



# Audio Branding Awards 2015

May 28th, 2015

Humboldt University, Berlin

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AUDIO BRANDING ACADEMY

# Program

8:30 am	Open Doors and Check in
9:00 am	<b>New Composer Talent:</b> Sebastian Gampert
9:05 am	<b>Prelude</b> – Audio Branding Academy
9:20 am	<b>Keynote:</b> The Power of Multisense – Olaf Hartmann
9:55 am	<b>Award Case Study:</b> KLM – Speaker: Michiel Cremers
10:40 am	Coffee Break
11:10 am	<b>New Composer Talent:</b> Jamie Perera
11:15 am	<b>Award Case Study:</b> HUGO BOSS – Speaker: Robin Hofmann
12:00 pm	<b>New Composer Talent:</b> Mikey Ballou
12:05 pm	<b>Award Case Study:</b> Fruttare – Speaker: Daniel Jackson
12:50 pm	Lunch Break

2:20 pm	<b>Award Case Study:</b> Wiener Linien – Speakers: Sabine Ludwig, Herwig Kusatz, Alexander Wodrich
3:05 pm	<b>New Composer Talent:</b> Benjamin Zucker
3:10 pm	<b>Award Case Study:</b> French Open – Speaker: Michaël Boumendil
3:55 pm	Coffee Break
4:30 pm	<b>New Composer Talent:</b> Christopher Robinson
4:35 pm	<b>Award Case Study:</b> Åhléns City – Speakers: Margareta Andersson, Malin Isberg
5:30 pm	End
6:30 pm	<b>Boarding Award Gala</b>

# Presentations

9:00 am

New Composer Talent

## Sebastian Gampert



Sebastian grew up in Bavaria. At age 7 he picked up the piano. In 2004 he graduated at the Conservatorium van Amsterdam as Jazz Pianist and Composer. With his jazz band Contrast he won several european contests and was participating at festivals throughtout Europe, a.o. in Montreux, North Sea Jazz... Currently he is living in Amsterdam and Berlin, working as composer, producer, pianist and teacher.  
[www.gumpmusic.com](http://www.gumpmusic.com)

### **City**

Amsterdam

### **Country**

The Netherlands

### **Attitude**

I love to participate in a team that cares about real music

### **USP**

I believe in my originality, based on a broad variety of musical genres, knowledge of instrumental skills and a network of amazing musicians and producers.

### **Reason Why**

I am a team player who can offer originality, punctuality and experience.

9:20 am

Keynote Lecture

## The Power of Multisense

Speaker: Olaf Hartmann (Multisense Institute)

### Abstract

Multisensory recognizable brands are more successful than their competitors! Multisensory campaigns and multisensory sales processes are more effective! So do many researchers and all practitioners of sensory marketing claim. But many marketing managers still wonder what does multisensory marketing actually mean? Should every touchpoint include as many senses as possible or does a sensory overoptimization create negative effects as well? When is enough enough? Doesn't it all this cost too much? How does multisensory marketing help me differentiate my brand, make my communication more credible and my marketing investments more efficient?

The sensory experts have failed to answer these questions convincingly, loud and clear enough and are therefore often struggling with communication, budget and appreciation issues. Olaf Hartmann will introduce in his keynote a mental framework how multisensory marketing fits into traditional marketing thinking and how the value promise of individual sensory optimization like touch or sound can be communicated more effectively by using the ARIVA model. He will explain the important role of resonance fields in translating a functional and psychological brand benefit into multisensory brand communication. Furthermore he will show how touch and sound are deeply connected, how the haptic-effect can be triggered by sound and why all sensory experts should think in multisensory terms to be most effective.

9:55 am

## KLM Sonic Branding

Speaker: Michiel Cremers

Client: KLM Royal Dutch Airlines

Agency: MassiveMusic – The Netherlands

### Abstract (Description by MassiveMusic)

Over the last few months we have helped KLM to shape their brand identity by translating their heritage and brand-values into music and a sonic logo. Through the 9-step process of sonic branding we shaped a sound that is distinct, implies its basic values, and helps communicate the brand in an effective way. The aim was to bring more consistency in KLM's use of music, to tell its heritage and make sure people know it's an airliner.

The essence of the sound was captured in the KLM brand score, which was a medley of different musical styles that were composed to translate the brand values. The styles correspond to the various ends the music might be used for, and are partially based on KLM's partnerships with artists and promoters. From the brand score a sonic logo was then extracted. The 4 note sonic logo has become the essence of KLM's new sound.

In the process of finding the right elements subjects like: instrumentation, musical intervals and tempo were explored. Where some aspects didn't prove valuable – like when we explored typical dutch instruments like the 'Foekepot' (friction drum), turned out to be rather cartoonesque. Other aspects like a distinct first interval of the melody – which was derived from the Dutch national anthem (het Wilhelmus) – did work. The end result is a sonic logo that implies values like 'safety', has a human touch, and symbolizes a flight (take off – flight – landing). We presented the sonic logo and brand score during an audio mood board session to KLM at nightclub trouw in Amsterdam with a live orchestra, a DJ and a singer.

From now on the sonic logo will be an essential part of their corporate identity, and will be implemented for many uses online and offline. To facilitate KLM's the use of the sound logo and its various interpretations we created a customized logo strategy – which allows them to use the sonic logo and translate it into longer musical scores – as well as a dedicated online music bank (sound library) where all compositions containing the sound logo are stored and ready to use.

11:10 am

New Composer Talent

## Jamie Perera



Jamie Perera is a composer based in East London. He also does audio branding, sound design, soundscapes, music supervision, and owns a commercial music library. His work has served many different clients including Nike, Sony, Ubisoft, Citibank and Arcelor Mittal. He is also part of The Sound Agency team that won the 2012 Audio Branding Award for its work with Harrods. Jamie likes turning relevant sound into innovative music for various purposes. For example he's created rhythmic sequences of body movements for Chevrolet, turned a famous Swiss band's folk music into a Daft Punk track for UPC Cablecom, and made a soundtrack out of guns for Amnesty International. Jamie is constantly challenging the conventions between music and sound, whilst finding the perfect balance for each client he works with.

[www.jamieperera.com](http://www.jamieperera.com)

[www.jpmusiclibrary.com](http://www.jpmusiclibrary.com)

### **City**

London

### **Country**

UK

### **Attitude**

High level of detail in analysis whilst remaining as free as possible in the creation of sound and music.

### **USP**

7 years of audio branding experience coupled with composing to an Emmy nominated standard.

### **Reason Why**

Genuinely enjoys unpicking a brand's history, personality and values, discovering sonic assets and creating meaningful content for differentiation, trust and new ways to interact.

11:15 am

## HUGO BOSS Sound Manual

Speaker: Robin Hofmann

Client: HUGO BOSS

Agency: HearDis! Corporate Sound GmbH – Germany

### Abstract (Description by HearDis!)

In order to follow a successful brand strategy, it is mandatory to be aware of the musical positioning of the company. Therefore everyone involved in the communication needs to understand the musical spectrum of the brand. Audio Branding often requires detailed musical expertise. That is why we decided to innovate our Sound Manual® to a level where it can be used by music experts as well as people with an average musical knowledge.

The Sound Manual® individually defines the musical implementation of a brand and creates the conceptual basis for Audio Branding. Besides the conceptual aspect of the Sound Manual®, HearDis! visualizes the musical spectrum in an interactive tool to make it accessible to every involved party. The Sound Manual® was developed in partnership with the German fashion brand HUGO BOSS. It defines the musical spectrum of the brand universe and illustrates the sound of BOSS, BOSS Orange, BOSS Green and HUGO acoustically, interactively and in written form.

The Audio Branding visualization starts with the brand overview where the intersection of musical genres and brands can be found. Each brand and collection can be viewed individually but the tool also provides an intuitive comparison of BOSS, BOSS Orange, BOSS Green and HUGO – illustrating the differences and similarities in their musical genre-diversification.

The Sound Manual® enables the user to see each brand in relation to genres, styles or brand values. Moreover, the perspective can be switched between brand fit and music statement. The HearDis! Sound Manual® also includes up-to-date sample tracks for each brand which can be played in a playlist or directly in the chart. Thus, the user has the opportunity to explore the musical spectrum of the brand and discover new music artists and trends on his own.

12:00 pm

New Composer Talent

## Mikey Ballou



Toured internationally as a multi-instrumentalist with Hopeless Records act For the Foxes (2010 – 2013). Composed “Stay a while” for Fruttare, and had many successful opportunities with CORD Worldwide ever since. Co-founded Apostrophe 3, Inc, a custom content agency. Responsible for all audio components, and composes all original music for each video created by Apostrophe 3. Apostrophe 3 works with Halstead Realty in New York City, assisting in the sale of properties ranging from the \$10m+ range. Composed 2 songs for new Woody Allen movie “Irrational Man”.

24 years old.

[www.apostrophe3.com](http://www.apostrophe3.com)

### **City**

New York

### **Country**

USA

### **Attitude**

My #1 priority is delivering my best possible work.

### **USP**

I use production techniques as compositional tools in my music, which allows an unlimited level of flexibility; this is important in objectively considering a branding project as a whole and meeting a client’s goals.

### **Reason Why**

I will work until I get it right for you and your client, while maintaining artistic integrity, a professional attitude, and a desire to create something undeniably memorable.

12:05 pm

## The Sound of Fruttare

Speaker: Daniel Jackson

Client: Unilever, Fruttare Ice Cream

Agency: CORD Worldwide – United Kingdom

### Abstract (Description by CORD)

CORD were engaged to help the brand to unite its consumers through the power of music. With summer at the centre of the brand, our team began with an extensive research project analysing over 300 summer music festivals. We studied and deconstructed 100 songs from headline acts to find out exactly what makes up the DNA of a summer hit. We also explored music strategies of Fruttare's competitors. This allowed us to develop an understanding of the musical landscape and determine the future strategy for the brand.

Our analysis made it clear an unforgettable hook would separate Fruttare from its competitors. Having engaged songwriters and producers to craft summer pop tunes, we explored the musical flexibility of the chosen route using multiple versions of key hooks across a range of music genres. The final deliverables included the final Fruttare brand anthem called 'Stay A While' with a truly unforgettable 9-note hook that perfectly captures the sound of summer. All final deliverables were delivered alongside a guidelines movie, which explained how to integrate Fruttare's new audio assets into communications. Since its development, 'Stay A While' has been used in every brand communication, at pop-up events and in multiple pieces of digital content.

2:20 pm

## Wiener Linien Sound Branding

Speakers: Sabine Ludwig, Herwig Kusatz, Alexander Wodrich

Client: Wiener Linien GmbH & Co KG

Agencies: SOUND STRATEGY / why do birds – Austria / Germany

### Abstract (Description by SOUND STRATEGY / why do birds)

In 2012, Wiener Linien started a sound project to improve the quality of Vienna public transportation service. The aim was to inform the passengers in a more pleasant and clear way as well as to find a distinct audio identity. The focus was placed on the announcements and its speaker voice as well as the gong architecture. The sound concept evolves around Vienna's defining audio motif: The Vienna waltz. The "Donauwalzer" and its 6/8 rhythm were the main musical inspiration for the 4-tone sound logo and the sound spectrum used in on-hold tunes, etc.

The new gong timbre is softer than before: pleasant, bell-like, direct and clear. The gong architecture is simple and informative: a single meditative gong for station announcements, a single meditative gong, one octave higher for station announcements in English, a subsequent rising double gong for information announcements and an ascending triple gong for service disruption announcements. Bilingual female speakers with Vienna accent were casted for the brand voice. The final choice was to be made by the Vienna public, who voted online for Angela Schneider.

What is special about the Wiener Linien Sound Branding case is the broad implementation and wide variety of sounds used. Besides the use of the sound in telephone-on-hold messages, in films, at events and as part of the gong systems, the music has been arranged for the Wiener Linien employee brass orchestra and for a children's tune. Even functional sounds in ticket machine interfaces and ticket validators have been branded with the distinct Wiener Linien sound timbre.

3:05 pm

New Composer Talent

## Benjamin Zucker



Ben Zucker is a composer, improviser, sound designer, and multi-instrumentalist who explores the potential of music in performative, theoretical, and interdisciplinary situations. He has worked with Chanticleer, Anthony Braxton, Rinde Eckert, and Taylor Ho Bynum in various capacities as a percussionist, vocalist, pianist, and brass player. His own music, ranging from concert chamber music to electronic miniatures and performance art, has been used in over a dozen plays and films, and has been premiered at the Banff Centre, CSU Long Beach, and Bennington College. He received his BA in Music, with a certificate in critical theory, from Wesleyan University. [www.benzuckersounds.com](http://www.benzuckersounds.com)

### **City**

Middletown

### **Country**

USA

### **Attitude**

When creating music, my clients are my collaborators; every decision is well-informed and discussed for maximum satisfaction and efficiency.

### **USP**

I bring a musical background highly informed by sound studies and theory to create work that speaks directly to audiences via affective signifiers rather than relying on old tropes and false divisions and assumptions.

### **Reason Why**

Based on these two sentences above, I believe I have a lot to offer potential employers as a helpful collaborator who is looking to create great sound that also works well on every level.

3:10 pm

## The French Open revolutionize the use of sound in the world of sports

Speaker: Michaël Boumendil

Client: The French Tennis Federation (FFT) / The French Open

Agency: Sixième Son – France

### Abstract (Description by Sixième Son)

The French Open is a global and prestigious event, followed by 3 billion viewers. The French Tennis Federation wished to express the mythic stature of Roland-Garros, and to amplify and prolong the magic of the French Open with a unique musical vocabulary. The new audio identity, launched during the 2013 French Open, drew from its Latin roots to inspire a melody closely related to the tango. The heroism associated with tournaments is reflected in the dynamic and epic musical elements, which are delicately balanced with a dose of Parisian prestige. To capture the unique reverberation of the venue, the bandoneon was recorded at the stadium's Centre Court.

The audio brand was adapted in over 50 ways throughout the venue and during the event adding fervor and passion during such key moments as the entrance of the players, the applause after each match and the awarding of the trophies. This audio brand application guideline is unique and unprecedented in the world of sports. For example, the music used by the Champion's League is an adaptation of a Handel composition and not a custom-made creation. It is adjusted to the different spots but not really adapted and so not as powerful as what was created for the French Open.

Eurostar reported record-breaking audience figures with over 60 millions in Europe alone. The music was heard in all French Open television broadcasts all over the world as well as on websites and millions of mobile phones. It has made its way to every corner of the globe. The compositions roused everyone, especially appreciative sportscasters, enthusiastic live audiences and the players themselves. By the end of the tournament, the music had moved everyone, including the tearful winner, Rafael Nadal. „The level of enthusiasm came as an excellent surprise.“ said the FFT Director of Marketing.

4:30 pm

New Composer Talent

## Christopher Robinson



Christopher is a Canadian with British/Irish roots. He has lived the last twenty years in Berlin, playing in bands, while writing and recording my own music. As a studio musician, he has written lyrics and music for several companies involved with sound branding.

[www.seastone-music.com](http://www.seastone-music.com)

### **City**

Berlin

### **Country**

Germany

### **Attitude**

I keep an open mind for inspiration and a sharpened pencil in my jacket pocket.

### **USP**

I write, record, and produce my own songs professionally and proficiently.

### **Reason Why**

I am keen, diligent and a little bit mad!

4:35 pm

## Åhléns City Stockholm, Children's Department – Great experiences for little customers –

Speakers: Margareta Andersson, Malin Isberg  
Client: Åhléns AB, Åhléns City – Stockholm  
Agency: Lexter Ljuddesign – Sweden

### Abstract (Description by Lexter)

Åhléns, Sweden's largest department stores, have completely renovated the top floor of the flagship store Åhléns City. The vision for the new children's department was a fresh, imaginative and exciting interior design concept with multi-sensory experiences. A functional, educational and creative landscape inspired by the Swedish forests' animals, with both visual and auditory impressions. A state of the art retail space for young and old! Sound can transform, amplify and create atmosphere. The right sound adds a dimension and enhances positive impressions, can communicate, inform and surprise. It can exhilarate us, stimulate consumption or simply make us feel good.

Lexter have created a transboundary sound design for the entire children's department and managed the whole process from idea, sound concept, sound production, technical solutions to implementation and installation. The sound design reinforces the visual concept with well-designed soundscapes from the 90 speakers and 8 playful sound features. The soundscapes, where the visitor meets the forest residents through imaginative sound backdrops with music and sound effects, is also heard on the large outdoor terrace. Lexter's own software, "Lexter Sound System", operates the soundscapes and enables scheduling of volumes and content according to various times of the day. The staff can additionally adjust the volume on site via the software's smartphone application.

The sound features are local installations with sound experiences implemented through specialized technology. The visitor can listen to mischievous squirrels in the fitting room, press secret buttons with surprise sounds, call on Pippi Longstocking's telephone, listen to fables on the terrace, or stand under the creaking tree the owl sometimes visits. Several of the sound features are interactive. Åhléns have produced a treasure map to ensure the visitors do not miss any of the sound features. Lexter manages and monitors the entire sound design and updates the sound content continuously.

Lexter has sound designed several parts of Åhléns' department stores based on Åhléns as a brand and their target audience. The sound design follows the audio branding guidelines that Lexter has developed for Åhléns, which are defined as "Flowery, happy and cheerful pop music". The challenge for this project has been to conceptualize the sound design specifically for the children's department. The soundscape and sound events are based on the audio branding guidelines and in the same time, the sound concept also reinforces the department's visual interior, making it playful and attractive to small customers.

# Speakers

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## Margareta Andersson

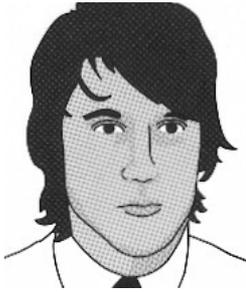
Margareta Andersson is a sound architect and the founder of Lexter Sound Design. She has studied project managing at Berghs School of Communication, behavioral psychology and positive psychology. With a background in advertising in Sweden and abroad, she started the sound production company Pretty Production in 1996, a business that is still running today. In the middle of 2009 Margareta Andersson founded Lexter Sound Design, which today is one of the groundbreaking and industry-leading companies within sound design and sound architecture in Sweden. Lexter has also created the proprietary software and application Lexter Sound System.



## Michaël Boumendil

Paris Airports, Samsung, Coca-Cola, SNCF, Michelin, FDJ, Peugeot ... brands whose mere mention bring to mind a familiar tune. But who's hiding behind these musical creations that we all know? Michaël Boumendil, President and Creative Director of Sixième Son. A graduate of EDHEC in Marketing / Communication, he founded the agency in 1995 and, with it, he was one of the pioneers of audio branding.

Sixième Son's pioneering approach quickly became established and Michaël Boumendil became the ambassador of a new profession that inspires brands. In 2012, the agency began expanding internationally with the opening of offices in Barcelona, Chicago and Beirut. In 2014, Sixième Son opened a subsidiary in Moscow and now includes thirty employees around the world.



## **Michiel Cremers**

Michiel Cremers, is a passionate musician, economist and strategy-director at MassiveMusic. Starting out as a singer-songwriter and singer of the band Behave, Michiel decided to combine his business accumen and music chops by helping the world's biggest brands to distinguish themselves with remarkable sound and music. Through bringing together bands, brands, fans and friends into fruitful partnerships, Michiel is at the forefront of shaping new models for the music industry.



## **Olaf Hartmann**

Olaf Hartmann is a pioneer and visionary of multisensory marketing. As an inspiring speaker, author and entrepreneur he can refer to convincing examples from research and experience. He turns current findings of neurology, behavioural psychology and sensory research into successful marketing. Olaf first started his career in international advertising; he has been a lecturer at the institute of business administration of the University of St. Gallen for seven years, created the first agency specialized on haptic sales promotion in 1995 and is founder and managing partner of the Multisense Institute for multisensory marketing.



## **Robin Hofmann**

Robin Hofmann is the Creative Director and one of the Managing Partners of HearDis! Corporate Sound. When he is not busy with the management of Instore Music and Audio Marketing services, Robin is coming up with new ideas to keep the company on the cutting edge of Audio Branding. Furthermore, he is a lecturer for acoustic brand management at the Design Academy Berlin. From the time he began his Communication Design studies at Stuttgart's Merz Akademie in 2004 until HearDis! was founded, Robin worked with various design studios and agencies in both the print and online formats.



## **Malin Isberg**

Malin Isberg is a project manager at Lexter Sound Design. She has a background in performing arts, songwriting and producing, and is still active within this area. Has studied music and sound production at the University of Skövde, and market strategy at Medieinstitutet in Stockholm. As a project manager and soon to be sound architect, Malin Isberg is part of both Lexter and Pretty Production. Managing sound projects in public environments and individual audio productions.



## Daniel Jackson

Daniel began his career as a media planner with Aegis Group before joining Publicis Groupe as a planner on the prestigious Renault account. During his work with this iconic French brand, he pioneered a data-based approach to music selection, cross-referencing car-buying data with music purchasing and radio listening data to build a model for selecting music for advertising.

A year after joining Capital Radio plc in 1998 as a creative consultant for brands, he formed Sonicbrand UK, the world's first sonic branding agency with British American Tobacco as a founding client. 'An Introduction to Sonic Branding' became the world's first book on the subject when published in 2003 and set the blueprint for an industry that has been adopted by every major market and has revolutionized the relationships between brands and music.



## Herwig Kusatz

Herwig Kusatz is the founder of SOUND STRATEGY, a business consultancy and sound creation company based in Vienna. In the course of his career, Herwig has worked as consultant for brands like Adidas, ORF, Generali, OBB, Vöslauer or Yakult. He teaches corporate design with focus on sound branding at various universities.



## **Sabine Ludwig**

Sabine Ludwig manages the Corporate Sound division at Wiener Linien. After completing her studies in Marketing and Communication in 2010, she started working with the Wiener Linien marketing department. In addition to sound marketing, she is responsible for strategic brand projects and merchandising.



## **Alexander Wodrich**

Alexander Wodrich is the founder of why do birds. After completing his degree in business, he started his career at the advertising agency Wunderman in Frankfurt. He went on to work as a brand consultant for MetaDesign, where he advised clients such as Audi, DHL, eBay, Allianz, and Lufthansa. In 2007, he became the head of sound branding and a member of the MetaDesign management board. He is also a lecturer at various universities, as well as a frequent speaker at conferences. In his spare time, he is a musician and composer.

# Award Jury Members 2015

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## Paulo Dytz

Paulo Dytz is the owner of B Sound Thinking, musician, music producer, public relations manager, but considers himself a Sound Thinker. He created a methodology, titled Sound Thinking, where the focus is to think strategically the sound to create value brands, regardless of the point of contact.

Paulo has nearly 15 years of experience in developing sound projects for major brands such as Petrobras, Coca-Cola, GM, Tim, Hi, Kraft Foods, Olympikus, Renner Stores, Grendene, Tramontina, Wall Mart, RBS Group, Johnson & Johnson, Iguatemi, among other. He won several national and international awards, among them Cannes, Wave Festival, the Silver Awards 2013 Audio Branding / Moscow, EL OJO Grand Prix in 2013 / Buenos Aires Grand Prix in Weeby Awards / 2014 and finalist in 2014 Clio Music / NY.



## Anna Kind

With years of experience in leading positions within the retail, media and PR industry Anna joined Radja Sound Design Agency in 2011. Previous positions had taken her from Escada and Cerruti to the production department at Canal+, and not to forget the years she spent as a music journalist and the role she played for the German Eurodance project Culture Beat in the 90s. Anna has been involved in operating and developing Radja, an award-winning audio branding agency that creates sound experiences at places that millions of people visit every year.

Radja partners with architects, retailers and marketers to conceptualize ideas for companys that will provide extra-ordinary customer experiences. Within Radja's portfolio you will find sound strategies and concepts for commercial real estate owners, shopping destinations, hotel chains and hospitals among others. In August 2014, Anna and the Radja Sound Design Agency won a Red Dot for the Emporia sound strategy, and in December 2014 they will represent Sweden at Business of Design Week in Hong Kong.



## Uli Reese

Uli Reese left Stuttgart (Germany) to study at the Grove School of Music in Los Angeles (USA). Doors opened quickly, and he was hired to work on scores for Star Trek: The Next Generation. Reese returned to Germany in 1993, where he worked with international supergroup SNAP!, eventually forming his own commercial music company with a client list that included brands such as Nike, Reebok, Coca-Cola, Dunlop, BMW, Mercedes and Sony.

In 2002, he became Department Chair for the Filmakademie Baden-Württemberg (Germany) and in 2004 turned his creative focus to songwriting, securing a publishing deal with Peermusic and moving to the music capital of the world: Nashville, Tennessee. In 2009, Reese partnered with Steve Keller to found iV2 in Frankfurt (Germany), merging Nashville's creative community of composers, artists, musicians, vocalists and engineers with innovative audio branding strategies for their European clients.



## Cornelius Stiegler

Having studied communication science and strategic marketing at The Berlin University of the Arts, Cornelius Stiegler specialized on the field of Corporate Sound, including both Sound Branding and Functional Sounds. In the field of research, the topic of briefing communication became his focus, featured e.g. in his talk at the 2nd Audio Branding Congress in 2010.

Today he works as a corporate sound strategist at nhb studios – the creators of sound branding classics such as the original BMW Sound Logo and Hornbach's "Yippieh Yippieh Yeah". Combining his passion for music and his expertise in strategy, he is also active as a speaker, author and guest lecturer (e.g. Popakademie Baden-Wuerttemberg, Technical University Berlin) and coordinates nhb's sound research cooperations as well as the exchange with academia, art and design.



## Zanna

Zanna is a woman of the new millennium, a Rio native, with an education in opera singing, and a musical producer specializing in branding. Her experience includes 10 years living in Europe, where she recorded the albums *Karmalinons* and *Voyage to Brazilia* (Irma Records) with the band *Bossa Nostra*. She toured in Europe, Japan and the United States. She opened for Herbie Hancock and Morcheeba at the Montreux Jazz Festival.

During the five years she spent living between Rio and New York, Zanna created soundtracks for Veet, Marie Claire, Muller and TV Globo. She studied branding and created the sound branding method that she has used to create the sound identity for brands such as the Rio Subway (ABA award-winning project in 2013), Vivo, Santander, Ponto Frio, Banco do Brasil and others that are now providing more authentic experiences through sound.

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# We Support



## Help for little ears

„Hilfe für kleine Ohren“ (help for little ears) is a project of the care organization of the German Lions Club. It provides children suffering from hearing impairment worldwide with hearing aids and professional therapy and thus helps them to gain more independence in their lives. Important to know: a child who cannot hear will have big problems in learning to speak.



So far, about 2000 children could be provided with hearing aids and therapy to help them leading a normal life. Until now the project has focused on regions like Belarus, the area of Chernobyl and Mongolia. The Audio Branding Academy donates 2 Euros of every sold ticket to the project and supports it with public relations.

[www.lions-hilfswerk.de](http://www.lions-hilfswerk.de)

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## Sponsors



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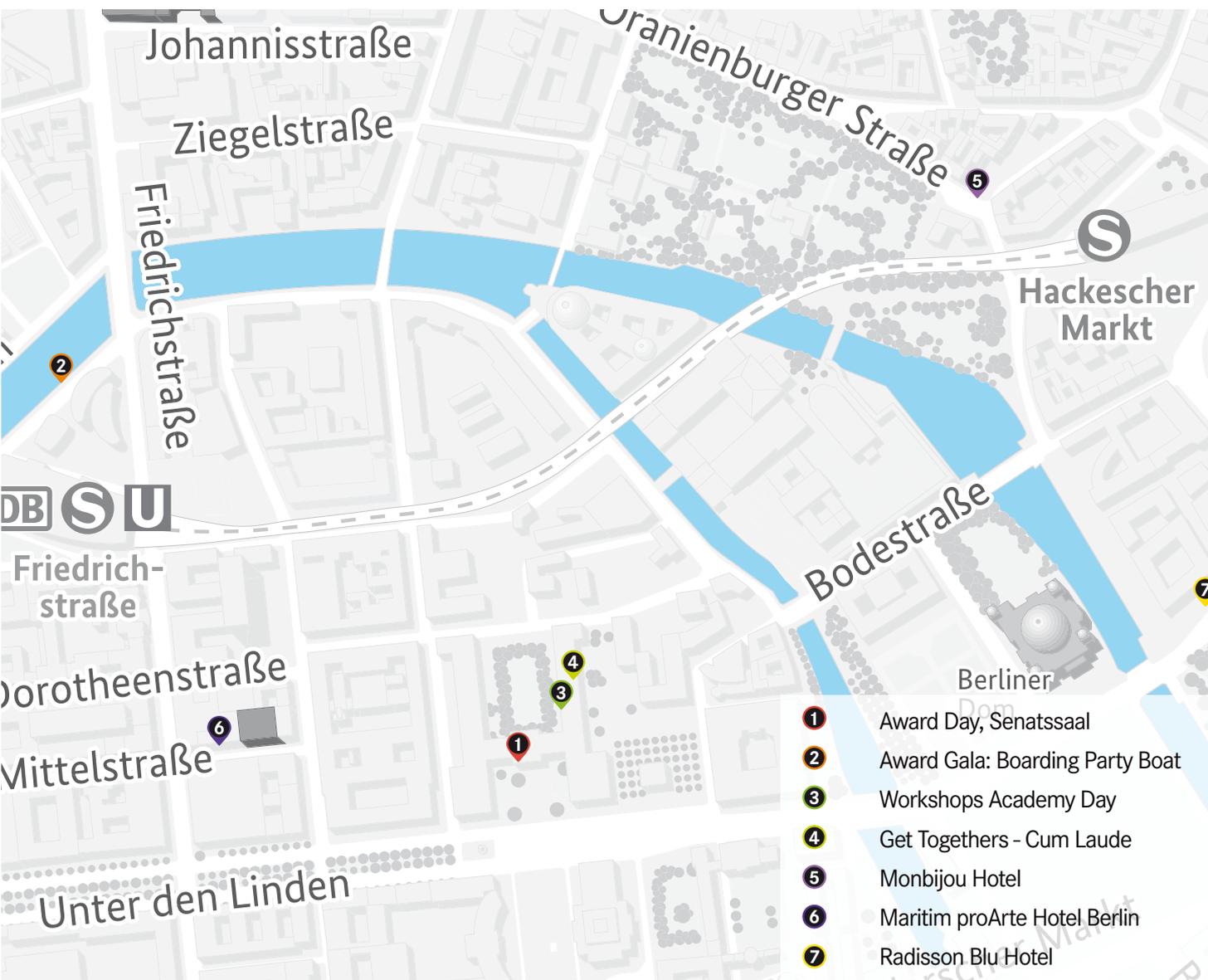
## Media Partner



# Award Gala

Visitors of the international Audio Branding Awards can look forward to an exclusive evening gala. After the presentations at Humboldt University Berlin we will celebrate the winners and all best practice cases at the award gala on board of our party boat. Cruising on River Spree through Berlin at night with your peers from all over the world, having delicious food and listening to a live act will be an unforgettable experience.





### Contact

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