Chapter 36

Audiobranding and Its Importance to Your Personal Brand:
New Ways to Communicate Our Messages Through Sound

Raúl Terol
Polytechnic University of Valencia, Spain

ABSTRACT

In this chapter we will try to discover the importance of audio and voice as key elements in building a personal brand. Podcast, audioblogs and web tools that reference the sound will be analyzed based on their degree of influence on personal branding. By using the voice we can differentiate ourselves from our competitors, so the audio branding, or sonic branding as it is also known, shows a verbal identity of his own personality. The sound has always been known for being a great tool to convey memorable messages to consumers, in fact we are able to consume the sound since we are in the womb. Having an audio brand is one way to ensure that no other company uses a similar audio and make our brand is consistent. The radio language, consisting of voice, music, silence and the special effects are responsible for generating emotions in the receiving public. The audio conveys information, entertains consumers and in the long term, helps build a positive image that reinforces the brand values. The design of an audio brand goes beyond creating a catchy jingle or a piece of melody.

INTRODUCTION

Nowadays the importance of audio gains points in the field of personal branding. Internet favors largely interactivity between transmitter and receiver, generating a feedback once nonexistent or very difficult to take place. In his radio theory, the German writer and poet Bertolt Brecht commented that radio, media-based audio transmission, should be able not only to send a message but also receive messages from listeners to know the effect that this had occurred. A radio that not only broadcasted but also was

able to receive, something unusual for the time when he proclaimed his theory, between 1927 and 1932, but today takes a relatively large force through social media and the high degree of connection users (Brecht, 1927). In 1995, another visionary Nicholas Negroponte in this case, he dared to venture that we were moving into a world in which people would be permanently connected. It was undoubtedly the digital world well recounted in his text (Negroponte, 1995). Twenty years later, most people have a high technological dependence. A study by *Nokia* in 2012 revealed that each person looking at his smartphone 150 times a day, approximately every six minutes. Tomi Ahonen, a former manager of the company's mobile terminals, exposed in one of his lectures an update of this study, where it was shown that by 2014 smartphone users looked at him 221 times a day, about every 4 minutes and 18 seconds approximately. This technological dependence means that companies must be present in the mobile market, where customers will access more easily, so you can interact with them.

Traditionally it is said that a picture is worth a thousand words, but not only of image lives the Personnel Branding. The voice is a communication tool that transmits non-verbal communication. "Studies also show that although someone we like it at first, the attraction can disappear right away, how they communicate, especially because of his voice, because the most important is not what someone says but how he says" (Glass, 1994: 205-206). For this reason, the voice becomes very important in radio, so it is one of the four pillars of which Balsebre listed as elements of radio language, along with music, sound effects, all without forgetting the silence.

The information and communications technology (ICT) make it possible to communicate is at the reach of our hand and, further, to communicate through audio, or video, there is something available to media technologies high cost and inaccessible licenses. The live audio transmission, which by streaming or podcasting, radio programs or parts of prerecorded audio, hosted on the network and synchronized with users who have previously subscribed, known are some of the tools based on the audio will help to project our brand image on the Internet. There are specialized podcasts in areas or sections, in most cases, are related to the tastes of the creator of the same, but also include the existence of online radio stations in which the value of the brand is praised. It is specialized radios whose emission is done via the Internet and that allow us to strengthen our self-image or our brand or product. In this chapter we will take care to publicize some success stories, and review some of the platforms where our pieces to accommodate audio or podcasts, so that our potential customers can go to them.

INTERACTIVITY IN ONLINE RADIO

Technological user today has become a combination between the producer-consumer, which has been called *prosumer*. At your fingertips you have tools with which to produce their own sound files, upload them to a web page and become a transmitter. A *prosumer*, like any user who consume online radio, follow the rule of three A: Anywhere, anytime, anyway (Roel, 2010). The user becomes a programmer, selecting as desired the content found on the different pages (Roel, 2010). Thanks to this selective capacity of the new interactive listeners, the *prosumer* can develop their own agenda setting (Rufí Pérez, 2013). Before the emergence of the term, Jean Cloutier (1973) coined the expression *EMEREC*, an acronym combining the *émetteur* and *récepteur* words. This term was intended to describe a process Cloutier through which transmitter and receiver were producers and receivers of messages, which Martinez Zarandona defined as a mutual exchange between them. A communication model exposes Palma Peña, who serve for sending and receiving an active role, enabling them to establish patterns of dialogue for the "*emirecs*" the

11 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/audiobranding-and-its-importance-to-your-personal-brand/213731

Related Content

National Branding Shifting to City Branding: A New Tendency for Attracting Investments and Stimulating Regional Business Ecosystems
Dimitrios Dimitriouand Maria Sartzetaki (2021). *Handbook of Research on Future Policies and Strategies for Nation Branding (pp. 150-163).*
www.irma-international.org/chapter/national-branding-shifting-to-city-branding/284179

Design Family Health Management System Based on Ethereum Blockchain Interaction With MyEtherWallet Using Solidity
Devi Parameswari C.and Ilayaraja M. (2021). *Blockchain Technology and Applications for Digital Marketing (pp. 126-142).*
www.irma-international.org/chapter/design-family-health-management-system-based-on-ethereum-blockchain-interaction-with-myetherwallet-using-solidity/282110

Cutting Edge: Technology's Impact on Library Services
Abid Hussain (2020). *Innovations in the Designing and Marketing of Information Services (pp. 16-27).*
www.irma-international.org/chapter/cutting-edge/238161

The Influence of Assortment Satisfaction on Customer Loyalty: An Empirical Survey of Students
Pranay Vermaand Anil Kumar Sharma (2017). *International Journal of Online Marketing (pp. 39-51).*
www.irma-international.org/article/the-influence-of-assortment-satisfaction-on-customer-loyalty/188848

Comparing Consumer Purchase Behavior on the Internet and in Brick-and-Mortar Stores: An Overview of Recent Research
Jie Zhang (2001). *Internet Marketing Research: Theory and Practice (pp. 218-230).*
www.irma-international.org/chapter/comparing-consumer-purchase-behavior-internet/24655