

Music as Persuasive Communication Strategy in Advertising and Branding

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ABSTRACT

The present paper is the review article on the role of music in advertising and branding. The paper elaborates different factors which influence the mood and attitude of the consumer which is an important aim of advertising and branding. Consumers relate to the brand because of music played in its ad. Music is a connection between a consumer and a brand. The author uses the methodology for the paper is to review various articles, papers, and books written by different authors and to evaluate the thoughts to come to the conclusion. To explain better the author has mentioned various examples from advertising and branding industry. The review found out that there are many benefits of using music in advertising and branding also there are some risk involved. Sometimes this strategy backfires too. Therefore, the characteristics of the audience should be carefully kept in mind before adopting any music for advertising and branding.

Key Words: Music, Advertising, Branding, Persuasive Communication, Advertisements

HISTORY OF MUSIC IN ADVERTISING AND BRANDING

Music has been at the core of advertising since the late 1920s. With the help of jingles and specially composed songs in their earliest advertisements, companies such as P&G were able to link their brands with distinctive musical tunes and create commercials that are still spoken of highly today. In 1926, the first radio jingle was by the “Wheatles”, encouraging the audience to listen to Wheatles. As businesses started to become aware of the influence of music on consumers in advertising, a major emphasis on music in commercial services started to play an important part in the creation of consumer attitudes and associations towards the advertised product and brand.

In 1934, “Muzak”, which is widely considered as the leader in business music, was founded. “Muzak” is a company brand of background music played in retail stores and other companies. In 1944, the first television commercial jingle “Chiquita Banana”, was broadcast across movie theaters. The jingle is described as catchy and informed the audience on various ways they can consume a banana. In the 1970’s, Ronnie Bond, a jingle writer, created popular jingles such as Frank Flake’s “Tasty Tasty, very very tasty” and Coco Pops’ “I’d rather have a bowl of Coco Pops.” In the 1980’s, children became the targeted audience for advertisers, advertising children toys during cartoons. Up until 1985, the movement of the “jingle” ended, advertisers shifted to more developed and structured full-fledged songs for advertisement. In the 1990’s, now television breaks have extended 12-15 minutes per an hour long programme. Eventually, in the 21 century “jingles” made a comeback due to the fact that jingles are catchy, causing the audience to associate the jingle with the product being advertised. Over the years, the use of music in advertising has not changed dramatically, it has just become more modernized and influenced by society’s needs.

IMPORTANCE OF MUSIC IN ADVERTISING AND BRANDING

Music is a big part of our daily lives. We carry it around with us, let it fire us up before the big event or game and we make it a large part of many traditional ceremonies. However, one of the most prominent roles that music plays today is in entertainment, movies, TV, radio, but more specifically in advertisements.

Music has the power to change moods, entertain and even help you recall your product when you reach the store. However, when coupled with picture in a congruent way music will work double time. It is this insight that brands must make sure that music in their advertisements match what their brand stands for. Music has the ability to change the way we look at the world.

It serves as a bridge between the consumer and the product. It is probably so influential because it emphasizes the dramatic moments between drama in life that create a brand, life motto, or quote that people live by.

Music delivers messages subconsciously to the listener – the listener, could be nodding along to the beat nonchalantly and humming the melody while looking at items that the music targets. Different tempos, time changes, pitches, and content have a variety of purpose.

The jingles that consumers hear when they watch a commercial, serve the purpose of compelling the audience to remember a certain brand, attached with a set of emotions alongwith the main message. The jingle is memorable and appeals to the drama of the advertisement. Different products can also affiliate themselves with different genres of music according to the audience being targeted.

For example, in Forever 21, the audience is primarily middle school and high school girls. The artists that we would normally hear in a Forever 21 store would probably be people like Taylor Swift, Beyoncé, Avril Lavigne, and P!nk who enjoy an instant connect & following amongst the target audience.

For most people, music is an essential part of everyday life. Although people may have stylistic differences, music has the ability to connect people and has power to make us feel. Similar to smell, music can trigger memory.

In films, soundtracks or pieces of music directly relate to how viewers will feel. Although the quality of the screenplay is important, music helps catapult a distinct emotional connection. The music is what makes us feel a specific emotion. This is true in advertising as well. Incorporating music can deliver an emotional connection with consumers, and has the ability to create a relationship with the brand.

Music is important in advertising, but selecting the right music is even more important. Marketers need to understand their message and select music that conveys the same or similar message. For Example, a song about a heartbreak in an advertisement for Dominos would not be an ideal choice and would confuse viewers.

It is important to ensure that the rhythm of both the song and the advertisement are in sync. The shots in the advertisement and the beat of the song should be parallel to enable a certain flow. Choosing a compelling song that is not particularly popular will help the advertisement stand out more, compared to a top 40 song. Although it may seem like it would be the opposite, top 40 songs are overplayed on the radio, in retail stores, etc., which can make it annoying and forgettable. While choosing a less popular but gripping song keeps the advertisement interesting, fresh, new, and memorable.

A survey was carried out in US to find out just how important music is in people's lives. It found that couples that listen to music spend three more hours together at home when music is playing versus those who do not. This is such an important statistic for brands and how they implement their advertising and branding. While, this statistic pertains to personal relationships, it is vital to understand that brands need to build personal relationships with consumers and should recognize that it can happen. Brands must realize that the brand and the consumer are a couple. Whatever one does, it affects the other. So, every advertiser should endeavour to get the consumer to spend three more hours with their brand by incorporating the right music in advertising and let the consumer feel their ad rather than just seeing it.

Whether it be TV ads, Facebook ads, Instagram ads, etc. music takes the consumer to another place that silence fails to do. Music contains the dynamic to help build and sustain relationships for a brand and its consumers though it may not seem like a huge input into advertising.

In the world of marketing and advertising — especially in today's highly visual world where Pinterest, Instagram and other image-based platforms are becoming more popular with each passing day — the need is paramount for the right music to be married to the right brand.

David Huron, a professor at School of Music at Ohio State University wrote that when it comes to the use of music in advertising and branding "music can serve the overall promotional goals in one or more of several capacities. His words still ring true today.

HOW DOES MUSIC BUILD VALUE FOR A GIVEN BRAND?

According to Eric Sheinkop (co-author of *Hit Brands: How Music Builds Value for the World's Smartest Brands*), Music brings value to a brand in three ways: identity, engagement, currency. Specifically, using music to establish an

emotional connection with a brand, increases brand recognition, creates excitement and buzz beyond the brand's core products or services, and can empower consumers, giving them valuable content to discover and share. Music creates the value that brands need to win the war for attention and develop a genuine connection with their consumers. When used correctly, music not only creates loyalty, but true advocacy.

According to Alex White, Co-Founder & CEO, Next Big Sound, Inc., leading provider of online music analytics and insights Brands increasingly need to stand out in a cluttered world and music is one of the best ways to resonate with their customers. As for the role music can play – a song choice can reinforce the particular message the brand is trying to convey and demonstrate a brands' personality. Music hits that emotional nerve in all of us; a nerve that connects us. For the same reason, it is vital in establishing connect between consumers and brands. Ever since the early days of advertising, music and TV ads have gone hand in hand. So, why exactly does music work so well, and how can advertisers make the most of it?

FACTORS THAT MAKE MUSIC AN ESSENTIAL PART OF ADVERTISING

Emotional Impact and Memory

We've all got those songs firmly etched in our memory that remind us of a certain place or time in our lives. This is because, in order to process music, we use the same parts of the brain that are also responsible for emotion and memory. Because of the emotional response elicited from a piece of music (which can be either positive or negative depending on the context and sound) – the associated memory also tends to be strong. This theory doesn't only apply to moments in everyday life, but also a song in a film, on the radio, or a TV advertisement.

Driving a Story

While music on its own can be a powerful tool, it becomes far more effective when it highlights or corresponds to a story or narrative arc. A study by Neurosight, which analysed over 150 ads to identify which ones are most strongly correlated with long-term memory encoding (LTME), backs up the fact that music in TV ads becomes more memorable when it drives the action of the ad. For example, when the lyrics or the tempo matches what is happening on screen. Sony's 2005 'Bouncy Balls' advertisement is a great example of this. Created to promote the brand's high-definition BRAVIA LCD televisions – the concept of the ad was to be a visual celebration of colour. It created this by hurling 250,000 coloured balls down the rolling hills of San Francisco, accompanied by the soundtrack of 'Heartbeats' by Jose Gonzalez.



Fig: 1: Sony Bravia Bouncy Balls Commercial

The visual itself was striking enough, however, it was made far more impactful by the melodious music, which combined with the slow-motion effects, gives the ad a hypnotic and engaging quality. In a more general sense, music can also set the tone for a brand's personality, as well as to target a specific type of audience demographic. Nike is a brand that typically targets a younger audience, specifically when it comes to its athleisurewear and clothing verticals. Its recent ad, 'Nothing Beats a Londoner' (which had to be withdrawn due to a dispute) took this targeting one step

further by featuring young people from the capital city, and a message that championed sport, diversity, and youth culture in the area.



Fig: 2: Nike's Nothing Beats a Londoner Ad

It also ensured this message would resonate with a young audience by including an instrumental version of Skepta's 'Shutdown'. Artist influence- This brings us on to another factor that can increase the memorability of music in advertising – the artists or musicians themselves. Celebrity or 'expert' influence is of course a factor here, with adverts featuring a well-known song or artist being able to draw from existing popularity. This might depend on how recognizable (or entrenched in the public's consciousness) a song is in the first place. One effective example is Microsoft's 'Start Me Up' ad, which featured the iconic and instantly recognizable Rolling Stones song of the same name.

Brand Creations

Many advertisers specifically choose existing songs from artists they want to feature, however, others choose a strategy of deliberately creating music for new adverts. This often involves a mention of the brand in some way, or is more directly associated with the brand's product or service – much like a jingle.

McDonald's did this in 2003 when it enlisted the Neptunes to produce, and Justin Timberlake to record, its new song 'I'm Lovin' It'. While the campaign itself generated buzz due to Timberlake's involvement, the campaign was particularly clever in how it used the title as the slogan for both TV ads and billboards.

RATIONALE FOR MUSIC IN ADVERTISING – Is it worth the investment?

With companies nowadays spending millions on their musical advertising campaigns, an important question comes to mind:

Is it worth it?

According to the research carried out, it certainly is! Research shows musical ad campaigns are 27% more likely to report large business effects compared to non-music campaigns.

What's more, it has been found that a well-fitted song in an advert can:

- Increase attention

- Enhance an advert's chance to be noticed and understood

- Stimulate positive moods

- Create positive associations between the brand and the song (through classical conditioning)
- Enhance key brand messages
- Influence intention and likelihood to purchase
- And undoubtedly the most important to marketers... increase sales!

While the use of popular artist's music can be costly for advertisers, the statistics above prove that it can be totally worth the investment!

HOW MUSIC INFLUENCES CONSUMERS?

According to Joel Beckerman, author & composer, who has constructed a career translating music into marketing strategies, sound is a vital part of the consumer's experience with a brand. His insights and experiences from decades in the field are gathered into a book, written along with Tyler Gray, titled *The Sonic Boom: How Sound Transforms the Way We Think, Feel and Buy*. He's crafted what he calls "sonic branding" for AT&T, Disney, Mercedes, Southwest Airlines, Coca-Cola, Scion and dozens of other companies and products. In Beckerman's world, making a memorable melody that can linger in a listener's mind after just a few notes is a benchmark of marketing success. According to Beckerman, "Sound affects us every single moment of our lives. Really, the soundtrack of our lives and ... all those different moments of sound guide our moods and change our choices. It changes our mood in an instant."

There is an art and a science to composing sound designed to promote a product or company, he noted. In the digital era, where businesses are competing for customers whose attentions are drawn to a million different things in the course of a day, selling sound goes beyond creating a cutesy jingle. In the corporate world, branding must be monetized.

Monetizing Music

"Apple proved that if you love a company, you will do business with them," Beckerman said. "A very, very valuable commodity is your brand— not just for its own sake, but in terms of how it helps you monetize customer relationships. That's one of the things that sound does, probably more powerfully than anything else, just because it acts on this really primal part of your brain. It gives you these emotional reactions and emotional connections in a matter of just a second.

Beckerman cites Chili's restaurants as a classic example of successful sonic branding. He says that a curious thing happens at dinnertime inside a Chili's. No one will have ordered fajitas, the restaurant's signature dish. Then one customer places an order, and the sizzling plate is carried through the dining room to the table. Shortly after that, the kitchen will push out 10 or 15 more orders for fajitas.

"It's a multi-sensory chain reaction triggered by sound, and then you're completely helpless," Beckerman said of the process.

It's not just the smell of the food — because there's a symphony of aromas inside any restaurant — but the sound of the sizzle that grabs customers, he added. That same sizzle is used in Chili's commercials to further emphasize its branding.

There are plenty of other examples of successful sonic branding.

Further, even when the audience claims to be sick and tired of hearing a ubiquitous song, the music still works. "The reality is if [the songs] trigger pleasurable feelings, pleasurable memories for you, you actually really love them," Beckerman said.

NOTABLE BACKFIRES

In recent years, companies have capitalized on this notion by using pop and rock songs in their advertising. But the strategy doesn't always work. One notable backfire happened with Royal Caribbean Cruises, which used the 1977 Iggy Pop tune, "Lust For Life," in several television ads in 2005. The song, which is listed among Rolling Stone's "Greatest Songs of All Time," is about drug abuse and prostitution.

Viewers called out the company for its choice, Beckerman said, and the song was quickly dropped.

The negative audience reaction highlights the need for authenticity in marketing, according to Beckerman. The modern consumer is savvy and doesn't want to feel manipulated. Companies are compelled to "tell the truth" in their marketing strategy.

"You can't just jam a song and a brand together," Beckerman said. "You have to really have a little depth of understanding of what it's about. It's not just... that it's a cool piece of music or you like the way it sounds or you think, 'Hey, people love this piece of music, so they're going to love when my brand is associated with it.' We're in a realm now where that thinking has to be much more sophisticated."

Beckerman sees sound & music as the revenue drivers of the future in the field of marketing. Consumers will interact with screens less and less as technology becomes more advanced, Beckerman predicted. In that era, sound will become even more paramount as a signal to the brain.

The notion is summed up as - "If a picture is worth a thousand words, then the right sound at the right moment might be worth a thousand pictures."

Advertising seems effortless to the audience, particularly when they spot an advert that makes them laugh, cry, think or brings debate. Television, online and radio advertising has the ability to stir emotions and memories, and this can be largely due to the music choice. Music is just as an important part of the branding process as the visuals and words of an advertising campaign. Where the personality you chose is imperative to a brand, particularly for creating a strong identity and engaging with your consumers.

Music and images can connect with a wider audience than words, as there are no language barriers with music, and this is why music should never be overlooked when it comes to advertising. Alexomanolaki, Loveday, and Kennett (2007) wrote in their paper 'Music and Memory in Advertising': "Music may play several roles and have many effects in advertising; it may attract attention, carry the product message, act as a mnemonic device, and create excitement or a state of relaxation. Music is effective in facilitating both implicit learning and recall of the advertised product."

Brands and Music Identity

Gillette's branding 'Best a man can get' sonic trigger has stayed with the brand over all of their marketing campaigns. The memorable sonic just turns up in different guises in every TV advert – whether it's played on a guitar or sung.



Fig: 3: Gillette Ad

Take a look at Gillette's 'Best a man can get' advert from 1989 and compare it with their latest 'Shave Face' commercial. The 1989 bespoke, power ballad advert boosted Gillette's brand awareness, where they went on to rank 20th on the Fortune 500.

Music in Advertising is used as an Entertainment Tool

It is argued that good pieces of music possess the ability to make advertising more appealing and attractive. When an advert includes an effective piece of music, it engages the attention of the audience who will take time to figure out the cause of the music and, as a result, be notified of the product which being advertised. According to Huron, the origin of music in advertising dates back to Vaudeville where the purpose of music was to sweeten the spoken narrative sales pitch. This meant that the originator of this music aspect understood the fact that music would engage the attention of the audience who would in turn act indifferently to the unwanted interruption. It is arguably right to indicate that the entertainment aspect of music arrests any gross experiences music hence become enjoyable to the targeted audience at large.

Music has been constantly used to convey advertising aspect. The use of music to broadcast commercial radio adverts reflects the urge and the need created by the product developers to have a significant portion of the market for their products. There has been no exception in the music which will be used to advertise a product. In recent years, different genres of music have been used to advertise different products, for instance hip hop music and rock have been known to hit airwaves as advertising accompaniments for product which range from shoes to beauty products.

Music in advertising has a very specific role and purpose. It helps in channeling the brand. This requires understanding the brand completely, the business, the target audience, the message we're trying to communicate, all of it. We need to fully comprehend and create the sound of the brand. That sonic branding is more important as a whole than any one ad, or one campaign for that brand. It is the glue. It is the unspoken sonic landscape and foundation of its importance.

Music is powerful. It can make us smile or cry, bring memories rushing back, and even inspire us to buy a product when it's combined with the right advertisement.

EFFECTIVENESS OF MUSIC IN ADVERTISEMENTS

A recent study from Nielsen looked at effectiveness of more than 600 television advertisements, more than 500 of which included music. The research indicated that commercials with some form of music performed better across four key metrics—creativity, empathy, emotive power, and information power—than those that didn't. That said, music can have a varied effect on different categories. For example, ads with music for consumer packaged goods (CPG) and travel campaigns scored high for empathy and emotive power. Meanwhile, music helped deliver information power for quick-service restaurant and retail campaigns.

In advertising, memorability matters, but effective ads do more than just create memories. While it's important for consumers to remember the message in your ad, connecting on an emotional level can directly lead to a purchase. So the best ads are the ones that have both information and emotive power.

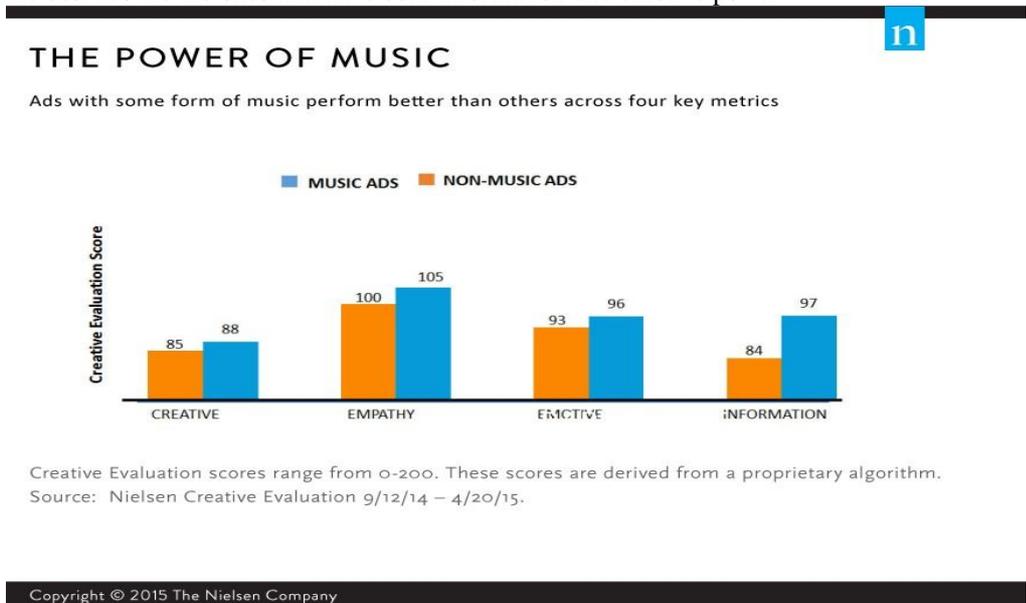


Fig: 4: The Power of Music by The Nielsen Company

But from classical to punk to rock to rap, are all tunes equally effective?

According to Julanne Schiffer of Nielsen Entertainment, "It depends on the message you want to get across. Popular songs, for example, are the most effective at invoking some kind of emotional response. But, while pop songs deliver emotive power, other genres are better suited for price and promotional-based ads that are trying to get information across to audiences. In fact, the study found that generic background music helps improve information power. Advertiser jingles help make the brand seem in touch, but they don't generate as much empathy as other forms of music."

But that doesn't mean pop songs can't convey information. In fact, these tracks often provide a "hook" and add value to the information communicated in the ad. But advertisers should keep in mind that the tune doesn't have to be the main attraction. Incorporating popular songs—and even artists—into ads as elements of the larger narrative structure can boost a spot's memorability.

Advertisers can also use the familiarity of a popular song to incite a specific reaction in viewers that aligns with the objective of their ad. Powerful songs can invoke strong emotional responses, and songs can help create a soundtrack to the events unfolding in an ad when lyrics are integrated into the voice over and storyline.

But while it's important that ads resonate with viewers, advertisers want their messages to drive sales, especially with the large price tags that can come with using popular music. However, the good news is that popular songs (and artists) deliver a one-two punch: They boost emotive power and can drive significant returns.

The role of music in advertising is usually to capture the attention of the viewer, create a specific mood, insinuate quality, target a demographic, and in some cases, to "install" a catchy or annoying jingle in the viewer's head in order for them to remember the product and talk about it with others.

These are all extremely important factors of getting in touch with your demographic and creating a particular "branding" so to speak of the product (i.e. "hip" music to target youth, classical music to imply quality or relaxation, catchy jingles to get the word of mouth going). Some good examples are:

Fig:5McDonald's-"You deserve a break today"

Fig:6Outback Steak House-"No Rules, Just Right"



Music can be used to reinforce a message, for example to make a jingle more memorable, so it sits in the back of the prospect's mind and suddenly pops up and plays just at the point of purchase!

Or it can be used to evocatively. To evoke an emotion with which you want the prospect to identify. A paint company is using "Somewhere over the Rainbow here in Australia – not the Judy Garland version, the version by Hawaiian artist Israel Kamakawiwoʻole. For some it evokes very sad feelings – the end of Finding Forrester, and Dr Green's death on ER. Apparently it makes people buy paint!

An anti-dandruff hair shampoo commercial aired in Australia used the 1961 Doo-Wop song "Duke of Earl" to accompany visuals of people washing their hair and singing karaoke style. The ad was so popular thousands phoned the commercial TV networks to "request" the advertisement – I believe that's the first time that's ever happened.

FUNCTIONS OF MUSIC IN ADVERTISING

In advertising, "music can serve the overall promotional goals in one or more of several capacities." David Huron came up with six primary categories, which include:

- entertainment,
- structure and continuity,
- memorability,
- lyrical language,
- targeting, and
- authority establishment.

Also, music in advertising can be used to appeal to a person's emotions and senses. The targeting of one's emotions is done so that the audience is swayed toward what is being advertised. This concept of using music to influence a person's emotional state is proven in the following quote, "music has a significant influence on the consumer's emotional state and mood, which is an important concept in the establishment of attitudes, since mood states seem to bias judgments and opinions in the same direction as the mood state".

Being able to use music in advertising has made advertisements more enticing and attention-getting for the audience. Fifteen seconds is currently the standard duration of a television commercial so advertisers need to be able to successfully grab their audience's attention, which music does.

- **Entertainment :**

The entertainment aspect of music helps make an advertisement more appealing by adding aesthetic value to it. An advertisement that has high aesthetic value will be able to capture more attention from the audience. From this point of view, "music need not necessarily manifest any special affinity with a particular product or service in order to play an effective and useful function. The music functions more as a bridge between the viewer and advertisement in this case.

It simply draws attention to the advertisement or to the product. In this case, the music in the advertisement does not necessarily need to have anything to do with the product. The entertaining part of an advertisement is one of the most crucial steps to getting customers to buy the product. Music brings a certain flavor to an advertisement, without the music the ad would seem bleak. Music can create emotion and motivate people. When paired with the right ad music can make a person associate the product with a certain feeling enabling them to go buy the product.

- **Structure & Continuity :**

Music supports an advertisement's structure and continuity by mediating between disjoint images. Accompanying a TV commercial, music either structures the narrative or tells a narrative itself. It can also create an antagonist and protagonist within this narrative by giving them typical musical figures, harmonies or melodies. Moreover, music has the ability to emphasize dramatic moments within the advertisement, and therefore creates both structure and continuity.

- **Memorability :**

Music in advertising is the most common musical technique for aiding memorability and hence product recall. A theory suggests that the initial sound (or notes in the case of music) activates a cohort of possible matches in memory, which is narrowed as the sound (or melody) progresses.

Music serves the function of making a product more memorable to viewers, as it is known to linger in the listener's mind. When used in an advertisement, the content of the ad lingers along with the music. Easily recognizable music is put in television ads to produce a significant positive relationship with recall and comprehension for the viewer. On top of this, recall of information is improved when cued with a well-known song.

Advertisements strategically use popular music to make a lasting impression on viewers.

The ability to be able to attract a consumer to a product usually requires an advertisement to be presented in a memorable way. Whether it be in a catchy, recognizable song or with loud, vivid colors, an effective commercial or advertisement must come across in a fantastic way in order for the consumer to actually consider taking a product into account. The viewer must be drawn to the advertisement for the product to be remembered later. Music is the number one way for companies to entice a consumer or buyer, usually spending up to half of a million dollars to create commercials that will stand out to the public. In this it includes using popular music that appeals to younger audiences, famous celebrities and musical artists that many can recognize, and star athletes that many look up to.

Picture-word congruency was found to enhance verbal recall when the picture does not evoke distracting imagery. Music has a great part in drawing in a consumer to consider an item for purchasing, but visuals tend to enhance the advertisement for later recall. In times where both lyrical and visual advertisements are presented, it brings positive invocations to the viewer and memorizing certain products becomes more effective and easier for future recall.

Studies have been conducted to compare various elements of "stimulus congruency" that prove how higher volume advertisements turn the eye and make products more appealing. Through this, companies become more involved in how to boost their products through musical advertising for the benefit of the message applied. It becomes easier to target younger people, seeing as that their ability to memorize words of a song faster and therefore creating commercials and advertisements that trend worldwide with their specific musical taste.

• **Lyrical Language :**

For providing rational facts at the same time, mixtures of speech and song provide advertisers with opportunities for both logical, factual appeals through spoken and written language and emotive, poetic appeals through music.

Contemporary advertisers must overcome the viewer's innate skepticism, which developed over years through desensitization. Music can provide a message without the customers consciously noticing it; in other words, they are uninvolved, non-decision-making consumers rather than cognitive active problem solvers.

• **Targeting :**

Using different kinds of musical genres in the advertising world helps advertisers draw from the kind of audience they think will be interested in their products. The idea that there is a specific group of people that an advertiser is trying to reach is called target audience and music is a significant aspect of what draws the target audience in.

Music can create different moods and sway people of different groups into thinking or feeling certain ways. The different tempos, time changes, pitches, and content of the music can target anyone or many groups of people the advertiser may be trying to reach.

Often, music in advertisements shows a viewer what a product is before the advert actually states it. Linda M. Scott, says in her journal, "Understanding Jingles and Needledrop: A Rhetorical Approach to Music in Advertising, "Studies of advertising music share an underlying theory in which music is an effective background component that causes attachment to the product without the cognitive involvement of the viewer. Music can create a bond between a viewer and a product, which is why it is considered important for advertisers to choose the right music for their target audience.

• **Authority Establishment :**

Authority establishment in music in advertising is the idea that using specific kinds of music can help give an advertisement more credibility because of the artist being used in the ad. This is another way that companies

can help persuade consumers to buy their product. Using a specific song that holds weight in the target audience the advertiser is trying to reach can strengthen the bond between the product and the consumer.

INTERFACE OF MUSIC AND BRAND

Generally, one could say that music can be altered in meaning depending on its context. This is an opportunity for advertisers to create meaning for their brand by employing musical pieces for their own interest. But music has a potential for the construction or negotiation of meaning in specific contexts. That means that some music can match better with one type of products than with another type. Different musical types can i.e. target high culture or popular culture oriented customers. The reason is that "musical styles and genres offer unsurpassed opportunities for communicating complex social or attitudinal messages practically instantaneously. One could literally say that music is worth a thousand words. That's why music became more and more important to advertisers. They have the chance to transfer specific characteristics connoted to certain musical types to their products. Music now is more often employed as 'borrowed interest' capturing a feeling, setting a mood, recalling past experiences and playing them back on behalf of the sponsors. All these attributes help an advertisement appealing to the life world or lifestyle of the targeted group.

And music transfers its own attributes to the story line and to the product, it creates coherence, making connections that are not there in the words or pictures; it even engenders meanings of its own [...] the music interprets the words and pictures. A brand's, product's or service's value is enhanced by the connection to music. It adopts meanings which are inherent in the music because "the object itself is not enough to sell it; it must also be linked to some sort of personal meaning, the very essence of branding. That means that a brand or product has to pick up some kind of connotation which is added by the music. Also, a certain artist can change or shape an advert so that it fits a certain target group. "Advertising is not about what the product does but who the consumer is and so advertisements have to find a good balance between adopting meaning from a used musical piece or artist and providing context in return to become authentic. Both the music and the advertisement can benefit from this symbiosis. There are artists and music bands that became famous through having their music inside of adverts which can in return mean to sacrifice their music to the brand.

"The joining of music culture, through either a licensed track or the appearance of an artist, with a product or service in a commercial brings new connotations to both artist [and also the music] and company while naturalizing the relationship between the two. The value of articulating popular music to a product can be seen as especially important to advertisers competing with products similar, if not identical, in use-value."

EFFECTS OF MUSIC ON ATTENTION AND MEMORY

In order to understand the influence of background music in ads on consumer attitude, it may be suitable to interpret the effect of music in commercials on the attention and memory of consumers. Both the attention to and the memory of the advertisement can significantly influence attitude, more specifically attitude confidence and attitude accessibility. Attitude confidence is influenced by attention to the commercial, because the more a person pays attention to it, the more information he or she absorbs and thus the more confidence he or she has in his or her knowledge about the brand and the advertisement. Attitude accessibility is affected by a consumers' memory of the advertisement, since the better the consumer remembers the commercial and its content, the higher a consumers' attitude accessibility.

In his paper, Allan (2006) examines the influence of popular music in TV commercials on consumer attention and memory. He researched what kind of popular music in a commercial would enable the maximum level of attention to the brand and the strongest memory for the brand: popular music with the original vocals, popular music with altered vocals, popular music without vocals (instrumental) or no music at all. He stated that attention comes before memory, because if the advertisement does not receive any attention in the first hand, then the probability that any of its content will be remembered is extremely small.

For a commercial to gain sufficient attention, the popular song should not just be relevant, but also needs to hold some kind of significant meaning to the viewer. For example a club hit that is fun to listen to but has no meaningful content may not generate as much attention as a powerful ballad hit song, which holds more emotional value. Of course, the song genre and its lyrics should fit the content of the advertisement.

It has been found that the recollection of information is enhanced when cued with a well-known musical piece (Rubin, 1977). Apparently, the melody of the song provides a certain framework for memorizing and encoding the messages in the advertisement.

The results of Allan's study showed that popular songs with original and modified vocals produced significantly greater attention towards the commercial than no music or and instrumental song. Songs with original and songs with modified vocals also produced greater memory of the advertised brand. Commercials with popular music were shown to be more effective in stimulating attention and memory than commercials without popular music, mainly because they capture the attention of viewers, but also because they seem to encourage memory.

One major factor that is important in determining the level of attention and memory is personal significance. Personal significance influences the impact of popular music in advertising as a stimulant. This seems quite obvious, since one would pay more attention to a commercial if it played ones' favorite song than if not. Moreover, the vocals in a song are an integral aspect. Participants in Allan's study were more attentive towards a commercial if there were vocals in the song than when there were no vocals.

Clearly, popular music has a huge influence on consumer attention to the ad and memory of the ad. However, since there are huge costs involved for receiving the right to use a hit song by a popular band or artist, many advertisers and companies cannot afford to use such type of music. Advertisers should also be careful when choosing a popular song, because a song that is too well known might be too familiar and repetitive for viewers. In addition, artists have increasingly become more reluctant to allow advertisers to play their music in commercials, because that it degrades their music. Even so, if they do have the funds to obtain the right to use a popular song, advertisers should avoid using instrumental versions of popular songs, since they have the least preferred effect on consumer attention and memory, as found in research.

EFFECT OF VARIOUS FACTORS OF MUSIC ON MOOD AND ATTITUDE OF THE CONSUMER

Various musical elements such as song tempo, rhythm and pitch seem to be closely associated with different emotional states and sometimes even trigger them. Even though most cultures of our world would have similar perception about the different impressions of musical elements, I focus on western society and culture when evaluating the effects of various musical aspects, because it might be different for other cultures.

Tempo

Fast music is regarded as conveying a happy and exciting feeling state, more so than sad music, all other things being equal. Fast music also seems to be more pleasant to hear for the audience. Holbrook and Arnand (1988) found that the general preferences for the tempo of music exhibited an inverted U-shaped preference function, "with 70 to 110 BPM (beats per minute) being the range of favored tempo". They also found that quicker tempo in commercials was associated with generally more positive evaluations than commercials with moderate or slower tempi.

Rhythm

Hevner (1936) learned that strong and stable rhythms were evaluated as representing serious and tough impressions. On the other hand, smoother rhythms were judged to represent more happy, humorous and dreamy feelings. Musical pieces in a staccato* rhythm were perceived as being dynamic, lively or even agitating, particularly when it was performed with a lot of intensity and volume (Wedin, 1972). Music in legato* was regarded as giving a more serene, tender and dreamy impression, especially if performed softly.

Pitch

Musical compositions with a high pitch seemed to be evaluated as more exciting or joyous than that has a low pitch, which is often judged as sad. The two musical modes also seem to trigger diverse effects on the moods of listeners. The major* mode is associated with joyful, vivid and playful feelings, whereas the minor* mode is associated with melancholic, mysterious and even angry characteristics (Scherer and Oshinsky, 1977). In an experiment involving minor and major mode, it was found that subjects seemed to learn more and make more personal associations with a

commercial that was accompanied by music in major or mixed mode (Stout and Leckenby, 1988). Commercials with music in a minor mode appeared to be more annoying and less favorable to subjects. Similar to the major mode, consonant* musical harmonies were perceived as jolly, happy or peaceful. Analogous to the minor mode, dissonant* harmonies were seen as more agitating, worrying or gloomy. A good example of how consonant and dissonant harmonies are used in a commercial is the commercial for Bayer Aspirin. In the ad, you first see a person who is in pain, accompanied with dissonant music, which reflects the pain and the disturbance. Then he takes an aspirin and the dissonant music transforms into a consonant harmony, which reflects his pain subsiding, giving the impression of calmness and normalcy.

There is also a difference of effects between ascending and descending melodic lines on mood states. Ascending melody lines are associated with dignified or majestic impressions, whereas descending melody lines gave the impression of excitement or peacefulness (Hevner, 1936). Musical compositions with a large range of notes, comprising of more than an octave*, were seen as being more glorious and impressive than compositions with a range of less than an octave, which were seen as being more somber (Gundlach, 1935). However, these findings are questionable, because even songs with a small range of notes can be perceived as being happy and entertaining.

Gundlach also found that the use different instruments had diverse effects on the perception of the song. Songs, in which brass instruments played the main melody, were described as triumphant or even bizarre. Woodwind instruments (e.g. flutes) on the other hand, conveyed uncomfortable or irritating emotions, and songs, in which a piano played the melody, were seen as brilliant or calm. String instruments were associated with feelings of delight and pleasure.

THE EFFECTS OF MUSICAL HARMONY ON BRAND ATTITUDE

Oakes examines the topic of musical congruity in his paper "Evaluating Empirical Research into Music in Advertising: A Congruity Perspective" (2007). His work is almost identical to the theory of musical fit by MacInnis and Park. He stated that music that fits the commercials' content and purpose will create a more positive attitude towards the commercial, the brand and the product or service advertised, than when it is incongruent. Additionally, a better fit could also lead to greater purchase intention by consumers, greater emotional responses, as well as better visual and verbal recall of the content in the TV commercial. Oakes conducted a literature review and made a list of all types of music and advertising congruities that he found in his literature search.

While spoken words in television commercials can become annoying and boring after seeing it a couple of times, music can make repetition enjoyable, because it uses rhythms and a variety of sounds that accompany the verbal content of the commercial. This can lead to Repetition congruity. Viewers may recognize the music and might pay more attention to the ad when they see it again, thus improving brand attitude.

Indeed, the concept of congruity can also have the opposite effect. When consumers hear a song or a musical piece, which they associate with a negative and unpleasant memory, there is so-called Association Incongruity.

Similarly, when they associate the music with a pleasant past experience there is Association congruity. Of course, this is a very subjective factor that is very difficult to control by advertisers. However, advertisers can use information such as the fact that songs, which are often played at funerals, have more chance to evoke a negative memory in people than songs that are played at parties, for example. Even though this is a minor detail, advertisers should be aware of the concept of association incongruity.

Valence congruity, which comes very close to attitude valence, is the finding that the likeability of a song enhances brand attitude. Conversely, disliking of music in a commercial reduces brand attitude. This is again a rather subjective aspect that is difficult to control. Nevertheless, advertisers can for instance take a look at the target segment and find out what their favorite music is in general or use recent chart hits, which are currently popular among many. In addition, cultural characteristics influence whether a musical piece is liked or disliked.

The next type of congruity that should be taken into account by advertisers is Semantic congruity, which was proposed by MacInnis and Park (1991). They argued that a higher congruity between the commercials' song lyrics and the message content will lead to improved attitude towards the brand, both in high and low involvement conditions.

Genre congruity is when the musical genre fits the content and type of the commercial, enhancing brand attitude. A good example is when a commercial for Brazilian coffee is accompanied by Brazilian music, emphasizing the local authenticity of the coffee. Another example is when certain brands or stores want to create a more sophisticated, upper-class image; they often use classical music in their advertisements or play it instore.

Two other types of congruity that influence the effective response of a consumer, which is also an integral factor in the formation of attitudes, are Timbre congruity and Score congruity.

Timbre congruity is the finding that tonal congruity with other sounds of the commercial (e.g. spoken word) improved affective response towards the commercial.

Score congruity is the finding that musical scores that were composed especially to fit the advertisement also improved affective responses towards it. The concept of musical congruity is one of the most essential notions in determining attitude, and advertisers should be aware of it when producing a commercial.

EFFECT OF MUSIC ON CONSUMER'S MOOD

Alpert and Alpert have studied the effects of background music on consumer moods in their paper "Background Music as an Influence in Consumer Mood and Advertising Responses" (1989). In their paper, they define mood as being "[...] a fleeting, temporary feeling state, usually not intense and not tied to a specific behavior". Mood is not the same as an emotion, but it does have an impact on consumer attitude and behavior, according to the authors.

Mood states seem to bias attitudes in the same direction to the mood state. For instance, if a person is in a happy mood and watches a TV commercial, then it is more likely that he or she will have a more positive attitude towards it than if he or she were in a bad mood. Moreover, mood states also affects how the commercial is remembered and the attitude accessibility of an individual. If a person was feeling happy while watching a commercial, he or she is more likely to have a positive memory about it. A negative mood also seems to have a more complex effect on behavior and attitude than positive moods (Isen 1984; Donnerstein, Donnerstein and Munger 1975). The influence of mood takes a peripheral route, because a mood state is not controllable or conscious.

Allen and Madden (1985) found that the background stimuli in an advertisement, such as music, affect mood and consumers' reflection of the ad. Gorn (1982) found that music that was enjoyed by the viewer had a more positive affect on his or her attitude than disliked music. Wintle (1978) found that music can considerably enhance the emotional response towards television advertising. She stated that commercials and background music shared three subjective aspects:

- ✦ an activity factor,
- ✦ a pleasantness factor, and
- ✦ a potency/personal relevance factor.

Wintle too argued that when the congruity of the background music and the content of the commercial were high, viewers would evaluate the commercial more positively.

In his paper, Bruner (1990) discovered that different musical structure elements, such as music mode, tempo and pitch, triggered different moods and feelings in people. For example, a musical piece in a major mode evokes happier moods and feelings than songs in minor modes, which evoke sad moods.

PROBABLE DOWNSIDES OF USING MUSIC IN ADVERTISING

While sufficient evidence and research points towards the fact that music in commercials enhances consumer brand attitude, there are also some possible dangers when choosing and using particular musical compositions in an advertisement on television. Craton and Lantos (2011) have analyzed some drawbacks in the use of background music in commercials.

- 1) There is always some probability that a portion of the target population will dislike the music played in a particular commercial. However, a person disliking the background music in a commercial will judge the brands' credibility lower than if he or she would see the commercial without any music (Simpkins and Smith, 1974). Target consumers may respond negatively because they might find it inappropriate and disturbing for the situation they are in (e.g. they have to concentrate on something important), they think the music does not fit the advertisement or they find it irritating, boring, repetitious or they dislike the artist performing the song. The fact is that people seldom like listening to music involuntarily, which is unfortunately the case with most music in commercials (North et al, 2004).
- 2) Another problem is that the background music in a TV advertisement can hinder consumers' concentration and processing of the verbal and visual messages in the ad, because the music distracts them. Brand information recall and attitude towards the commercial can also be damaged when the background music captures too much attention and cognitive effort of the consumer. Therefore, music should not draw the attention to itself, but instead should function as a supporting role to the brand and ad message.
- 3) One problem with music that is especially composed for the commercial and that people have not heard before may be that consumers use all their cognitive attention to process the music, rather than understanding the message of the commercial.

The complexity of the background music also plays a role in this.

- Background music that is seen as complex by consumers is at first disliked but with repetition it becomes liked.
 - Background music with medium subjective complexity on the other hand, will be liked at first but with repetition it becomes too familiar and people will start disliking it.
 - Simple background music tends to be disliked from the start and will remain that way. Thus, advertisers have to face the challenge of choosing background music that is distinctive and has optimal complexity.
- 4) A further difficulty is repetitiveness. A consumers' attitude towards a commercial will deteriorate with repetition, and it seems likely that the role of music is also to blame. Repetition, on the other hand, can also have a positive effect. Creating new associations between the music and the brand take time, therefore repetition is significant.

There will always be a section of the target public that dislikes some features of the music accompanying the ad ; so, evidently, it is probably impossible to get everyone from the target audience to like the commercial and achieve 'universal appeal'. Musical genre preferences differ a lot among people and circumstances. Not surprisingly, attitudes towards musical genres are strongly connected to personality and lifestyle (North and Hargreaves, 2007).

For advertisers it is important, therefore, to understand the potential dangers associated with background music. The best way for them to find out possible pitfalls is to have a trial experiment of the commercial and the music. As Ogilvy (1963) said: "The most important word in the vocabulary of advertising is test".

CONCLUSION

Generally, people have negative attitude towards advertisements because of excess of ads these days. To overcome this problem the strategies behind creating ads should have extraordinary qualities. When it comes to the effects of music on humans, we have only begun to scratch the surface. Neuroscientists are making new discoveries each year that shed more light on both the physical and mental impact of music. Some recent studies have even shown how music heightens positive emotions to the point that it makes us feel good or even elated. From reducing stress to relieving pain to boosting learning and memory, music is indeed a powerful force. The key source of the study is the attitude of the consumer towards the ads depends on the mood of the consumer. Which can be partially motivated by the music because there are other factors also involved such as visual and verbal presentations.

When it comes to advertising, music is equally impactful. A study conducted by Nielsen highlighted that commercials which include some form of music performed better than ads with no music across four key metrics – creativity, empathy, emotive power and information power. The results go on to explain that music in advertising has varying effects, which must be carefully matched with the style of the ads. For example, popular songs were shown to invoke emotional responses while other genres are more effective when messages are focused primarily on price and promotions. This essentially works towards the positive purchase decisions.

In order for music to work to its fullest potential in advertising, marketers must not only have a deep understanding of their audience, but also a clear objective in mind with the desired role the music should play.

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