Designing with your ears

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83%

Fortune 500 spend on visual communication - BRAND sense (Martin Lindstrom)
unconscious
Physiological
Psychological
Open plan offices

Productivity down 66%
Behavioural
North, Hargreaves & McKendrick (1997)

French v German wines

Identical visual displays

Alternating days of French and German music

French music days
5F to 1G

German music days
2G to 1F
Inappropriate retail soundscapes

sales down 28%
happiness effectiveness wellbeing
2% of Europe’s population suffer severely disturbed sleep due to traffic noise

8 million

“Burden of disease from environmental noise”
World Health Organization 2011
SPL LAeq [dBA]

Heart rate [beats/min]

65 dB
The Environmental Council is of the opinion that the results show a consistent trend. The threshold level for possible noise-induced risk of myocardial infarction has been established at a daytime immission level of 65 dB(A)."

Health effects caused by noise: Evidence in the literature from the past 25 years
H Ising, B Kruppa Noise & Health 2004 Volume 6 Issue 22 Page 5-13
"The state of patient experience in American hospitals 2013: positive trends and opportunities for the future"

The Beryl Institute
Your brand is making sound right now!
The world’s most-played tune...

1.8 billion times a day!

Voice announcements, films, advertising, social media...
Brand Music
a cautionary tale

BrandSuite, playlists, MOH
Designed soundscapes, well zoned
Retail sales increased 10%
Lancaster CA

Crime fell by 15%
## ESC sounds

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sonic logo</td>
<td>The ESC brand’s audio DNA: a sonic mnemonic that expresses the brand and becomes the recognised signature of ESC. It will be useful outside of the Congress (films, social media, telephone systems...) for years to come.</td>
</tr>
<tr>
<td>ESC soundscape</td>
<td>Clearly branded, featuring the sonic logo in subtle, appropriate forms, uplifting, energising yet not distracting; designed for first impression spaces or clearly ESC-branded spaces.</td>
</tr>
<tr>
<td>Connect soundscape</td>
<td>Subtly branded, avoiding speech frequencies, calming, pleasing, slow-paced; designed to play quietly in the background (for example in auditoria between talks), creating a reassuring, calming ambience that encourages connecting with others.</td>
</tr>
<tr>
<td>Nature soundscape</td>
<td>Natural sounds with some subtle branding by using gentle tones; designed for nature-oriented spaces and useful as a download for relaxation.</td>
</tr>
<tr>
<td>Call to action music</td>
<td>3 minutes of branded music, including the sonic logo, gradually building in intensity; designed as a cue for people to take seats.</td>
</tr>
<tr>
<td>Walk-on music</td>
<td>30 seconds of powerful, inspiring branded music, including the sonic logo, able to be cut at any point depending on the speed people reach centre stage.</td>
</tr>
</tbody>
</table>
### ESC Congress 2018 sound strategy

**Where** | **When** | **What** | **Aim** | **System required** | **TSA to supply** | **ESC actions**
--- | --- | --- | --- | --- | --- | ---
Corridor A | All day | ESC soundscape | Brand, enhance, relax | Venue PAVA | 1 x AmplifierMini™ | Test in advance (with SW)
Registration | All day | ESC soundscape | Brand, enhance, relax | 4 x directional systems (2 at entrance, 2 at exit to main halls) with integrated audio players | WAV file | Hire systems as specified (laise with SW)
Auditoria | Between talks | Connect soundscape | Brand, enhance, relax | Event PA | WAV file | Ensure WAV play capability
Auditoria | 3 mins prior to talks | Call to action music | Call to seats | Event PA | WAV file | Ensure WAV play capability
Auditoria | As speakers walk on | Walk-on music | Excite | Event PA | WAV file | Ensure WAV play capability
Village Entrance screens | All day | ESC soundscape | Brand, engage | Existing speakers above the screens | WAV file | Ensure WAV play capability
Villages 1-6 (Lecture rooms) | Between talks | Connect soundscape | Brand, enhance, relax | Event PA | WAV file | Ensure WAV play capability
Spotlight Villages | Between talks | Connect soundscape | Brand, enhance, relax | Event PA | WAV file | Ensure WAV play capability
Poster area | All day (local control?) | Connect soundscape | Brand, enhance, relax | 6 x directional systems (one at end of each walkway) | 6 x AmplifierMini | Hire systems as specified (laise with SW); confirm schedule and local control
Green area | All day | Nature soundscape | Brand, enhance, relax, amuse | 2 x rented planar column loudspeakers (one at each bottom corner) | 2 x AmplifierMini | Hire systems as specified (laise with SW)
Agora 1 | Between talks | Nature soundscape | Brand, enhance, relax, amuse | Event PA Stereo | WAV file | Ensure WAV play capability
Agora 2 | Between talks | Connect soundscape | Brand, enhance, relax | Event PA Stereo | WAV file | Ensure WAV play capability
Digital Health | Between talks | ESC soundscape | Brand, engage, connect | PA on small stage | 1 x AmplifierMini | Ensure stereo line input available
ESC stand | Local control | ESC soundscape | Brand, engage | Event PA | 1 x AmplifierMini | Confirm with communications team
Science Box | Between talks | Connect soundscape | Brand, enhance, relax | PA on small stage | WAV file | Ensure WAV play capability
The Hub x 5 | Between talks | Connect soundscape | Brand, enhance, relax | Event PA | WAV file | Ensure WAV play capability
The Centre Stage | Between talks | Connect soundscape | Brand, enhance, relax | Event PA Stereo | WAV file | Ensure WAV play capability
ESC Professional Members Lounge | Local control | ESC soundscape | Brand, enhance, relax | Event PA on small stage (tbc) | 1 x AmplifierMini | Hire systems and ensure stereo line input available
ESC Fellows lounge | Local control | ESC soundscape | Brand, enhance, relax | Event PA on small stage (tbc) | 1 x AmplifierMini | Hire systems and ensure stereo line input available
SSC (service centre) | - | - | - | - | - | -
NCS | - | - | - | - | - | -
ESC TV Stage | - | - | - | - | - | -
Voice announcements | Opening ceremony | Sonic logo | Brand, call attention | Venue PAVA | tbd | Check feasibility and file requirement

**Total** | 12 x AmplifierMini

We will brief the event PA suppliers re standalone system configurations so that they can quote to you.

Planar speakers if used must be below 75 dBAeq - average of several locations.
Good sound

happiness

effectiveness

wellbeing

Good business
Thank you

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