How can Marni use sound to strengthen the communication of its identity?

Audio in Branding

• Audio branding is the strategic use of sound in positively differentiating a product or service, enhancing recall, creating preference, building trust, and even increasing sales.
• Audio needs to be part of strategy and support the build up of a long-term personality
• Everybody has an instinctive understanding of music.

Main Conclusions

• Sound is more effective than visual stimuli and is processed on an emotional, affective level
• The target audience is very loyal to the brand, which in turn allows Marni to try new things
• Marni website has unused potential and focuses brand experience on show and live events

Relevance

Audio branding is a proven powerful tool to connect with consumers. But it hasn’t yet been the core focus of a fashion experience in luxury fashion in times of international expansion.

Goal

To create an audio identity that reflects all elements of the brand and can be tailored to individual usage scenarios.

Result

An audio concept model for fashion brands, illustrated at the example of the brand Marni.

Solution

• In the face of Marni’s international expansion an audio fashion experience can provide a tangible brand experience to remote consumers, making them feel involved and appreciated.
• Through its layer system Offbeat specifically can accommodate the fluidity of identity in fashion while creating a distinctive but adaptable audio identity for the brand’s uses.
OFFBEAT

DESIGN-INTEGRATED

DEFINITION

Design-integrated audio means that sound becomes an organic part of the design and design language. Audio is integrated into the artistic process and developed by the designer. Fashion design is a play with textures, shapes, materials and colours. This way audio becomes just another textures in the mix.

AUDIO IDENTITY LAYERS

THE CONCEPT

Fashion brands accommodate multiple identities and themes at once. Some, like the brand, never changing, others seasonal or connected to specific lines, collaborations or events. The audio identity needs to have the ability to mirror this and be adaptable, yet distinctive. Splitting the identities up into conceptual, hierarchically sorted audio layers, allows to weave their influence proportionate into the music.

1

This conceptual layer will always be the same and represent the brand’s personality. It will only change if the brand identity should be reoriented. It also sets the basis for all other layers, defining overall style and characteristics. Think of it as a brand book for sound.

2

This layers encompasses the hierarchically next important identity. For Marni S/S 14 it encompasses the collection themes. But in a different usage scenario it could also be an exhibition theme, a film concept, an event or installation concept.

3

Layer 3 represents the next smaller identity or concept. For Marni S/S 14 those are the individual looks, but for a different application this could be identity of a collaborating artist or venue.

THERE IS NO FIXED NUMBER OF LAYERS. THEY ARE DEPENDENT ON APPLICATION AND THE AMOUNT OF INVOLVED IDENTITIES.
MARNI

COMPANY: founded 1994 in Milan as family business; since 2012 partly owned by OTB

DESIGN: eclectic, avant-garde, elegant, individualistic

PHILOSOPHY: unlimited possibilities and no boundaries; the brand has a passion for innovation and creating new and unexpected combinations.

OTHER: close ties with the art world, regularly collaborates with artists or hosts exhibitions.

INSIGHTS

- Marni is actively pursuing international business expansion and adapting its strategy which now also includes advertising. Despite this the goal is to keep the character of the brand the same.

- The brand has an active and engaged following even from non-consumers that look up to the brand for inspiration.

- Marni’s consumers and fans are spread further internationally than the brand’s physical presence itself.

CULTURAL OMNIVORES
women and men 30 years and older

INSIGHTS

- Self-assured with own distinctive style to please only themselves.

- Collectors of things, knowledge and experiences: Interested in everything.

- Younger audience already loyal and seek ways to interact with Marni. Follow brand activities closely, but can’t afford Marni yet.
The brand and the genre share many values, making it the ideal basis for Marni’s audio signature. Both unites a passion for innovation and collaboration, an openness for the unusual and the blending of styles and textures.

It takes knowledge to understand it, but it is full of energy, and enjoyable for everyone.
OFFBEAT : INTEGRATION

Offbeat can go many places. It is part of the environment and part of the customer’s experience of the brand.

WEBSITE

The idea is to offer a web experience that goes beyond sound and gives a comprehensive understanding of the collection and brand’s way of thinking with images from the inspiration gathering process and details of the garments in the current collection.