

CASE STUDY

STORYGUIDE™



AURO
TECHNOLOGIES

WODEN

It is sound so real, you can feel it. Auro Technologies is the creator of the world's only truly immersive sound format: audio that, whether at home or in a theater, impacts listeners on the deepest emotional levels.

Even with the most sophisticated equipment, the lack of depth and height in surround sound means a listener knows what they are hearing is facsimile. Auro's innovation is the only recorded sound identical to the real thing, and their complete solution, from recording software to home stereo receivers, is designed to transform how audiences experience sound.

These incredible advances have won Auro legions of fans, and imitators at enormous competitors such as Dolby and DTS. Still, mass adoption eluded Auro: the complex technology and abstract nature of sound made it difficult for all but the most dedicated audiophiles to understand the value of the product. To grow as planned, Auro needed everyone to crave the experience of immersive sound.

SO THEY HIRED WODEN



MORE THAN JUST A SOUNDING BOARD

The technology that underpins the Auro format is based in the science of sound and how the human brain interprets it. The details of speaker placement, file compression, and production techniques are “what” makes the Auro format so compelling for listeners. But to a decision maker at a studio or equipment manufacturer, it’s “why” Auro sound feels different that drives their decision-making.

Anyone who’s heard Auro will rave that it is the most realistic sound they’ve ever heard. The key to Auro’s growth was engaging its market well before they received an in-person demonstration, and give them an emotional context to make abstract, complicated technology feel as real as the sound it produces.

Woden began its research there: listening to the Auro format and becoming converts themselves. Once they understood the true difference in the sound, they engaged in an extensive research process, speaking with team members at Auro ranging from production to marketing to senior leadership. Through competitor research, Woden began to understand how Auro’s larger competitors had begun eating into their lead, and customer interviews buttressed that work with first-person perspectives on why they chose one format over another.

“If you haven’t heard it, you don’t get it, and don’t know what it can do for you. The big challenge is getting people to believe in immersive sound before they hear it themselves.”

- Wilfried Van Baelen, CEO
Auro Technologies



The research brought into focus an important evolution in Auro's messaging. As the progenitors of their technological advance, the Auro team was necessarily focused on the details that provided fidelity throughout the Auro format. But what their customers perceived as broken was not the quality of sound, it was the need to create a stronger connection between media and the audience. Not great sound for the purpose of great sound, but great sound for driving sales.

Every note, and every syllable, carries the power and potential to emotionally move millions. Performers — filling amphitheatres and spreading thoughts and ideas across communities and nations — knew this. Yet in the last 150 years, something crucial has been lost. As technology advanced the way in which we capture and share sound, the difference in emotional impact between reproduced sound and natural sound was underestimated. This hindered content creators from delivering the extent of what connects us to the world outside of ourselves.



Sound is the human sense most closely tied to emotional response, which makes it the perfect conduit for crafting the type of story that moves people. That power to move millions is how Woden opened Auro's StoryKernel. The StoryKernel is the basis of every engagement at Woden – it is the framework around which a brand can build itself. Auro's story was designed to break out of technological features and into hearts, creating an emotional bond with market movers that would inspire loyalty and growth.



THE STORY OF A HERO

Virtually every story that has gone viral since the dawn of humanity has followed the same narrative arc: The Hero's Journey. This structure, first outlined by Joseph Campbell, has underlaid compelling stories across all cultures, from the Bible to Star Wars to today's Marvel movies. More recent research from scholar Paul Zak has uncovered that human brains are hardwired to take stories presented in this fashion, embrace them, and repeat them far and wide.

The journey always begins in a broken world beset by malevolent forces. The hero of the story is an outsider of ordinary means who encounters a mentor. That mentor helps the hero unlock a power within themselves, setting them off on a journey to cure the world of its ills with the help of a magical gift. At the story's conclusion, the hero uses the gift to defeat the source of the world's ills, and restore the world to harmony.

Hearing connects us to the world. The sound of a child crying; the sound of a final goodbye; the words exchanged between young lovers remain deep within us, and transport us to another time when recalled. Great artists have long since aimed to mimic the depth of immersive sounds heard in real life. Auro does more than connect us to the medium in which sound is delivered; by delivering the truest sound, Auro connects us to ourselves.

Audiences need to see themselves as the hero of a brand's story. In the StoryKernel, Woden positioned Auro as a way for people to connect more closely than ever with the media they consume – a win for consumers, but more importantly, the decision makers selecting the Auro format for their works. It is that hero that propels the story, and Auro, forward.

Auro allows sound to rise and fall in the ways we hear every day. Never before has recorded sound felt so real that you are unsure of where the medium ends and you begin. And it is only with Auro that listeners are transported to the times of authentic audio long gone, and times far before us. Authenticity is what connects us. With Auro, there is no longer a divide between listeners, artists, and audio. With Auro, sound moves all.



MARCHING TO THE SAME BEAT

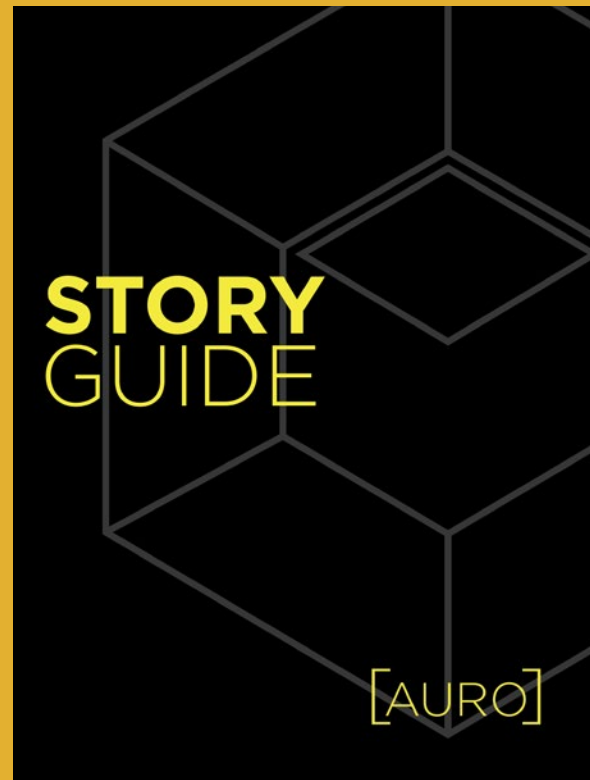
The StoryKernel gave Auro a way to speak about their organization that transcended technology. To align an organization with over 125 people on four continents in three different divisions behind this story, Woden crafted Auro's StoryGuide: the literal book on their story, and how to share it with the world.

Auro's StoryGuide contained almost 300 pages of recommendations on how to implement the Auro story, ranging from marketing materials to website copy to human resources to company culture. The most effective story-driven organizations see the message not only as a function of marketing, but as a way to keep the entire organization motivated and driven to move in the same direction.

The StoryGuide helped focus Auro's sales efforts away from the engineers that used Auro's technology and toward the essential decision makers who were less comfortable with how Auro worked, but embraced the advantages of the format. Pivoting away from technical specifications created a vernacular distinct from competitors, and one that was equally at home in the group that sells Auro software to studios as it was in its home hardware division.

Soon after the delivery of the StoryGuide, Auro expanded its presence in the Asian and mobile phone markets. A coherent, strategic story meant the messaging was already in place for these growth opportunities, and freed the team to focus on the tactical work of building valuable partnerships.

Most importantly, the StoryGuide became a tool to bring together the diverse culture of Auro. Passionate technologists based in Belgium, manufacturers in Germany, evangelists in Hollywood and a sales team in Abu Dhabi all had their own interpretation of how the Auro format should grow, and what their role was. The StoryKernel and StoryGuide united those stakeholders.



AURO STORYGUIDE™ CHAPTERS:

-
- Why Story?
 - How to Leverage Auro's Story
 - How Story Informs Auro's Visual Identity
 - Telling Auro's Story With Content Marketing
 - Telling Auro's Story With Social Media
 - Creating Demand Generation
 - Telling Auro's Story with Email Marketing
 - Using Auro's Story to Power Your Sales Team
 - Team Experience
 - Leveraging Auro's Story When Raising Capital
 - Sharing Auro's Story With the World

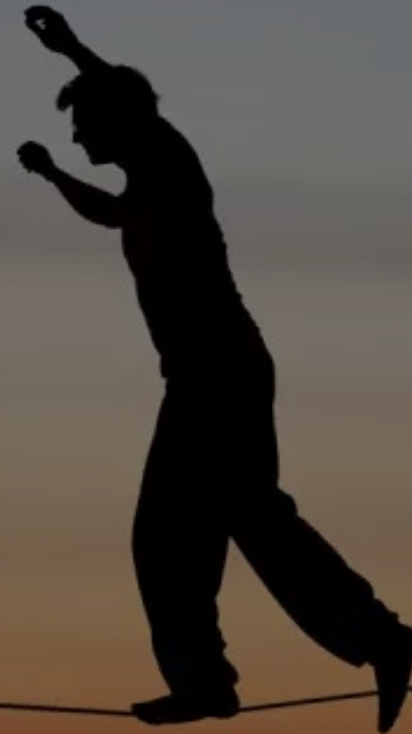
CATALYST FOR GROWTH

Part of Woden's engagement with Auro was delivery of the StorySeminar on-site at Auro's headquarters. The StorySeminar allowed Woden to facilitate discussions around the StoryKernel, bridge differences in opinion, and build consensus around the company's purpose and future direction.

The StorySeminar ensured implementation of the StoryKernel and StoryGuide began in a structured way, and that key stakeholders had the on-site support they needed to implement recommendations. Woden followed up with additional deliverables after the seminar to ensure Auro's story was able to evolve with the business – and capitalize on the opportunities before it.

BE HEAR

Auro remains the gold standard in audio technology worldwide. Their presence at the Consumer Electronics Show, partnership with projection company Barco, and codecs that allow “upmixing” of traditional stereo into Auro sound have allowed millions to hear the difference in immersive sound. And each year, more studio releases feature the Auro logo on their marketing materials – an acknowledgement of the enduring connection they are building with their own customers through the power of sound.



WHAT'S YOUR STORY?



WODENWORKS.COM

1520 LOCUST STREET | FIFTH FLOOR | PHILADELPHIA, PA | 19102