of brands that give importance to this fact.

OBJECTIVE

Reach the knowledge about the influence of music in brand development and marketing.

MAIN QUESTION

How music influence in Marketing and brand development?

SUBQUESTIONS

- Which point from Marketing Mix is the most important for the role of music in Marketing?
- Could music encourage the purchase of a product?
- What kind of music is the most properly for attract consumers?
- Is the music rhythm able to determine the human acts?
- Could we use the music like deterrent?
- Should we use always commercial and famous music for attract consumers?
- Which factors determine the kind of music that we select?

HYPOTHESIS

I think that probably, music could influence in people when they are buying. Probably, if we use for example in supermarkets a rapid music, people will finish shopping before than using slow music. Also, not always the most properly music is the commercial music, neither famous bands, it depends on product that we are offering.
RESEARCH DESIGN

There are a lot of studies related with neuromarketing, and specifically with sound and music. So for my research, I’m going to consult several studies about this topic, and also I’m going to find media examples about the different kind of music-influence in marketing (Like for example in spots, movies, malls…) and its results.

PLANNING

Now I’m going to explain the planning for the five first weeks. This planning could be changed in function of subject requirements, schedules and deadlines.

- **1 week**: Starting document.
- **2 week**: Theoretical studio. Find studies and information about neuromarketing and the role of music on it (internet and EXPLORA library). Locate my topic in the five “P” of marketing mix.
- **3 week**: Find practical examples about the topic and study it.
- **4 week**: Put all material on a document.
- **5 week**: Answer main question and subquestions. Finish and hand the passion paper
RESEARCHING

Like I said in the design of this passion paper, for my research I’m going to consult some studios related with music in marketing (theoretical studio) and then I will try to find some practical examples of spots and movies, explaining the importance of music on it (practical studio). For the end of my research, I will focus in explain the importance of the five aspects from the “Marketing Mix”, according to the examples.

THEORETICAL STUDIO

To begin with my research, I’m going to find several studios and examples related with music in marketing. Most of these studios were done in well-known universities. The references and sources are in footnotes:

*Babies Rocks!* ¹

Peter Hepper from Queen’s University of Belfast made a study about music and feelings, and he discovered some things very interesting: babies between two and four days feel calm when they hear the main theme of a TV series that their mothers was hearing meanwhile the pregnancy. We could think about the relaxing effects of music in general, but no, the babies didn’t show the same behavior with others theme songs. That big is the influence of music in neuromarketing and feelings.

¹ Martin Lindstrom, “Brand Washed”, September 2011
Keeping with pregnancy, a recognized Asiatic brand of malls used for pregnant woman some tricks to increase the sales, and in musical field, they scheduled relaxing music from when the women were children, making them remember their happy memories from childhood. The sales increased, but there was another secondary effect: a year later, the new mothers came back to the malls and they told that their babies feel relaxed in those malls, not in the others. That’s because the babies recognized the music and the smells of the mall.

*Just do it!* ²

Nike shops in USA use, like ambience and atmosphere, sounds of bouncing basketballs and others different noises related with those sports, for encourage people to shopping more, unconsciously.

*What am I shopping?* ³

Adrian North it’s an expert in neuromarketing from the University of Leicester, in England. She made different studios, all of them published in ”Nature” magazine.

- **In the first studio**, she tested in supermarkets the influence of music in shopping rhythm: when she used fast and lively music, customers finished their shopping in less time that using slow and quiet music, because with this one, people usually walked slowly and stopped for pay attention to everything. So definitely, the rhythm sets the pattern of customers.

- **In the second studio**, Adrian used a supermarket where customers could buy two kinds of different wines: One French, and another one German. The University put French music some days, and German music in different days, and the sales of French wine increased when supermarket used that kind of music until 77%. The same with the German wine and music, but here the sales increased until 73%. When the customers were asked about this, they say that the music doesn’t have influence on their shopping: This fact shows that music used for marketing have a strong subliminal power.

² Celestino Martínez, “Audio Marketing” article. [http://www.puromarketing.com](http://www.puromarketing.com)
**Music everywhere**

Fernando Montañés is the author of “History of music in publicity”, and he sign that the 90% of television spots have some kind of music. The percentage for radio spots is even bigger; almost the 95% of them have music. So, is essential for those kinds of spots.

**That sounds familiar!**

In the School of Medicine from University of Emory (United States) they concluded that the patterns of brain activity could be capable of predict the popularity of music, an important matter for make strong the music in spots.

The studio discover that accidentally: they were studying the effects of public opinion about the preferences of teenagers using 120 songs of independent singers that the teenagers, securely, didn’t know before. For this experiment, the University used 27 teenagers between 12 and 17 years old, using functional Magnetic Resonance Imaging or “MRI” for register the answers of brain to every song. Most of these songs didn’t sell very well until now, but some of them became popular. That usually happens with songs that are not known, but succeed thanks to TV spots. So, almost a third part of songs that became popular with the pass of time, showed in brains a lot of activity from two associated regions. The weak answers were even better: the less activity associated with 90% of songs that didn’t success with the pass of time. So, this studio shows that it’s possible to predict the success and impact of music in future TV spots.

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On this point, I’m going to expose some examples of spots or films where music had a very important role.

Del pita pita del, Yameri humbo!

In year 2004, the Brand “Coca Cola” created a spot for promotion the drink just in Spain. The spot showed an Indian waiter making service in a high-class party, and suddenly everyone started to dance and sing like in a “Bollywood” movie.

The spot became in a success in few days, but not for the content, it was for the music: the song became “song of summer” that year, and the spot started to being emitted in other countries with great success too. Also, a lot of well-known bands from all over the world started to make covers of this song, like the famous chill-out band “Orleya”. This is an example of a very famous spot which success for the music, not for the brand or the content, like I said. Coca Cola is a brand very knows for these kinds of spots, creating nice songs for encourage the spot.

http://www.youtube.com/watch?v=Chhfl24S12A
The apocalypse is close...

The videogames spots are very common nowadays, especially if you are a regular user of YouTube, but usually have nothing special. The following game tried to innovate, with big success.

“Dead Island” is just another videogame about Zombies, like a lot of them. But the developers found a way for promotion it better than others. They created a trailer with an emotive music, that didn’t correspond with the images. The video was also reverse; from the end until the beginning. Instantly, the reviews were unanimously positive, and the game became very popular before being published. The video have nothing special, but the mix between the raw images and the soft music creates something shocking. Now is considered the best videogame trailer ever.

I miss something here!

I talked too much about spots, promotions and publicity, but now it’s time to speak about another important issue related with music: the films.

Music in cinema is something essential, everybody knows, but probably we don’t give it the importance that really has. Music can scare you in horror movies, can excite you in action movies, and can move you in drama. To show this fact, I have selected two very famous scenes from recognizable movies, and in the following videos you can watch the difference with and without music. Obviously, the emotion that the movies raise on you is not the same if we put off the music!
The two scenes are the shower scene of “Psycho”, from the acclaimed Alfred Hitchcock (with music of Bernard Herrmann) and the hunt of the shark scene of “Jaws”, from Steven Spielberg (with music of John Williams):

https://www.youtube.com/watch?v=81qweIWyqTU

https://www.youtube.com/watch?v=f2K-YedETiI
MARKETING MIX

So, which is the most important part from the 5 P’s of Marketing, according to our research, and the studios that I found? I’m going to order it from less to more importance:

- **Price**: It’s the pricing strategy for the products and services. None of the studios that I already found show relation between price and music.

- **Place**: It’s about getting the products to the customer. Here it’s important too the visual part of neuromarketing and its techniques, but is not relevant for our studio.

- **People or personal**: That’s the people who work in the organization. They are the responsible of find the proper sound and music for the campaigns and advertising.

- **Product**: Like we saw in wine studio, we can change the mind of customers just using one or another song or music. People used to relate subconsciously their senses, so it’s most probable that people buy a product if the music or sound evokes this product.

- **Promotion**: This is the most important point for our research. The promotion includes the activities that the company uses for make customers aware of their products or services, including advertising and sales tactics. The music is part of campaigns and companies use it for attract new customers, and keep old ones.
ANSWERING

With all this material, I will try to answer all subquestions, and also the main question in the conclusion.

SUBQUESTIONS ANSWERED

- **Which point from Marketing Mix is the most important for the role of music in Marketing?**
  As I say in the Marketing Mix point, the music in marketing is especially important for the promotion. In some of the examples that I showed, the music was used for encourage the spots, or for make special the moments in the movies. Also, we can use it for awake some needs in the mind of consumer. The “Product” point of Marketing Mix is also very important, but it keeps in second place.

- **Could music encourage the sales of one product?**
  Definitely, the music can encourage the sales of one product. Like we saw in the wine example, people unconsciously bought the wine of the nationality of the music that they were hearing at that moment. The customers denied that the music had influence in their decisions, but the results show the opposite. Also, the Nike marketers decided that the sound encourage the purchases of their products, and it’s one of the most famous and successful companies all over the world.

- **What kind of music is the most properly for attract consumers?**
  It depends. Like I said, in wine case it was useful to use music related with the product (German music / German products, or French music / French products), but also the MRI can show us the reaction of every kind of customer to music, so it’s an interesting field to research.

- **Is the music rhythm able to determine the human acts?**
  Yes it is, at least meanwhile we are shopping. The studio of Adrian North shows that people answer and buy more quickly using fast music, and the opposite using slow music. Supermarkets use that fact for increase the purchases, making customers to go quickly if there are a lot of people in the supermarket, or making them to go slowly if there are less people.

- **Could we use the music like deterrent?**
  Yes. The “Neuromarketing” is able to change the mind of the consumers surreptitiously, and convince them to buy one product or another.
• Should we use always commercial and famous music for attract consumers?
  It depends. In several cases yeah, it’s a good idea, but in the Coca Cola example, they risk with a completely new song, unknown for everyone, and the campaign was one of the most successful.

• Which factors determine the kind of music that we select?
  The “Neuro-Marketing” is responsibility of neuro-scientists and marketers. They have to combine their skills for understand the behavior of brain and their associations, and also give it application for business. So, the studio of the behavior of customers determines the kind of music that it’s needed in all cases.

CONCLUSION

So finally, how music influence in Marketing and brand development?

To summarize, it is known that the companies use music in their promotions and spots, and also in the supermarkets and shops. The music has influence in people and their brains, making them feel different emotions and feelings. Also, the Marketers are able to encourage customers to buy one or another product using different kind of tricks related with visual, smells... and musical sensations; they are able to make the rhythm of sale faster or slower through the rhythm of music too. So, the sales are influenced by the music that the people hear, at that moment or before that moment.

We can answer the main question just saying the next thing: Music it’s very important for the marketing and brand development because it influences and controls sales through the mind of consumers. If we are able to regulate this field of “Neuromarketing”, we will be able to focus the sales to wherever we want.