

diversity **MBA**

global solutions for leadership management

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2012 50 Out Front Companies:

**BEST PLACES FOR
DIVERSE MANAGERS
& WOMEN TO WORK**

Accenture
Takes the #1 Spot

**Movement of
LGBT Diversity**
In the Workplace

**WHY WOMEN
LEAVE THEIR JOBS**

IMPACT OF THE OLD GUARD:

**Legacy Institutions
Remain a Driving Force**

Jorge Benitez
CEO, United States
Accenture

WHAT DOES YOUR BRAND SOUND LIKE?

USING SOUND + MUSIC TO BE A CULTURAL LEADER

For years, companies have done extensive research before introducing a brand. They spend millions of dollars creating just the right logo and other visuals. Now, brands are coming to the realization that finding their soundDNA® is another key ingredient for establishing a memorable emotional tie with customers. Your marketing team says they know your brand. Do they know your brand's soundDNA?

According to Tena Clark, founder and CEO of DMI Music & Media Solutions, at the heart of each brand is a unique sound. Fifteen years ago, Clark revolutionized the music industry with this simple sentence:

"THE GREATEST WAY TO CREATE LOYALTY IS THROUGH EMOTION, AND THE GREATEST WAY TO CREATE EMOTION IS THROUGH MUSIC."

Since its inception, DMI has succeeded in connecting consumers to brands with music, and has become an award-winning, full service agency with offices on both coasts. The agency offers a comprehensive range of expertise and innovative marketing solutions that develop the sound of a brand while

building awareness, enhancing loyalty, and generating revenue. DMI has helped leading brands such as Build-A-Bear Workshop, Delta Air Lines, General Mills, Kohl's, Lucky Brand, Macy's, National CineMedia and PowerBar find their soundDNA.

To uncover a brand's soundDNA, all DMI's music and sound marketing programs start with a customized sound strategy.

"Music has always been under-utilized as a branding tool, and we believe the audio corridor should receive equal weight to that of the verbal and visual," explains Jody Friedericks, DMI's VP Creative.

"ANY SOUND COMPONENT CAN AND SHOULD ALIGN WITH THE VISUAL AND VERBAL ELEMENTS OF A BRAND TO COMPLETE AN OVERALL BRAND ESSENCE."

One of the components of soundDNA is an "audio logo," a sound that consumers recognize as a brand's identity across age groups, product lines and all marketing efforts. It acts as a "trigger" and forges mental connection between the sound and the brand.

Within its mass market capabilities, DMI has carved a niche in multicultural marketing, providing authentic and relevant entertainment solutions that reach the heart of America's diverse consumer segment, whether gender-specific, Hispanic, African American, Asian, and LGBT.

"OUR STRATEGY IS TO USE MUSIC AND SOUND TO DEFINE A BRAND AND ITS PULSE WITHIN CONTEMPORARY CULTURE,"

says Bronwyn Morgan, DMI's VP, Strategic Marketing and Business Development. "Our creative services encourage our clients to connect with their consumers in a way that is meaningful, relevant and innovative."

DMI develops original content that is completely ownable, unique and creative. They create powerful intellectual properties that musically trigger instant brand recognition – not only customized audio logos, but technical sounds, events and consumer experiences with activations such as concert tours, music downloads, websites, branded games and mobile promotions.

FROM LEFT: DMI's Studio A; DMI CEO Tena Clark; DMI Headquarters Pasadena, CA; Bronwyn Morgan; DMI's Lobby - a historic Firehouse built in 1889



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