

**FOREWORD BY  
DR PHILIP KOTLER**

**Buy now  
and save  
20%**

# AUDIO BRANDING

**USING SOUND  
TO BUILD YOUR BRAND**



**LAURENCE MINSKY  
+ COLLEEN FAHEY**



KoganPage

*Audio Branding* offers the reader a thorough overview of the world of audio branding - what it is, why it's important, and how it can be used to enhance a brand. Containing fascinating insights into this burgeoning field of marketing, this text is extremely practical and underpinned by research supported by clearly explained real-world examples.

*Audio Branding* contains detailed case studies on companies such as Peugeot, Atlanta Convention and Tourism Body, and Michelin. Covering relevant issues such as the dominance of audio-enabled devices and the phenomenon of continuous partial attention, *Audio Branding* shows readers how audio branding extends to everything from the sounds made by an app, to music played in-store, to the noise a key makes when inserted into an ignition. Combined, all such elements allow a compelling audio language to develop and enhance brand identity.

### About the authors:

**Laurence Minsky** is an award-winning copywriter and marketing strategist. He is also an associate professor in the Communication and Media Innovation Department at Columbia College Chicago.

**Colleen Fahey** is a creative executive with deep expertise in branding and the multiple marketing touch points. She is Managing Director, Sixième Son USA, the world's leading audio branding and sound design agency.

ISBN: 9780749478575

Published: 03/28/2017

MRSP: \$29.95 \$23.96



Available to purchase now. For more information and a free sample chapter visit [www.koganpage.com/audio-branding](http://www.koganpage.com/audio-branding)

Save 20% Use discount code  
FMKAB20 at [www.koganpage.com](http://www.koganpage.com)

Follow us on Twitter: @KPMktng



\*The 20% discount applies to this book and to individuals or educational institutions only. The discount code cannot be used in conjunction with any other offer.

