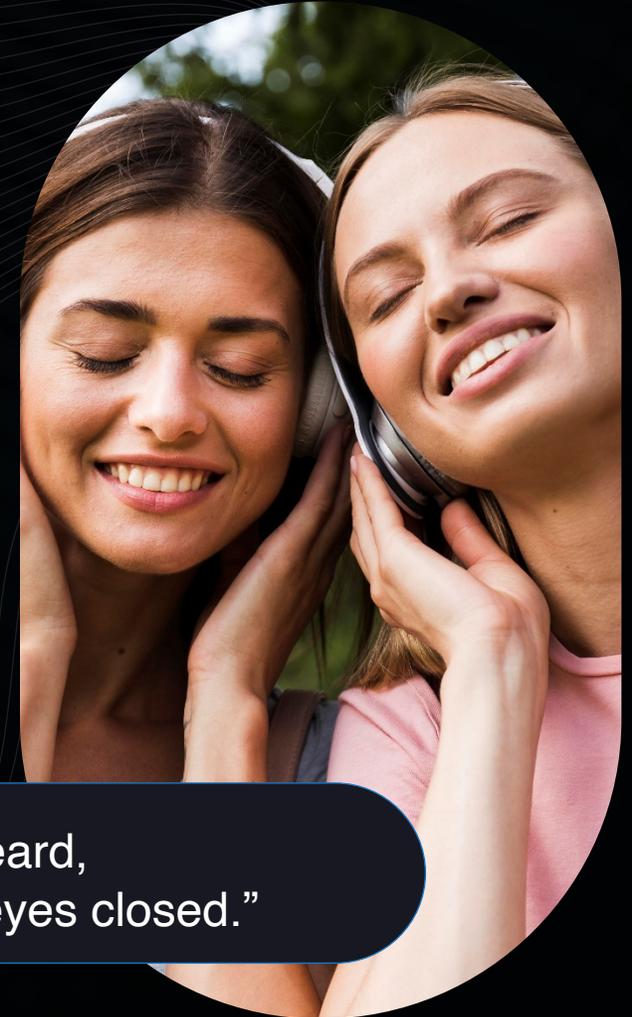


Sound Strategy)))

TRUST YOU
CAN HEAR



“The most influential brands are heard, remembered, and trusted — with eyes closed.”

Trusted By Brands That Move Millions

We Work with Brands Who Lead by Example—And Sound Like It.



Sound Strategy is for brands that want to be recognized, trusted, and consistent—across every touchpoint. Not by accident, but by design. It's for leaders who treat sound as strategy, not decoration.

Trusted By Brands That Can't Afford To Be Ignored

Proven. Trusted. Heard by Millions.

We don't just make sound—we build systems that make trust audible.

Our clients aren't guessing. They're leading—with a sound strategy that scales across moments, markets, and messages.

From public infrastructure to global campaigns, our work is heard by over 4 million people every day—and trusted by brands that shape culture, move cities, and lead industries. Our difference isn't just technical. It's strategic:

- We translate sound into business outcomes.
- We don't just deliver assets—we install systems.
- We don't follow trends—we teach them.

What You Can Count On



4M+ Daily Listeners

Sound heard across cities, systems, and global stages



20 Years of Leadership

Expertise that's built systems for icons and institutions



8 Years Teaching

Trusted by universities to teach what others execute



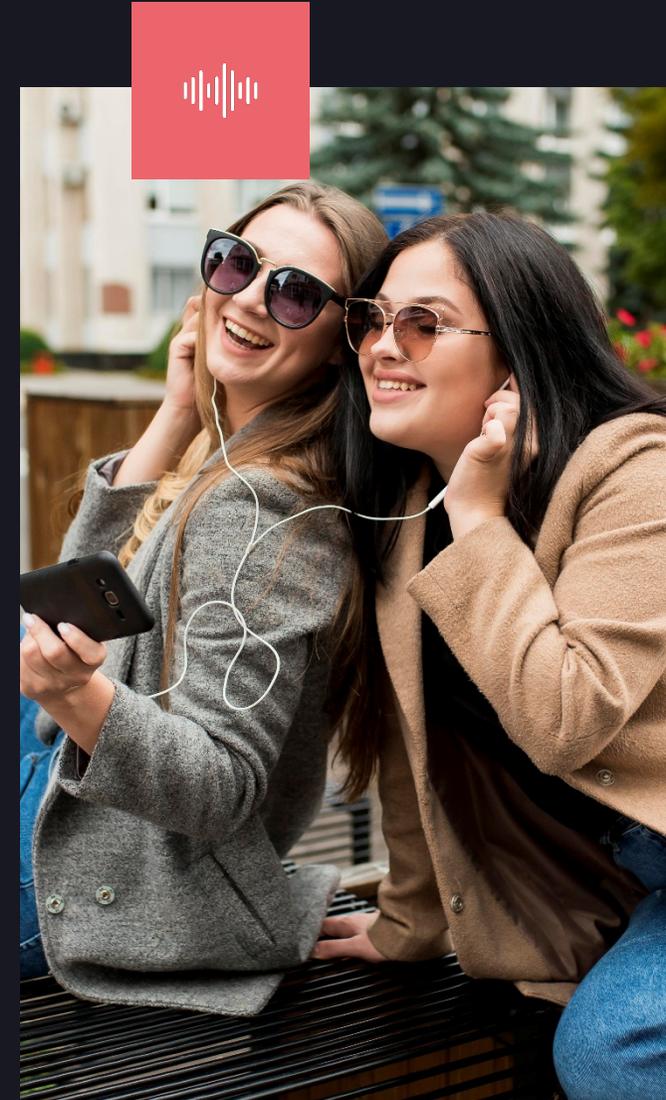
6x International Sound Awards

Recognized for impact, not just aesthetics



Clients Include

Wiener Linien, ÖBB, Adidas



You don't need more audio. You need a partner who makes trust measurable—and momentum repeatable.

When Sound Works Against You

It Either Builds Trust—or Breaks It.

Most brands underestimate the power of sound—until it's too late.

The wrong tone repels. Inconsistency creates doubt. Silence sends mixed signals.

Trust You Can Hear is a strategic partnership that turns sound from a blind spot into a strategic advantage—driving trust, recognition, and results.



Harmful Communication

Your sound undermines your brand.

“Feels wrong, even if no one can explain why.”



Chaotic Experience

Your sound and message don't match.

“Makes your brand feel unreliable.”



Generic Sound

You sound like everyone else
—or not at all.

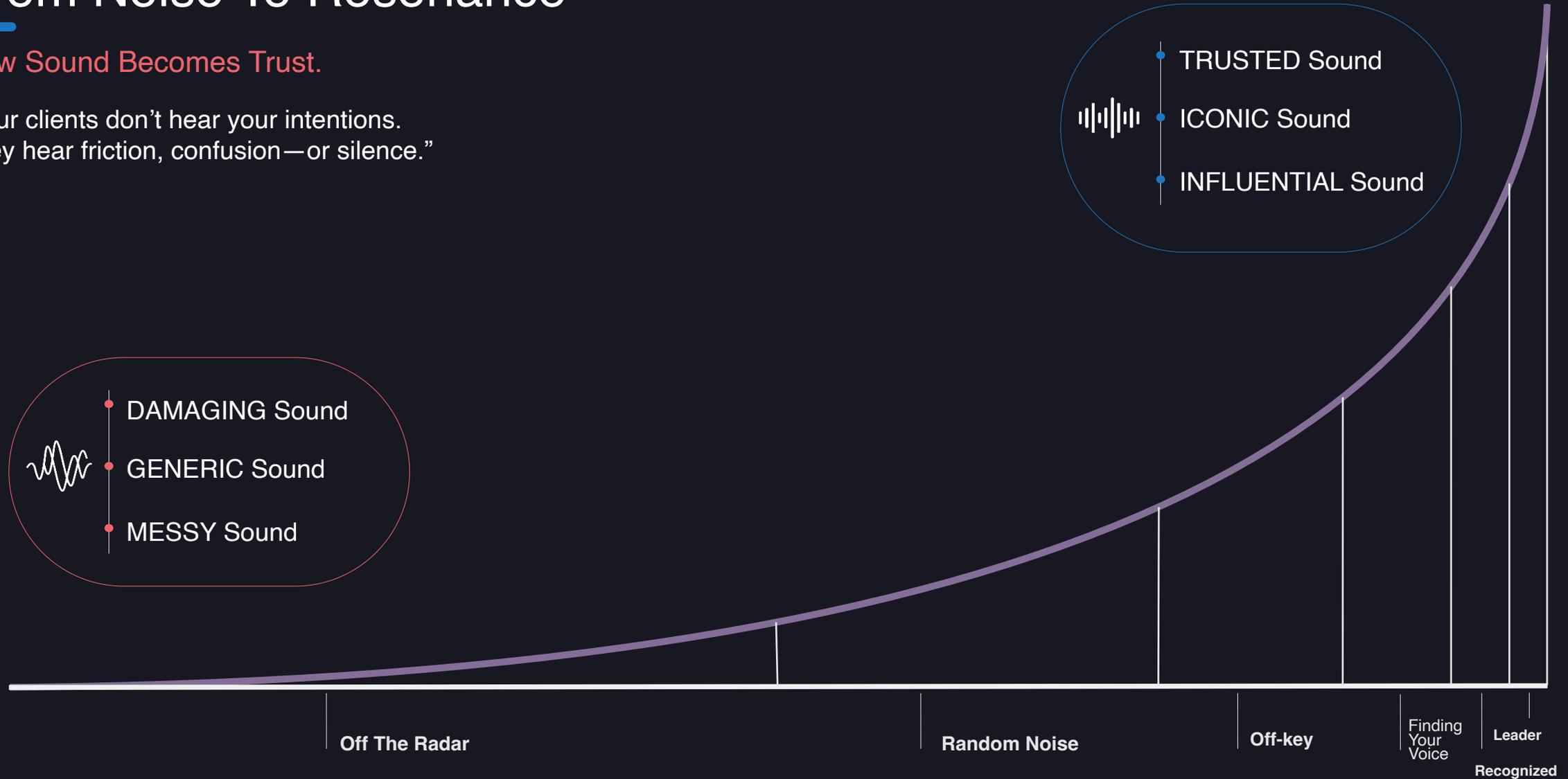
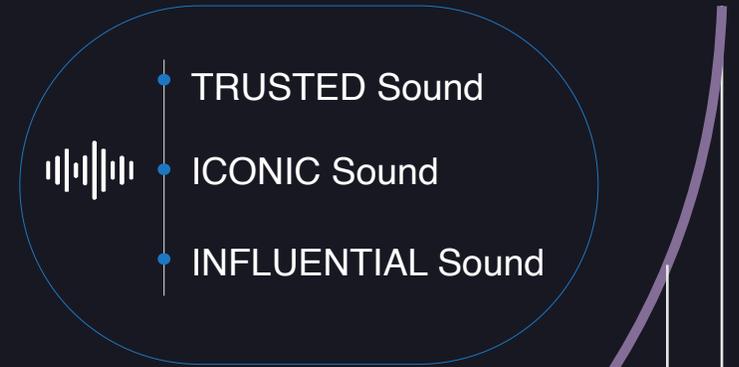
“Blends in and gets ignored.”



From Noise To Resonance

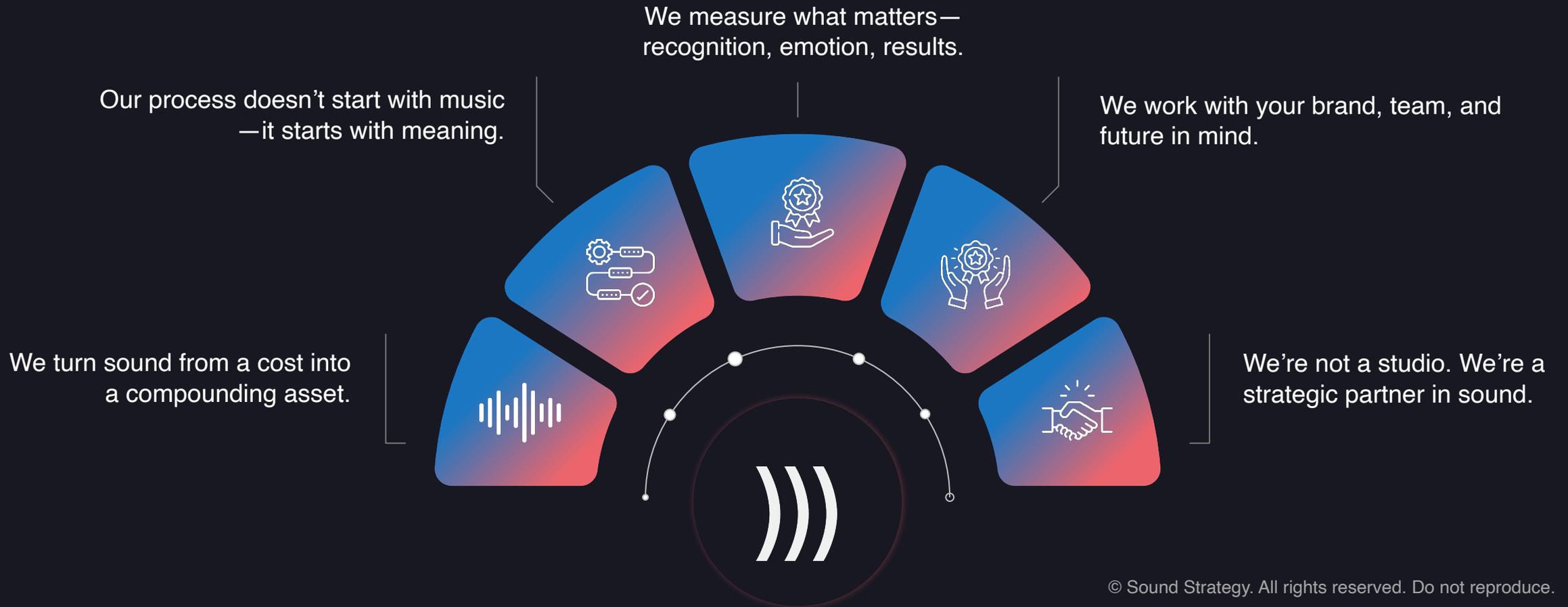
How Sound Becomes Trust.

“Your clients don’t hear your intentions. They hear friction, confusion—or silence.”



Not Just Sound. Strategy.

Why Sound Strategy Is Different



The Sound Of Trust

Stand Out. Move People.

When your brand sounds right, people don't just hear it—they feel it.

They lean in. They remember. They believe.

Trust through sound isn't about audio alone. It's about strategic clarity, emotional alignment, and consistent presence.



Here's what that makes possible:

1. Recognition that Lasts

You don't just stand out—you stay top of mind.

Your sound becomes a shortcut to memory. People hear you and know it's you. That creates distinction and presence.

2. Credibility You Can Hear

Real trust sounds right—because it is right.

When your sound matches your message, people don't question—they believe. That builds trust faster.

3. Influence that Moves People

Sound becomes a lever for action.

Sound triggers action before words do. That means more engagement, more response, more momentum.



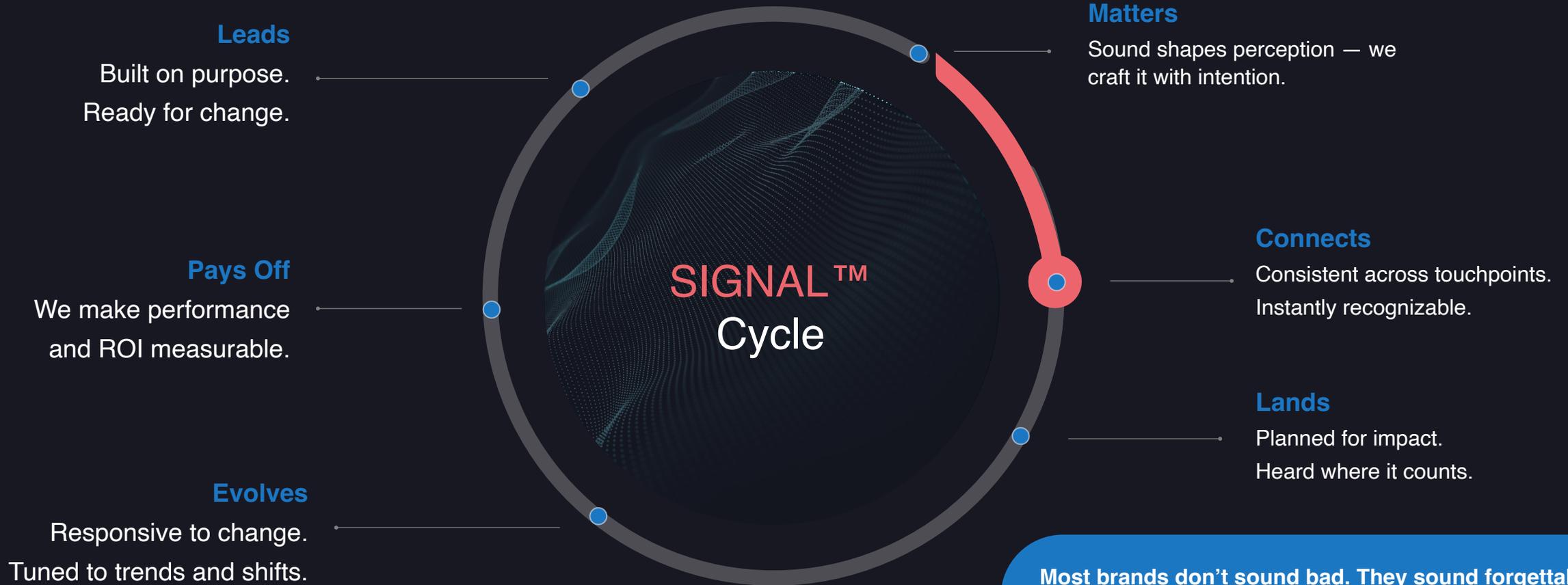
“When trust is felt, action follows.

Sound gets you there fast

Structure That Builds Trust

The SIGNAL™ Cycle Turns Noise Into Impact.

6 Ingredients That Make The Difference
For Sound That



**Most brands don't sound bad. They sound forgettable.
We make sure yours is heard, remembered, and trusted.**

How It Works

From Noise To Signal. From Sound To System.

Sound Strategy isn't a service. It's a system.

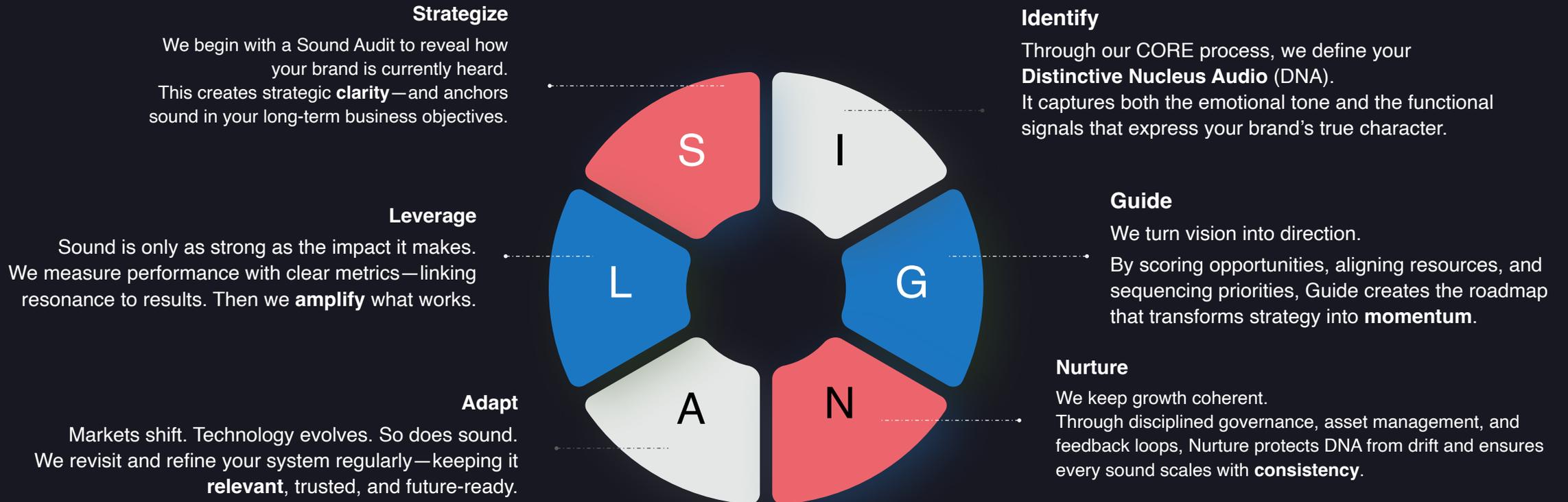
At its core is SIGNAL™ — a cyclical methodology that guides your brand from insight to execution, and back again.

It ensures every sound builds trust, recognition, and measurable results—while staying relevant as your brand evolves.

SIGNAL™ - Six steps that turn sound from expense into asset—measured in trust, recall, and response.

A cycle of continuous precision and relevance.

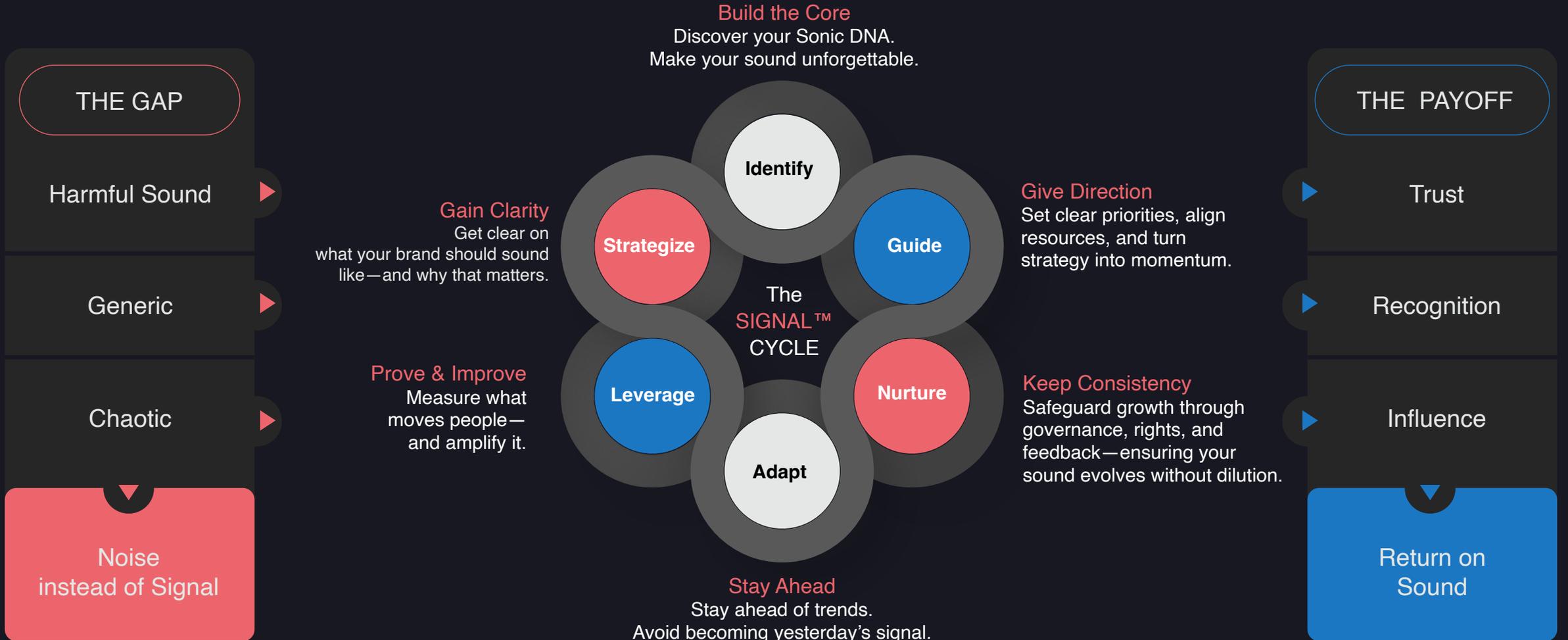
Each phase delivers a clear outcome—and seamlessly connects to the next. The cycle repeats, adapts, and compounds over time.



From Noise To Impact

If Your Sound Isn't Building Trust—it's Silently Eroding It.

“You don't need more sound assets.
You need a system that creates trust on repeat.”



What Our Clients Say

Real words. Real trust. Real results.



Vienna's Public Transport



"Audibly distinctive."

"We have set new innovative standards worldwide, endowed the Wiener Linien with their own acoustic identity, and audibly enhanced the quality of life for the people of Vienna!"

Sabine Ludwig, Marketing



RC | Radiology Center



"Understood — and convinced."

"Thank you, I feel understood. The music is fantastic – like a walk through the Shire, with Hobbits waving along the way. It sounds really good."

Dr. Philipp Peloschek, Partner



Austrian Federal Railways



"A sound that signals intent."

"Our Sound DNA communicates with clarity and confidence – audible proof of a brand that knows where it's going."

Andreas Matthä, CEO



Case Study Wiener Linien

Strategic Sound For A City In Motion



1. Sound That Pushed People Away

Wiener Linien moves over two million people every day. But while their service was modern and efficient, their sound wasn't keeping up. Under Eduard Winter's leadership, it became clear: the brand's auditory presence felt old, bureaucratic, and fragmented. Passengers experienced inconsistent sounds across vehicles, stations, and campaigns. Internally, sound was seen as a technical afterthought—not a strategic asset. For a brand that shaped daily life in Vienna, this wasn't just a missed opportunity—it was working against their public image.



Case Study Wiener Linien

Strategic Sound For A City In Motion

2. Aligning Sound with Public Trust

Eduard reached out to Sound Strategy with a clear goal: fix the sound, but do it right. The process began with a full Sound Audit and stakeholder interviews, revealing how deeply disconnected their sound had become from the values they wanted to project: innovation, reliability, and care for the public.

From there, we built their Sonic DNA—a custom sound profile that reflected a modern, smooth, and intelligent identity. The goal wasn't to be loud. It was to be unmistakable. Through our SIGNAL methodology, we worked across every phase—from strategy and identity to implementation and performance—ensuring that every beep, chime, and message became part of one coherent sound system.



Case Study Wiener Linien

Strategic Sound For A City In Motion



3. A City That Sounds Like It Cares

The work wasn't easy. Eduard Winter and his team had to face years of legacy systems, cross-department complexity, and vendor silos. But they leaned in. They aligned channels, retrained teams, and committed to a new sonic standard.

The result? A public transport brand that now sounds like the city it serves: confident, calm, and forward-looking. Wiener Linien became one of the first major European networks to implement a unified sonic strategy—setting new standards not just in transport, but in how cities sound.

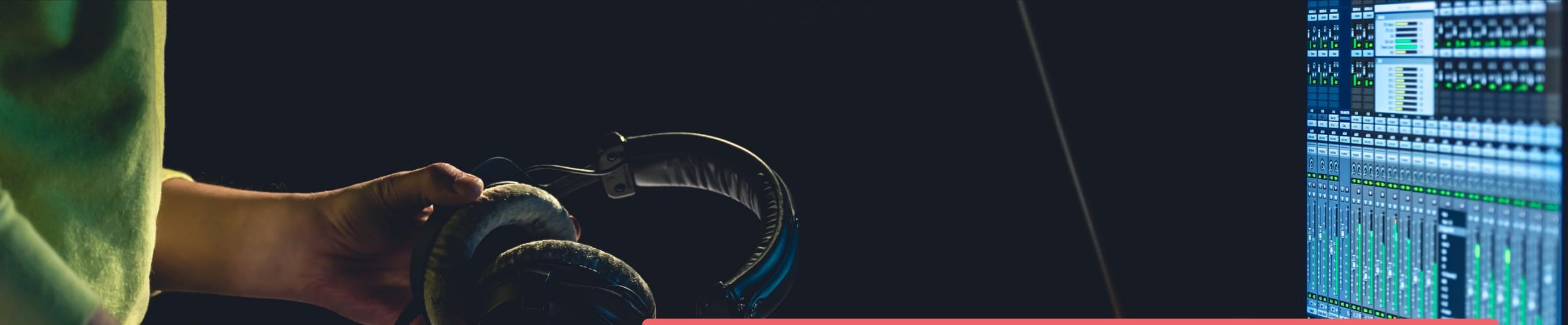
Today, millions experience trust you can hear every time they step onto a platform. Eduard didn't just solve a sound problem—he helped enhance the quality of life in Vienna. One tone at a time.

<https://sound-strategy.com/work/wiener-linien>



The First 6 Months

Build the Foundation. Start Strong.



The first six months lay the foundation for a sound strategy that lasts.

Whether you want a defined Sonic DNA to guide your team—or a full system that evolves with your brand—this phase delivers clarity, confidence, and momentum.

You'll meet your lead strategist and be guided through a focused, structured cycle that delivers more than just sound.

It aligns your brand's essence with how you're heard—clearly, consistently, and memorably.



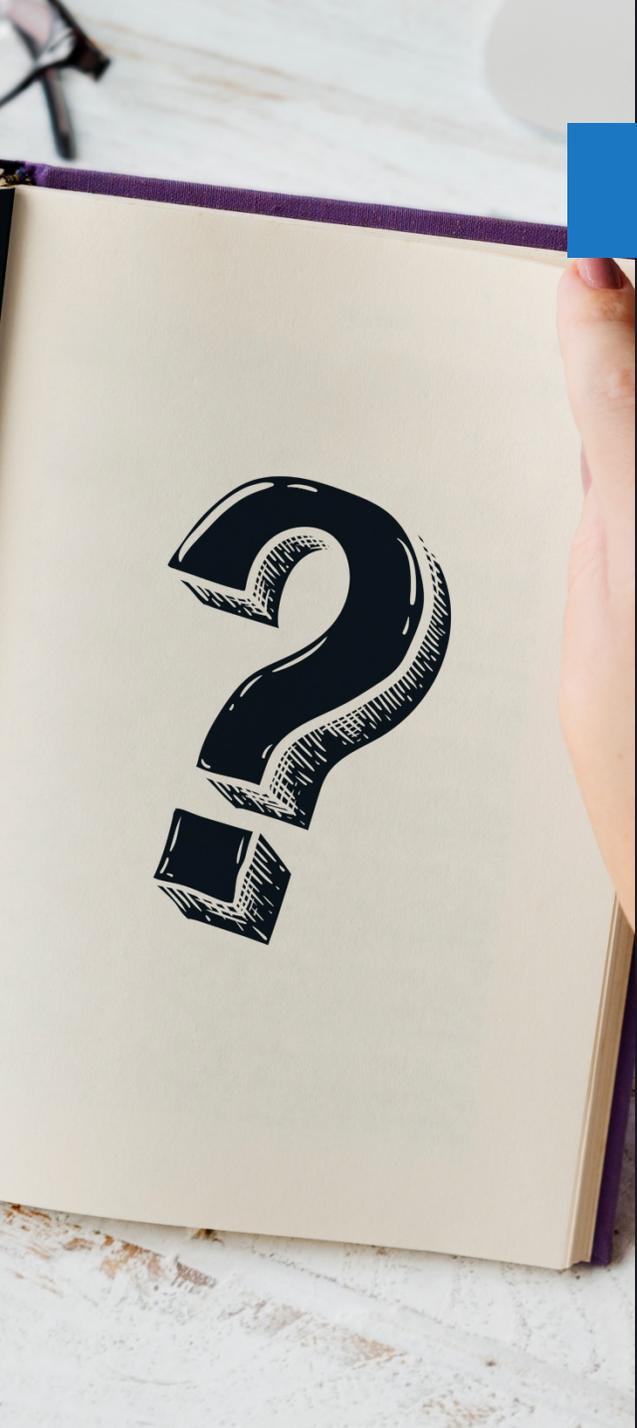
What You Can Expect:

- ✓ A clear roadmap from day one
- ✓ Strategic alignment across brand and sound
- ✓ Your unique Sonic DNA—defined and ready
- ✓ First assets tied directly to business goals
- ✓ Measurable progress and confidence in direction



What Comes Next:

You can take your DNA and run with it—or continue into SIGNAL™ cycles to deepen results, evolve with your market, and grow the trust you can hear.



Frequently Asked Questions

You're smart to ask. Here's what decision-makers like you often want to know first.

1. What exactly do I get in the package?

A complete sound system—strategy, Sonic DNA, brand-aligned assets, and the tools to use them confidently across your business.

2. Is this music production or strategy?

It's both—with strategy first. Every sound decision is shaped by brand clarity, audience insight, and business goals.

3. Can I use the sounds everywhere?

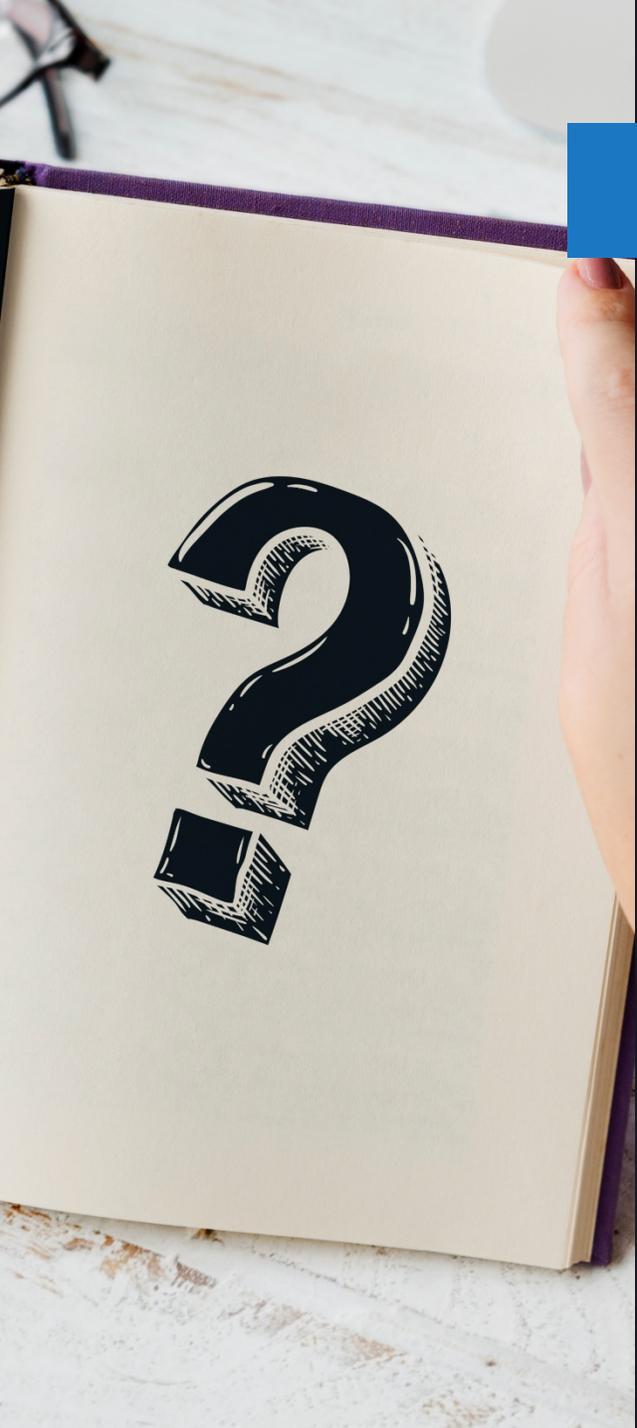
Yes. All packages include full usage rights for cross-channel, global deployment.

4. How long does the process take?

The CORE phase takes 6–8 weeks.

Within that time, we define your Sonic DNA—your core sound.

But trust is built over time, which is why SIGNAL is a cyclical, ongoing process.



Frequently Asked Questions

You're smart to ask. Here's what decision-makers like you often want to know first.

5. What if I already have a jingle?

Perfect. We'll build around what works—or evolve it into a fully integrated system.

6. Do I need a background in sound?

Not at all. We translate sound into business language and guide you through every step.

7. Can my team or agency use the system?

Absolutely. You'll receive clear guidelines, assets, and onboarding tools they can apply right away.

8. What's the ROI of sound strategy?

You can measure sound in emotion, recall, and conversion. We help you track all three.

9. What's needed from me to get started?

One kickoff call and a few brand inputs. We handle the rest—strategic and creative.

10. Is this a one-time project or ongoing?

Both options are possible.

You can start with a system—and scale into ongoing support for rollout, adaptation, and performance tracking.

Make Trust Audible. Everywhere.

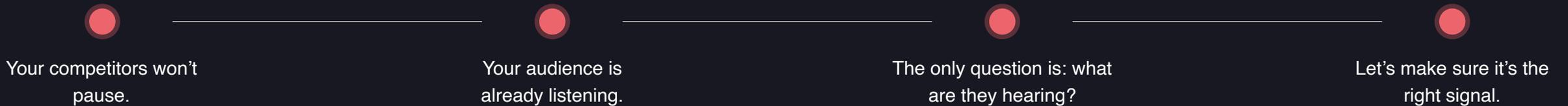
What makes us different? We don't sell sound. We deliver strategy, trust, and results you can hear.

What You Get:

- A complete Sonic System that works across every touchpoint
- A clear Sound DNA you can own and evolve
- A Strategic Framework your team and partners can apply
- A trusted partner to guide the rollout and amplify results



The world won't wait.



Take the Sound Check →



A 3-minute strategic tool to assess where you stand—and what to do next. Once complete, we'll schedule your call, walk you through your results, and map the clearest path forward.

“Feel the trust. Hear the difference.”

<https://sound-strategy.scoreapp.com/> [and QR-Code]

Sound Is Easy. Trust Is Not.

We Help Brands Cross That Line — With Intent.

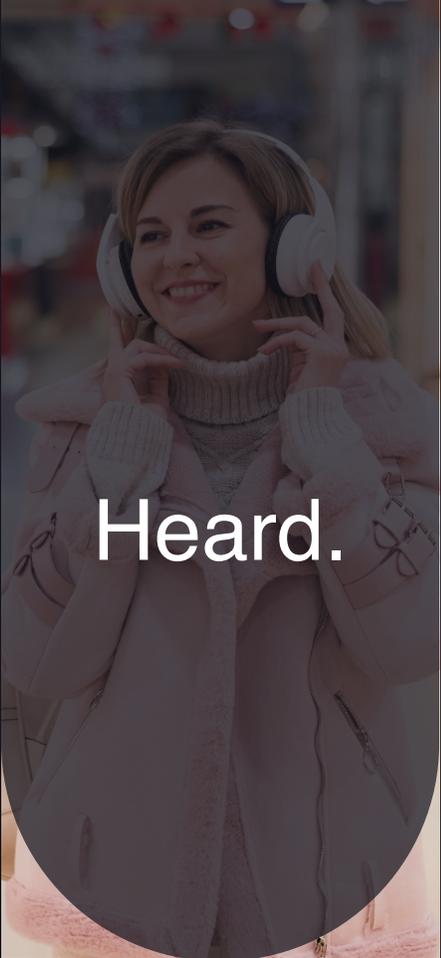
“You’ve worked hard to be seen. Now it’s time to be heard—
with clarity, confidence, and consistency.”

Sound Strategy

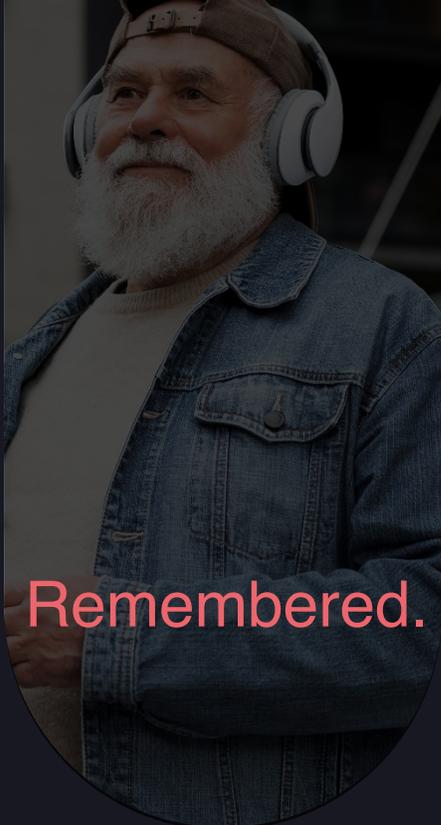




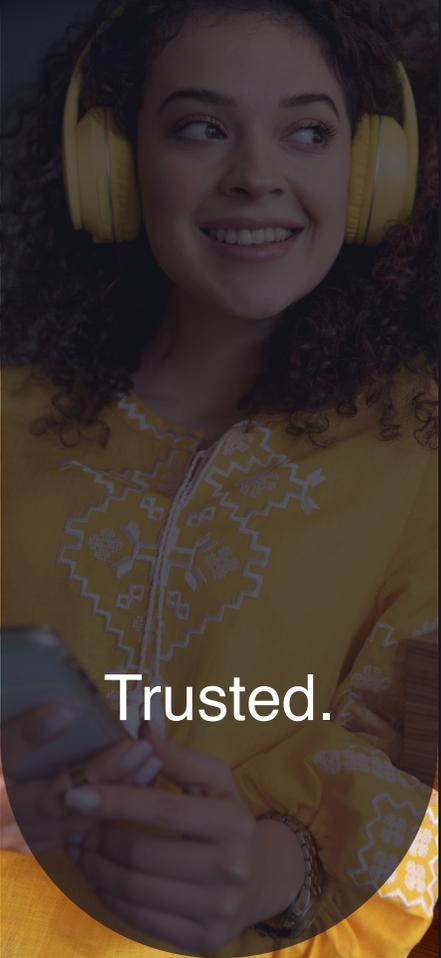
Be.



Heard.



Remembered.



Trusted.

Sound Strategy)))

From Sonic DNA to Real-World Impact

How your brand's sound shapes products, spaces, and experiences

