

The economic influence of music in advertisements

Jywon Choi

Supervisor: Professor Akira Ishii

Executive Summary

It is a well-known fact that music acts as the core of advertising. The flexibility and diverse applicability of music have allowed it served to be one of the most powerful tools in marketing history. Its structure, lyrics, and melody can become an effective tool to send a message to the consumers and the target audience. The trend of advertisement music begins from jingles in the radio age to celebrity bias during the MTV era and to sonic logos in the modern day. Sonic logos is an auditory representation of the company's visual logo. This became a major advantage for the companies over their competitors that they had a method to ease their brand recognition and recall without having a lengthy advertisement or a visual trigger. In this research, I conducted a survey that included testing the recall levels of the target audience towards the Sonic logos of given brands. As a result of that survey, I was able to observe that Sonic logos did have a positive correlation with the brand recall rate as there were multiple brands where more than half the respondents recognized the brand name only through the sonic logos. Although not all Sonic logos led to success it was still clear that when executed properly sonic logos could become a major contribution toward brand recognition. In the second half of my research, I conducted a case study on Coca-Cola regarding their historical usage of music in advertisements along with their Sonic logo.