

# Mastercard Charges into Audio Branding: A Case Study

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## Abstract

Audio branding is not new. Neither are audio logos. What is new is an even greater appreciation of sound. Not surprising, sound is riding the wave of smart speakers. The father of “atmospherics” Philip Kotler (1973), believes that today’s atmospherics (sound) must be designed for devices as well as spaces.<sup>1</sup> Houses are becoming more voice-activated every day turning on lights and sound. We are telling Alexa and Google daily to not only play our favorite music and podcasts but to buy our groceries and clothes. By the end of 2021, 23.5 million people will have made a purchase using a smart speaker.<sup>2</sup> Voice shopping is expected to jump to \$40 billion in 2022.<sup>3</sup> Mastercard charged into audio branding in 2019 because they clearly believe that, “brands without an audio presence will have no presence.”<sup>4</sup> Raja Rajamannar is the Chief Marketing Officer (CMO) at Mastercard. In this case study we will hear firsthand why Mastercard turned up the sound, where they are now, and where they are going.

Keywords: audio branding, audio logos, atmospherics, Mastercard, Raja Rajamannar

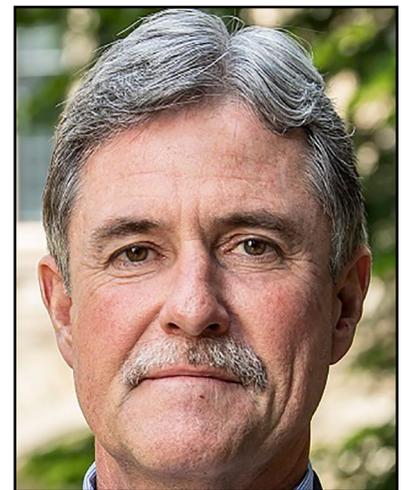
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