



FORESIGHT  
FACTORY

# The Sonic Stage: Does Your Brand Need a Sonic Strategy?

# Sound and Marketing

## Trust in Marketing Channels GB



46%



36%



37%

## Subscription to a music streaming service Global



29%

## Marketing relevance GB



Podcasts  
59%



Other marketing  
23%



Source: Foresight Factory/DMA Customer Engagement Research: Base: 2111 online respondents aged 16+, GB, July 2019  
\*Facebook users, Instagram users, podcast users

# Audio as escape



of Gen Z and millennials believe **“there is too much visual stimulation and think audio offers a nice escape”**



**40% of global consumers** listen to a podcast at least once a month

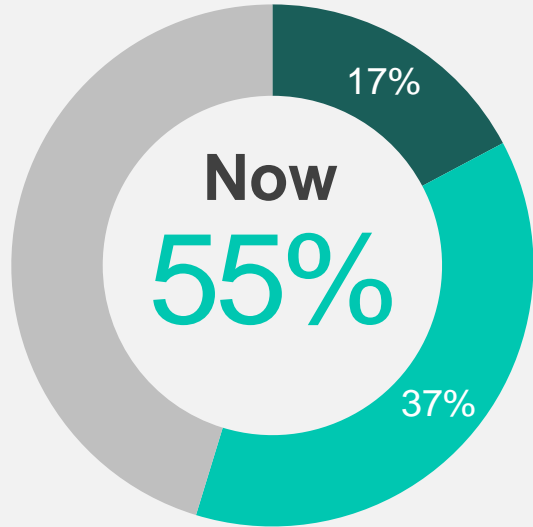


Sleep playlists on Spotify were the **third most-played** globally in spring 2019

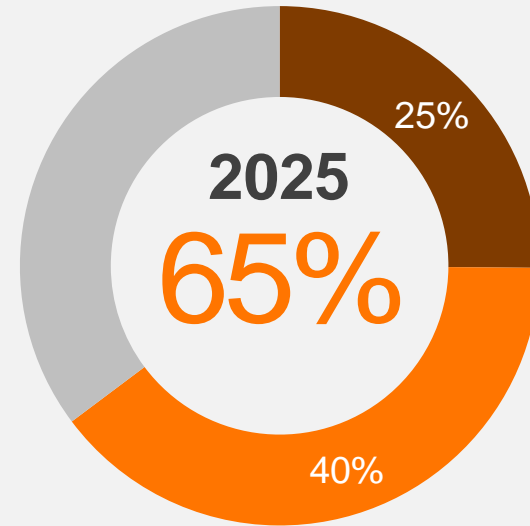


# Global data prediction

## Owning a smart home assistant by 2025



■ Owns/has access ■ Interested



■ Owns/has access ■ Interested



Playing with ASMR

ENDURA  
*Ford*



Titanium model shown.

# Future Sonic Strategies

Sophisticated  
Subconscious  
Sonic Guiding

Sonic  
Personalisation

Bleeding  
between audio  
content and  
branding



Want to know more?



# Introducing Foresight Factory online

It is powered by technology to deliver deeper, faster and more accurate data and actionable insight.

Explore contextual drivers, consumer trends and sector trends to answer your business questions.

We provide you with a wealth of data:

50+ million  
data points

1000+  
customer  
segments

200+  
predefined  
groups





## Demo the platform

[Sign up here](#) to demo the platform and also see full versions of the presentations

## Explore the data

See the data behind the presentations. We conduct global research in over 27 countries

## Trending 2020 report

Look out for our Trending 2020 report giving you the top trends to action. Published in Dec 2019



# TRENDING 2020

