Helpful questions to consider when developing brand music

Objective: what do you want music to achieve?
Remember, this is the music specifically, aside from the words, pictures etc. – e.g. represent the brand, consistency of music for a campaign, support a creative idea?

Heritage: What is the brand's existing musical heritage and/or current use of music?
Are there musical assets from the past that could be exploited? Are there any current musical assets that are worth keeping? What are their strengths? Do they need updating?

Brand as sound: what is the current brand personality as sound?
What is it like as a musical style/instrument/song/genre/artist/era? If the brand's world had sound what might it be like? By contrast, is there a style it would definitely NOT be?

Future of the brand: where do you want to take the brand?
What sound could best represent the new (if appropriate) direction of the brand? In a year's time if the brand personality was a musical reference point (style, genre, song) would it be the same?

Competition: is there a musical space that you can occupy that is true to the brand but different from competitors?
Do the rival brands have a consistent sound? If the key rival was a style/genre/artist/song what would it be? What would it not be? How are you different?

Audience: what music would delight your core audience?
What music do they like? What is there musical world? What music makes them laugh/ smile/ cry/sing/dance? What would be on their playlist? Who are their musical heroes/heroines? What music do they dislike?

Take-out: what do you want the audience to feel or do?
What feelings/emotions do you want people to feel? If these emotions or feelings were a sound/ style/ genre/ artist what or who would they be?

Tone: what is the tone of the communications?
What music would best represent it? Is the tone on a brief different to the brand personality? What would the tone be as a sound/style/genre/artist?

Media: should the pace or style change by different media touch-points?
What media are you using? Big spaces like cinema, or private places like YouTube? How might the sound vary across different touch-points?

Implementation: how ubiquitous will this sound be?
Are you looking for brand music which "bursts" - has high initial impact and lingers in the memory, or a "drips" – always there, a soundtrack to people's lives?