



Sound Branding: Grundlagen akustischer Markenführung (German Edition)

Paul Steiner

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In Zeiten geringer Qualitätsunterschiede und großer Markenvielfalt profilieren sich Unternehmen immer mehr über ihr Image. Dabei kann Sound Branding helfen, einen Mehrwert zu bilden, die Wiedererkennung der Marke bzw. des Unternehmens zu fördern und damit das Image nachhaltig zu prägen. So sind die Sound-Logos z. B. von Intel, BMW, Nokia oder der Deutschen Telekom in der Markenwelt nicht mehr wegzudenken. Paul Steiner liefert eine praxisorientierte Einführung in das Sound Branding unter Betrachtung der Thematik aus verschiedenen Blickwinkeln und Einbeziehung musikpsychologischer und rechtlicher Rahmenbedingungen. Im Speziellen analysiert der Autor den Einsatz von Sound Branding im Radio, Fernsehen und Internet. Anhand von drei Fallstudien (BMW, UEFA EURO 2008, GROVES Sound Communications) zeigt er, wie Sound Branding in den verschiedenen Unternehmen angewendet wird. Der Automobilkonzern BMW steht im Mittelpunkt einer Untersuchung zum Sound Design. Zahlreiche aktuelle Markenstatistiken, sämtliche Notationen und Registrierungsdaten der Hörmarken in Österreich, Deutschland und der Schweiz, eine Analyse der registrierten Hörmarken im europäischen Raum und zehn Experteninterviews runden das Thema ab.

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