



Music in Advertising: An Analytic Paradigm

1) entertainment

Good music can contribute to the effectiveness of an advertisement merely by making it more attractive. A good ad engages the attention of an audience, and the most straightforward way of achieving this is to fashion an appeal which is entertaining.

2) structure/continuity

Music may also be employed in various structural roles. Perhaps the most important structural role is in tying together a sequence of visual images and/or a series of dramatic episodes, narrative voice-overs, or a list of product appeals.

3) “memorability”

Consumers are known to favor products which elicit some degree of recognition or familiarity -- even if it is merely the product's name. It is one of the peculiarities of human audition and cognition that music tends to linger in the listener's mind. Surprisingly, such musical lingering may occur even when the mind is an unwilling host. Thus, the association of music with the identity of a certain product may substantially aid product recall.

4) lyrical language

Vocal music permits the conveyance of a verbal message in a non-spoken way. Language utterances can sound much less naive or self-indulgent when couched within a musical phrase rather than simply spoken. An individual can respectably sing things which would sound utterly trite if said. Mixtures of speech and song provide advertisers with opportunities for both logical, factual appeals and emotive, poetic appeals.

5) targeting

Musical styles have long been identified with various social and demographic groups. Musical style might therefore assist in targeting a specific market. The style may function as a socioeconomic identifier -- a device for addressing a specific audience.

6) authority establishment.

Closely related to the targeting function is the use of music to enhance an ad's credibility, to establish its authority. Indeed, it may be the case that effective targeting is merely the result of proper authority establishment.