

The Role of Music in the Enhancement of Marketing

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## Abstract

Marketers use thousands of techniques in order to create the ideal brand image for products and services. There is no detail left unconsidered at the end of a marketing proposal. Everything from the font on a package to the actor used in commercials is extremely thought-out because marketers are not trying to sell a product; they are trying to sell a brand. Because of this, music is becoming increasingly important in marketing decisions. The types of music playing in a store, on a commercial, on a website, or at a worksite can all effect the image of a product, and ultimately whether or not a product sells. This thesis will examine the correlation between marketing and music, and how markers can use music to help develop an effective brand. Music that is effectively utilized and implemented can greatly contribute to the branding and marketing effort of a company or product.

*Key Words:* music in marketing, branding, memory

### The Role of Music in the Enhancement of Marketing

The world of marketing is both competitive and vast. Companies all over the world are fighting to get product or service recognition to beat out the opposition and maximize revenues. With the increase in access to technology, trade, differentiation, options in products, and realms of communication, which include television, radio, Internet, and social networking, more and more companies are finding it increasingly difficult to be noticed and recognized because there is simply so much information, and it is hard to stand out. Businesses are desperate to display their products or services in a competitive light and earn respect from buyers. Companies will often give away free products or services, advertise, hold promotions, use social networking, or attempt to use skilled sales professionals in order to give their products or service an edge over competitors. An increasing number of marketing strategies involve the use of music and this is for a good reason—it is highly effective.

The influence of music on marketing is both obvious and discreet. It has been proven that designing specific lyrical music to develop an appropriate brand image is possible, and music selection can provide customers with an increased understanding of a product (Brodsky, 2011). The relational aspects of music can help a brand influence the attitude and mood of customers. Music can both consciously and unconsciously play a large part in positioning strategy, memory, structure, targeting, authority establishment, branding and brand identity, and differentiation. It also can provide entertainment in advertisements, help gain the attention of buyers, and can even affect the mood of the buyer and the buyer's willingness to make a purchase. Music plays a much larger role in marketing than one may suspect; a role that is getting larger every day. Music that is

effectively utilized and implemented can greatly contribute to the branding and marketing effort of a company or product.

### **Music in Marketing**

#### **Music as a Relational Tool**

Individuals cannot turn down or shut off their sense of sound; it is constantly active. The study of sensory marketing has proven that “people live in symbiosis with sound and determine dimensions in life through it” (Hultén, Broweus, & Van, 2009, p. 68). The behavioral effects of music in humans are predictable, and various studies have shown a strong correlation between emotions and music. Additionally, an increasing number of organizations have discovered that sound is important for understanding arguments, opinions, and feelings.

Several different aspects of music have been studied for their correlation with human emotion. Many of these aspects have been proven to predictably affect the emotional state of listeners. Out of the many studied aspects of music that have been proven to have an impact on the emotion of listeners, tempo may play the largest part in portraying the mood of a piece of music. According to Bruner (1990), “all other things being equal, fast music is considered to be much more happy and/or pleasant than slow music... Slow tempos tended to evoke tranquil, sentimental, and or solemn feelings while fast tempos elicited responses relating to exhilarating and/or joyous sorts of feelings” (p. 95). Slow music was measured at 72 BPM or less, which would be similar in sound to the song “What a Wonderful World” by Louis Armstrong. Fast music was measured at 94 BPM or more, which would sound similar to “I Love Rock N Roll” by Joan Jett & The Blackhearts. BPM stands for beats per minute, which is similar to the MM (Maesel’s

Metronome) markings found in musical scores. The concept likely began in Europe with medieval choir directors, who established the beat by pressing in on the wrist and feeling the pulse rate. Thus the typical pulse rate, 72 per minute, became moderate tempo. Consequently, BPMs slower or faster than the average of 72 are associated with bodily relaxing or running or other types of activity. Additionally, on a time-focused scale, firm rhythms were found to be more serious while smooth flowing rhythms were found to be more happy, playful, and dreamy and legato music was also found to be perceived as having a more peaceful, gentle, or dreamy character (Bruner, 1990). This information can be utilized to create the ideal sound that will enhance the branding and marketing effort of products.

Bruner (1990) also found a strong association between pitch and perceived happiness. Bruner suggests that music with a high pitch is more exciting or happy than low-pitched music, which tends to be perceived as sad (Bruner, 1990). Several different studies have been conducted to test the traditional opinion that the music in the minor mode is more dark, angry, and/or mysterious than music in the major mode and the studies have shown that this conventional wisdom is accurate (Bruner, 1990). Another pitch-related finding from Bruner (1990) is that, in general, consonant harmonies can be described as “playful, happy, or serene” while dissonant harmonies seem to be perceived as more “agitating, ominous, or sad” (p. 97). Harmonies should intentionally be used to create the appropriate sound depending on the atmosphere of the music.

Although musical texture has been studied less frequently than time and pitch related characteristics, Bruner (1990) has indicated that “brass instruments carried the melody in songs characterized as triumphant or grotesque, woodwinds expressed

awkward and/or mournful feelings, melodies on a piano were perceived as brilliant and/or tranquil, and string sounds were associated with pieces characterized as glad” (p. 97). Not surprisingly, the volume of the music was also shown to correlate with the feel of the music (Bruner, 1990). Loudest pieces were described as triumphant and/or animated while the softest pieces were described as delicate and/or tranquil.

“Where words fail, music speaks” is a famous quote from Hans Christian Andersen (Peterson, 2013, para. 1). However, the idea that music is an excellent window to relate to others and create a sense of security and familiarity is known to anyone who enjoys music. If marketers can successfully capture the relational aspect that comes along with all music and incorporate it into the marketing platform of a product, they will be able to connect with customers and promote their brand on an entirely new level.

### **How Music is Used in Branding**

In the past, music has not been linked to brands very well. For the most part, companies do not utilize the power of sensory marketing with music to their advantage. Researchers have found that music can have an immense influence on the positioning of a product. Sound expression is especially important in commercials and advertisements, jingles, voice, atmosphere of brick-and-mortar stores where products are sold, theme, and signature sounds. Brodsky (2011), developed a study of two GM vehicles, Cadillac and Chevrolet, and the results showed that designing language-generated music towards appropriate brand is possible. It was found that regardless of whether or not consumers had any past formal music training, “consumers were able to decode a composers intentions to convey brand characteristics” (Brodsky, 2011, p. 261). This design language helped to provide the brand consistency that is needed for customers to become attached

to specific qualities of the GM vehicles in the study. Several other brands have been successful in the use of music in their marketing strategy, including Kia, Under Armour, Red Bull, and State Farm. Not only have these brands mastered the art of carefully selecting music for advertisements, but also they have successfully incorporated music into their marketing efforts as a whole, using it to connect with their target audiences and generate a true brand identity.

**Commercials.** Television commercials are often viewed as the most effective place for music to be implemented. Studies (Wintle, 1978) have shown that music can significantly affect the emotional response to television commercials when three dimensions of subjective expression are utilized: an activity factor, a pleasantness factor, and a potency factor (Bruner, 1990). Appropriate supporting music had the ability to intensify positive feelings about an ad. Other studies (Simpkins & Smith, 1974) have shown that the audience's compatibility with background music in an advertisement significantly affects the evaluation of a messages source and increases the credibility of the sponsor (Bruner, 1990). Music has the power to enhance a brand's identity and image, as well as increase trust and feelings of group belonging. Consequently, music is referred to as "the optimal sense expression to crease long-lasting impression on customers" (Hultén et al., 2009, p.74).

**Jingles.** It is common for television and radio advertisements to include jingles, which first became popular in the 1920s. Jingles are a sense expression that can contribute the sound experience because they are memorable, short, and often times catchy (Hultén et al., 2009). The first network jingle was "Pepsi-Cola Hits the Spot," which was created by Austen Herbut Croom-Johnson and Alan Bradley Kent in the 1939



(Hultén et al., 2009). It was ultimately placed in millions of jukeboxes around America and became very popular through this medium. Other jingles that were introduced in the 40s became so popular that they were recorded and sold by individual artists. Modern forms of jingles are still being used in the advertising world today, maintaining their short and catchy tradition but often with an innovative twist.

**Voice.** Another sense expression that can be employed by firms that want to utilize music is voice. Voice has the power to increase sound experience as well as create a feeling of trustworthiness with the brand. According to Hultén et al. (2009), a computer read both good and bad news in both happy and sad voices. When bad news was read in a positive light and when good news was read with a sad voice, the message was not perceived as reliable (Hultén et al., 2009). This concept is important in the marketing world because if the message does not match up with the meaning, the product or service being marketed may also not be perceived as reliable, especially because this is often times an unconscious process.

**Atmosphere.** Advertisements are not the only place where music can be implemented to build rapport with customers. Music strongly contributes to the atmosphere of a brick and mortar location or restaurant where it is being played. It has been noted, “Besides heat and light, the music is the only thing that impacts you 100% of the time while you're in the store” (Rubel, 1996, p. 21). It can have an immense influence on the attitudes of people and can influence them in ways unknown to them. The right music can win customers trust, create a feeling of belonging, or make them feel comfortable. This is useful to many firms because music selection can determine the amount of time a customer stays in a store, the amount of money spent, and it can even be

linked to customers recommending the location to a friend (Hultén et al., 2009).

Additionally, the music being played in an organization's physical environment makes it possible to target specific groups based on traits such as age and gender.

**Background vs. foreground music.** One important distinction to make regarding this topic is the difference between background music and foreground music. Some firms utilize background music, which is typically instrumental and restricted in terms of variation of tempo, frequency, and volume while others employ foreground music, which includes lyrics and is less restricted in terms of tempo, frequency, and volume (Hultén et al., 2009). Different groups of people tend to prefer one over the other so there is no magic recipe for overarching music selection in a store, but firms can employ the different types of music to target different groups.

**Theme.** Similarly, music can aid in the development of an organization's theme. The two main aspects to theme development are indexicality, “the extent to which music arouses emotion-laden memories” and fit, “consumers’ subjective perception of the music’s relevance of appropriateness to the central ad message” (Hultén et al., 2009, p. 77). These two aspects are very important in a consumers overall attitude towards both advertisements and brands themselves. Effective utilization of commercials, jingles, voice, atmosphere, use of background and foreground music, and theme can contribute greatly to the marketing efforts of an organization, especially in the area of branding.

### **Music and the Mood of the Buyer**

The term “mood” has a wide range of uses, but it can be identified as a fleeting, temporary feeling state that is not tied to a particular behavior and is usually is not intense (Gardner, 1985). Moods are distinguished from emotions, which are usually more intense

and involve cognitive processing (Alpert & Alpert, 1989). However, various studies have shown that mood has a large impact on attitude and behavior, evaluation, and recall (Gardner, 1985). Music has the power to change the mood of the consumers.

People have an incredible ability to remember sounds from an earlier time in their lives, sounds that tend to evoke feelings of nostalgia or other memories (Hultén et al., 2009). It can make them feel better about buying a certain product, impact structure in a commercial, or affect a person's response to commercials. It can alter a person's decisions in restaurants or grocery stores. It has been found that, "Brands can use music to influence how consumers behave. Music alters alertness and mood and it also has strong links to memory in the brain. Research shows that playing on these elements can affect consumers' purchase decisions" (Sonic branding, 2005, para. 46). All of these concepts have one idea in common - music has an immense influence on the mood of the people who hear it.

Because people have such a strong ability to remember sounds of the past, music of the past can be used to target generations who would remember it. The music of one's youth can "create strong feelings about the time and place it was heard (Hultén et al., 2009). An example of a company that utilizes this finding is General Motors. Several Hummer commercials have incorporated songs or guitar sounds that were popular in the 1960s and 1970s such as "Happy Jack" by British rock band The Who. Other companies have also caught on to this form of targeting; State Farm has used Kansas' popular song "Point Of No Return," Honda has used "Crazy Train" by Ozzy Osbourne, and Cadillac has produced a commercial with Led Zeppelin's famous classic rock hit, "Rock N' Roll." All of these songs are effective for their target market because they bring back warm

feelings of youth in customers, and positively affect mood of consumers while increasing trust of the advertised brand.

Another common example of the use of music to affect the mood of the buyer is in grocery stores. Slower tempo music will relax customers and potentially cause customers to linger in stores longer, presenting the opportunity for more sales, while up-beat music may make customers feel rushed and get in and out of the store as quickly as possible. This theory was supported in a series of experiments performed in 1982 and 1986 by Ronald Milliman in which music tempo was manipulated in order to test changes in sales volume. The results were that in-store traffic flow was indeed slower with slow music playing than with fast music. Sales volume was significantly increased with slow music than with fast music (Bruner, 1990). Another study found that significantly less time was spent in the stores when the music was loud compared to when it was soft (Alpert & Alpert, 1989). This additional time allows customers to add more items to their cart and increase overall sales.

Restaurants have also proven to be a predictable environment to utilize music. According to Hultén et al. (2009), music with a fast tempo makes guests leave the tables more quickly while music with a slower tempo can make customers stay longer and order more. Because of this, a restaurant that relies on high turnover for profit, such as fast-food chains or lunch restaurants, may actually benefit from playing music with a higher tempo in order to keep the guests moving. On the other hand, restaurants that rely on customers staying longer and ordering more items may benefit from playing slower music in house. Milliman also concluded a similar result in his series of experiments; he found that customers in a restaurant where slow music was being played took more time

to eat their meals and as a result customer bills were found to be much higher in the slow-music condition (Bruner, 1990). The reason that this finding may be possible is because music has been shown to alter a person's perception of time (Hultén et al., 2009). Restaurants can use this finding to capitalize on the benefits of music in their in store in addition to using music to further their brand image.

One of the most important factors of incorporating music into a brand in general may be that music adds structure itself. According to Huron (1989), "the most important structural role may be the role of continuity, which originated in music film to 'smooth out sequences of discontinuous scene changes or edits'" (p. 561). Music has the ability to add flow to a commercial and make it sound appealing. Additionally, music can be used to dramatize important moments in a commercial or advertisement (Huron, 1989). Even before musical scores in film and advertisements were introduced, opera and incidental music was used in theater for the same effect. An example of this idea can be found in Mozart's "Don Giovanni" opera; the music pushes the forward motion of the famous sword fight along. Modern video-game music also tends to contain this forward motion, containing both "flow" and the sensation of furiously rushing forward. The digital advertising world can also utilize this famous concept.

If the appropriate music is used by brands to evoke conscious feelings of connection or appreciation, it will enhance the customer's overall experience and opinions about a product. Music can also be used to unconsciously create an environment of relaxation or intensity depending on the nature of the product, service, or desired brand image. Music is a growing part of the marketing effort and its correlation with mood should not be overlooked.

### **Incorporating Music into the Marketing Effort**

The use of music can span over a very wide range of marketing facet. It can be implemented in all parts of the marketing mix to help create trust, value, and an overall better view of products and services being marketed. Most notably, the use of music can be incorporated into segmentation, targeting positioning strategy, branding, brand identity, and differentiation of a product. If it is utilized into these areas, it can greatly contribute to the desired consumers view of a product or service.

#### **Segmentation**

The marketing effort at its most fundamental form starts with identifying meaningfully different groups of people or customers known as a market segment. The people in a market segment have identifiable common needs, wants, and priorities, which makes it possible to design and implement marketing strategies to target the customers in the segment. Market segments can be influenced by a variety of external factors including consumer taste and preference, demographics, culture and society values, economic fluctuation, environmental concerns, technological changes, political or legal regulations, corporate social responsibility, and competitors. Martin (2011) notes, "If done effectively, marketing segmentation allows an organization to achieve its highest return on investment (ROI) in turn for its marketing and sales expenses" (p. 15). Effective marketing segmentation allows companies to optimize marketing techniques and capitalize on the gaps in the market where there is customer demand but few options. In addition, new market segments that have never existed can be created if a marketer sees an opportunity to further segment a market based on consumer desires. Market segmentation sets up a company, product, or service to wisely choose what segments to

serve through an effective target market and positioning strategy, where music can be used to further develop brand identity and associate with target customers.

### **Targeting**

Music can play an immense role in the attraction of a target market because certain music has the tendency to attract one or more groups of people, and the type of music that attracts certain types of people is not difficult to discover. Music is one of the most important factors in establishing a target market in advertisements. A target market consists of the customers that a company is attempting to sell its products and services to and to whom it directs its marketing efforts. Examples of using music to target consumers are evident in almost every advertisement with music on television. A commercial with classic rock may be used to attract the baby boomer generation, a radio ad with young boy band may be used to target young girls, or a commercial with classical music may be used to attract older adults or generally well-off individuals.

Identifying the target market is a fundamental step in the progress and development of a marketing plan. The choice of music that a brand utilizes can be used to focus selectively on a particular group or class of potential consumers (Huron, 1989). The importance of establishing a target market should not be underestimated because it is so much easier to sell a product to someone when his or her needs are known. If a company is trying to sell bread, they need to identify if it is going to target people who are seeking nutritional benefits, busy moms, or gourmet restaurants who want full flavor. This decision can be resolved by selecting an appropriate target market for a product or service. Once the target market is selected, the appropriate music can help increase the target markets view of the product, as well as attract new customers who otherwise may

not have noticed the brand. National chains are realizing the importance of clearly developing an in-store music experience that will create an atmosphere that appeals to their target customers while, at the same time, reinforcing their brand (Dorsey, 2005). Detailed target market selection and identification is key to effectively utilizing music in the marketing effort.

A target market can be separated from the market as a whole by geography, buying power and demographics, as well as by psychographics. It is important to figure out what type of separation sellers are looking for because there are correlations in music preferences among all different types of groups. Buying power and demographics can represent all different types of groups, from the upper class, to college students, to soccer players. Markets can also be divided by buying power and demographics. This would target customers based on their income, lifestyle, or purchase history. An example of demographic target marketing would be the private yacht industry. Yacht companies know that there are only so many people that would actually be able to purchase a yacht, no matter how much markets create a desire for everyone to purchase a yacht. Lastly, psychographics classify people according to psychological variables such as attitudes, values, or fears ("Psychographics," 2012). This is a very important classification because it can contain many more people outside one geographic area. For example, Christians would hold a psychographic connection because many of them contain the same or similar values and fears. Different music preferences exist within all different types of separations. Although it would be impossible to please every individual, a brand can please the most individuals at once by specifically narrowing down one group of individuals with similar qualities to pursue.



**Positioning Strategy**

A positioning strategy is created when marketers implement the chosen brand image of a product and use the four P's of marketing (product, price, placement, promotion) to appeal to the chosen segment through the lens of the target market. It allows for more optimized marketing because marketers are able to determine the characteristics of the target market and how those characteristics can be used to create the ideal brand image of a product. It has been said that brand positioning is the heartbeat of an effective communication plan because a well-crafted positioning statement answers many of the essential questions for a business and should be present in all aspects of communication (Kanzler, 1999). Positioning strategy refers to the choice of target market segment, which describes the customer's traits that a business will seek to serve, and the choice of differential advantage, which defines how it will compete with rivals in the segment (Brooksbank, 1994). It is essentially how and where a company chooses to position itself in the marketplace. According to Keller, Sternthal, & Tybout (2002), "Brand positioning starts with established a frame of reference which signals to consumers the goal they can expect to achieve by using a brand" (para. 5). Positioning strategy is about the placement of a particular product within a particular market and it ultimately breaks down into three main features: customer targets, competitor targets, and competitive advantage (Doyle, 1983). The first step in outlining an effective positioning strategy is to determine the product or services key intrinsic characteristics. According to Lautman (1993), "These attributes are inherent in the product or service and define its very essence" (p. 13). Attributes are all characteristics of a product that make it unique including its name and price. The benefits of a product are also an increasingly important

part of the positioning strategy because products can be designed to solve a simple, basic purpose, or products can be more complex, solving several issues that customers may face. It is important to consider the customers prospective of what the product actually does, including not only the physical uses but how the product makes the customer feel. According to Lautman (1993), “communicating attributes and benefits is accomplished through specific claims” (p. 14). Advertising, packaging, websites, and product databases are all places where companies can make claims about their products to help customers make a purchase decision and position the product in a way that is appealing to customers.

Music can be incorporated into the positioning strategy of a product because music should also be present in as many aspects of communication as possible. This communication takes place in every interaction that a company has with customers, employees, and other people of influence. Music should be consistent and help the organizations to build their product positioning because it has an immense influence on how a brand is perceived. It can be used to target specific groups or increase feelings of brand elegance, class, tranquility, happiness, or almost any other desired association. If music use does not help, reveal, or amplify the key elements of a brand, it is not supporting a products positioning, and is not acceptable.

### **Branding**

Branding is the practice of adding an artificial identity to a product, company, or person (Arvidsson, 2011). One product that used music and branding to heavily influence customers was the Kia Soul automobile. Kia commercials pictured the Soul, dancing hamsters, and techno beats in order to create customers to add the identity of “coolness”

to the Soul. Though there were several commercials and advertisements, all of them used the same style of music to add to the trendy look of the hamsters. Until the Soul was introduced, Kia had never attempted a branding effort with music to this scale before. According to Kathryn Cima, manager of sponsorships and events at Kia Motors America, "We didn't start off thinking this would be a music initiative, but as we looked for ways to connect with the target audience, we found that music was a good way to reach them" (Harding, 2009, p. 5). Kia effectively used branding, to build the branding identity of the product, not to drive up sales directly. According Jeff Tammes, senior vice president of strategic marketing for Cornerstone Promotions, Kia wanted to create an emotional relationship with its target demographic and provide them with the excitement of seeing one of their favorite bands in concert (Grim, 2009, para. 6). The choice of music involved in marketing strategies as well as the in-store experience of customers is a large part of the branding of products to create and sustain points of difference.

### **Brand Identity**

There is a strong correlation between branding and brand identity. While branding is the actual tangible artificial identity, such as a label, mascot, or look, the brand identity is the whole identity that a company's experience creates. It is a lot like the culture of a company. Brand identity can be defined as how a brand's name, logo, and other visual elements are perceived by consumers and stakeholders. The components of the brand are created by the business itself, making brand identity the way in which a business wants consumers to perceive its brands, not necessarily how it is actually perceived. Brand identity has been regarded as one of the most important assets that a company can have because it is unique to the individual brand and it cannot be duplicated (Dent, 1990).

Music can strongly impact the brand identity of a company because music choice tells so much about the company and the mood they are trying to create.

If a company decides to utilize music in its marketing effort, the most important aspect to consider during the selection of music is the connection to the brand's identity. Jackson suggests that "sound should be applied consistently throughout a firm's sensory marketing to achieve a sound that is distinctive, memorable, and flexible" (Hultén et al., 2009). Before the study of marketing gained popularity, it may have seemed impossible that a consumer could recognize a brand from a font or color. But today people all over the world can recognize Google based on the design of the website and Tiffany blue without reading the letters on the box. After progress in the field of music marketing, it is not unlikely that people will be able to recognize a brand from its distinct sound.

To aid in the brand identification of a product or service, it is possible to legally protect a "signature sound" so that other firms are restrained from using the same sound, much like a logo or slogan because it has been recognized that the use of sound is an additional way to enhance a brand's identity (Hultén et al., 2009). For this to become possible, the sound or melody has to be distinctly recognizable and reproduced graphically using musical notation. It is also possible to protect a firm's signature sound if it connects a certain sound with a brand. Microsoft Windows is a known user of "sonic branding" because of their signature boot-up sound. Another example of this is Abercrombie & Fitch because of the heavy bass utilized to create the party atmosphere in stores (Hultén et al., 2009). Legally protecting a signature sound is a key step in the process of developing a marketing strategy with music, and all companies who intend to use music in marketing should consider this step.

**Differentiation**

Differentiating a firm from its competitors is one of the key factors in business growth (Schultz, 2003). It is essentially the unique benefits of a given product over another competing product that made it more attractive to a target market. High levels of commercial competition among brands in the marketplace demand new and innovative forms of differentiation. Thus, a firm might choose to enhance its identity using music as part of a new and improved sensory marketing framework. Additionally, music is not currently being used as much as it should in the marketing effort. Most companies are not paying enough attention to the potential that the use of music can have to increase brand equity. Therefore, attempting to utilize music to maximize brand performance alone already increases brand differentiation and helps set the brand apart from its competitors.

One frequent recommendation that has been utilized to help brands differentiate themselves is establishing a “brand personality” that helps to personalize products or services and help customers relate to a specific brand. This approach has been considered to be most effective when there is an absence of obvious differentiating benefits. An example of this would be in the perfume industry because this type of marketing typically promotes a lifestyle rather than the exact perfume formula. Music is highly effective in this type of marketing because music provides a direct pathway for customers relate to a brand (Lautman, 1993). Unique music can have a direct impact on the differentiation of a product and help brands to establish a distinctive identity.

**Additional Support for Music in Marketing**

Music has also been proven to enhance the marketing effort in a variety of other ways outside of the traditional marketing factors. It is known to enhance memory of a

product, add to an effective structure of advertisements and commercials, and aid in the authority establishment of brands.

### **Memory**

In order for products and services to sell, buyers have to know that those products and services are available. This is a challenge to marketers because not only do they have to get their products or services noticed, but also they have to get them to be remembered. Huron (1989) found that consumers are known to favor products that elicit some degree of familiarity—even if it is simply the product's name. Marketers should take advantage of the fact that it is one of the peculiarities of human audition and cognition that music sounds and lyrics tend to linger in the listener's mind.

Thus, the association of music with the identity of a certain product may substantially aid product recall. Of the estimated sixty billion broadcast advertising hours encountered by North Americans each year, approximately three-quarters employ music in some manner (Huron, 1989). This music appears in several different varieties. According to a study by Tom (1990), music scored for a specific advertisement had the greatest recall, followed by parody music, with original hits being least effective. Tom (1990) explains, “On the average, 77.6 percent of the participants correctly identified the advertised product associated with music scored specifically for the product, compared with 43.6 percent for products paired with parody music, and 23.6 percent for products using original versions of the rock hit” (p. 50). Tom concludes her study by stating that the role of music as a retrieval cue is limited because the music cannot actually be presented at the point of purchase. An area for future research, according to Tom, is the possible implementation of visual or verbal cues at the point of purchase that reference

the music featured with the advertised product. If a connection could be made at the point of purchase, marketing with music could be utilized even more deeply in the branding of products and services.

It is commonly understood that music helps the memory of individuals. It is not an unusual technique for people to create songs or rhythmic pattern for information they are trying to remember. Rhythmic patterns can be very powerful in the development and eventually memory of a song. While Sir Paul McCartney was working on the melody of the famous hit “Yesterday,” he could not think of any words for it. McCartney substituted the phrase “scrambled eggs” for “yesterday” in the beginning of the song-writing process until John Lennon was able to assist him in coming up with lyrics. Music is even incorporated into the education system from the beginning as most students learn to memorize the alphabet by song. However it is often overlooked just how much music can increase memory for individuals, and marketers should learn incorporate music into the marketing effort to capture an advantage over competitors and utilize the benefits of music to support their goals.

### **Structure**

Structure is the makeup of a particular market. It can be described with “reference to different aspects of a market, including its size and value, the number of providers and their market share, consumer and business purchasing behavior, and growth forecasts” (Market Structure, 2009). It may also include a demographic and regional breakdown of providers and customers as well as an analysis of pricing structures, updates in technology, and sales. Keeping the structure of a market in mind when incorporating music into any marketing activity is important because the structure of a market can

provide so much information about customers. That information is extremely valuable to the marketing effort in general, and it becomes priceless for the incorporation of music into the marketing effort.

Market structure is important to music selection because knowing information about the customers in the market is priceless in the process of pairing appropriate music to a brand. The right music can actually increase business where the wrong music can hinder it. The key is that different music will be appropriate for different groups of people. An example of this trend is found in a study by Hultén et al. (2009) where it was found that women spent more than twice as much when background music was played rather than foreground music. Additionally, it was found that men purchased nearly double when foreground music was played instead of background music. If the market structure that a company is trying to reach is composed mostly of women, this information can be used to design a brand soundtrack for brick-and-mortar locations of mostly background music to help maximize sales.

### **Authority Establishment**

Music can aid a brand to establish authority in advertisements. If marketers are trying to portray a clean kitchen because their product is highly effective, they would not want to play clashing chords or music that makes a listener's heart race. A pleasant sound would subconsciously cause listeners to think of a clean, happy, stress-free kitchen. In this case, viewers will perceive the product as useful because the cleaner whisks around like a ghost to a soft sounds, yet has the muscle-power to get the job done effortlessly. Also, the use of music can enhance an ad's credibility, which adds to its authority. According to Huron, (1989) "A successful advertisement is able to strike some



meaningful chord -- something the listener values” (p. 568). It is difficult to create a product that carries sufficient appeal by itself, so advertisers attempt to link the product to some cultural value, which stirs more profound allegiances. Music can play an immense part in the linking of a product with a greater force or feeling.

### **Social Media—A Platform for Marketing With Music**

The world of marketing is constantly changing in various ways. Over the last decade, there has been a dramatic shift in the marketing world towards the use of social media to promote products and services. Some of these social media platforms, including YouTube, Twitter, and Facebook, have had an immense influence on the ability of companies to reach a large number of people and create a strong brand identity. Music has played a large part in the formation of this identity through the use of social media channels because they are a platform for brands to connect with customers. Online marketing through social media has become one of the most effective and efficient marketing techniques on the planet because companies can reach so many people at a relatively low price. Customers can learn more about their favorite brands and discover new brands easily through social media, and companies can capitalize on this fact by using music choice to attract new customers to the brand.

Social Media has become a platform for marketing with music because it provides millions of new channels for customers to listen to the music that brands have selected for customers. It has also provided countless new data points for companies to learn more about their customers including their musical taste. Advertisements can be tailored to fit the individual that is surfing the internet, and thus advertisements are becoming more and more effective in connecting individuals with the brands they love.

**YouTube**

YouTube is unique in the social media world because it is a content community focused on broadcasting the “self.” It was founded in 2005 and it allows users to post, view, comment on and link to videos posted on the site (Smith, Fischer, & Yongjian, 2012). It is essentially an online library where users can find any video at any time, or explore their favorite brands in more detail.

YouTube provides a unique platform for brands because the technology is available for companies to advertise their brands on videos that would attract the selected product target market. For example, if the brand is designed to target youth, YouTube allows that brand to insert commercials into the beginning of videos that youth would be likely to watch. Additionally, YouTube provides a place for a company to publish their commercials and advertisements so that people can find commercials that they enjoy. Overall, YouTube is one of the most popular sources for people all over the world to find videos. It is growing every day, and marketers can utilize this source to their advantage by posting advertisements on its company’s feed as well as advertising on YouTube.

**Twitter**

Twitter was founded in 2006 as a micro blogging site that allows users to post, reply to, and forward posts that are 140 characters or less in length (Smith et al., 2012). Posts often contain pictures, videos, hyperlinks, and mentions of different people or brands. They show up on a user's feed in chronological order and most are publicly available. It is very common for users to follow their favorite brands on Twitter, and Twitter has created a unique ability for fans to get directly in touch with companies for that reason. Additionally, this form of social media really emphasizes word of mouth

marketing because users can say whatever they want to/about a brand. When compared with similar social media sites, twitter is least likely to feature consumer self-promotion because “people more often use it to engage in discussions and spread news” (Smith et al., 2012). Music can be incorporated into Twitter because companies have the ability to post advertisements of videos on their twitter account, and the content that the posts contain helps companies to shape their brand identity and image. Companies that post music that their target market finds enjoyable are able to deepen the connection between consumers and brand, creating even more brand loyal customers.

Additionally, companies can advertise on Twitter so that posts show up on the feeds of all twitter users. This option allows companies to reach those who may not otherwise have known about the brand, and new customers can be exposed to products and services of a company. New customers may be attracted the music selection in advertisements and posts and decide to check out a brand if the right music is incorporated.

### **Facebook**

Although Facebook is not the preferred choice of many companies who engage in social media marketing, there is still a place for companies to use Facebook in marketing if they decide to put enough effort into the Facebook page. Facebook does not include as much self-promotion as YouTube, but it does include more so than can be found on Twitter (Smith et al., 2012). One of the biggest factors that has allowed Facebook to stay relevant with the spread of social media options today is that Facebook is one of the largest forms of social media in existence. It is so widespread across nations and cultures that it is hard to ignore. Additionally, the set up of Facebook allows users to easily find

old posts, creating a library of information about a company. It is another platform for companies to post advertisements and pay to advertise on the walls, or homepages, of its millions of users. Companies can incorporate music into their Facebook page, support artists through their Facebook, and use advertising to promote music that can be used to further identify the brand.

### **Gaining the Attention of Buyers: Marketing with Music**

There is nothing like a catchy or familiar song to grab the attention of consumers. Music has the power to entertain all kinds of people, and this holds true in advertisements as well. Huron (1989) stated, “Historically, the use of music in advertising originated in early vaudeville, where music served to candy coat a spoken narrative sales pitch. Music served to engage listeners' attention and render the advertisement less of an unwanted intrusion” (p. 557). Music makes products and services more appealing, creates familiarity, and also helps create a bridge between the customer and the product. At its most basic form, “A good ad engages the attention of an audience, and the most straightforward way of achieving this is to fashion an appeal which is entertaining” (Huron, 1989, p. 560). The addition of music to advertisements is the perfect way to add appeal and interest without taking the emphasis away from the product itself. It gains the attention of consumers and helps them relate to the product.

### **Conclusion**

The main goal of implementing music in marketing is to help find a better alignment between the values of a brand and the desires of the consumer. Music provides a window into the heart and soul of customers, and therefore it should not be left to chance. Music can be seen as a metaphor for developing associated insights and opinions

toward a brand, and it should be consistent in all dimensions of an organizations marketing strategy. Music is a relational tool that is largely subconscious and cannot be turned off, and there is a large window of opportunity for companies to step in and maximize the potential of sensory marketing through music. It has been proven to affect the mood of the buyer and studies have shown a significant effect on sales when the right music is played in stores. Commercials, in-store atmosphere, and social media are all appropriate places to promote a brand through music. Anything an organization can do to give their brand a major advantage is worth consideration; Consumers do not make purchases in a vacuum. Effectively utilizing music in the marking and branding of a product or service ultimately adds to the top line, adds value, and increases customer satisfaction.

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