



# THE POWER OF music IN MARKETING

Openinfluence

# WHY MUSIC MOVES HUMANS

EMOTIONAL, THERAPEUTIC, PERSONAL — when Spotify asked American Gen Zers and millennials which qualities make sound powerful to them, those words rose to the top. All of which supports the claim: **music is human**.

Not only that, but music improves humans. Listening to music has been shown to reduce stress, pain, and symptoms of depression as well as improve cognitive and motor skills.

## *Music can...*



CHANGE YOUR ABILITY TO PERCEIVE TIME



MAKE YOU A BETTER COMMUNICATOR



MAKE YOU STRONGER



BOOST YOUR IMMUNE SYSTEM



ASSIST IN REPAIRING BRAIN DAMAGE



MAKE YOU SMARTER



EVOKE MEMORIES

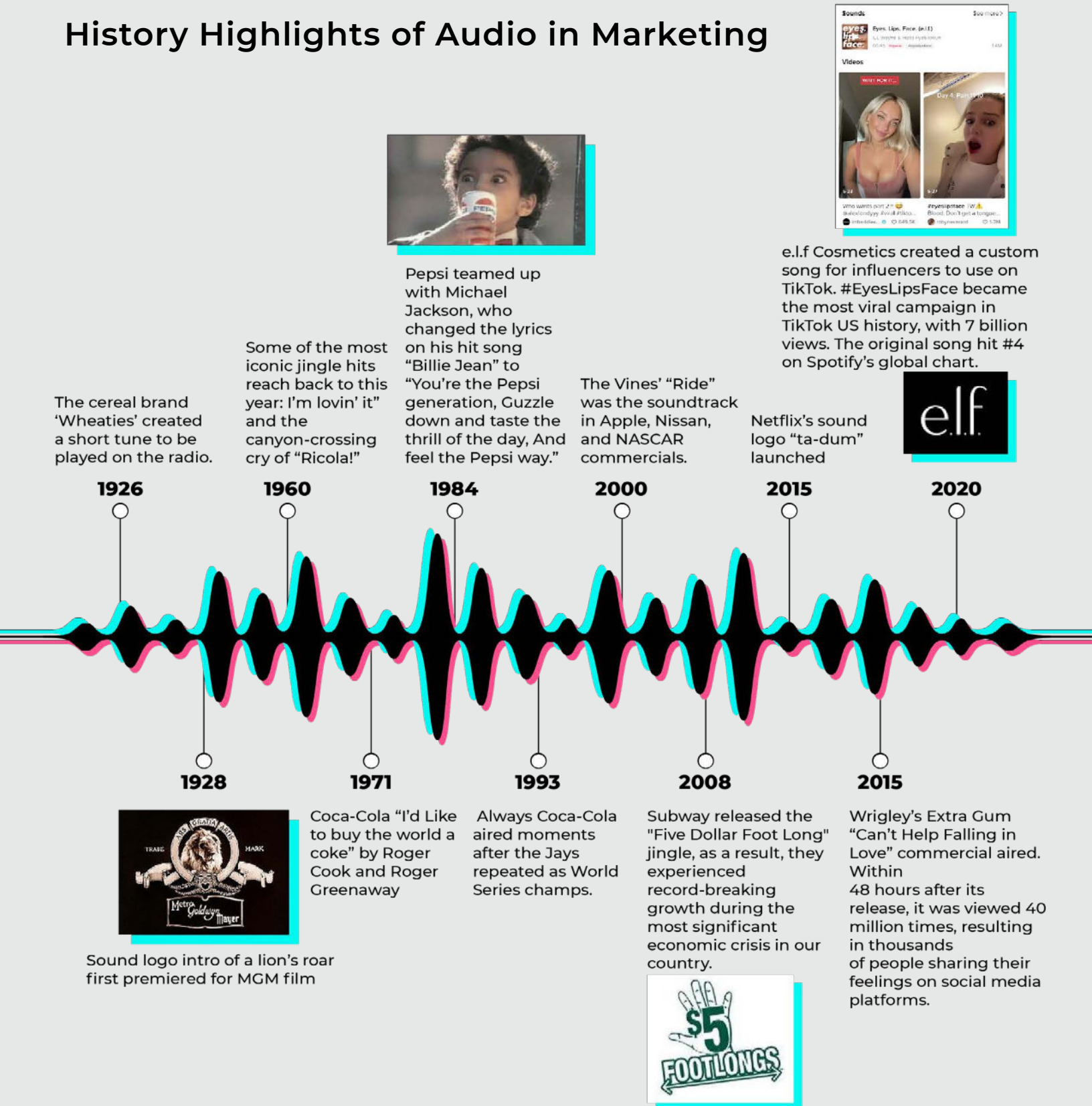
Most importantly, music evokes memories. We all have those specific songs that remind us of a particular time in our lives, good or bad. Why is that? [Studies](#) show that we use the same parts of the brain to process music that we use for emotion and memory.

**Emotion and memory are the exact target areas you want to hit when marketing to consumers.**

# MUSIC + ADVERTISING

Ever since the early days of advertising, ads have gone hand in hand with music. From jingles on TV to a world of sounds and songs, audio has aided brands throughout every media outlet.

## History Highlights of Audio in Marketing





# MUSIC IS A MODE FOR YOUR MESSAGE

While music on its own is powerful, it's even more profound when paired with a storyline. In fact, ads become more memorable when there's music driving the action of the ad. A study by Neuro-Insight found that when song lyrics match up to the action in the ad, it is 14% more effective than those that use passive background music.

Simply put, music is the vehicle that can set the mood and drive the action in your ad.

***Now, it's time to drive your ad onto a platform that's made for music.***



## SOCIAL MEDIA: SOUND ON OR SOUND OFF?

The key to being effective with sound on social media is to take a tailored approach. Think about what your customers are doing, the mindset they're in, and what they're looking for when they visit each social platform. Some want the full experience with sound and image, others not so much.

Imagine you're on your phone in a library, a quiet coffee shop, or in your room with your significant other or a roommate asleep close by. You're scrolling through Facebook, and boom, an ad starts blaring.



## FACEBOOK'S SILENT ERA

Facebook didn't start as a video-first platform. Users would go on Facebook to update their status, write on a friend's wall, post pictures, and share news. When video became more and more popular in 2016, Facebook built a video system that encouraged users to watch without sound. When they changed it in 2017, people were upset and tried to find ways to keep videos muted.



According to Facebook, *80% of people will have a negative reaction to a mobile ad that plays loud sounds when they're not expecting it.* That is why on some platforms, you want to make sure that your video is watchable even when the sound is turned off.

By posting videos that work with or without the audio, you give users a choice on how they want to interact. In today's marketing age, it's all about giving the controls to the consumers.

## THE IMPORTANCE OF CAPTIONS, SUBTITLES, AND TEXT OVERLAY

Soundless video doesn't have to mean there are no words. More than 1/3 of users enjoy watching videos with subtitles on their phones. The statistics are much higher for U.S. Millennials and Gen Z at 66% of 16-24-year-olds opting for subtitles.

Your message will speak volumes, whether or not your ad can be heard. From optimizing SEO to boosting engagement and making videos easier to comprehend for those with hearing disabilities, captions, subtitles and text overlays have the power to boost your brand.

But with or without text on videos, sound statistics are not the same across the board for platforms. Over 80% of users on Facebook watch ads without sound, whereas only 40% of U.S. users watch ads on YouTube without sound. As far as TikTok, it's safe to say that it's almost all about the sound.







## TIKTOK ERA - CELEBRATION OF SOUND

TikTok is the leader of all platforms when it comes to celebrating sound. This is primarily due to its history, which inspired other platforms to capitalize on sound.

TikTok was once an app called Musical.ly, which ultimately let you lip-sync to create mini-music videos. One of the most prominent features that TikTok is known for is their Royalty-Free Music and Sound Effects.

People intentionally visit TikTok wanting to have a full experience with both images and sound.

A study from Kantar shows that 73% of respondents would “stop and look” at ads on TikTok with audio, which is significantly higher than the rate on any other platform.

- 2014**  
Musical.ly launched
- 2016**  
TikTok launched
- 2017**  
Musical.ly and TikTok merge to become one platform
- 2018**  
Music was introduced on Instagram Stories
- 2020**  
Snapchat added 'Sounds' option to include song clips within Snaps

# HOW FANDOM FEEDS THE FIRE AND HELPS YOU GO VIRAL

What makes music such a powerful cultural force? The fans. Hands down.

Oxford defines fandom as “the fans of a particular person, team, fictional series, etc., regarded collectively as a community or subculture.” Don’t underestimate the power of fans on social media. You can easily find brands joining in on the fandom on platforms like Twitter, Tumblr, and TikTok and go viral.



McDonald’s just recently released a K-pop group BTS’ limited-edition branded meal. In the first week, they saw an increase in restaurant visits by 12% in the U.S., and dozens of stores closed in Indonesia due to crowds.

It wasn’t just the new limited-time sauces that reeled fans in, but also the exclusive behind-the-scenes BTS content updated weekly only in the McDonald’s app.

“There are massive communities on the Internet that like and support music. If you can connect your brand with those communities, it can be an affordable way to get in that music route. Is it literal audio? No, but it is within the music landscape, and that does drive sales in different ways.”

-Deanna Baisden, Creative Strategist



Even if there’s no product explicitly made for a band or artist like McDonald’s did, you can still play off the mainstream trends. Fenty Beauty creatively changed the meaning behind Nicky Minaj’s hit song “WAP” and came up with something that would fit their brand.





# TIKTOK DRIVES CULTURE

2021's biggest break-out star is, without a doubt, Olivia Rodrigo. Her hit song "Driver's License" crashed the charts. When it was released, TikTok users made so many lip-syncing and cover videos that the social media platform created an ad featuring them. "Driver's License" not only broke a Spotify streaming record but also debuted at number one on the Billboard Hot 100 chart.

**71% of TikTokers say that the biggest cultural trends start on TikTok.**

**43% try something or go somewhere new after seeing it at least once on the platform.**

**75% of TikTok visitors discover artists there.**

**63% say it's a source for music they've not heard before.**

**72% indicating they associate certain songs with TikTok.**



## ***New Artists Emerge Here...***

TikTok specifically drives the music culture. The music industry is no longer contingent on meeting with record labels and managers to promote your music. Now, TikTok is undeniably the place where new artists are born. Nearly 90 songs that trended on the platform in 2020 climbed onto the Top 100 charts in the U.S., with 15 of those reaching #1 on a Billboard chart.



# ***SOUNDS LIKE SUCCESS! HOW BRANDS CAN HARNESS THE POWER OF MUSIC***

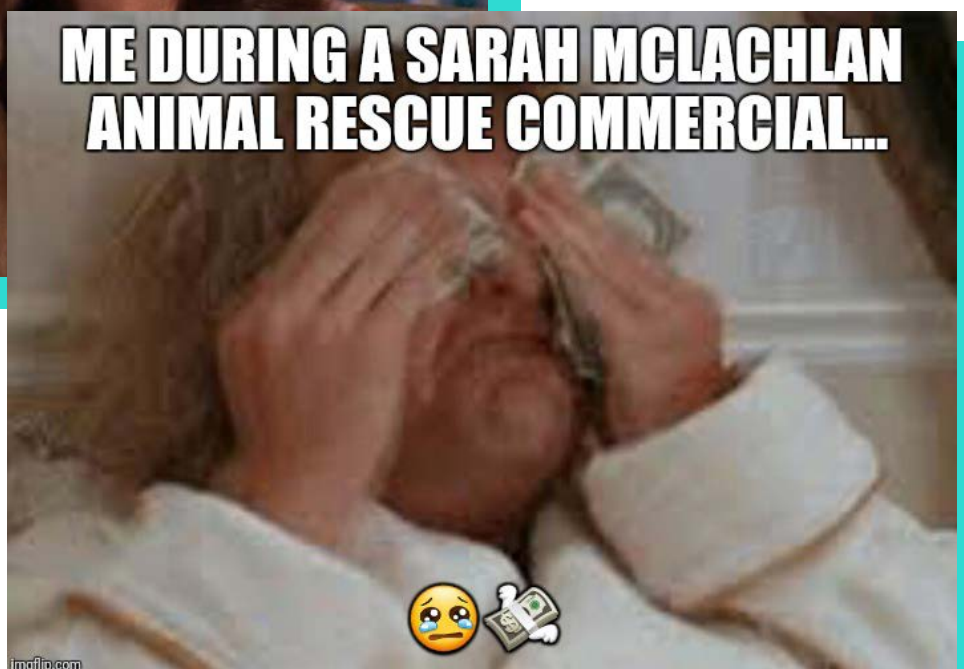
Multiple case studies show that music enhances the effectiveness of an ad on the target audience. Think about a movie without a soundtrack; the story falls flat. Even in the beginning of the industry, silent films had music to lead the storyline. Layering consistent sounds and songs under a brand's message can elevate its impact and mark it as unforgettable.

Everybody knows Sarah McLachlan's ASPCA ads where you see abused animals and hear the words "in the arms of the angels, fly away from here." That song is the main reason we still remember that heart-wrenching ad to this day. It first aired back in 2007, and within the first two years, the ad managed to raise \$30 million.

There is no doubt music has made advertising more memorable throughout the years. In today's media climate, consumers are looking for seamless and engaging content experiences across all their favorite channels.



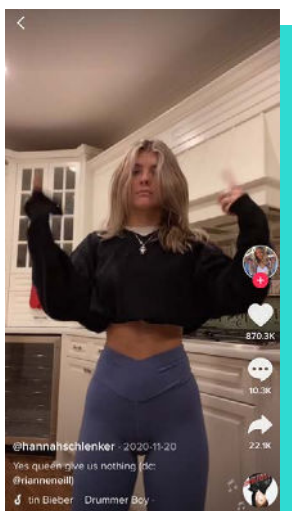
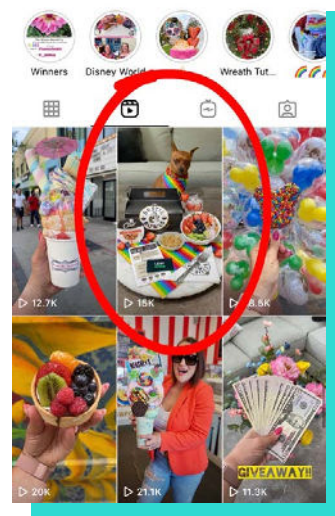
**ME DURING A SARAH MCLACHLAN  
ANIMAL RESCUE COMMERCIAL...**



# FIND THE BEAT OF BRANDED CONTENT WITH INFLUENCERS

Music is at the center of the experience on most social platforms. In order to not miss a beat, brands must join the trend and make music part of their branded content strategies. Influencers are the perfect instrument. They create native ads that better resonate with your consumers, which, in turn, can enhance your advertising performance and improve overall conversion.

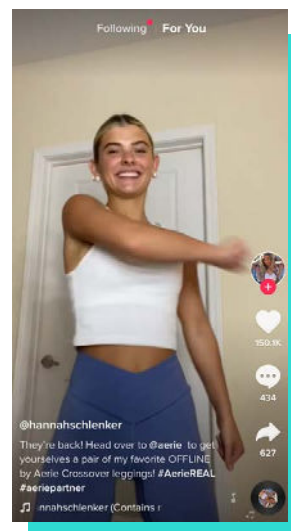
In this campaign for Cesar Canine Cuisine, Open Influence recruited some dog-loving Instagram influencers to post about the brand's new product on their Reels. The ads weren't complete without some jams.



Another example of a brand combining an influencer with music is Aerie's crossover leggings campaign. What started as a girl dancing to a Justin Bieber song in her kitchen became a viral TikTok for unexpected reasons: viewers wanted to know about the unique waistband on the leggings worn in the video.

Within a week, Aerie's crossover leggings sold out country-wide which led to even more videos of women putting the flattering leggings to the test on TikTok.

The company maximized the opportunity by teaming up with the girl who started it all. In her first TikTok officially promoting Aerie, she's seen dancing to a song from an indie artist, instead of a Justin Bieber track. Hundreds of comments showed that they weren't only excited that the leggings were back in stock, but they showed their support for her new partnership saying, "most deserved brand deal ever."



## RESTRICTIONS ON BRANDS' ACCESS TO MUSIC

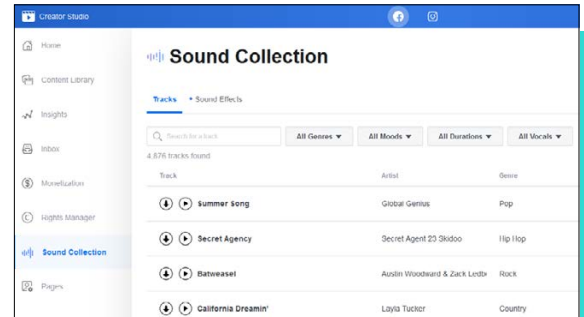
Why didn't Aerie use the latest Justin Bieber hit? Short answer: It violates copyright law. Businesses are not allowed to use a musician's song to promote their brand for profit without permission, even if indirectly. To ensure this, platforms like TikTok have recently altered the rules around commercial usage of popular music, which stop brands from using popular tracks. That's why if you have a business account on Instagram, you don't get the music feature in Stories or Reels. But don't fret (guitar pun intended), there's other music options for your ads.

# SAFE TO USE MUSIC

If you don't want your brand to settle for anything less than trending audio, you either need licensing rights or can choose from readily available royalty-free music libraries. Several different online platforms offer sound solutions that keep your branding well within the legal lines.

## Instagram & Facebook Sound Collection

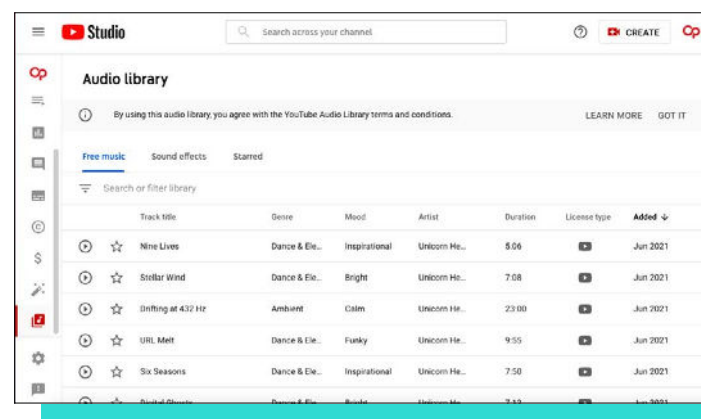
Built for video creators, this Sound Collection includes audio tracks and sound effects from all over the world. It's free to use in any video you create and share to Facebook and Instagram..



## YouTube Audio Library

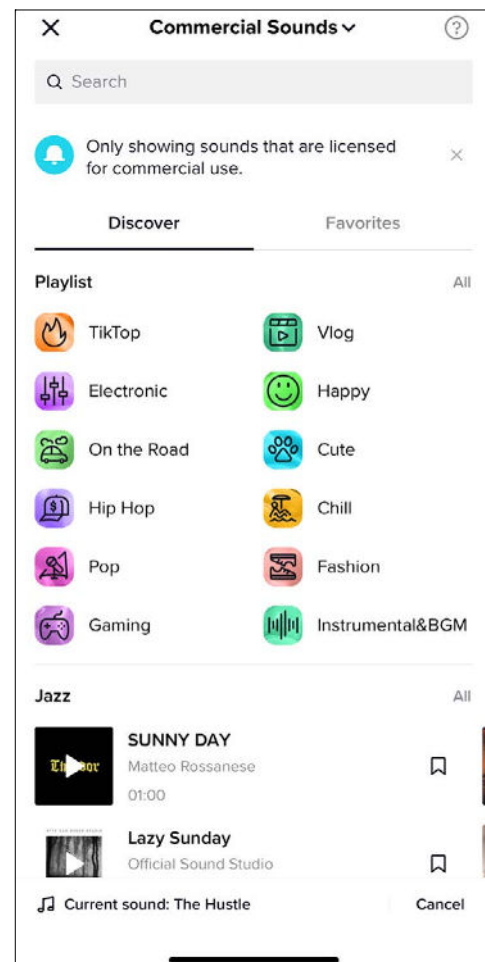
In the YouTube Audio Library, you can find royalty-free production music and sound effects to use for free. However, there are some rules to follow:

- **You MUST include the full credits in your video description.**
- **You can NOT claim the music as your own.**
- **You can NOT sell the music anywhere.**
- **You can NOT remix the music without the author's consent.**
- **You can NOT use the music without giving any credits in the video description.**
- **You can NOT remove or add parts from/to the credits.**
- **You can NOT use third-party software to download the video/track. Always use YouTube Audio Library's download links.**
- **You MUST contact the artist if you wish to use the music on any project outside of YouTube**



## TikTok Commercial Music Library

The TikTok Commercial Music Library is a selection of over 150,000 pre-cleared, royalty-free tracks that come from emerging artists and top-tier production houses.



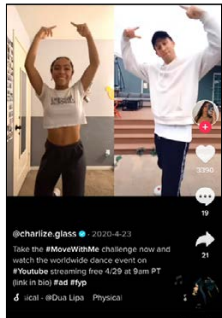
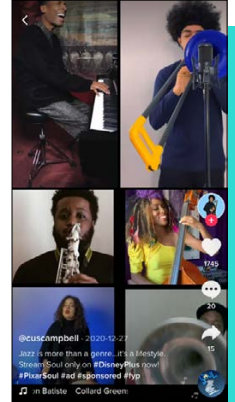


# SEE HOW TRENDY BRANDS GET LOUD WITH AUDIO

Open Influence produced a campaign promoting a movie for Disney Pixar using trendy audio, but first, we received licensing rights to the movie's soundtrack.

## *Pixar Soul*

Soul was the first Pixar movie to feature a Black lead character. It was only fitting to promote the film with an assembly of primarily Black musicians who performed a song used in the movie's soundtrack. John Batiste, an Oscar-Nominated musician, actually created the piece. Not only was Batiste's song used in the campaign, but he even joined in on a TikTok. You can see him in the top left jamming out on the piano with the caption, "Jazz is more than a genre...it's a lifestyle. Stream Soul only on #DisneyPlus now! #PixarSoul #ad #sponsored #fyp".

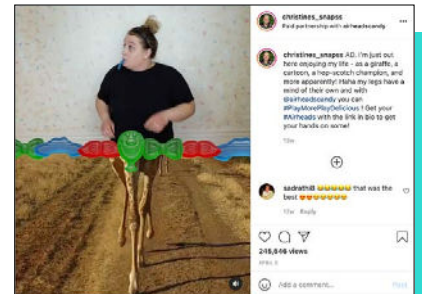


## *YouTube*

This campaign for YouTube was also promoted on TikTok and utilized a song from a well-known artist. Similarly, this branded campaign had to get licensing rights for that song, which was "Physical" by Dua Lipa. Social media star, Charlize Glass, dueted a TikTok with the world-famous choreographer and dancer Matt Steffanina. Together they created the #MoveWithMe challenge and told their audiences to watch the worldwide dance event on YouTube.

## *AirHeads*

Christine Snaps is an aspiring comedy sitcom writer and producer. She has nearly 5 million followers on TikTok and almost a million followers on Instagram. She was the perfect influencer to promote AirHeads' #PlayMorePlayDelicious campaign. In this split video, Christine's legs seem to have a mind of their own. She is seen as a giraffe, a hop-scotch champion, a roller-skater, a cartoon, and more.



As far as music, the creator was given a library of music to choose from. Then, we purchased the rights for it. This creative freedom allowed the influencer to create a video that fits their unique feed, which ultimately led to better engagement from their audience.

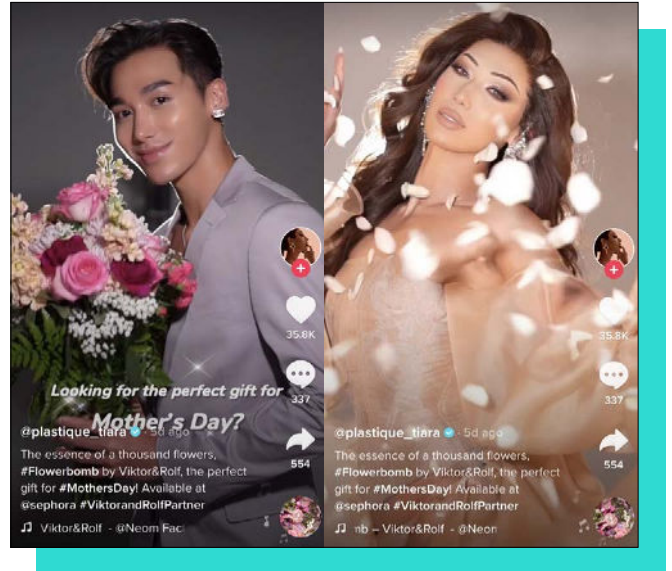
*It won't always be the track at the top of the charts which will be the best fit for your brand or message. You can create and upload your own sounds that could end up viral.*

# SOUNDTRACK YOUR BRAND WITH CUSTOM-MADE AUDIO

## *L'Oreal*

For L'Oreal's Viktor&Rolf's Flower Bomb fragrance, custom sound was utilized to help personalize the product. Famous drag queen @plastiquetiara posted a TikTok and Instagram Reel hyping up the scent and used the sound to create a stunning transition on the beat drop.

The results? Almost one thousand other videos were made using this sound and the hashtag #FlowerBomb received 38.5 million views.



**For custom-made audio that will transform your campaign and maybe even go viral, work with Open Influence. We partner with a production company and can guarantee your brand a sound that nobody else has.**

**If you're interested in reaching your audience with trendy or custom-made sound, feel free to contact us. Open Influence is a global influencer agency full of creative thinkers and social media gurus. Drop us an email at [social@openinfluence.com](mailto:social@openinfluence.com) or message us on any of our social media channels.**