

THE SONIC BRAND CHAMPION:

WHY HAVING A SONIC STRATEGY IS ESSENTIAL TO  
THE STADIUM EXPERIENCE

## SEASON 1 - EPISODE 2:

SONIC BRANDING THE "STADIUM EXPERIENCE"  
VS OTHER INDUSTRIES

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SONICS  
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AN EXPOSITORY ESSAY SERIES  
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## Season 1 - Episode 2:

### **Sonic Branding “The Stadium Experience” Vs. Other Industries**

Question? What is the one unique element in the sports entertainment industry that differentiates it from other industries? Three words, The “Home” Game, or what has been coined the “stadium experience” as the sports entertainment industry’s Premier Product, a world staple, and symbol of “normal” life across the globe (especially in the US) marketed and sold in the form of ticket sales and season ticket licenses to a universe of loyal sports consumers. We’re talking a Multi-Billion dollar industry and growing!

What this section will focus on is how the “live sports entertainment industry” and its “Stadium experience” is the one defining area of uniqueness that clearly separates and easily differentiates itself in comparison to other corporate industries. In my observations, the largest difference is how live sports entertainment as a ‘product’ is presented and packaged to its consumers, being: ‘The Game’, ‘The Players’, and ‘The Fans’ (Customers). The combining of this trinity of powerful elements creates the nucleus, or what I call the ‘Earth’ ‘Wind’, & ‘Fire’ of the ‘Stadium Experience’. The volume and frequency of scheduled ‘games’ hosted in a consistent venue is built into the fabric of the sports industry and is the main reason why other industries cannot compete when it comes to mass customer engagement. In a stadium with thousands of engaged customers, one stroke of the “sonic paint brush” can cover exponentially and has a greater potential to reach more customer’s hearts (loyalty) at once and on a more consistent basis.

Achieving customer loyalty is a company’s paramount objective in both the sports entertainment industry as well as in other corporate industries, however the sports industry’s path to customer loyalty is quite different than the others. By channeling the natural drama, excitement, and emotion of “the game”, a successful path to customer loyalty is best achieved through the “stadium experience”, and in regards to “winning” a sports fan/customer’s loyalty, “the game” a pro team should be playing for the long-term is creating the best “stadium experience” built around the foundation of the natural, organic power of music engagement.

It’s in this backdrop of a competition between two teams being played out within the confines of a stadium is where a pro team brand has the greatest opportunity to bring it all together and enable a way to communicate who they are and what they represent as a brand directly to a primed, engaged and receptive base of attending customers/fans. The more engaged an attending customer is into the experience, the more receptive they are to the brand messaging, other brand offerings and value propositions. To deploy an intelligent music strategy equipped with developed audio guidelines and tailored audio content, will give an experience a certain uniqueness that enables a company to receive this type of unique advantage.

As mentioned earlier, sports is a “fabric” of almost every country and culture in the world, and especially in the US every year there is a “matrix” of live events happening across the country from minor league baseball, to collegiate sports, to NASCAR where sports teams have the coveted opportunity to reach their most loyal and soon to be potential loyal customers/fans through each respective “stadium experience”.

#### **The Stats**

Just to show the impact of this difference, let’s check out the stats. In the US alone, there are close to 8000 live sporting events per year. Even through the pandemic, sports consumers have proven their loyalty to the “stadium experience” by returning to stadiums and arenas at the very first chance they get! Sports, just like music is an essential necessity to a large majority of Americans, 2021 proved that the original attendance numbers will rise back to previous profiting levels and will eventually continue back on its trend of interest and attendance growth in 2022 and beyond.

In conclusion, some of the largest companies and brands in the world consistently spend millions (sometimes billions) of dollars every year, tapping into their “operational budget” to sponsor or host live events like conferences, seminars, trade shows, or product launches just to have the same type of opportunity to have the brand, its products, and their customers gather together in one place. Due to what is called the live “stadium experience”, the sports entertainment industry is afforded a clear advantage over other industries when looking to have this level mass customer engagement. The Pro teams/companies that have recognized the benefit of the “stadium experience” and its advantages are the companies that are one their way to a culture of growing revenue.

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