

Audio Branding Congress 2009

November 14th, 2009

9:00 a.m. – 10:00 p.m.

Dialog im Dunkeln (Dialogue in the Dark)

Alter Wandrahm 4

D-20457 Hamburg



Program

- seminar room 1 -

9:00	Open doors and check in
9:30	Prelude
10:00	The impact of music on consumer behavior <u>Prof. Dr. Adrian North</u> School of Life Sciences, Heriot Watt University
11:00	Sound branding – only the name is new <u>Prof. Carl-Frank Westermann</u> Creative Director, Sound Branding, MetaDesign AG Visiting professor at Sound Studies, UdK Berlin
12:00	Lunch break
13:00	Emotional Boosting. Die hohe Kunst der Kaufverführung (German language) <u>Dr. Hans-Georg Häusel</u> Chairman Gruppe Nymphenburg Consult AG Expert for neuromarketing, author of “Brain View” (2008)
14:00	Wie viel Marke verträgt der Sound? (German language) <u>Georg Rabbe</u> Managing Partner, Klangwerk Brand Acoustics GmbH
15:00	Coffee break
15:30	Sound affects! <u>Julian Treasure</u> Chairman at The Sound Agency, London
16:30	Tone defines content / Der Klang macht die Musik <u>Walter Werzowa</u> Composer of the Intel Audio Logo Musikvergnügen, Hollywood
18:00	Babylonian Branding: Audio, Acoustic, Sound or Sonic? Panel discussion with <u>John Groves</u> (Managing Director, GROVES Sound Communications) <u>Wilbert Hirsch</u> (Senior Partner, audio consulting group) <u>Rainer Hirt</u> (Managing Partner, audity, owner of audio-branding.de) <u>Birgitte Rode</u> (Managing Director, Audio Management A/S) <u>Ruth Simmons</u> (Managing Director, soundlounge) <u>Moderator: Karsten Kilian</u> (Markentexikon.com)
19:00	Get Together
22:00	End



- seminar room 2 - / - black box -

11:00 **The sound of success – how to keep a brand orchestra in tune with its MARKnum opus** – seminar room 2 –
Karsten Kilian
Institute of Marketing, University of St.Gallen
Founder of Markenlexikon.com

12:00 Lunch break

13:00 **Sounds – the colours of blind people?** – black box –
Carsten Dethlefs
Doctoral student, Institute for Barrier-free Information
Technology, University of Applied Sciences Kiel

14:00 **Functional Sounds – more than a ping** – seminar room 2 –
Georg Spehr
Sound Studies, Berlin University of the Arts

15:00 Coffee break

15:30 **From hearing development, to psychoacoustics, to helping little ears** – seminar room 2 –
Hans-Rainer Kurz
Director of Education- and Knowledge Management,
HörGut GmbH

16:30 **Seeing by ear** – black box –
Heiko Kunert
Public relations, Association for Visually Impaired, Hamburg



Speakers

Carsten Dethlefs

Doctoral student, Institute for
Barrier-free Information Technology,
University of Applied Sciences Kiel



Diplomas in economic sciences at the Fachhochschule-Westküste in Heide/Holstein (here especially political marketing) 2004 and Fernuniversität in Hagen 2009. Carsten Dethlefs is blind since 1984. At the Fachhochschule-Kiel he worked from August 2007 until February 2009. There he developed a research concept to find out how to make pictures and emotions in advertisements accessible to blind people. His books: "Ein regionales Wissensmanagement als profilbildende Maßnahme der einzelnen Regionen im Standortwettbewerb am Beispiel der Westküstenregion Schleswig-Holsteins" (2007) and „Die Wähler werden immer wählerischer“ (2009) were published at the Grin-Verlag. www.wissenspool-westkueste.de

Sounds, the colours of blind people?

No blind person is equal to another blind person. There are big differences in the experiences of the visual environment. Therefore the imagination of the world might be very different. Or are the pictures in the heads of blind people not based on experience but on the power of imagination in general? How does the imagination differ from one blind person to another blind person and between visual impaired and not impaired people? How can you transfer impressions and emotions, often given in visual signs, to blind people? These questions might be very important for the industry because of a changing demographical development in Germany and Europe in general and the decrease of visual abilities at a higher age.

John Groves

Managing Director,
GROVES Sound Communications,
Hamburg



John Groves is a composer, music producer and consultant on the use of sound and music in advertising and communications. In the early 90s he became one of the pioneers of Sound Branding, by developing a structured system for the creation and implementation of brand and corporate Sound Identities. This method has provided the basis for what has become a market standard. www.sound-branding.com





Wilbert Hirsch

Managing Partner,
audio consulting group, Hamburg

Wilbert Hirsch is Senior Partner and co-founder of the audio consulting group. With the publication of his “Brand Aesthetics & Acoustic Branding” in 1999, Hirsch was among the first to introduce a concept that is considered today, to be one of the standards about acoustic branding.

www.acoustic-branding.com



Dr. Hans-Georg Häusel

Chairman Gruppe Nymphenburg Consult AG,
expert for neuromarketing, author “Brain View”

Dipl. Psychologist, Chief Executive Officer Gruppe Nymphenburg Consult AG, Munich. Author of the bestsellers „Think Limbic! – Die Macht des Unbewussten verstehen und nutzen für Motivation, Management und Marketing“ (2000/2003) and “Brain Script / Brain View – Warum Kunden kaufen“ (2004/2008) and „Neuromarketing“ (2007). Within the scope of marketing brain research and its transfer to questions of consumers’ behaviour, marketing and brand management he is seen as one of the leading experts. Among his advisory customers there are a lot of international manufacturers of branded goods, business groups as well as service companies and banks. He is a member of the scientific advisory board of the journal “NeuroPsychoEconomics“. With his fascinating and innovative approach Dr. Häusel is a requested Keynote-Speaker on many national and international events. In the year 2008 he has been awarded by Unternehmen Erfolg® one of the 10 best speakers in the german speaking world.

www.nymphenburg.de

Emotional boosting – Die hohe Kunst der Kaufverführung - German language -

No emotions – no money: only emotions create value in the brain
Secret drivers in the brain: The power of emotions and the limbic system
How are emotions, motives and values processed in the brain
Cue Management: Big effects of unconscious signals
The multi-sensory brain: $1+1+1+1+1 = 10$
How strong brands emerge in the brain and how they affect the consumer



Speakers



Karsten Kilian

Institute of Marketing,
University of St.Gallen, Markenlexikon.com

Karsten Kilian has built up the most-respected website on brand management in the German-speaking world: Markenlexikon.com. He studied marketing and international management in the MBA program at the University of Florida and received his graduate degree of a Diplom-Kaufmann (equivalent to an MBA) at the University of Mannheim. He then worked several years as a consultant for Simon-Kucher & Partners in Bonn, before starting an extensive research project at the University of St. Gallen. Karsten has been a university lecturer in Germany and abroad for more than seven years now. He is author of more than 30 book contributions and professional articles. Karsten advises medium-sized companies on their brand strategy, he regularly conducts management seminars and frequently speaks at national and international marketing conferences.

www.markenlexikon.com

The Sound of Success – How to keep a brand orchestra in tune with its MARKnum opus

Brand leadership is like conducting an orchestra. Various musicians with unique personalities, many different instruments, and an audience that expects to hear one piece of music, an entire composition in harmony. Karsten Kilian explains how brand managers can get their brand orchestra in tune with their MARKnum opus. It all starts with a unique identity that makes the brand come alive – without needing extensive brand handbooks. The brand idea itself – a simple but compelling message – intones the sound of success. With the help of the appropriate brand elements - audio logos among others – brand signals tell a compelling story, a story that makes customers want to buy this product – and no other. Only when all experiences with the brand are in tune with the brand identity, can brand success be accomplished and customers will say – this brand? Sounds good!



Heiko Kunert

Public relations, Association for
Visually Impaired, Hamburg

Heiko Kunert is spokesman of the “Blinden- und Sehbehindertenverein Hamburg” (Association of Blind and Visual Impaired People Hamburg). He went blind at the age of seven. Kunert studied political science and public relations. As a blind person he likes acting, going to the movies and blogging.

www.bsvh.org

Seeing by ear

How do blind people see the world? Blind people get most information by hearing: They see traffic lights, websites and other people with their ears – the same with products and brands. Heiko Kunert is blind and tells about his experiences. He talks in a completely dark room.





Hans-Rainer Kurz

Director of Education- and Knowledge Management, HörGut GmbH

Hans-Rainer Kurz is optician, Hearing Aid Audiologist and hearing therapist. He was active as inventor, lecturer and specialist author, and founded the Elterninitiative hörgeschädigter Kinder Ostfriesland e.V. (parents' initiative for children with impaired hearing in East Frisia). He was involved in ProAkustik as the "father of the patented Hörpunkt [audiopoint] concept", and made a name for himself in the context of pilot projects conducted in co-operations with various universities in Germany, for instance concerning hearing aid adjustments for cats and dogs, and public projects such as the Lions Club's aid project "Help for Little Ears." In 2004, he received the Melvin-Jones-Fellowship-Award from Lions Foundation World President, Dr. TAE-SUP LEE (Japan), in recognition of his social commitment. Mr. Kurz is owner of worldwide audiology patents. www.kurz-innovationen.de

From hearing development, to psychoacoustics, to helping little ears

This neurobiological information session will focus on hearing development, from prenatal signal recognition by the foetus to the critical period for language acquisition during the child's first two years. This early stage has a decisive impact on whether the child will suffer from hearing difficulties. The multimedia forum will concentrate on the impact of hearing aids and cochlea implants, and there will also be a lecture on how language skills that began to develop in the first two years, but which have since been lost, can be retrained if it is clear that the patient responds to acoustic stimuli. If there is time, we will also look at how to recondition signal recognition in patients who suffer from perceiving unpleasant sounds (e.g. those with tinnitus).

At the end of the session, the Lions Foundation will present the Hilfe für kleine Ohren (Help for Little Ears) initiative, which was launched across Germany in May 2009.



Prof. Dr. Adrian North

School of Life Sciences, Heriot Watt University

Adrian North obtained his PhD in music psychology in 1996 from the University of Leicester and subsequently joined the faculty there. He was appointed Professor of Psychology at Heriot Watt University in Edinburgh in 2007. His research concerns musical taste, the impact of music on juvenile delinquency, and the role of music in consumer behaviour. His book, *The Social and Applied Psychology of Music* (with David Hargreaves) was published by Oxford University Press in 2008. www.psychology.hw.ac.uk

Music in retail and leisure premises

The talk summarises the evidence from research psychologists concerning the impact of music at the point of sale. Specifically, the talk describes evidence showing that loud, fast music can speed up customers; that liked music causes customers to evaluate the premises more favourably on a variety of dimensions; that knowledge activated by music can prime selection of certain products and spending patterns; and that music can influence time perception. Music is an under-valued point-of-sale influence.



Speakers

Georg Rabbe

Managing Partner,
Klangwerk Brand Acoustics GmbH



Klangwerk sees brand acoustics (corporate sound) as an integral component of every brand identity. For clients such as BMW, Credit Suisse and Deutsche Telekom AG, Klangwerk develops holistic concepts for expressing the brand personality in ways that can be heard and for implementing corporate sound at the various “customer touchpoints” of brand communication. The Klangwerk team comprises brand consultants, composers and music producers, and maintains four full-service recording studios at its offices in Cologne. Georg Rabbe is the managing director of Klangwerk Brand Acoustics GmbH in Cologne. His career has included stints as the marketing director of the tourism divisions of the Kaufhof Group as well as managing director of various advertising agencies. Before founding Klangwerk Brand Acoustics GmbH, Georg Rabbe was managing director of the leading brand consulting agency Interbrand Zintzmeyer & Lux. www.klangwerk-ba.com

Wie viel Marke verträgt der Sound? – How much brand can the sound bear? - German language -

The audio logo of Deutsche Telekom is one of the best-known acoustical brand signatures, and has been used consistently as a central branding element in all of the company’s communication for more than ten years. Using Deutsche Telekom as an example, this lecture illuminates the potential conflicts between consistent acoustical branding and the flexibility and adaptability that advertising requires. Like all musical compositions, the audio logo also undergoes changes with time. Guidelines prepared for Deutsche Telekom allow for the required flexibility while setting practical cornerstones that specify how much variation to the audio logo is allowed in different communication contexts.

Birgitte Rode

Managing Director,
Audio Management A/S



Birgitte Rode has developed a sound design method based on music science and branding tools. She is constantly working with new ways to incorporate sensory integration and cognitive processes into sound design. She graduated from The Academy of Music, Aalborg, Denmark and went on to work as a professional composer, songwriter, producer, promoter and manager for 25 years. Birgitte has contributed to Martin Lindstroms BRANDsense book and she developed the Audio Corporate Identity for Martin Lindstrom used on WebTV, DVD, BRANDsense Symposia, BUYOLOGY Symposia and several global websites. www.soundbranding.com





Ruth Simmons

Managing Director, soundlounge

In 1980 Ruth Simmons opened the doors as Songseekers International, one of the first companies in Europe to address the complexities of licensing copyright music for advertising. The company was rebranded to soundlounge in the mid 90's – and now operates as a full music agency. Over the last five years, Ruth and her team have developed processes that measure the effectiveness of music, the brand fit and the Music Equity™ – measurable values that affect a brand's ROI. soundlounge have enrolled the help of leading marketers, market research experts and behavioural psychologists to really look at and understand the elements that affect a brand's music performance. Ruth is a professional speaker and was nominated as a Fellow of the Royal Society of Arts in recognition of her “out of the box” thinking about the role of music, protecting its integrity and the impact that music has on behaviour. www.soundlounge.co.uk



Georg Spehr

Sound Studies, University of Fine Arts Berlin

Sound director, communication engineer and multimedia designer. 1989-1998 engineer for professional audio equipment. 1999-2002 multimedia designer for cross-media and internet projects. Since 2002 freelancer for acoustic consulting and multimedia design. 2003-2005 lecturer at the FH-Potsdam, study course interface design. Since 2006 lecturer at University of Fine Arts Berlin, study course Sound Studies. Speeches and publications in the field of functional sounds, audio branding, and acoustic conception. Consultant for the EU-funded project “The Aural City | Die Hörsame Stadt” 2008. Editor of the book “Funktionale Klänge. Hörbare Daten, klingende Geräte und gestaltete Hörerfahrungen”, transcript Verlag 2009. www.tonophonie.de

Functional Sounds - more than a ping

Functional sounds are a very important part of our everyday life. They help us to communicate and interact with machines, environment and systems. They convey information, describe objects or situations, create attention and provide orientation to the listener. This lecture will give an overview of the manifold areas of applications and will review the current situation for applied sound design, because the Sound Object is no longer self-evident.



Speakers



Julian Treasure

Chairman at The Sound Agency, London

Julian Treasure is author of the book *Sound Business*, a map of the exciting new territory of applied sound for business, and he has been widely featured in the world's media, including *TIME Magazine*, *The Economist*, *The Times*, UK national TV and radio, and many international trade and business magazines. He is also chairman of The Sound Agency, a London-based consultancy that helps clients like BP, Nokia, Honda, Unilever, Marks & Spencer and BAA achieve better results by optimising the sound they make in every aspect of business, from branding and marketing communication to soundscapes for branded spaces such as shops, offices and corporate receptions. Julian formerly founded, grew and sold leading UK contract publisher TPD Group, during which time he was chairman of the Association of Publishing Agencies, a director of the Periodical Publishers Association, chairman of PPAinteractive and chairman of the UK government's Digital Content Forum. In 2002 he received the PPA Chairman's Award for services to the UK magazine publishing industry. He is a long-time musician, and remembers with affection his two John Peel sessions – and reaching the final of *New Faces!* www.thesoundagency.com

Sound Affects!

Sound: What is sound? Vibration – from quantum to cosmological. Properties of sound.

Harmonics. Examples.

Hearing and listening: Some facts about hearing. Development and capabilities. Examples.

Definition of listening. Types of listening. Examples.

Noise: Definition. Examples.

Music: Definition. In time and space.

In society. Power – association and recognition. Use in commercial settings. Examples.

Silence: Some words on silence and two minutes of it.

BrandSound: Eight expressions of a brand in sound with examples.

Soundscapes: Effects of retail and office soundscapes with examples. Examples of generative soundscapes.

Sound tech: Demonstration of hypersonic loudspeaker and surface transducer. Cymatics.

Sound futures: Voice and audio i/o for search on the Internet and for device control.

The future of music. Generative sound.





Walter Werzowa

Composer of the Intel Audio Logo,
Musikvergnügen, Hollywood (US)

Walter Werzowa was born in Vienna, Austria, where he studied classical guitar and electronic music at Vienna Musik Hochschule. His collaboration with Otto M. Zykan opened doors for contemporary classical music. Walter moved to the United States of America, at which point, he studied film music at the University of Southern California. Werzowa is most famous for having composed and produced the Intel “Bong”, which is allegedly broadcast somewhere in the world once every five minutes. Since its conception in 1994, he has rearranged it to keep it current. Besides audio branding, Werzowa also composes music for feature films.

www.musikvergnuegen.com

“Der Klang macht die Musik” / “Tone defines content”

Perform the same melody arranged differently and see what happens... Walter Werzowa, audio branding Guru, has created world’s most recognizable mnemonics – Intel, Samsung, LG, Red Bull mobile, HLN, TBS, and many more. He contributed new insight in UI sound development. With his Los Angeles team he writes for trailers, movies and commercials, audio installations.



Prof. Carl-Frank Westermann

Creative Director, Sound Branding, MetaDesign AG;
visiting professor at Sound Studies, UdK Berlin

Carl-Frank Westermann, born in 1950, has been responsible for sonic branding at MetaDesign since 2000, and he has supported a range of clients, including Allianz, Lufthansa, eBay, Siemens and South Tyrol. Westermann has a degree in business administration and has studied organizational psychology and music. His professional career has always been linked to integrated presentational techniques and multi-sensory communication. Since 2002 he has been a guest professor at the Berlin University of the Arts, where he is responsible for acoustic conceptualization in the advanced studies program “Sound Studies.”

www.metadesign.de

www.udk-berlin.de

Sound branding – only the name is new

People are influenced by their acoustic environments. And they are part of communication with an influential effect. Acoustic events and experiences are presented with numerous examples which show that acoustic conditioning is omnipresent. Thus sound branding is merely a logical step towards a new, consciously and strategically designed brand communication instrument.



Workshop Program 2010

In March 2010, the Audio Branding Academy starts its workshop series. There will be five workshops in 2010, four of them held in German and one in English. For the future it is planned to offer more workshops held in English language. All workshops take place in a seminar room of the Dialogue in the Dark.

13.03.2010 10:00 a.m – 5:00 p.m

John Groves, Groves Sound Communications, Carl-Frank Westermann, MetaDesign AG / Sound Studies, UdK Berlin, Wilbert Hirsch, audio consulting group, Hamburg

Information about the lecturers: see speaker profiles of the Audio Branding Congress 2009

Grundlagen der akustischen Markenführung

History and Future of Audio Branding. Audio Branding als Prozess: Systematische Entwicklung von Sound Identities. Kommunikation durch Klang im Raum. Funktions- und Produktklänge im Kontext von Branding. Wissenschaftliche Grundlagen des Audio Branding. Intellectual Property Strategy.

08.05.2010 10:00 a.m – 5:00 p.m

Dr. Michael Haverkamp, Ford-Werke GmbH, Köln, Autor „Synästhetisches Design – Kreative Produktgestaltung für alle Sinne“, Hanser Verlag (2009).

Synästhetisches Design - Grundlagen und Anwendungen multisensueller Gestaltung

Ein umfassender, systematischer Überblick über die Verbindungen zwischen den Sinnesbereichen und die darauf aufbauenden Strategien der Gestaltung ermöglicht es den Teilnehmern, eigene Konzepte zur Optimierung von Multi-Media-Anwendungen und Produkten zu erstellen und erfolgreich anzuwenden.

06.06.2010 10:00 a.m – 5:00 p.m

Reinher Karl, Rechtsanwalt für Musik- und Medienrecht, Justiziar des VUT - Verband unabhängiger Musikunternehmen e.V.

Musik und Marken. Rechtliche Aspekte der Anwendung und Nutzung von Musik in der Markenkommunikation
Grundlagen Urheberrecht und Markenrecht, Lizenzierung, Vergütung, Tarife und Marktpreise.

24.07.2010 10:00 a.m – 5:00 p.m.

Joachim Kistner, Geschäftsführer sonus GmbH, www.sonus.de

Technische Grundlagen der Brand Acoustics

Psychoakustische Grundlagen und Basiswissen zur technischen Umsetzung von Audio Branding-Konzepten.

11.09.2010 10:00 a.m – 5:00 p.m

Prof. Dr. Adrian North, School of Life Sciences, Heriot Watt University

Information about Adrian North: see his speaker profile of the Audio Branding Congress 2009

Lessons from music psychology for advertising and branding (workshop in English language)

Berlyne's theory, preference for prototypes, music and the listening situation, individual differences in responses to music (age, sex, personality), applications for marketing and branding.

Attendance Fees

Standard: Euro 300,- (incl. 19% VAT)

Students: Euro 150,- (incl. 19% VAT)

Maximum number of participants: 15

Venue: seminar room of the Dialogue in the Dark, Alter Wandrahm 4, D-20457 Hamburg, Germany

For ordering tickets, additional information, updates of the program, visit www.audio-branding-academy.org





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. Representatives from the care organization will be at the congress and give information about the project. You can aid by donating any amount of money.

www.lions-hilfswerk.de



Hilfswerk der Deutschen Lions e. V.
LIONS FOUNDATION GERMANY



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comevis positions companies, brands and products acoustically, and is a premium provider in the fields of audio-branding, audio-marketing and audio-interface design for large and medium-sized companies. comevis is specialised above all in developing telephony, mobile and Internet contact interfaces [daily-touchpoint`s] to create a new and successful marketing tool!

www.comevis.de

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AUDIO BRANDING ACADEMY

Contact

Audio Branding Academy
Barnerstraße 61
D - 22765 Hamburg

info@audio-branding-congress.org
www.audio-branding-congress.org

