

Sonic Brand Project Outline

This template provides examples of line items to consider when fleshing out your sonic brand project outline and roll out plan. We recommend sitting down with your team to add to or replace the examples provided. The resulting list should be highly detailed action items to ensure all areas have been addressed during the process.

Goal:

To create a sonic brand identity for (enter company name) that will be used throughout traditional and digital media channels, creating a unique experience for our audience, and positioning our brand as a knowledge expert in our industry based on our sonic branding.

Resulting Deliverables:

- Sonic brand guidelines (published on website)
- Sonic logo
- Sonic identity
- Implementation plan

Team:

(List names, positions, and responsibilities)

Consulted:

(List departments and key stakeholders)

(Date) - Sonic Brand Development

Building the Sonic Brand (technical):

- Source sonic components and produce the sonic identity
- Make considerations around in-perpetuity usage of the audio logo to budget and compensate fairly the voice actor(s) or musician(s) hired during this process

Sonic Brand Development (admin):

- Get approval on what needs to be updated or created in order to launch the sonic brand
- Create POs for expenses related to VO and audio samples

Sonic Brand Research (writing):

- Round up of where the sonic brand should/could be included in the grander mix of all branded materials (e.g. website, phone system, apps, podcasts, etc)
- Based on research and brand needs, recommend different lengths/cuts of the audio logo (these answers will depend on where sonic identity needs to go)

Sample Implementation Timeline:

(Date) - Sonic Brand Ready for Launch

- Launch: Sonic brand 'logo' internally
- Soft Launch: New branded content externally

Complete by (date)

- Receive and process audio/VO for IVR system
- Sonic brand podcast intro audio sequence created (our sonic brand w/intro music) (podcast/content branding)

(Date) - Incorporate Sonic Brand into Existing Materials, Create/Complete Usage Documentation

- Incorporate sonic branding into new branded video
- Source/Hire VO
- Develop Sonic Branding Guideline internal documents