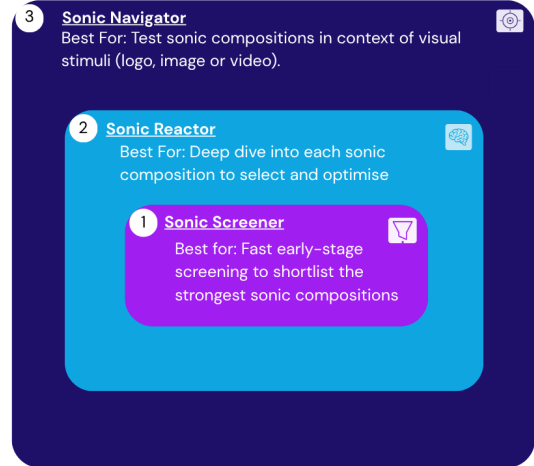


Sonic Testing Solutions

SONIC Reactor by CloudArmy

Better sonic assets, from early screening to in-context validation.

Music and sound are powerful, non-conscious levers that induce moods and influence behaviour. Sonic assets play a key role in driving brand perceptions. CloudArmy's suite of sonic testing solutions is built on neuro-led methodologies and 10+ years of sonic testing expertise to identify and optimise the best sonic assets.



Your Research Questions Answered

Research Question	Sonic Screener	Sonic Reactor	Sonic Navigator
Which sonic routes (short or long form) evoke the strongest intuitive appeal?	✓	✓	✓
What core emotions or attributes do these assets evoke?	✓	✓	✓
How do respondents rationally rate each sonic route?	✓	✓	✓
What are the key qualitative feedback points or comments on each route?	✓	✓	✓
Which sonic asset best fits our brand identity?		✓	✓
How well does each route align with the category?		✓	✓
Does the sonic asset enhance overall appeal when paired with our brand's visuals, logo, or video?			✓

Why CloudArmy?



A methodology optimised for sonic testing

Survey respondents lack the vocabulary to accurately describe what they like or dislike about a sonic composition. CloudArmy's methodology measures intuitively what respondents really feel and what they are likely to remember.



More diagnostic than a preference score

We do not just tell you which sonic is preferred. We show what is driving performance across your key dimensions. CloudArmy captures both intuitive response and rational evaluation, creating a richer signal.



Active Fraud Prevention

Our continuous behavioural validation and quality checks detect bots, inattentive participants, and suspicious behaviour in real time, protecting the integrity of your data and supporting more reliable research outcomes.



Benchmarking & Databasing

Access benchmarks powered by millions of data points across hundreds of tests, helping you understand not just which sonic performs best, but how strongly it performs against applicable norms.

Scientists agree that sound and sonics work at the deeper, non-conscious level; so they are best measured at that deeper, intuitive level.

Studio Resonate's Sonic Strategy Director (and "audio alchemist"), Steve Keller highlights: Incorporating science-based consumer insights into the creative design of sonic assets not only can boost effectiveness, but also guide optimal leveraging across multiple touchpoints."

Interested in Learning More?



[Case study: Optimising the sound of electric cars](#)



[Case study: Measuring the ROI of music in advertising](#)



[On demand webinar: Sonic assets in the automotive industry](#)

For bespoke projects and pricing

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