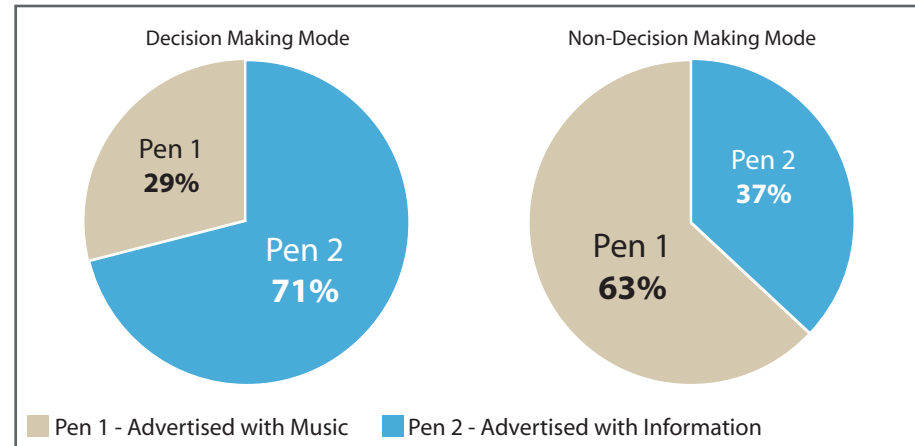


What this research demonstrates is that, if someone is actively involved in the process of deciding on a product to purchase, they respond well to ads filled with features and benefits. But, among those who have not yet decided to buy, brand preference is established by emotional techniques such as music.

This is why music can be such an important part of the marketing mix for products and services.

When you're trying to reach and entice prospects into a purchase that they hadn't yet been contemplating, music aids in establishing a brand preference in the consumer *before* that prospect goes shopping.

Fig. 3: Effectiveness of Music Advertising in decision vs. non-decision making mode



Why Use Gravity Music?

Gravity is the right choice because this is the kind of understanding we bring to the table. Many can write you a strong musical ID, but few have the depth of agency experience and the production expertise to help you craft an ID that really gets results.

Composer Jim Bordner was an agency copywriter for 15 years before founding Gravity Music, and he brings his problem-solving attitude to every project; from a national TVC to a local jingle. He insists on doing more than simply writing a nice tune. It has to be a tune that works hard, that gets results, and that rings the register.

We look forward to putting these skills to work for your business. Contact us today! Bring us in early and see how much Gravity can add to the creative process.

gravity music

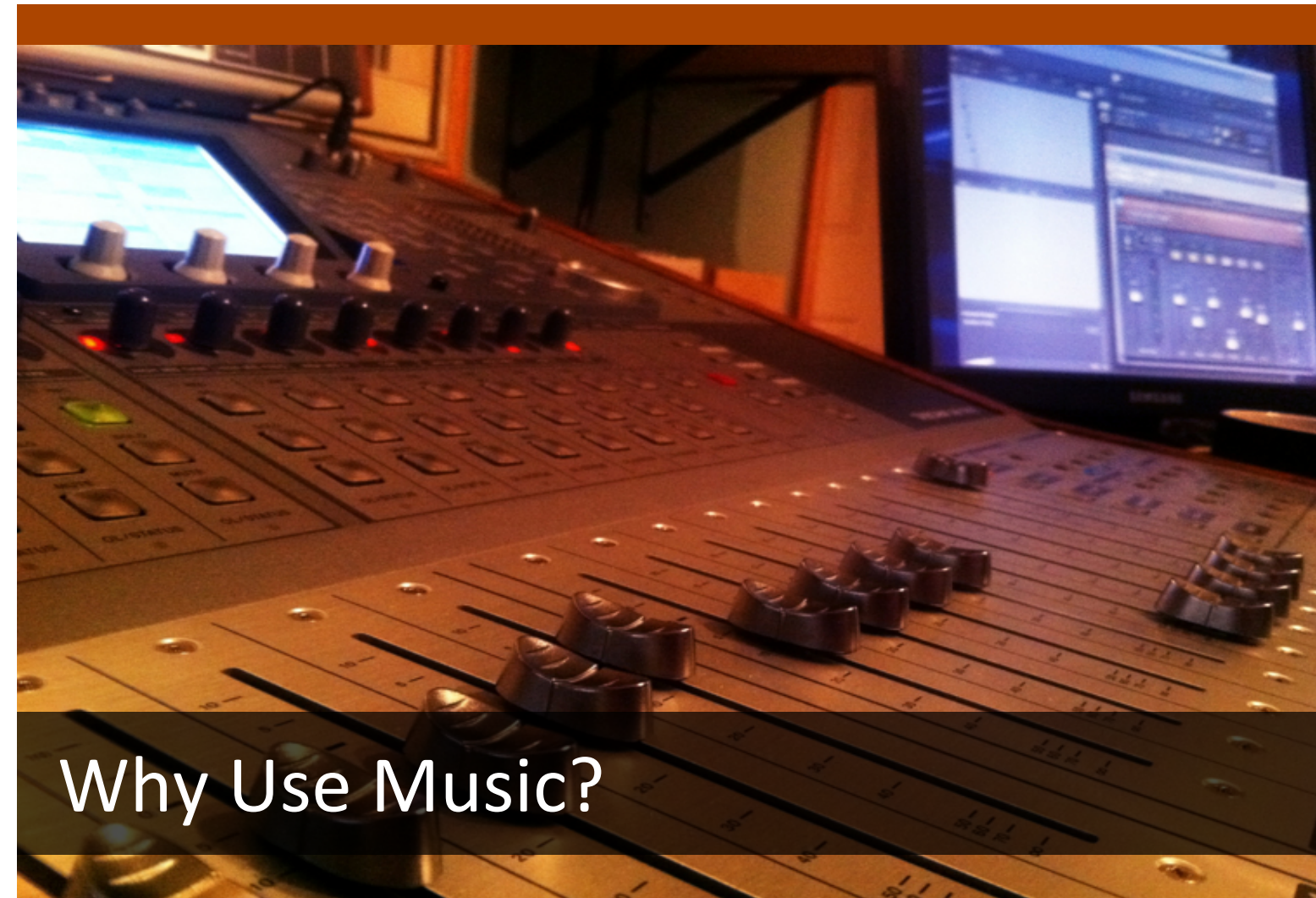
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- [2] Morris, Jon D. and Boone, Mary Anne. "The Effects of Emotional Response, Brand Attitude, and Purchase Intent in an Emotional Advertising Condition" *Advances in Consumer Research* 25 (1998): 518-527.
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Why Use Music?

There Are 3 Good Reasons.

Research evidence that proves music makes advertising more effective.



Why Use Original Music?

You hear music in advertising continually. The most sophisticated marketers use original music in virtually all their campaigns, often building the campaign around a song, an instrumental tune or even a short musical tag. If Coca-Cola, McDonald's and Intel use it, it must work. But what exactly does music *do*? Three things: it makes advertising memorable, it helps build brand image, and, most importantly, it helps *create a brand preference when prospects are not in a decision-making mode*. **Here's how.**

1. It makes advertising memorable.

Music is stored in memory through a different path than spoken or written words. Verbal communication enters through pathways in the left-brain (the more analytical side) while music uses pathways on the right side of the brain (the more "emotional" or non-linear side). As a result, memories of music are stored in areas of the brain that are more readily recalled. This is why material like "Schoolhouse Rock" has been proven to make learning fun and easy: most of us who cannot remember our third-grade grammar lessons can recall all the words to "Conjunction Junction." And even though the song has not been used in their advertising for decades, most of us can sing along with Coca-Cola's "I'd Like To Teach The World" and easily associate it with the brand.

A lot of research has been conducted by academics and marketing firms concerning "recognition cues." A logo is a good example of a visual recognition cue. Likewise, original music is an excellent *audio* recognition cue, and there has been plenty of research to prove this. In a study of nearly 3,000 subjects, eighty-two percent (82%) could recall seeing an ad for an automobile company when played a 10-second musical cue from the car ads. This is opposed to only sixty-two percent (62%) who could recall seeing an ad for the cars based on verbal cues only^[1]. (Fig. 1)

Even more interesting was their finding that 29% of the subjects who were unable to recall the product advertising based on the verbal cues alone *were still able to recognize the music!*

Fig. 1: Music As A Recognition Cue In Advertising-Tracking. Stewart Study.

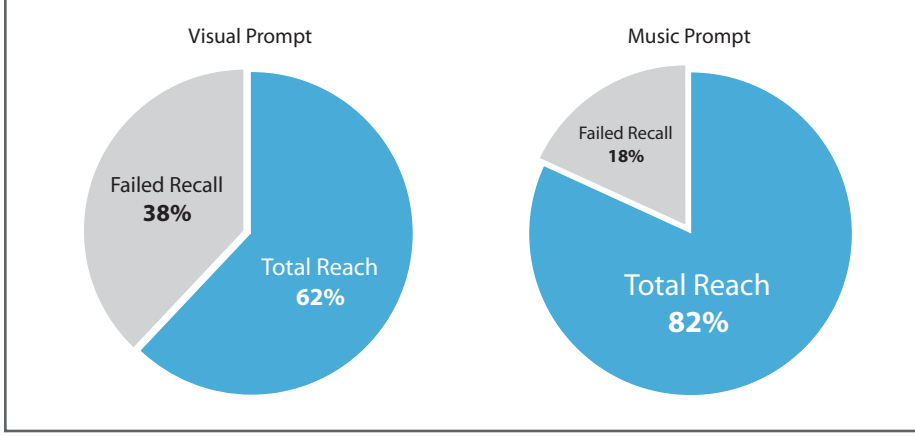
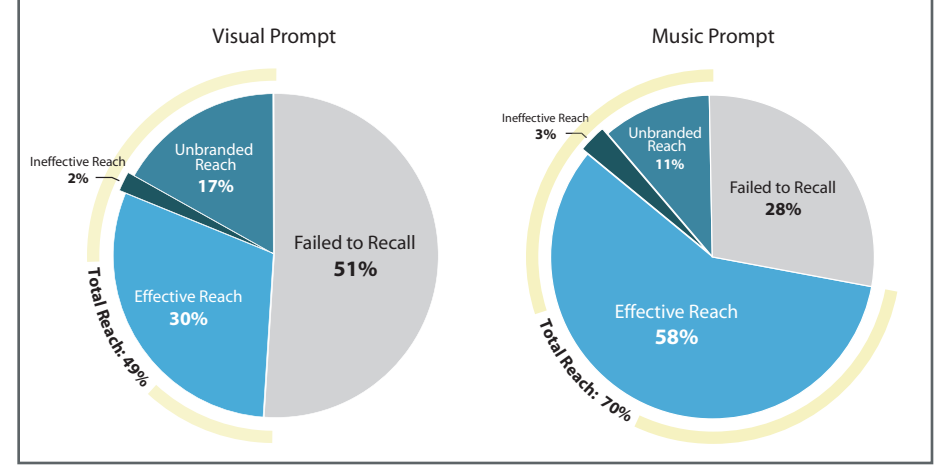


Fig. 2: Music As A Recognition Cue In Advertising-Tracking. TNS Study.



Following similar methodology, global market research firm Taylor Nelson Sofres also conducted an experiment on the effects of musical recognition cues for a client in the mid 1990s. In their findings, only forty-nine percent (49%) of the subjects could recall seeing the client's ad when shown print samples, while seventy percent (70%) of the subjects could recall the client's name after hearing the music from the ads, *even when the brand had been removed from the musical cue!*

(Fig. 2)

Gravity's own work has been put to this kind of scrutiny and come up a winner. Our song for Broadway Famous Deli Meats was a self-contained message, a complete ad contained in a "jingle" with no voice-over to support the marketing message. The agency copy-tested this song by playing it for random consumers in mall intercepts. After one listening, the subjects were asked without any prompting what they could now remember about Broadway Famous (un-aided or "total" recall). The song scored an astonishing unaided recall score of seventy-nine percent! Said another way, 79% of everyone who heard the song **once** could remember without prompting that Broadway Famous is made from fresher ingredients and tastes like New York deli meat. You can't get better recall than that.

2. It helps create brand image.

The tone and style of the music has a huge effect on how consumers perceive an ad or a company. An excellent example is the stirring orchestral music created for the DeBeers diamond mining company. It's impossible to hear the opening strains of that music without thinking of diamonds, but it is equally impossible to hear it without thinking of the qualities DeBeers wants diamonds to represent: sweeping romance, elegance, timelessness, etc. The carefully crafted theme carries the emotional charge of these qualities all by itself. Even if it were not used in advertising, it would create those feelings in the listener.

Marketing scientists Jon Morris and Mary Anne Boone of the University of Florida have done extensive research into the relationship between advertising music and emotional response. They found that it not only affects the emotional response of a consumer, but also attitudes toward the product and purchase intent.

In one striking example, respondents were asked to describe how they felt viewing a test ad for batteries. Without the music, respondents used non-committal terms like "different" or passive terms like "nostalgic" to describe their feelings. With the chosen music, however, respondents said the ad made them feel "strong, "hopeful," "bold" and "creative."^[2] The researchers also came to the conclusion that marketers must be very careful in choosing music for ads, as it can affect the viewer just as negatively as it can positively. (This is a common mistake in advertising, especially now with the current trend toward using existing hit songs in TV commercials; many advertisers are doing more harm than good to their brand image.)

A good example of a brand image instrumental from Gravity's files is our ID tune for Grabill Bank. A "small town" bank making inroads into larger markets, Grabill Bank wanted music that communicated sophistication to business customers but retained the folksy attitude for which they were known. We wrote a very sophisticated jazz tune played on "country" acoustic instruments in the style of Stephan Grappeli and the Hot Club band of 1920s Paris. Grabill Bank has used this music as their audio signature through five years of rapid growth.

3. It helps create brand preference among people who have not yet decided to buy.

This is the most powerful reason to use original music. In 1982, well-known marketing scientist Gerald J. Gorn created the definitive study on the effects of music on consumer choice.

To see whether "thinking" ads (heavy on product features and advantages) worked better than "feeling" ads (heavy on music and imagery), Gorn created two sample ads for an imaginary "new" product (a felt-tip pen). One ad was filled with features (it doesn't drip or leak, it doesn't skip, lasts longer than other pens, etc.) while the other was almost exclusively music and pictures. He created the sample ads for two different colors of pens (light blue and beige, colors proven in earlier research to be neutral in people's minds): the "thinking" ad for one color, the "feeling" ad for the other.

In one group of subjects, Dr. Gorn would tell the participants at the onset of the experiment that they would be allowed to choose a free package of one of the brands of pens at the end of the test. This put the subjects into what Gorn called "decision making" mode. In another group, he would not tell the subjects they were going to choose a brand until after the advertisements had been shown, thereby leaving them in "non-decision making" mode.

The results were striking. The decision-making groups overwhelmingly chose the color of pen advertised by the "thinking" ad. But in the non-decision making groups, the pen advertised by music was chosen by an almost equally high margin^[3].

(Fig. 3) This landmark study has been expanded on by many others with similar results.