

Audio Audit: What does your brand sound like?®

How do you use sound to help tell your story, express your identity, enhance your brand experience, and engage audiences on an emotional level? Use this tool to assess your “audio ecosystem” and determine which aspects of your audio branding need attention.

AUDIO ECOSYSTEM	SOUND USE Are you using voice, music or sound effects?	IDENTITY Do the sounds reflect your brand identity?	INTENTION Were sounds chosen for a particular purpose?	COHESION Are the sounds related to other audio touch points?	AUDIT SCORE
TV	YES { VOICE MUSIC SFX } <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> NO <input type="checkbox"/>	on-brand <input type="checkbox"/> off-brand <input type="checkbox"/>	purposeful <input type="checkbox"/> arbitrary <input type="checkbox"/>	related <input type="checkbox"/> stand-alone <input type="checkbox"/>	total positive responses
Radio	YES { VOICE MUSIC SFX } <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> NO <input type="checkbox"/>	on-brand <input type="checkbox"/> off-brand <input type="checkbox"/>	purposeful <input type="checkbox"/> arbitrary <input type="checkbox"/>	related <input type="checkbox"/> stand-alone <input type="checkbox"/>	total positive responses
Corporate video	YES { VOICE MUSIC SFX } <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> NO <input type="checkbox"/>	on-brand <input type="checkbox"/> off-brand <input type="checkbox"/>	purposeful <input type="checkbox"/> arbitrary <input type="checkbox"/>	related <input type="checkbox"/> stand-alone <input type="checkbox"/>	total positive responses
Telephone	YES { VOICE MUSIC SFX } <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> NO <input type="checkbox"/>	on-brand <input type="checkbox"/> off-brand <input type="checkbox"/>	purposeful <input type="checkbox"/> arbitrary <input type="checkbox"/>	related <input type="checkbox"/> stand-alone <input type="checkbox"/>	total positive responses
Environments	YES { VOICE MUSIC SFX } <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> NO <input type="checkbox"/>	on-brand <input type="checkbox"/> off-brand <input type="checkbox"/>	purposeful <input type="checkbox"/> arbitrary <input type="checkbox"/>	related <input type="checkbox"/> stand-alone <input type="checkbox"/>	total positive responses
Websites	YES { VOICE MUSIC SFX } <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> NO <input type="checkbox"/>	on-brand <input type="checkbox"/> off-brand <input type="checkbox"/>	purposeful <input type="checkbox"/> arbitrary <input type="checkbox"/>	related <input type="checkbox"/> stand-alone <input type="checkbox"/>	total positive responses
Apps	YES { VOICE MUSIC SFX } <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> NO <input type="checkbox"/>	on-brand <input type="checkbox"/> off-brand <input type="checkbox"/>	purposeful <input type="checkbox"/> arbitrary <input type="checkbox"/>	related <input type="checkbox"/> stand-alone <input type="checkbox"/>	total positive responses
Events	YES { VOICE MUSIC SFX } <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> NO <input type="checkbox"/>	on-brand <input type="checkbox"/> off-brand <input type="checkbox"/>	purposeful <input type="checkbox"/> arbitrary <input type="checkbox"/>	related <input type="checkbox"/> stand-alone <input type="checkbox"/>	total positive responses
Podcasts	YES { VOICE MUSIC SFX } <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> NO <input type="checkbox"/>	on-brand <input type="checkbox"/> off-brand <input type="checkbox"/>	purposeful <input type="checkbox"/> arbitrary <input type="checkbox"/>	related <input type="checkbox"/> stand-alone <input type="checkbox"/>	total positive responses
Webinars	YES { VOICE MUSIC SFX } <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> NO <input type="checkbox"/>	on-brand <input type="checkbox"/> off-brand <input type="checkbox"/>	purposeful <input type="checkbox"/> arbitrary <input type="checkbox"/>	related <input type="checkbox"/> stand-alone <input type="checkbox"/>	total positive responses

How does it all sound?

TOTAL SCORE	ASSESSMENT
0-13	Sound is either being used rather haphazardly, without much strategic intent, or you may be underutilizing sound altogether.
13-26	You are definitely using sound, but it may not express your brand identity, and it's likely that your audio touch points are not working “in concert” to deliver a coherent listening experience.
26-40	Decisions about sound are made conscientiously, and audiences may even be able to recognize you with their ears. But perhaps there are some audio touch points that you haven't considered. Or maybe some are more intentionally designed than others.

What next?

Make a Plan — Now that you've taken stock of your audio ecosystem, think about how sound might help make each touch point more engaging, useful, and expressive of your brand identity. One question to ask is, “How do we want our audiences to *feel* at this point?”

Define Your Sound — Ensure continuity from one audio experience to another by articulating your *audio identity*. This gives all decision makers a common framework for determining what kinds of sounds — music, voice, sound effects — are on-brand and “tuned” to help you achieve your goals.