



2026

Creative Music & Sound Design Studio

father

The Power of Music in Advertising Advertising

Aifric Lennon x



RADIOCENTRE IRELAND



HELLO!

Father is a full-service creative studio dedicated to the craft of sound. We work on the principle that sound amplifies emotion, engagement and recall, and that it is an integral part of design.





What we do

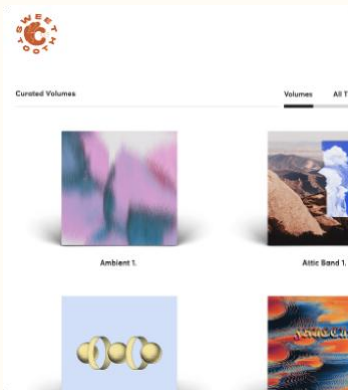
Original Composition for Campaigns



Sound Design & Mixing



Music Search & Owned Catalogue



Sounds for Environments



Sonic Branding

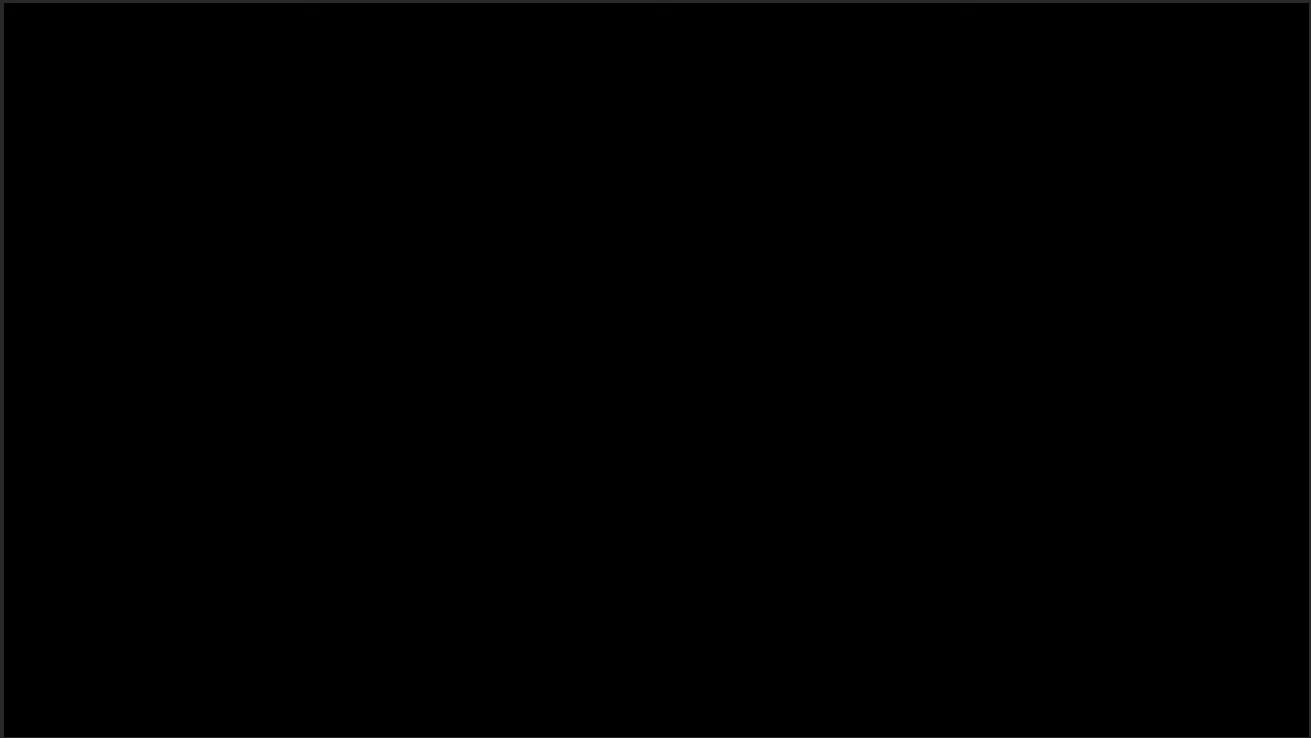




LET'S START BY DISCUSSING THE POWER OF MUSIC



MUSIC CHANGES BEHAVIOUR









**BRANDS THAT USE MUSIC
MUSIC STRATEGICALLY ARE
ARE 30% MORE LIKELY TO
DRIVE BRAND PREFERENCE,
PREFERENCE, LOYALTY AND
AND SALES**



MUSIC IS A SHORT-CUT TO RECALL & MEMORY



GUESS THE BRAND / GUESS THE AD





GUESS THE BRAND / GUESS THE AD



NETFLIX





WE PROCESS SOUND UP TO 4 TO 4 TIMES FASTER THAN WE WE DO VISUALS

Sound reaches the brain in ~8-10ms.

Visual signals take ~20–40ms.



MUSIC SHAPES EMOTION AND BRAND PERCEPTION



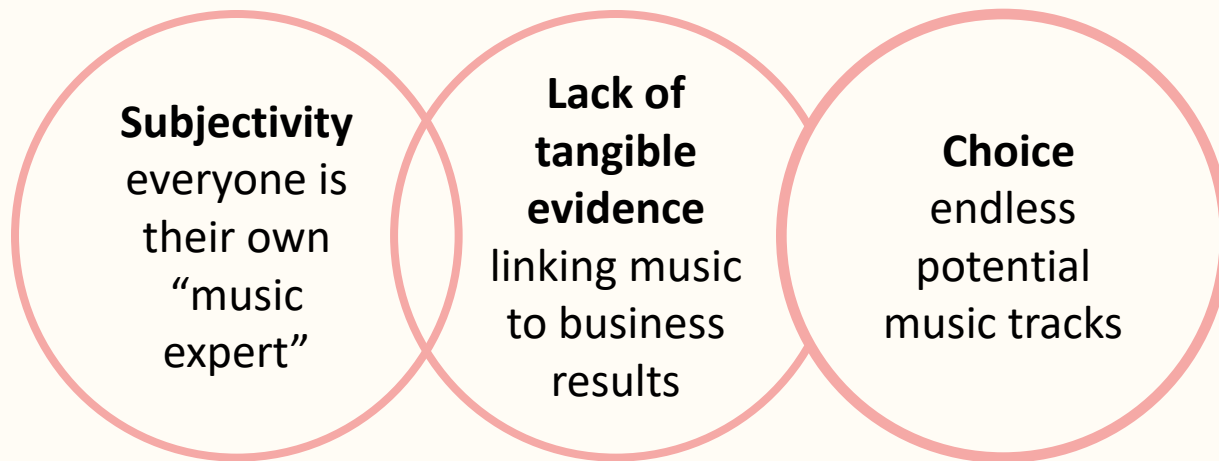




**BRANDS WITH MUSIC THAT
THAT FITS THEIR STORY,
IDENTITY AND VISUALS ARE
ARE 96% MORE LIKELY TO BE
BE RECALLED THAN THOSE
THOSE WITH THE WRONG
WRONG MUSIC**



The power of **music is everywhere...** **...so why is it all too often an afterthought?**





HOW TO USE MUSIC STRATEGICALLY, AND WHY IT WORKS



In collaboration with the the IPA, 150 prominent prominent UK ads were selected, and the impact of their music was tested with a large large UK sample.

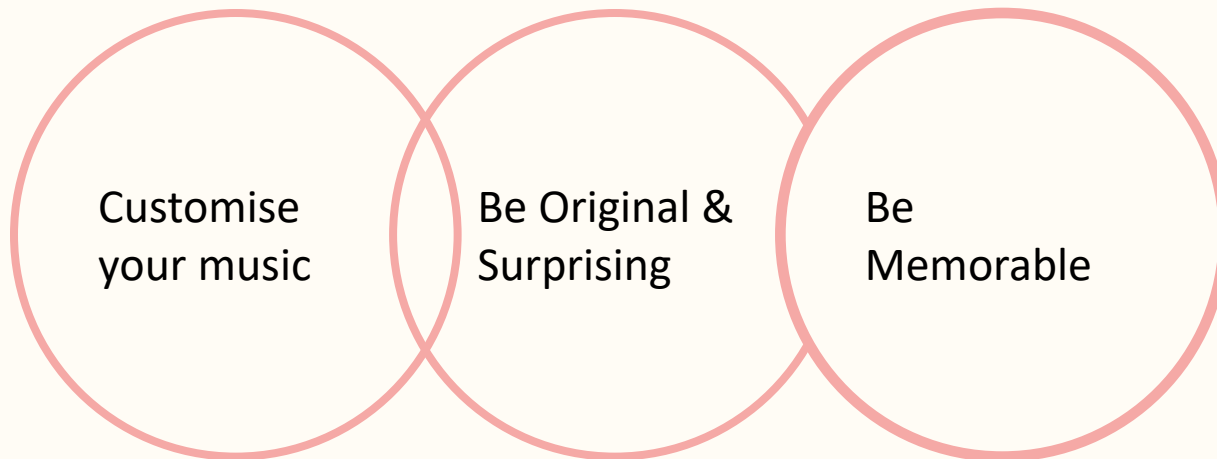
150 Campaigns

7,500 Consumers

Music-focused
methodology



HOW TO WIN WITH YOUR MUSIC CHOICE?



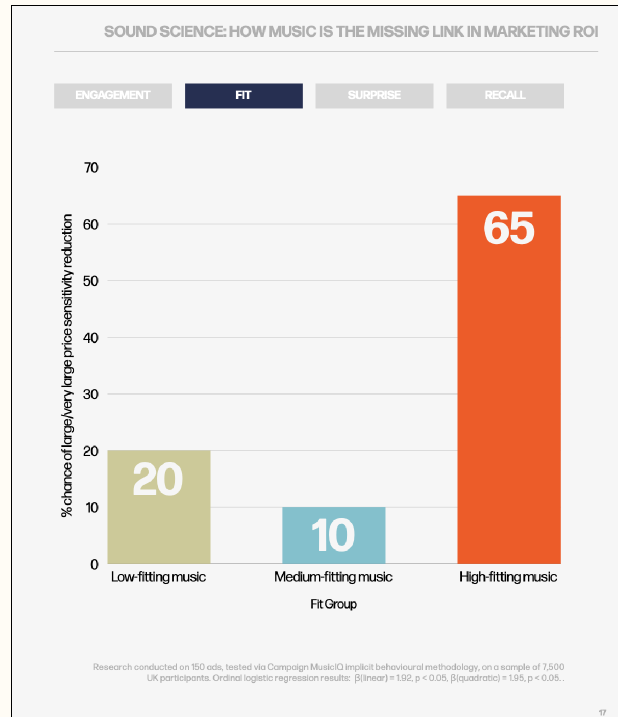


HOW TO WIN WITH YOUR MUSIC CHOICE?





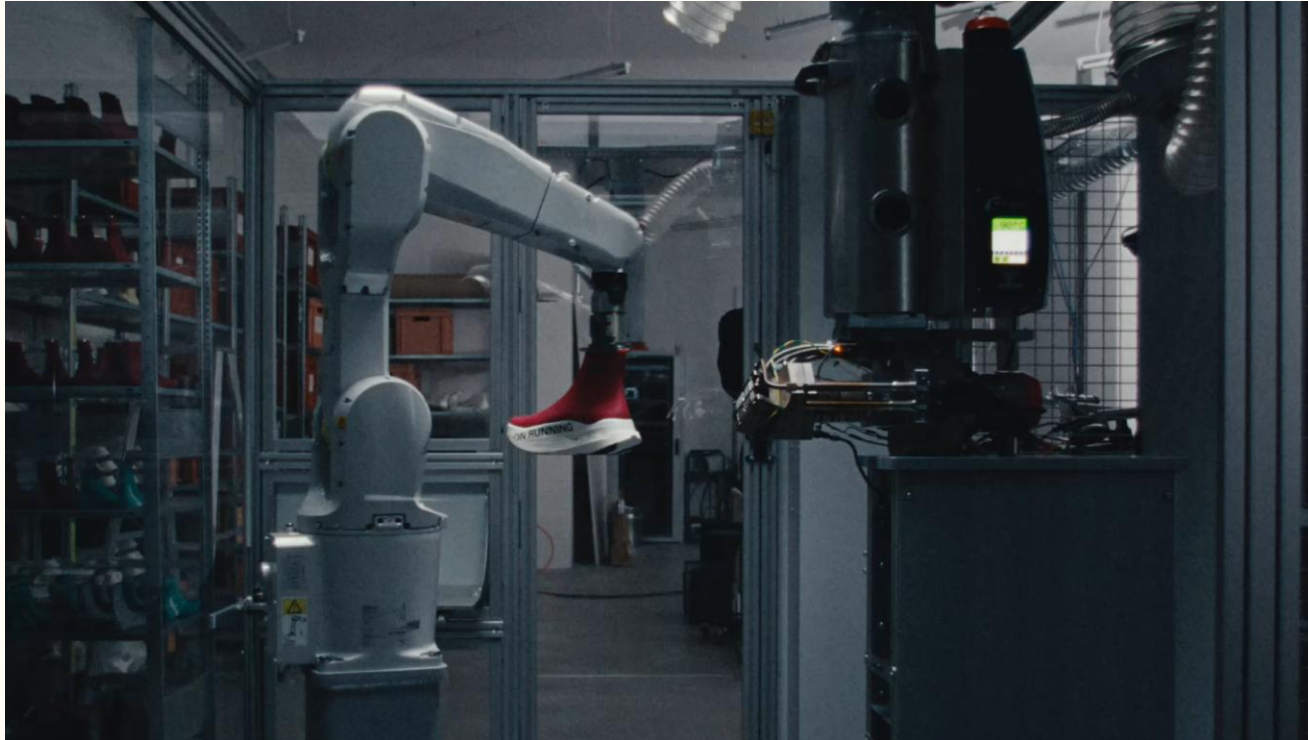
Using music
customised to your ad
makes consumers
nearly 7 times more
willing to pay higher
prices.





Approach: Original Composition

Source: Report - Sound Science 2025 - How music is the missing link in marketing ROI



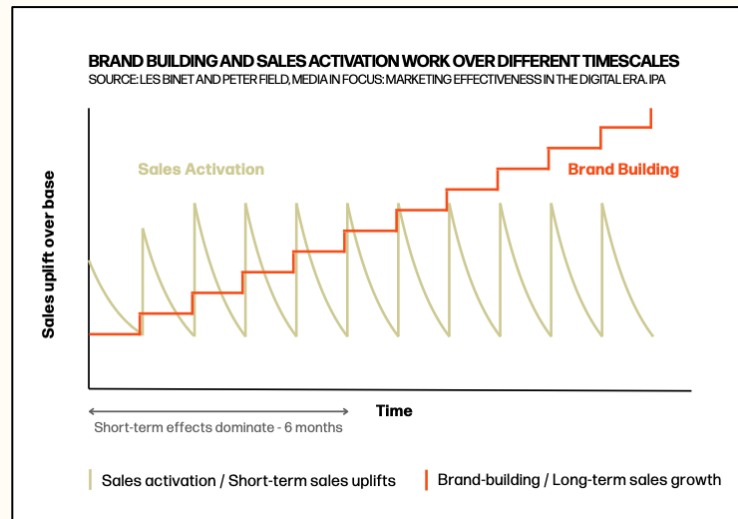
Approach: Catalogue Music, adapted to film + custom sound design

Source: Father Studio



Fit compounds over time, leading to long-term benefits.

Previous research by Binet and Field suggests that music can influence price sensitivity most if used consistently over time.



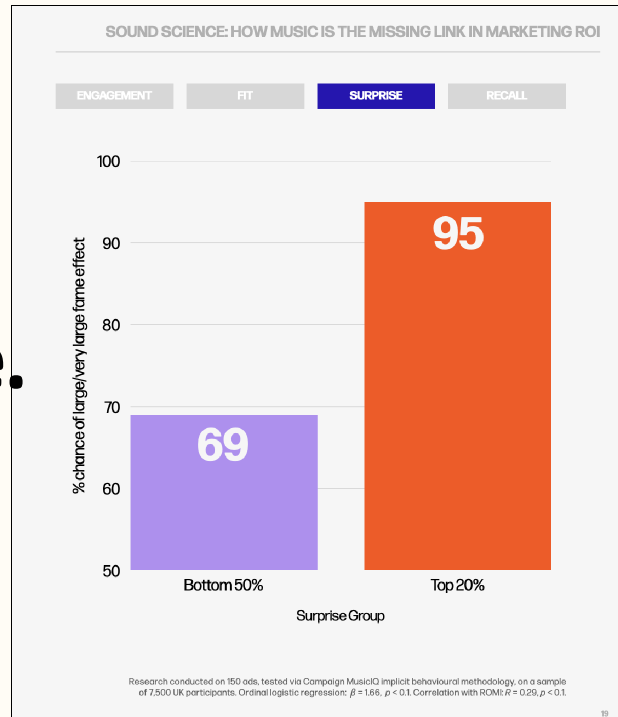


HOW TO WIN WITH YOUR MUSIC CHOICE?





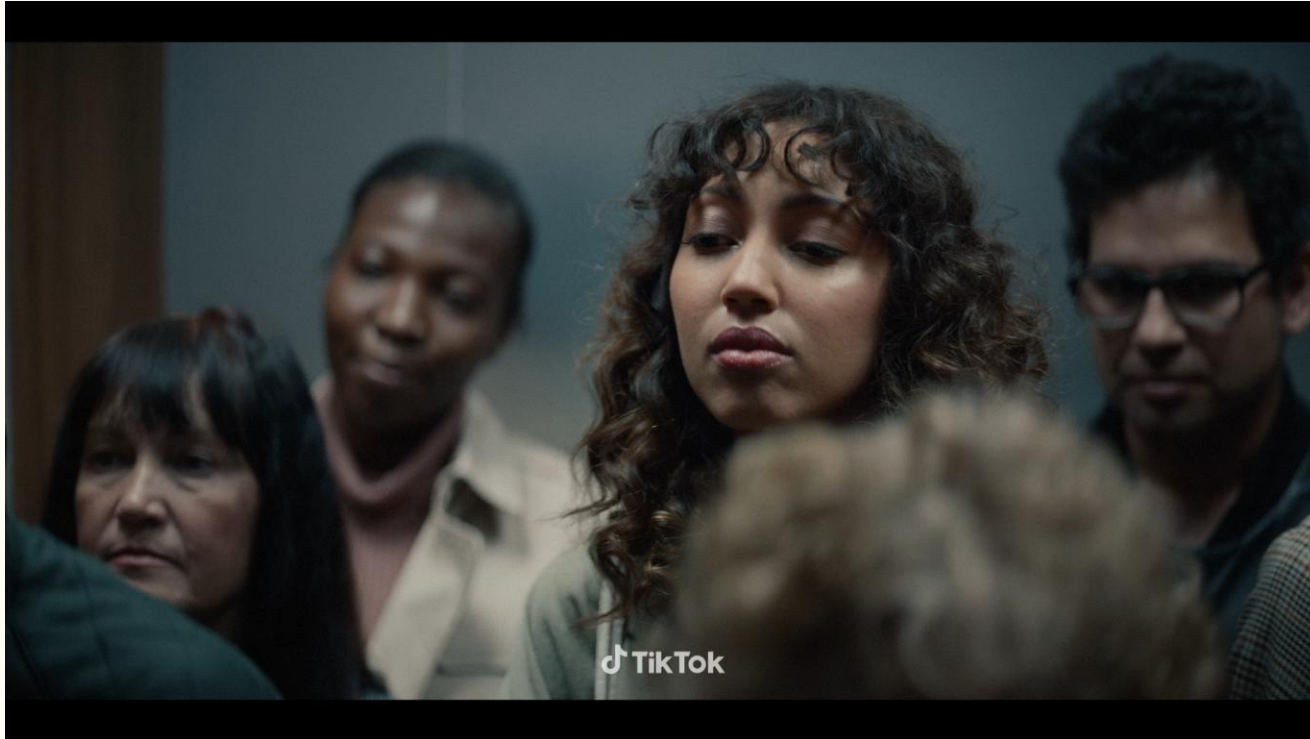
Surprising, highly unexpected music makes ads 5× more likely to drive brand fame.





KFC Believe in Chicken 2024 - Music Licensing

Source: Report - Sound Science 2025 - How music is the missing link in marketing ROI



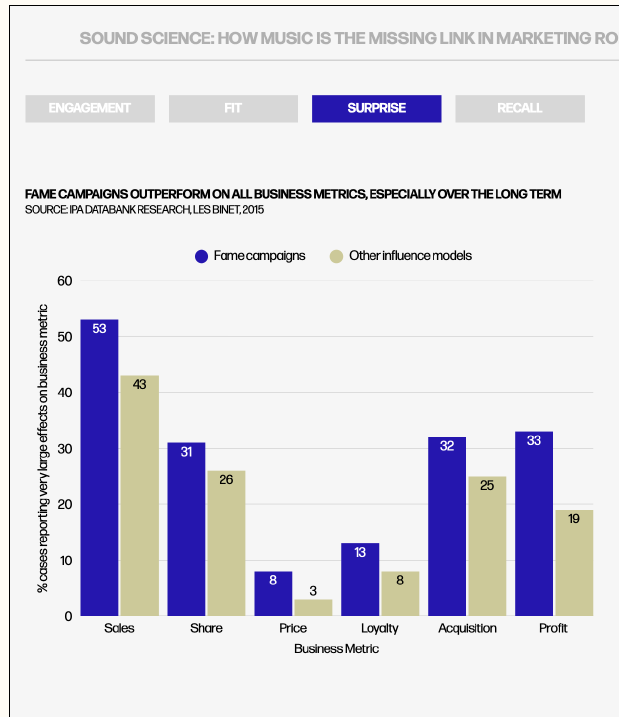
TikTok - Original composition + Music Licensing

Source: Father Studio



Surprise sells: the commercial power of creative music choices.

Binet and Field have shown that fame effects are often driven by creative excellence and originality. They have also found that fame is more profitable than mere awareness, and fame campaigns have longer and broader effects.



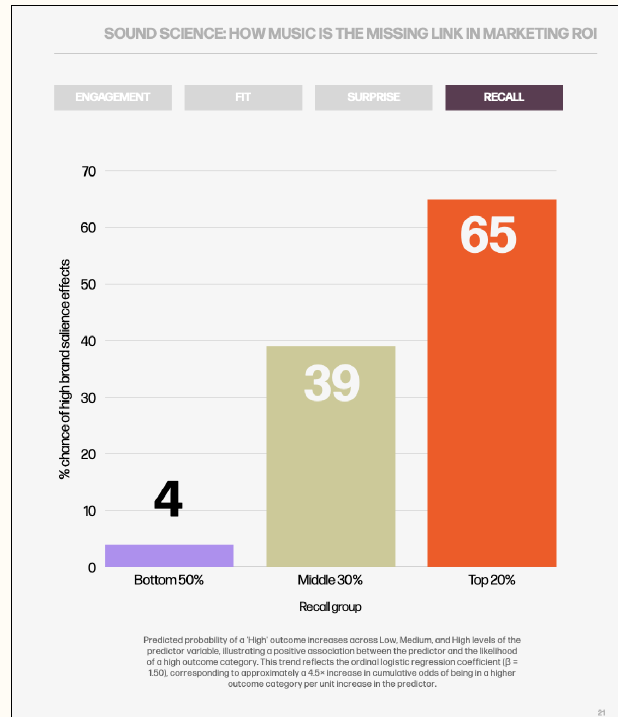


HOW TO WIN WITH YOUR MUSIC CHOICE?





Highly memorable music can make your brand 4× more effective at driving brand salience.



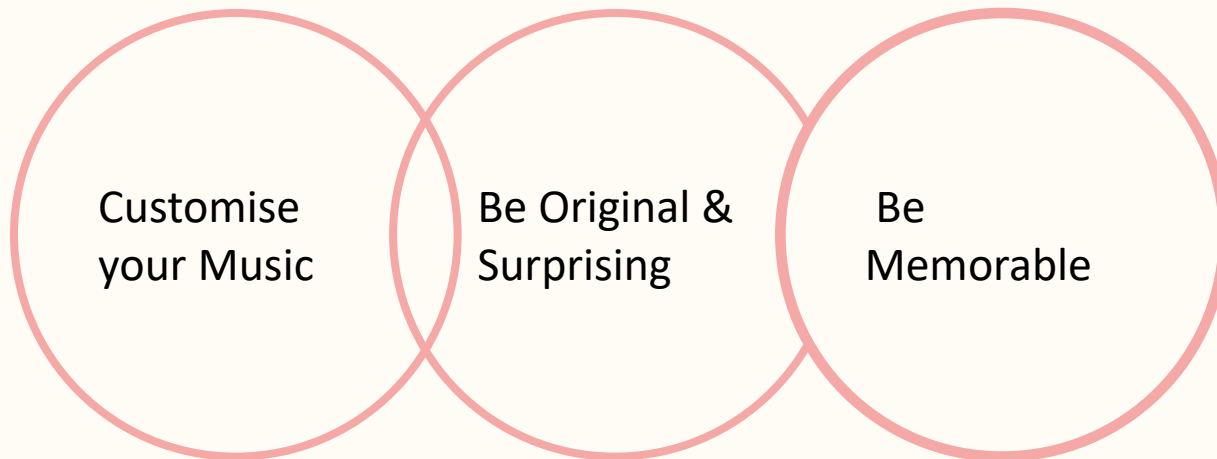


TUI 2017 - Creative Re-record

Source: IPA Report - Sound Science 2025 - How music is the missing link in marketing ROI

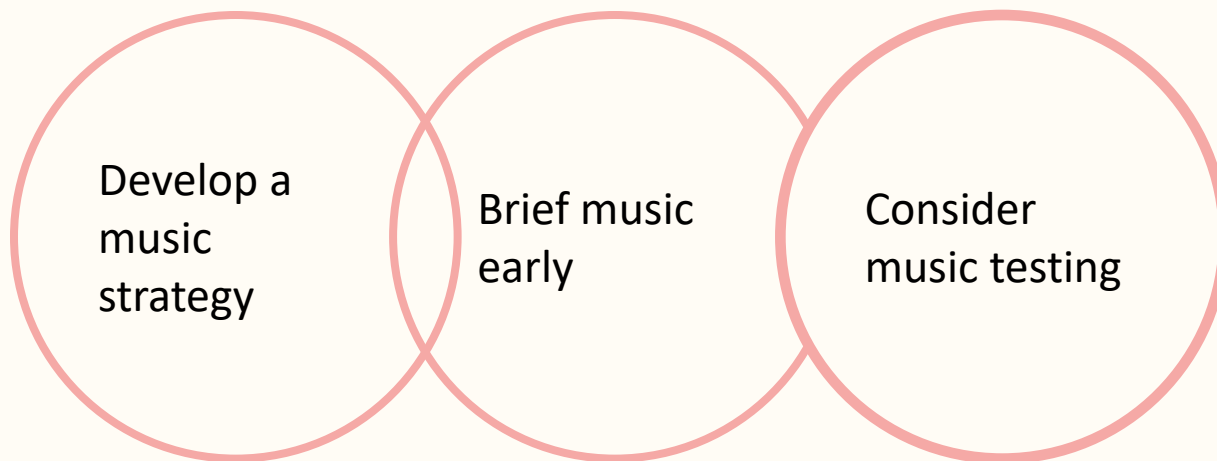


HOW TO WIN WITH YOUR MUSIC CHOICE?





HOW TO ENSURE LONGTERM SUCCESS?



Thank you!

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