Digital watermarking is a technique to provide a proof of intellectual ownership by embedding a secret information, known as a watermark, into the original data. This paper presents the idea of using a raw speech as a watermark to enhance the robustness of audio watermarking schemes. That is, the raw speech is directly embedded into the original audio data. Our approach based on the fact that the raw speech contains a considerable amount of redundancies, so that its contents can still be recognized after the extracting process, even if the watermarked data was badly attacked. As long as the raw speech, extracted from the attacked watermarked data, contains enough intelligent information, its contents can be recovered. Furthermore, the impressive intelligence of the human perceptual system, as it tends to adjust and learn quickly to determine the repeated speech, enhances the probability of recognizing the contents of the extracted raw speech precisely. A set of experiments was carried out to show that the proposed technique successfully survives the random noise attacks, even if when the size of random noise is equal to the speech’s.