

How Sounds Help Sell

listening + reading

How do you think sounds can help sell?



Listen to the first part of the report and make notes on what Joel Beckerman says sound can do.



What types of sound can you think of?



Listen to the next part of the report and make notes on the types of sound Joel mentions.

What sounds do you connect to food?



Listen to the next part of the report and make notes on how the restaurant Chili's used sound to sell fajitas.



Listen to the final part of the report and answer these questions:

1. How does the interviewer feel about the sounds she experiences when she is online?
2. What does Joel Beckerman say the problem is?
3. What is the first thing Joel Beckerman does in his work?
4. Why did he write the book?
5. Why does Joel apologize to the listeners?
6. In what ways does Joel say you can take charge of sound?



Read the review below about the book and underline the facts that were also mentioned in the report.

Financial Times

November 2014

Review: *The Sonic Boom*, by Joel Beckerman with Tyler Gray

■ In 2005, a film editor's assistant named Robert Ryang made a trailer for *The Shining*, reframing Stanley Kubrick's 1980 horror film as a feel-good father-son tale. The clip, intended for an industry contest, became a viral internet sensation.

Mr Ryang edited the scenes to create a comedic plot. But what completed the genre transformation was the soundtrack: he replaced the jangling, discordant score of Kubrick's film with the uplifting strains of Peter Gabriel's 'Solsbury Hill', a staple of modern romantic comedies.

The power of a song to transform emotional texture is what Joel Beckerman, a composer who founded Man Made Music, a sonic branding consultancy, calls a

"boom moment": when the right sound played at the right time creates an emotional connection with the listener.

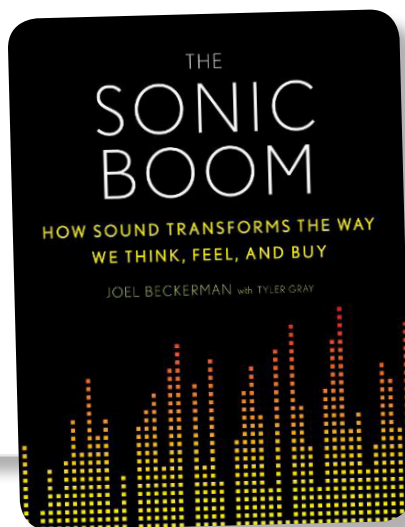
In *The Sonic Boom*, Beckerman explains how marketers and businesses can use sound to influence consumers' perceptions and behaviour. "Sound is really the emotional engine for any story," he writes. Businesses should take it as seriously as they do the visual elements of design and advertising.

Companies praised by Beckerman include the US restaurant chain Chili's, where the sizzle from fajita platters triggers orders from other diners, known as the "fajita effect", and Disney, which uses sound to move people through amusement parks, including birdsong and forest noises to create a kind of "fake quiet".

While *The Sonic Boom* is aimed at marketing and advertising executives, Beckerman encourages everyone to exert more control over the personal "soundscapes" that permeate our lives as we

move between home, car, work, shops and restaurants.

But his point of view favours the corporations he encourages to tell a "sonic story" whenever and wherever customers encounter their products or services. McDonald's "I'm loving it" jingle is pervasive on television. Do we really need to "hear and feel its sonic story in overhead music in the stores, at live events it sponsors, from the toys it gives away, on its website", as Beckerman suggests? As he himself acknowledges, sometimes silence is the best strategy.



Listen to the sounds played to you one by one and say which companies the sonic signatures belong to.



Mercedes-Benz



How influenced do you think you are by sound?