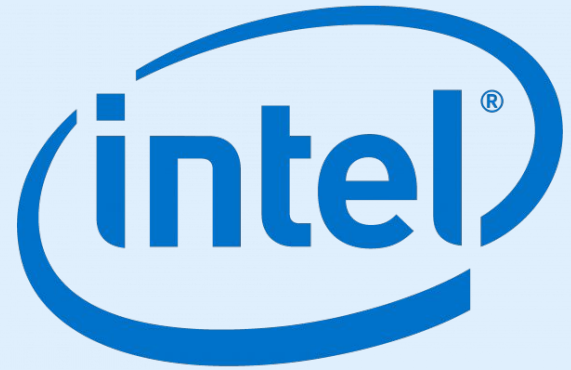


# Intel's Sonic Sound: How the “*Bong*” Revitalized a Brand

Mariam Ali



# Background

Found in 1968 by Robert Noyce & Gordon Moore

Mission Statement: *"To create world-changing technology that enriches the lives of every person on Earth."*

Sonic identity and iconic "bong" sound

Operates in 50 countries worldwide where it leads in semiconductor technology.

Competitors:



Qualcomm





## Business Problem

Intel faced declining brand consideration among Tech Enthusiasts (ages 18-35) as competitors like Apple overshadowed its visibility and relevance.

# Consumer Problem

Tech Enthusiasts view Intel as a relic of the past, associating it merely with chips and lacking awareness of its broader technological contributions.



# Insight

Intel's iconic "bong"  
sound sparks nostalgia  
& excitement, turning  
a simple sound into a  
powerful tool to  
reconnect with tech  
enthusiasts.



## FRAMEWORK

### Client:

Intel uses its legacy and iconic "bong" to differentiate itself in the market.

### Consumer:

Tech Enthusiasts seek innovative tech that aligns with their interests and forms emotional connections.

### Culture:

Leverage the power of audio branding in tech to reconnect with consumers & address their disconnection.

**Insight:** Intel's iconic "bong" sound sparks nostalgia & excitement, turning a simple sound into a powerful tool to reconnect with tech enthusiasts.

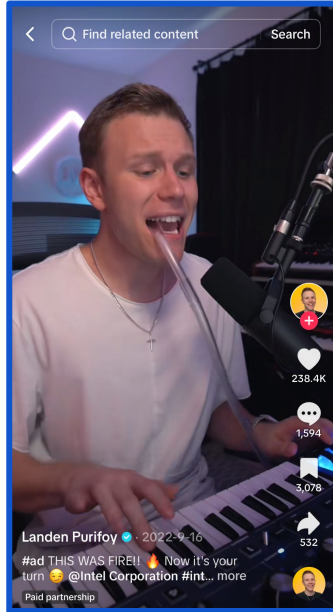
### Category:

Intel stands out in the tech market by prioritizing emotional resonance through sound-driven storytelling.

### Channels:

A multi-channel strategy using YouTube, TikTok, & traditional media to engage Tech Enthusiasts.





# Strategy

The campaign used Intel's iconic "bong" to integrate the brand into everyday moments, from gaming to robotics, inviting audiences to rediscover it.



## Consumer Goal

Change Tech Enthusiasts' perception of Intel from outdated to innovative and relevant in their everyday tech experiences.







## Business Goal

Elevate Intel's brand visibility and relevance among Tech Enthusiasts to increase brand loyalty and consideration.



# S.O.A.P Analysis

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# Thanks!

Questions or comments?