

# The Sound of Responsibility

MarTech Summit, Berlin

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**Monika Schulze**, Zurich Gruppe Deutschland

**Michele Arnese**, amp sound branding



# MarTech Summit 2023

Introduction to speakers

## Monika Schulze

Head of Customer & Innovation Management, Member of the Executive Committee



Zurich Gruppe Deutschland

## Michele Arnese

Founder, Chief Executive Officer and Chief Creative Officer



amp sound branding



# What is Zurich's purpose?

To create a **brighter** future together.



# Customer Baseline

- Zurich's brand awareness is low
- Brand associations are limited to the "Swiss World"
- Zurich's emotional connection with consumers needs to be heightened



# Zurich's Way Forward

- Utilize sound as an emotional hook
- Define sound as a key component of the brand's DNA
- Use this branded sound across channels in a variety of implementations





ZURICH<sup>®</sup>

But how can **sound** support the Zurich brand and the overall brand positioning to **its full extent?**

A jingle **cannot** work across all channels because it is not flexible enough

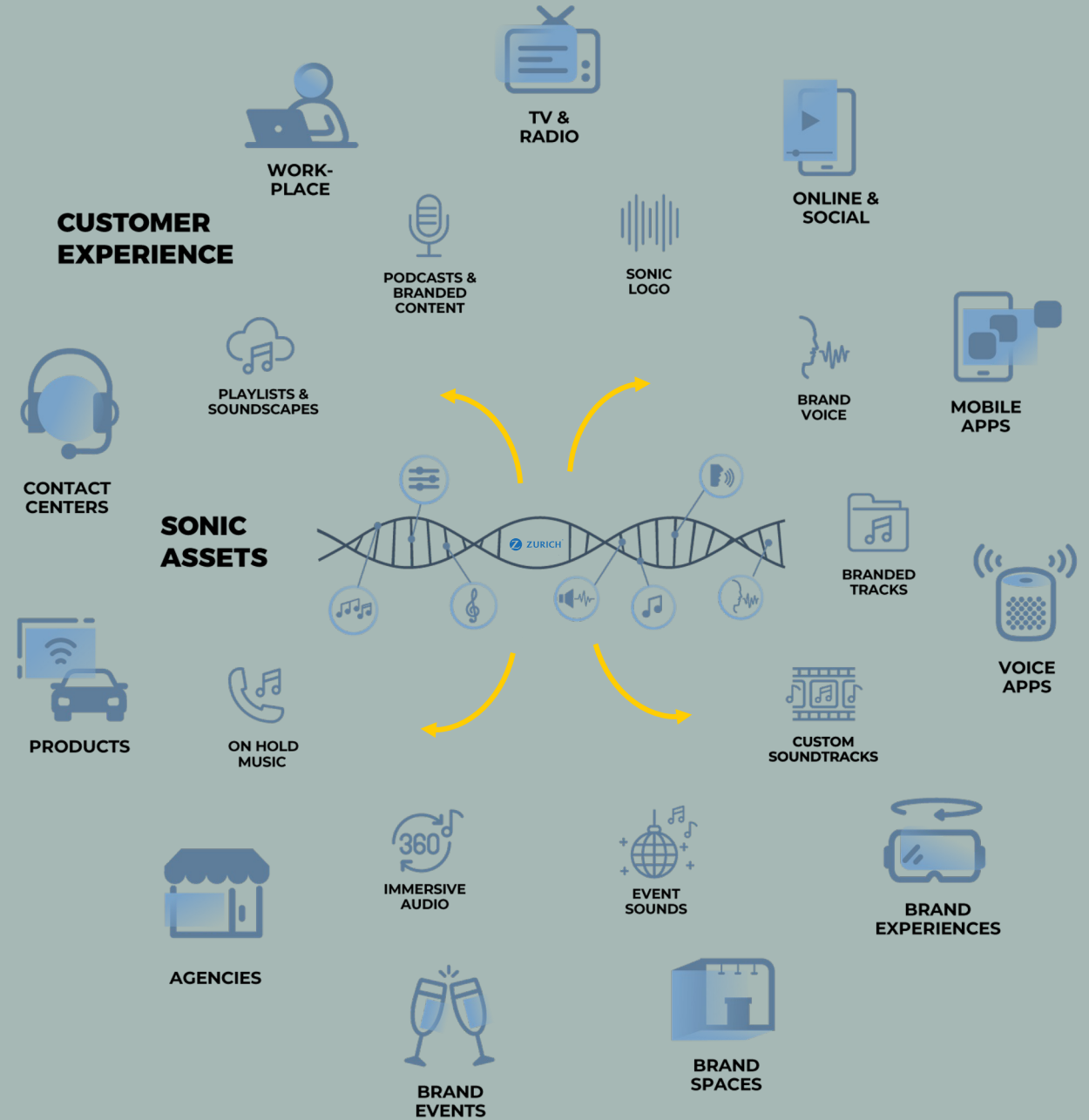
**CUSTOMER EXPERIENCE**



Flexibility is key when designing sonic for a multitude of touchpoints

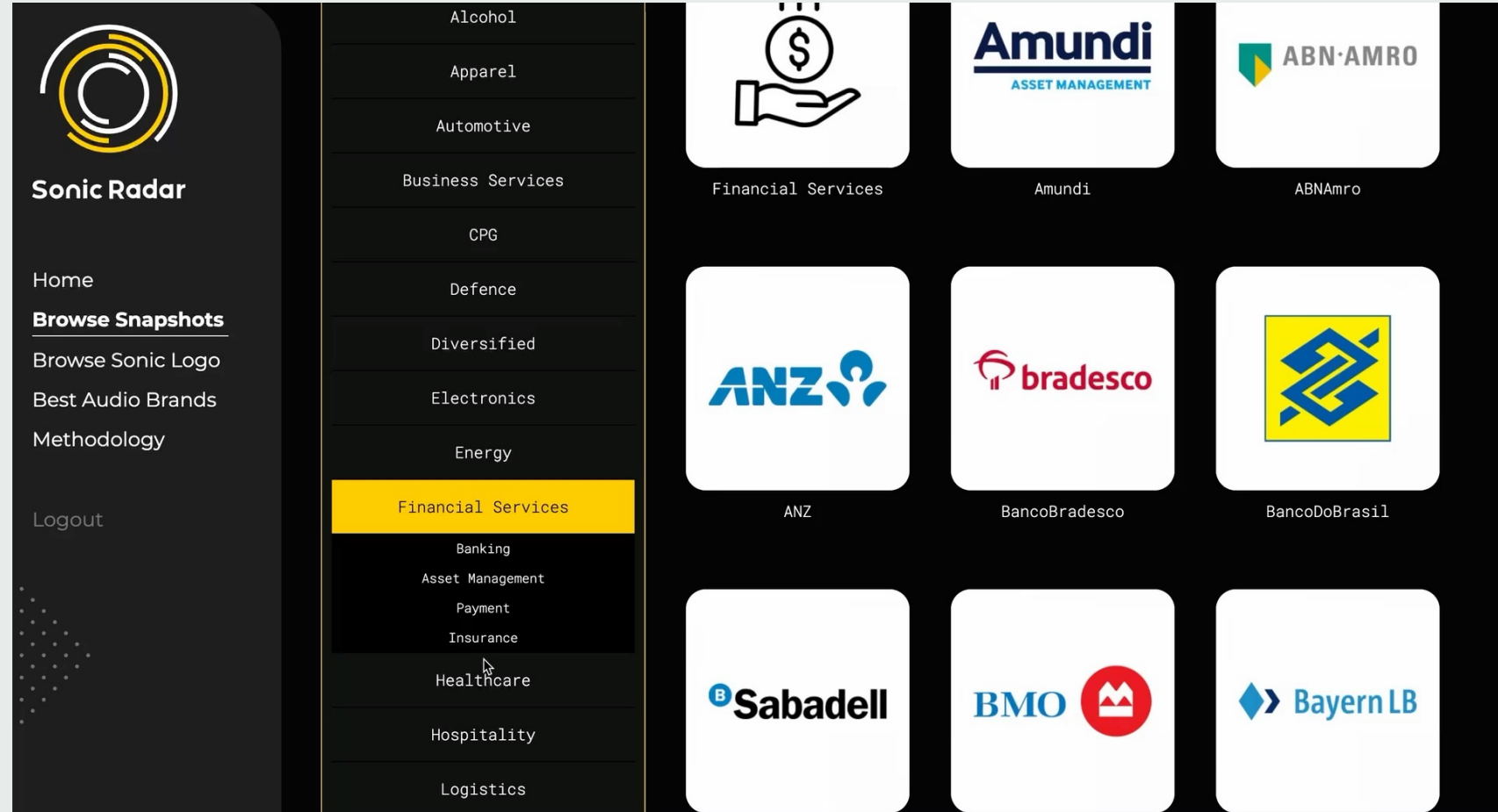


This is why we created an emotional sonic thread designed to connect the brand across all channels and touchpoints:  
**The Zurich Sonic DNA®**



But how does the  
Insurance Sector sound?

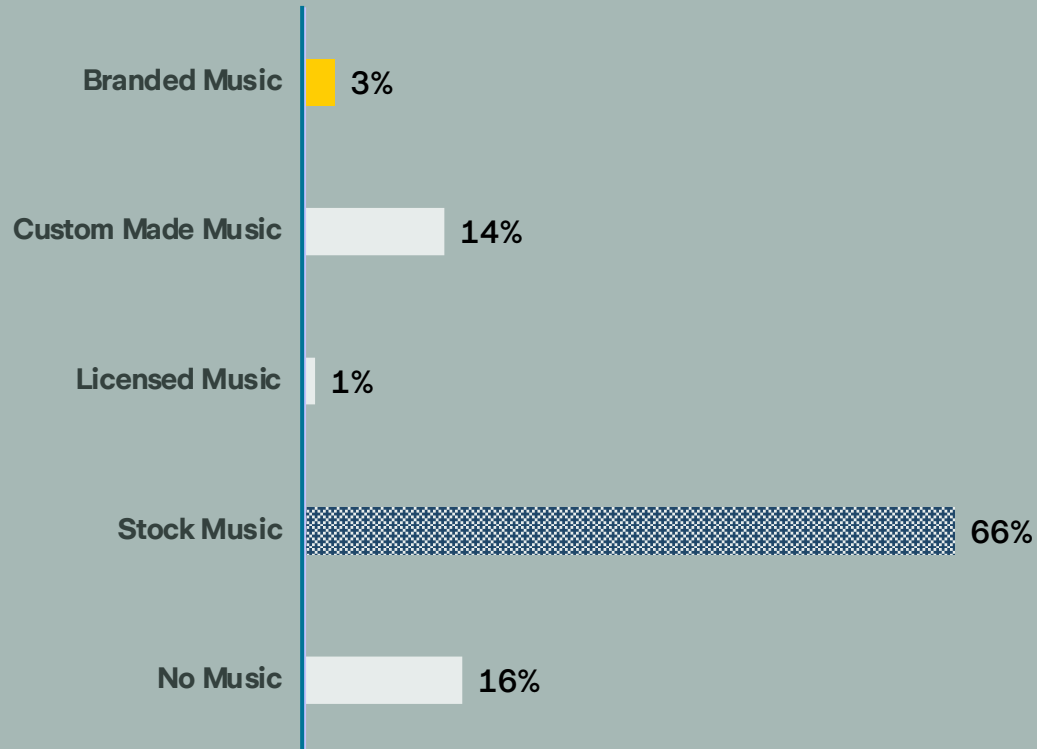
We used our AI-powered tool **Sonic Radar** to explore the sound of the Insurance Sector and identified opportunity for differentiation



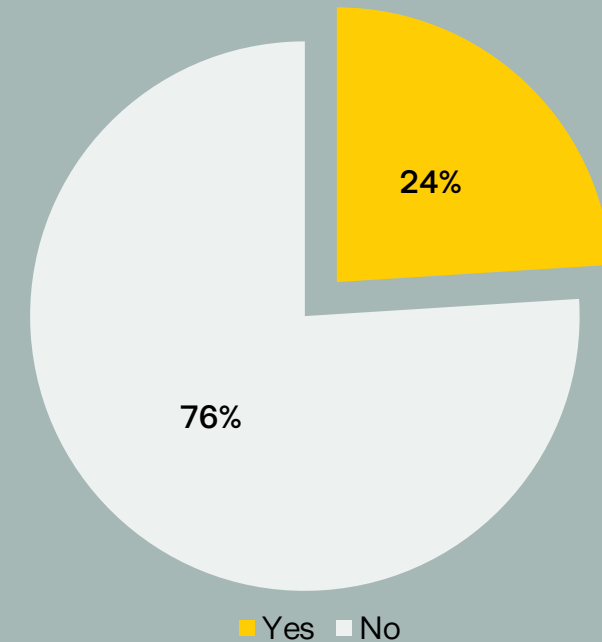
# Sonic Strategy Global Insurance Sector 2022\*

66% use of stock music as sector average doesn't create any brand recognition.

## Type of Music Used\*

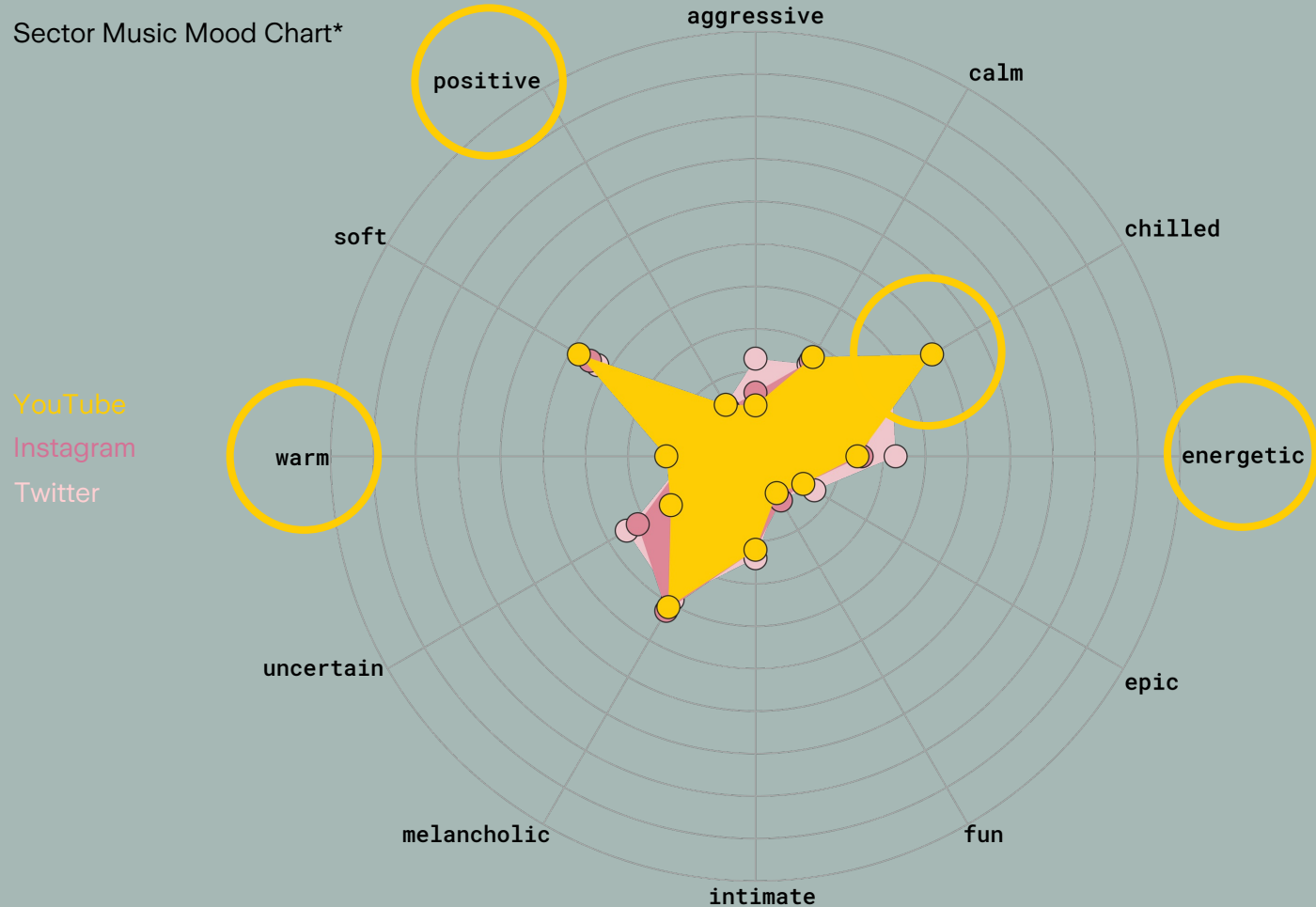


## Sonic Logo Usage\*



Also **tonalities** used in music in the last 12 months on social media don't reflect the brand positioning of the most insurance brands

# Sonic Strategy Global Insurance Sector 2022\*



\*Source: Sonic Radar 2023, amp GmbH, Analysis of 16 global Insurance brands 2022

Warm, Positive, and Energetic gives Zurich  
space for differentiation.

This **Sonic DNA**<sup>®</sup> was created by extrapolating Zurich's brand attributes and core brand identity:

“We believe we can have a **positive impact** in our role as insurer, investor, employer and in society.”



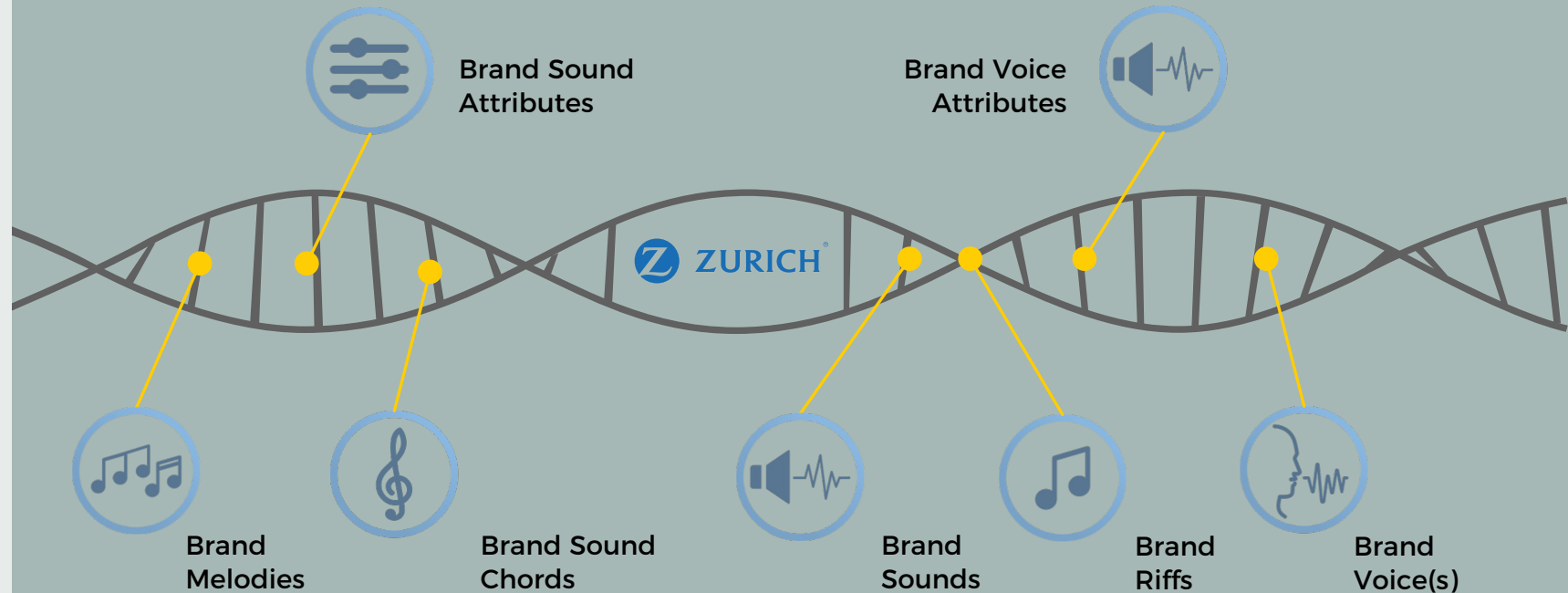
The Sonic DNA features unique elements that reflect the brand's commitment to a carbon-neutral future and its array of climate-based initiatives.


The Sound of Zurich is  
The Sound of Responsibility.





We used all ingredients in the Sonic DNA<sup>®</sup> of Zurich to build trust and to create equity across all audio touchpoints of the brand.





DNA we make responsibility audible  
in all our



Ranging from its Planet Hero App and Award Show to Zurich's Green Week, the brand makes a concerted effort to **spark environmental action** and global conservation.

Zurich's market positioning after emotionalizing the brand.\*



TOP-3  
Insurance Brand

— **Top-of-Mind**  
position in our target  
group

— **+1.53M**  
customers  
within six months  
who consider Zurich  
as insurers in their  
relevant set



TOP Customer  
Satisfaction

— **9/10 Customers**  
would recommend Zurich

— **+8 R-NPS Score**  
which is the best result  
since 2018

— **Best T-NPS**  
result since  
implementation in  
Germany



Strong Campaign  
Impact

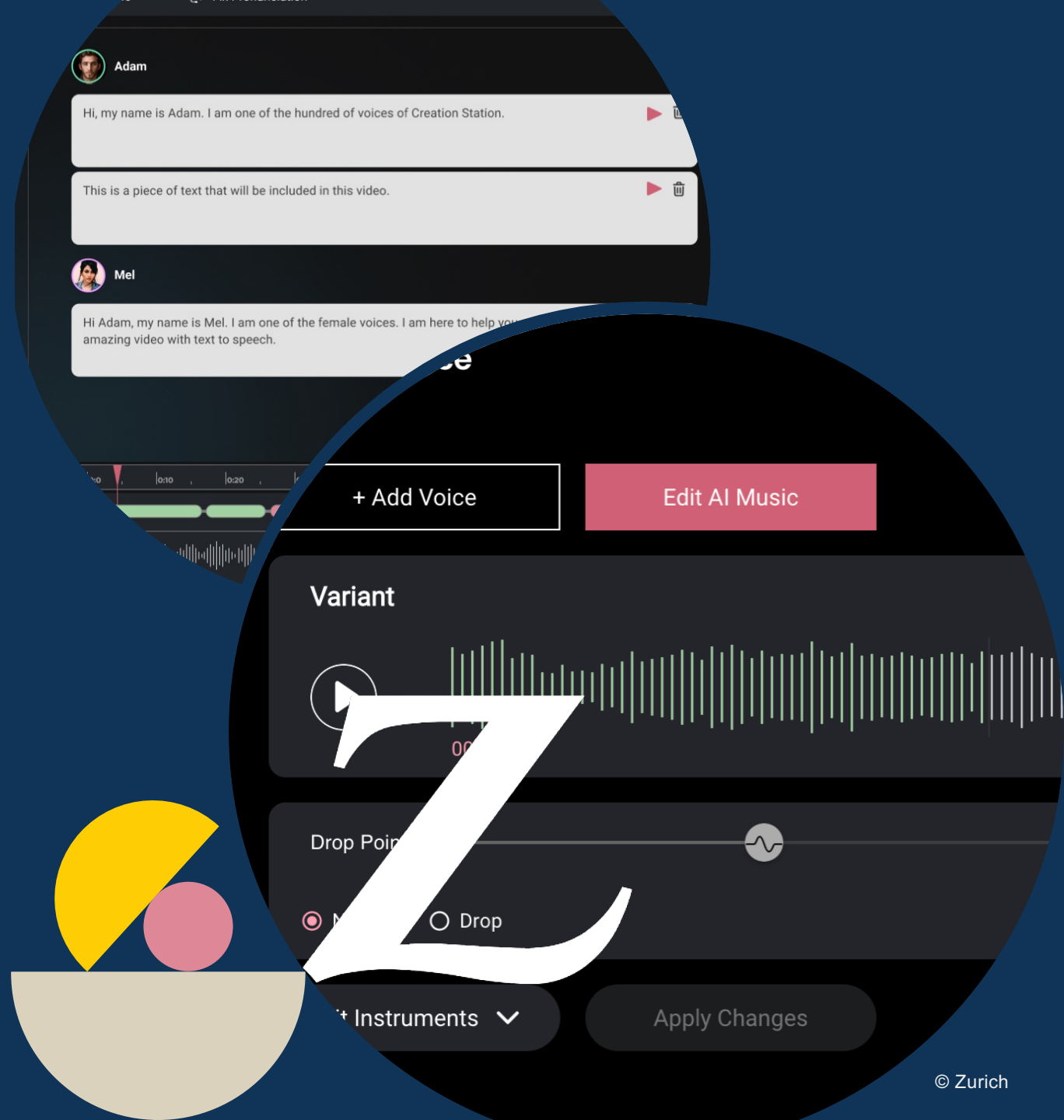
— **+95%**  
uplift on emotional  
connection for those who  
watched the TVC

— **+5pp**  
Conversion uplift within  
half a year

# Outlook

Zurich enters the next level of sonic identity development:

Using amp's AI-powered music production tool **Sonic Space**<sup>®</sup>, paired with a broad selection of Synthetic Voices and a Text-To-Speech System.



Thank you  
for listening.

[Monika Schulze | LinkedIn](#) 

[Michele Arnese | LinkedIn](#) 

