

Sound Strategy )))

# PARTNERSHIPS

Creating Reach, Trust, and Recognition —  
Together



# Welcome



## Partnerships Aren't Transactional. They're Transformational.



Collaboration works best when **both sides grow** — through **reach, trust, and measurable results**.

That means more than sharing expertise. It's about creating **opportunities for your products and services to be seen, heard, and experienced by the right people**.

There are many ways we can collaborate: **speaking, workshops & webinars, strategic introductions, Lunch & Learn masterclasses, book co-branding, the From Noise to Signals guide, mini-courses, white papers & research, manifesto or booklet gifts, custom audio reports** — and always room for smart collaborations.

Each creates value designed to **grow your reach, strengthen trust, and open new opportunities**.

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**Herwig Kusatz**

Founder, Sound Strategy

# About Sound Strategy

## For Brands That Can't Afford to Be Ignored

We turn sound into a strategic asset that builds trust, recognition, and response—across every brand touchpoint.

Consistent sonic branding can increase brand recall by up to 96% (Ipsos, 2020) — meaning faster recognition and deeper loyalty for your brand.

Heard by over 4 million people daily, our work powers campaigns, public systems, and global brands.

### Why Partners Choose Us:

- 01 Strategy-first approach
- 02 Measurable results (emotion, recall, conversion)
- 03 Trusted by iconic brands and institutions

Beyond sound: scalable trust for your brand.



Audio Branding Awards

((( ABA )))



reddot design award



German Design Award



# Speaker

You Receive: Visibility as a Recognized Voice

We Share: Keynotes, Panels, and Conversations That Influence

## Options

Bring Herwig into your next conversation, keynote, or summit.

Whether the topic is sound branding, trust signals, or the future of brand perception, the impact will last.



Podcast or YouTube guest



Conference keynote or fireside speaker



Panel moderator or workshop facilitator



Pre-recorded sessions for digital programs

# Strategic Introductions

You Receive: Access to Leaders Who Open Doors

We Share: High-Trust Introductions Across Brand, UX, and Innovation

## Options

We connect you with leaders, creators, and changemakers — always with the right fit.



Strategic intros across brand, UX, design, and innovation



Co-intro for speaking or press opportunities



Connection to partners in public sector, culture, and business



High-trust, low-friction, no pressure

# Workshops & Webinars

You Receive: Teams That Learn Fast and Apply Results  
We Share: Practical Workshops With Tools That Stick

## Options

From hands-on workshops to global webinars—we support your initiatives with deep content and strong delivery.



Custom 90-min or half-day training



Partner or client learning session



Internal capability building



SIGNAL-based facilitation options

# Lunch & Learn Masterclass

You Receive: Fresh Insights That Shift Perspective  
We Share: Inspiring Sessions on Trust, Clarity, and Action

## Options

A 1-hour masterclass on using sound and silence as tools for clarity, connection, and performance — from brand strategy to personal wellbeing.



01

Give your team or clients a powerful session that changes how they listen, work, and lead.

02

Topics: trust through sound, the cost of noise, acoustic clarity, room design, silence as a strategy

03

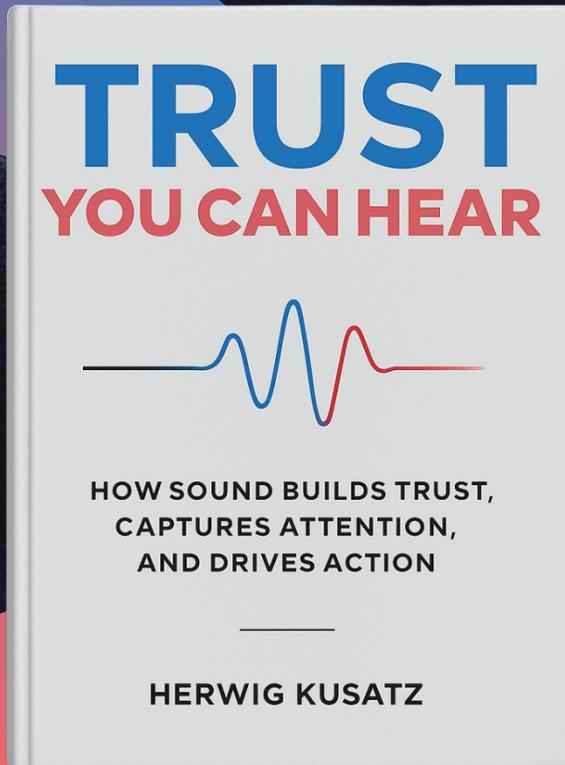
Custom format: keynote, interview, or live demo

04

In-person or virtual

# Co-Brand the Book

You Receive: Association With the Standard on Sound Trust  
We Share: Exclusive Previews, Co-Branding, and Launch Access



## Options

Herwig's upcoming book shows how visionary leaders use sound to build trust, stand out, and drive action.

Position your brand as a sonic leader with the book that defines the standard.



Pre-release bundle



Co-branded bookmark



Invite-only launch event



Author interview

# From Noise to Signals Guide

You Receive: A Clear Guide That Sparks Dialogue  
We Share: Co-Branded Resources Ready to Share and Scale

## Options

This short guide shows how sound shapes perception, decisions, and trust.

Share as a co-branded download, lead magnet, or onboarding resource.

- Co-branded download
- Lead magnet, onboarding resource
- Use in newsletters, events, or content bundles
- Includes companion email template and social tile



# Mini-Course

You Receive: A Fast, Memorable Way to Build Trust  
We Share: A Micro-Course Designed for Teams and Events

## Options

This micro-course introduces sound as a leadership and branding tool.

Ideal for teams, events, or client touchpoints—quick to watch and hard to forget.

01.

Partner-access: [sound-strategy.com/mcsu](https://sound-strategy.com/mcsu)

02.

Embed in onboarding or events

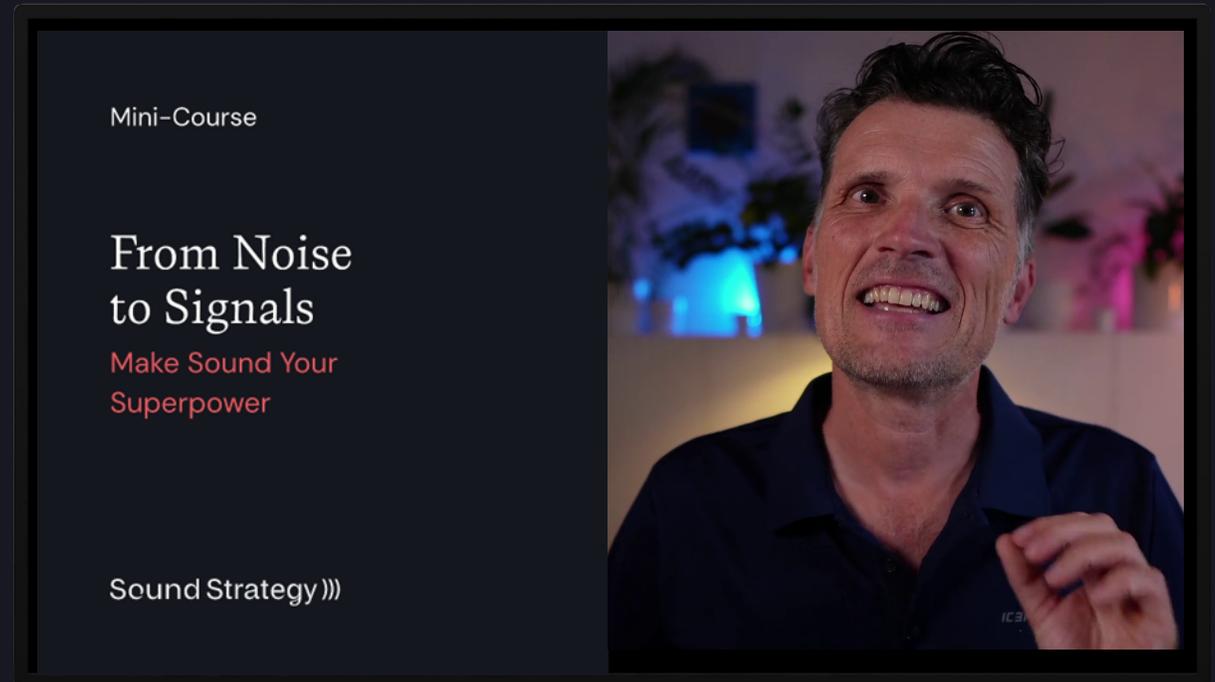
03.

Include as value bonus or gift

04.

Custom intro or outro available

## Start Learning



# White Papers & Research

You Receive: Authority Backed by Data and Insights  
We Share: Co-Created Research and Branded Distribution

## Options

Co-create research that links sound, emotion, and business outcomes.

- ✔ Joint white paper
- ✔ Partner-branded distribution
- ✔ Webinar or media release around findings
- ✔ Add value to events, programs, or pitch decks

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## RESEARCH REPORT

2025

# Manifesto / Booklet Gift

You Receive: A Premium Gift That Inspires Action  
We Share: Print, Digital, or Audio Editions With Branding

## Options

This short, powerful booklet helps leaders shift from noise to signal.

Turn first impressions into lasting trust with a premium gift that inspires action.



Print, Ebook, Audiobook



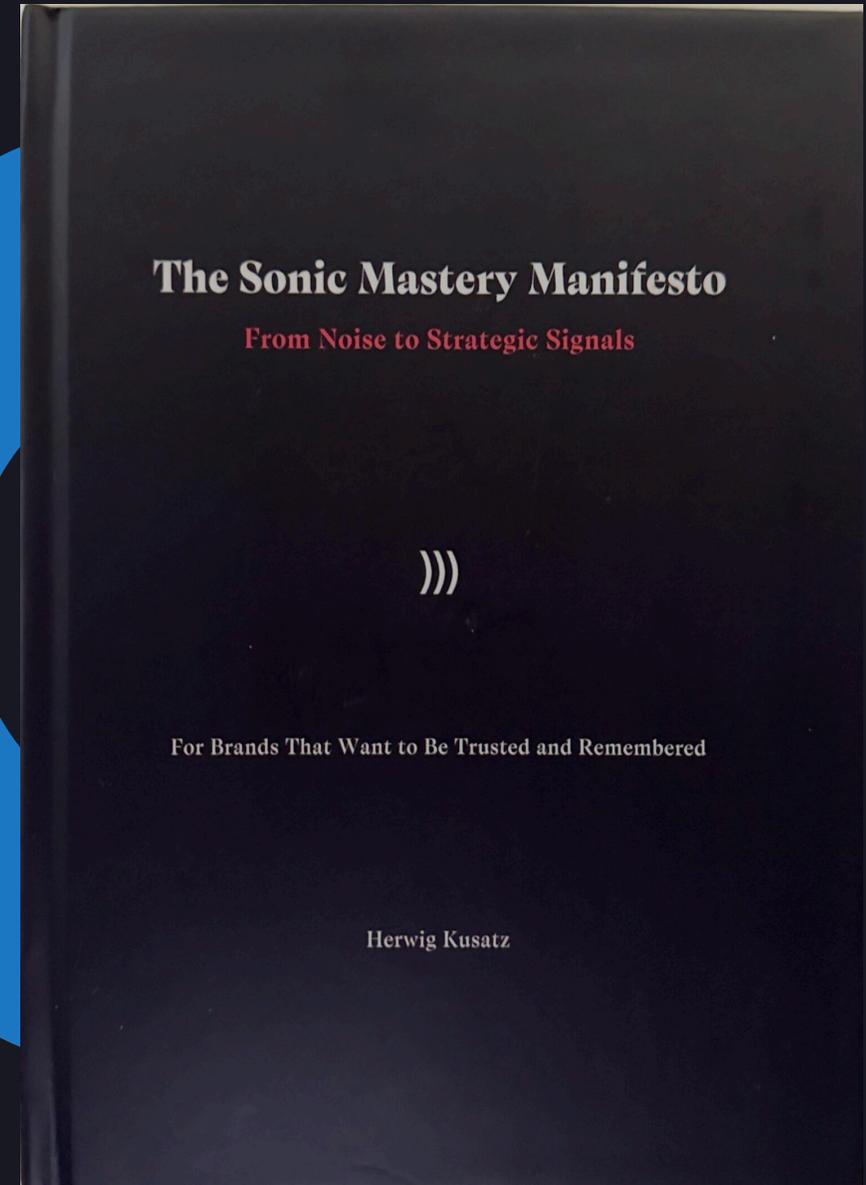
Add branded sleeve or intro page



Include in event bags or speaker kits



Optional postcard + QR link



# Custom Audio Reports

You Receive: An Unforgettable Asset That Clients Will Share  
We Share: Smart Audio Audits With Clear Next Steps

## Options

We create short, smart audio reports that evaluate a brand's current sonic presence— with strategic insight.



Co-branded mini-audit



Narrated audio walk-through



Includes action steps or recommendations



Lead magnet or first project step



# Open to Smart Collaboration

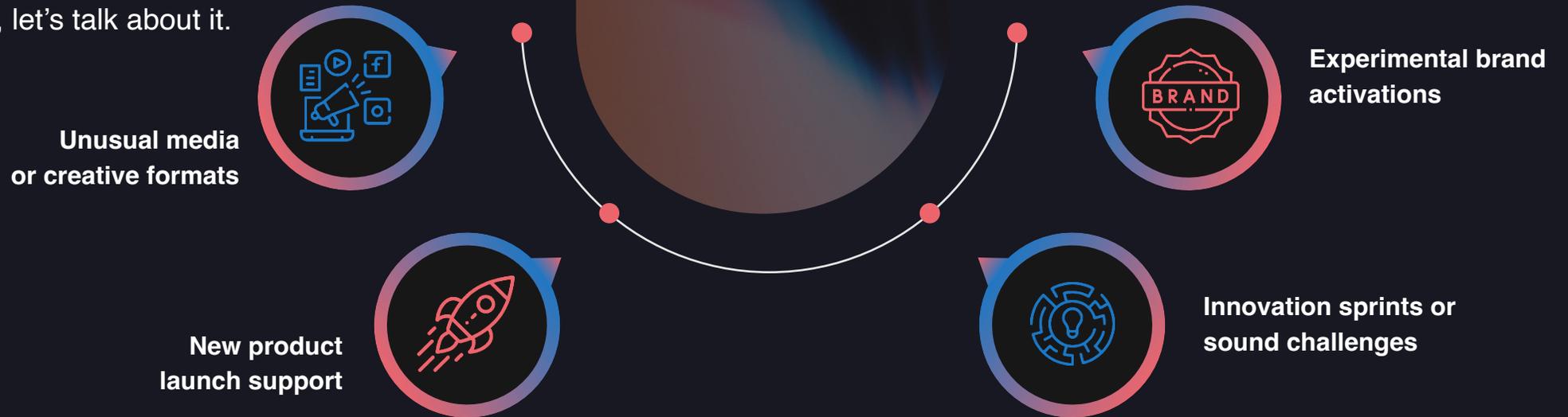
You Receive: Bold Ideas That Set You Apart

We Share: Creative Activations and Experiments That Stand Out

## Options

The best ideas can't be boxed.

If you see an opportunity to co-create something valuable, let's talk about it.



## Case Study: European Broadcasters

# Aligning Public Broadcasting Sound with Brand Trust



### → Goal

Leaders at a major European public service media conference needed clarity on how to modernize their sonic identities.



### → Approach

Presented a comparative sound branding analysis of multiple broadcasters, showing where their sound aligned or conflicted with their brand positioning.

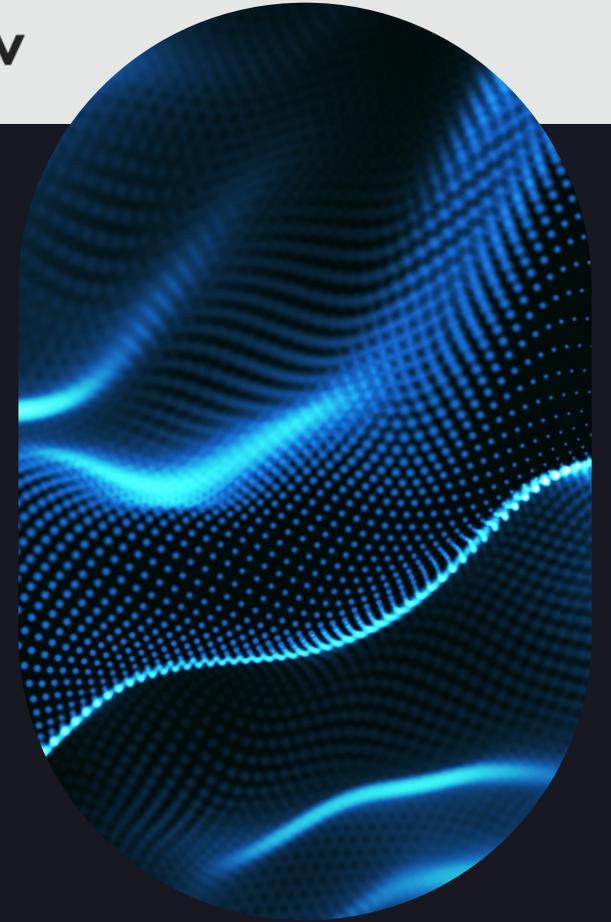


### → Impact

Enabled executives to see how sound influences trust, recognition, and audience connection — and to identify where refinement would deliver results.

### Why It Matters

Sound directly shapes **trust**, **recognition**, and audience **connection** — getting it right means stronger loyalty across every channel.



## Case Study: Red Dot Jury

# Setting Global Standards for Sonic Excellence



### Goal

The Red Dot Award required expert judges to assess innovation and craft in sound applications and motion design.



### Approach

Served as an invited juror, evaluating global entries for sonic clarity, brand fit, and emotional resonance, using the same principles applied in client projects.



### Impact

Helped set a new global benchmark for strategic, award-winning sound design.

### Why It Matters

Aligning your brand with global standards of **excellence** and **innovation** builds instant **credibility** with clients and peers.



## Case Study: ÖBB Procurement

# Raising the Event Audio Standard for Austria's Railways



### → Goal

ÖBB needed to select the best supplier for high-quality acoustic equipment for hundreds of events and activations.



### → Approach

Advised the procurement and event teams on defining quality standards, aligning criteria with brand values, and evaluating responses.



### → Impact

Secured a sound partner capable of delivering clear, powerful, brand-aligned audio across all events — raising the bar for future experiences.



**ÖBB**

### Why It Matters

High-quality, aligned sound transforms every event into a moment of **clarity**, **impact**, and **trust** — before a single word is spoken.

## Case Study: Tannuki

# Giving a Japanese Brand a Sound as Distinct as Its Design

Helped public broadcasters identify brand-aligned sonic opportunities to strengthen trust and recognition.



### → Goal

Tannuki, a high-performance running apparel company from Japan, needed a Sonic DNA to stand out from generic sports soundtracks.



### → Approach

Developed a custom sonic profile that captured the brand's precise, confident, motion-driven character; supported video production and facilitated introductions to creative partners in Europe.



### → Impact

Launched with a sound identity that was unmistakably theirs — scalable across content, events, and global partnerships.

**TANNUKI**



### Why It Matters

A distinctive Sonic DNA delivers lasting **recognition**, deeper **engagement**, and scalable **growth** across markets.

Meet Herwig Kusatz

## Founder, Sound Strategist, Juror, Educator

For over 20 years, I've helped brands become more trusted through sound. I've developed sonic frameworks for some of Europe's most recognizable brands—and taught the next generation of sound designers how to do the same.

I serve as an international awards juror (Red Dot, ISA), teach sound branding at universities, and speak on stages across Europe.

What drives me is helping partners turn sound into trust, recognition, and influence that lasts.



### Guiding Principles



**Craft**  
over chaos



**Trust**  
over trend

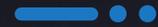


**Clarity**  
over clutter



**Long-term value**  
over quick wins

# Let's Co-Create Something Unforgettable



For our partners, that means direct access to new audiences, stronger reputation in the market, and unforgettable experiences your clients will talk about.

Herwig Kusatz



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🌐 [www.sound-strategy.com/partner](http://www.sound-strategy.com/partner)

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