

Audio Branding Congress 2012

December 11th, 2012

8:30 am – 6:50 pm

Examination Schools, Oxford (UK)



Welcome to the Audio Branding Congress 2012!



After enjoying the campus of the Columbia University New York in 2011, we are delighted that this year's Audio Branding Congress is being hosted by the world-renowned University of Oxford.

Our theme this year is "Listen to consumers" so our focus will be on the links between audio branding and consumer research. One of the main goals of the Audio Branding Academy is to bring together science and practice in the field of audio branding, which is why the program of the annual Congress always combines practical case studies with scientific papers. Our unique annual coming together gives scientists and practitioners the chance to exchange information and increase their knowledge, improving the quality and relevance of work in both domains.

The prestigious Oxford University venue for this year's exploration of the applied science of audio branding seems entirely fitting: it underlines the fact that audio branding has grown to become a serious and substantial discipline today.

We want to express our deepest gratitude to all the speakers, helping hands, supporters and partners who have made this Congress possible. Special thanks go to our member of the advisory board Professor Charles Spence and Dr. Klemens Knöferle from the University of Oxford. Last but not least we thank our sponsors The Sound Agency, Pro Sound Effects and Man Made Music. We wish you all a pleasant and successful Congress here in Oxford.

Your (((ABA)))

Kai Bronner, Rainer Hirt, Cornelius Ringe

Program

8:30 am

Open doors and check in

9:00 am

Prelude

Audio Branding Academy

9:05 am – 9:20 am

Introduction

Julian Treasure (Moderator of the congress day)

9:25 am – 9:55 am

Enhancing Multisensory Experiences and Brands Through Sound

Professor Charles Spence (Department of Experimental Psychology, Oxford University)

10:00 am – 10:30 am

The Role of Consumer Research in Audio Branding

Professor Nancy Puccinelli (Saïd Business School, Oxford University)

10:30 am – 11:10 am

Coffee Break

11:10 am – 11:30 am

Audio Branding Barometer 2012

Dr. Klaus Frieler (Audio Branding Academy)

11:35 am – 12:00 am

Product-Related Sounds Speed Visual Search

Dr. Klemens Knöferle (Crossmodal Research Laboratory, Oxford University)

12:05 pm – 12:30 pm

Implicit and Explicit Effects of Music on Brand Perception in TV Ads

Dr. Daniel Müllensiefen (Goldsmiths College, University of London)

12:30 pm – 1:40 pm

Lunch Break

(Poster Session – Call for Papers)

1:40 pm – 2:00 pm

Award – Case Study: Nokia

Henry Daw (Nokia)

2:05 pm – 2:25 pm

Award – Case Study: Globosat

Natalia Lannes (Gomus), Guilherme Flarys (Gomus)

2:30 pm – 2:50 pm

Award – Case Study: DKSH

Alexander Wodrich (Wodrich Audio Branding)

2:55 pm – 3:15 pm

Award – Case Study: Renfe

Juan Corrales (Flyabit)

3:15 pm – 4:10 pm

Coffee Break

(Poster Session – Call for Papers)

4:10 pm – 4:30 pm

Award – Case Study: Harrods

Speaker to be confirmed

4:35 pm – 4:55 pm

Award – Case Study: Dell

Susan Aminoff (Elias Arts)

5:00 pm – 5:20 pm

Award – Case Study: The Linde Group

Michele Arnese, Rudi Mauser (amp)

5:30 pm – 6:30 pm

Audio Branding: Art, Science or the Art of Science?

Panel Discussion with:

Professor Charles Spence (Department of Experimental Psychology, Oxford University)

Professor Nancy Puccinelli (Saïd Business School, Oxford University)

Henry Daw (Nokia)

Alexander Wodrich (Wodrich Audio Branding)

Adrian Porter (FusionFlow Media)

Rayan Parikh (Elias Arts)

Moderation: Julian Treasure

6:35 pm – 6:50 pm

Audio Branding Award 2012 - Ceremony

8:00 pm

After Party at FREUD café

Presentations

Enhancing Multisensory Experiences and Brands Through Sound

Speaker: Professor Charles Spence

(Crossmodal Research Laboratory, Oxford University)

In this talk, I will highlight a number of the most exciting recent developments from the world of cognitive neuroscience as they apply to the enhancement of multisensory product and brand experiences through the utilization of sound. I will discuss the results of our continued collaboration with restaurants such as The Fat Duck and the sonic branding company Condiment Junkie in terms of the 'Bittersweet Symphony' dish: A gastronomic experience in which sound is used to change the taste of food (see Crisinel et al., 2012). I will summarize the latest findings from Anne-Sylvie Crisinel's on-going research on the mapping of music (specifically notes and specific classes of instrument sounds) to tastes, textures, aromas etc (see Crisinel & Spence, 2012).

I will highlight our current understanding of the mechanisms underlying such unusual (some would even say synaesthetic) crossmodal matches (see Deroy et al., submitted), and the latest attempts to create a fuller parameterization of the musical attributes that match tastes and flavours. Finally, I will describe our attempts to influence people's enjoyment and appreciation of a variety of more complex sensory experiences – in drinks such as Cognac (Crisinel et al., submitted), in perfume (together with Condiment Junkie and Roja Dove), and in augmented reality clothing applications (together with Condiment Junkie and Holition).

9:25 am – 9:55 am

The Role of Consumer Research in Audio Branding

Speaker: Professor Nancy Puccinelli

(Saïd Business School, Oxford University)

Drawing on social psychology, I will focus on the fundamental ways in which sound can impact association and in turn influence consumer mood and emotion. I will discuss my work with Procter and Gamble on the Bounce brand fabric softener in which sound was used to communicate freshness. As part of this work I developed a Harvard Business School Note on the use of sound to influence consumer behavior (Puccinelli and Zaltman 2001). I will summarize my on-going research that uses sound to induce consumer mood and the consequent impact on consumer choice (Puccinelli et al 2012). This work highlights the importance of congruity of sound with other elements of marketing execution. Finally, building on my recent BBC interview, I will discuss the critical importance of congruity for retailers especially during promotional periods (see www.nancypuccinelli.com).

10:00 am – 10:30 am

Audio Branding Barometer 2012

Speaker: Dr. Klaus Frieler (Audio Branding Academy)

The aim of this yearly conducted survey is to gain valid market data about the audio branding industry. The results shall provide transparency and be a basis for decision making for both suppliers and demanders of audio branding services. The survey is carried out by the Audio Branding Academy. The results will be presented at the Audio Branding Congress 2012, published in the Audio Branding Yearbook 2012/2013 and presented in part online.

11:10 am – 11:30 am

Product-Related Sounds Speed Visual Search

Speaker: Dr. Klemens Knöferle

(Crossmodal Research Laboratory, Oxford University)

Consumers often search for specific products in cluttered visual environments, such as the supermarket aisle. The question we address here is whether cues from other sensory modalities might be used to facilitate, guide, and/or bias visual search toward a particular brand or product (type). Prior research suggests that characteristic sounds can facilitate visual object localization (Iordanescu et al., 2008, 2010). Extending these findings to an applied setting, we investigated whether product-related sounds would facilitate visual search for products from different categories when arranged in a virtual supermarket shelf.

The participants identified a target product significantly faster when the visual target was accompanied by a congruent rather than incongruent sound. These results extend the facilitatory crossmodal effect of characteristic sounds on visual search performance described earlier to the more realistic context of a virtual shelf display, thus showing that characteristic sounds can speed the rate at which actual products are localized.

11:35 am – 12:00 am

Implicit and Explicit Effects of Music on Brand Perception in TV Ads

Speaker: Dr. Daniel Müllensiefen

(Goldsmiths College, University of London)

The talk describes a novel empirical method for matching music to consumer brands based on Asmus' (1985) semantic differential for music. In Exp. 1 the method is applied to the selection of congruent and incongruent music for four TV ads for a juice brand. Exp. 2 measures the effect of the two types of music as well as silence on the persuasiveness of the ads by an effectiveness index derived from an advertising pre-testing questionnaire as well as by change in implicit attitudes towards the brand measured by reaction time in an Implicit Association Test (IAT). Congruent music significantly enhanced the effectiveness of at least one tested ad and in addition, the IAT test showed significantly positive attitudes towards the brand. However, no significant changes in implicit attitudes were found due to the influence of the music.

12:05 pm – 12:30 pm

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AUDIO BRANDING AWARD
2012

Audio Branding Award - Presentation Finalists
1:40 pm – 5:20 pm

Submissions for the Audio Branding Award 2012 came from all over the world (including Germany, UK, USA, Brazil, Spain, India, Denmark, Finland, Switzerland) and competition was intense, with three cases deadlocked in a tie for the last two places, even after a second round of judging. The panel of six eminent judges prevailed upon the organisers to allow all three tied entries onto the shortlist, which thus comprises seven cases rather than the six originally planned.

Each of the finalists will present their case during the Audio Branding Congress 2012, and the gold, silver and bronze awards will be chosen on the day by a live vote among the Congress participants.

The shortlist is as follows:

Nokia

'Branded Globally – Relevant Locally'

Speaker: Henry Daw (Nokia) / Client: Nokia

Nokia owns presentation/ project, although agencies have contributed to presentation content, as follows: Audiodraft (Crowdsourcing campaign), GFK / Foviance (User Research), 6Du/ Hungama/ Qanawat/ TRSS/ FF Productions/ Soundbuzz/ Faith/ Snakeweed/ Music Airport ('Localized Ringtones' Music Production)

Audio Brand Guide – Globosat

Speakers: Natalia Lannes & Guilherme Flarys (Gomus) / Client: Globosat, Brazil / Agency: Gomus, Brazil

DKSH Audio Branding

Speaker: Alexander Wodrich (Wodrich Audio Branding) / Client: DKSH

Agencies: Wodrich Audio Branding, Germany & kleiner und bold, Germany

Renfe Sound Branding

Speaker: Juan Corrales / Client: Renfe, Spain / Agency: Juan Corrales, www.flyabit.es, Spain

Harrods Toy Kingdom

Speakers: TBA / Client: Harrods / Agency: The Sound Agency, UK

Dell

Speaker: Susan Aminoff (Elias Arts) / Client: Dell / Agency: Elias Arts

"The Linde Group" – The story behind a unique sound identity.

Speakers: Michele Arnese, Rudi Mauser (amp) / Client: The Linde Group / Agency: amp – audible brand and corporate communication, Germany

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AUDIO BRANDING AWARD
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'Branded Globally – Relevant Locally'

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Abstract:

As we see more and more global companies focusing efforts on developing their audio identities, the tendency is to follow audio branding trends and music trends. These trends commonly emanate from Europe and the West, so a big question needs to be asked by every global brand today; how do we stay relevant on a local level through sound and music? We examine how Nokia tackles this challenge, primarily by offering targeted localized ringtones – staying true to the core brand whilst recognizing cultural differences in music and sound around the world.

We look back over 10 years and to the early days of MIDI, when Nokia first offered pre-loaded localized ringtones – ringtones targeted towards a specific country or region. We also examine how user studies and music research have helped to shape the localized offering over the years, from large quantitative studies within different regions, to smaller and more focused music research.

Finally, we present our latest approach to providing locally relevant sound content – "Regional Ringtones, Designed By You", an extensive crowdsourcing campaign recently conducted through the Audiodraft platform (<http://www.audiodraft.com>), providing us with a comprehensive collection of localized ringtones for our 2013 portfolio.

1:40 pm – 2:00 pm

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AUDIO BRANDING AWARD
2012

Audio Brand Guide – Globosat

Speakers: Natalia Lannes, Guilherme Flarys (Gomus)

Client: Globosat, Brazil

Agency: Gomus, Brazil

Abstract:

The Audio Brand Guide focuses on creating a comprehensive guide to audio branding for Globosat's channels. Globosat is Brazil's leading Pay-TV network company, with 36 channels and audience reach of 35.6m. Globosat is part of the Globo Organization, South America's largest mass media group. Gomus is a leading Brazilian Music Branding agency, with more than 80 clients, from television, fashion, and gastronomy to hotels.

Our challenge was to define a separate audio DNA for each channel and establish a music choice methodology- all to be used by different departments within the network as well as outside business partners. Plus, Gomus organized the network's current white-track library of over 50thousand tracks into a user-friendly and time-saving manner. Pioneering with the network's top channels, GNT/Multishow/ SporTV, three separate guides were created with the aim of defining and consolidating their audio identity.

On top, Gomus selected, organized and classified the network's white-track library according to each channel's own ABG. Furthermore, 100 songs were recommended for each channel to use in vignettes and promo, accompanied by all necessary licensing/synch information. "Playlists" were created in order to organize all the tracks into the channels' programming line-up and "personalities". The library is now at their disposal through an exclusive search engine software developed by Gomus' technology experts. The software advises the best song choice according to playlists, genres and mood selected by the user.

The result is a certified internal optimization when searching for the right music, moving the process from a less subjective/individual towards a more directed/planned/supervised one. The channels refreshed their sound identity, and for the first time, their musical identity was defined and documented together with its visual identity. By recommending tracks, we also helped with the sync process, a practice that is still archaic, costly, slow and unorganized in Brazil.

2:05 pm – 2:25 pm

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AUDIO BRANDING AWARD
2012

DKSH Audio Branding

Speaker: Alexander Wodrich (Wodrich Audio Branding)

Client: DKSH

Agencies: Wodrich Audio Branding (Berlin), kleiner und bold (Berlin)

Abstract:

Switzerland-based DKSH is the world's leading company in "market expansion services". DKSH helps its business partners grow in Asian markets (Claim: Think Asia – Think DKSH). The company is hugely successful and belongs to Switzerland's Top 20 enterprises. In 2011, after the completion of their corporate design implementation they wanted to enhance their brand presentation adding a brand sound. The sound was to reflect the company's swiss heritage as well as their Asian expertise. In contrast to their main competitors and the general Asian marketplace DKSH agreed to go for a quieter sound: intense, passionate, and driving, yet sensitive.

The lead instrument chosen was the hammered dulcimer ("Hackbrett"), a traditional Swiss, similar to typical Asian string-instruments. The leitmotif of the brand music consists of a pentatonic four-note sequence, striking a balance between the Asian and western cultures. The natural sound of flowing water weaves its way subtly throughout the DKSH brand sound . It is a reference to the fan-tree symbol in the DKSH logo. The fan-tree is said to be the traveler's companion and water-supplier, because when a leaf or stem is cut off, water drips out. In Asia, this sound traditionally carries meaning and significance: water is one of the earth's four elements, responsible for life and growth. The brand voice was chosen to be male, American, friendly, warm, professional, and positive.

DKSH has already implemented the full range of audio-applications produced by Wodrich Audio Branding: an animated audio-visual logo, more than one hundred telephone-loops for every international subsidiary featuring the brand voice, ring-tones, event-trailers, soundscapes for work-environments and reception-areas, brand music tracks for image-films etc. The DKSH sound has added a strong asset to the brand's corporate identity. It helps transport the brand's tone, reinforces its recognition, and sets it apart from its competitors.

2:30 pm – 2:50 pm

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AUDIO BRANDING AWARD
2012

Renfe Sound Branding

Speaker: Juan Corrales

Client: Renfe, Spain

Agency: Flyabit, Spain

Abstract:

What if your brand means train to a whole country and is known by the 99% of the population*? Then, how should the train sound like? A freight one, long distance...in Japan, Western USA? And in Spain? In 2005 Renfe, the national railway Spanish company and virtually unique operator, started a new era. A new company was created separately from the railway infrastructure operations.

Brand name remained the same. Just that. The brand was huge but lacked order and coherence. Products competed within each other and even with the mother brand. Each division of the company worked for its own minibrand and a global branding strategy implementation was tough to imagine. With a new visual brand starting to roll out, Renfe had a long way to go.

And then the sound branding came. While still thinking of music for their spots, we presented an ambitious global sound branding strategy that included every business line and touchpoint, from trains to advertising pieces, mobile phones, on hold music or internet. All with a clear implementation plan.

Involving each department and of course, customers. We bet on the power of sound to change internal dynamics, impress external perception and produce a shift in the brand. And sound made it all work in an unexpected and unanimously tuned way. A sonic and musical solution that everyone loved from the first minute and is still listened by millions of people everyday was the secret.

The outcome was such a success that:

- for 6 years in a row, each and every sonic touchpoint of Renfe includes the audio created
- the only musical composition used in commercials has been the one we created, producing enormous savings and strong global brand perception
- a brand office was created to reinforce brand efforts, mainly visual and audio

*2006 Instituto Nacional de Estadística data

** Renfe was a 14.000 staff and 516 million travellers* company as of 2006. Travellers have grown in 2012 by 0,5%. Instituto Nacional de Estadística data.

2:55 pm – 3:15 pm

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AUDIO BRANDING AWARD
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Harrods Toy Kingdom

Client: Harrods

Agency: The Sound Agency, UK

Abstract:

Harrods is the world's most famous retail brand. The store engaged The Sound Agency (working in partnership with sensory marketing specialist BRANDsense agency) to design the store's sound so that it matches the standards of the other sensory brand expressions. We carried out a comprehensive programme that included the following:

- a full sound audit of the store with 264 separate measurements, each with a recording and analysis, plus 119 recommendations for action;
- a BrandSound™ workshop for the store's sales and marketing team that resulted in 28 tactical recommendations;
- a BrandSound™ plan involving 140 zones, 34 playlists and 23 generative soundscapes;
- a presentation of the audit and plan to the top management team;
- a staged implementation, starting with the Toy Kingdom in July 2012.

The new Toy Kingdom opened in July 2012. It is to our knowledge the first retail space ever to feature generative soundscapes, as well as a range of localised sound features. The soundscapes are: Big Top; Enchanted Forest; Wonderland; Odyssey; and Reading Room. The features include the circus ringmaster, bouncing balls, fairy voices, hyperspace drive, cars, trains, children's footsteps and more. The result is a spectacular fusion of sight and sound that delivers super-additivity and creates a magical and thrilling space that delights old and young alike.

This project shows the potential for well-designed sound in retail, as an alternative to generic music. It shows how retail can deliver an extraordinary multisensory experience that creates a destination, not just a shop.

4:10 pm – 4:30 pm

Dell

Speaker: Susan Aminoff (Elias Arts)

Client: Dell

Agency: Elias Arts

4:35 pm – 4:55 pm

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AUDIO BRANDING AWARD
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“The Linde Group” – The story behind a unique sound identity.

Speakers: Michele Arnese, Rudi Mauser (amp)

Client: The Linde Group

Agency: amp – audible brand and corporate communication, Germany

Abstract:

The Linde Group is one of the world's leading gas and engineering companies, with a presence in more than 100 countries. The group manages a number of subsidiaries and brands, each of which has its own individual history. Linde employs around 50,000 people from a wide variety of different cultures – with different traditions, languages, creeds and ways of working. So what divides them is not nearly as important as what they have in common: shared values, principles and visions.

The company was looking for an element which could create an identity in order to make the group's strong sense of togetherness into a feeling that can be emotionally experienced. And one whose uniqueness can be understood in multicultural, cross-border and intuitive terms. That is why Linde chose an unusual form of communication: a perfect declination of sound branding. After all, music is a universal language that can convey emotion, tradition and values faster than any other means of communication.

The cornerstone of Linde's sound identity is the catchy, versatile and universal Linde Melody, which grows into a four-movement Suite, that takes you on an awe-inspiring journey through four epochs and the most important phases of the company's history. The music joins tradition with the future, reflects the company's values, can be used all over the world and can be performed by a wide variety of different ensembles, amongst others a classical symphony orchestra, supplemented by ethnic and electronic instruments.

After the realisation of a musical source material consisting in Linde Melody, Linde Musical motives and sequences, a Masterpiece containing Linde Melody and Linde Sound and the Linde Suite itself, we started the development of many other elements of the sound identity like soundtracks, generative soundscapes, telephone loop, ring tones, etc. in order to serve all touch-points as well as the whole corporate communication. Every deliverable of the Linde sound identity together with guidelines and examples can be accessed worldwide at the Linde Brand Management Portal.

5:00 pm – 5:20 pm

Panel Discussion:

Audio Branding: Art, Science or the Art of Science? Towards a Consistent Methodology of Measurement for Sound's Effects

Scholars and audio branding experts will discuss key questions like:

1. What key attitudes and behaviours can sound affect – measurably?
2. Is it ever worth asking people what they think about the sound around them?
3. There is a mass of evidence about the effects of music on consumer behaviour in retail environments – but how do we test in real life?
4. Different aspects of sound cause different effects, which can sometime be contradictory. How can we disentangle the spaghetti? Should we even bother trying?
5. Are there any valid and consistent ways for us to measure the effects of audio logos and brand sound identities?
6. How far should we trust our gut feel and professional judgment?
7. Is neuromarketing of any use at all?
8. What about cross modalities? Are they too complex to measure out of the laboratory?
9. How could our industry partner with academia for mutual gain?
10. Are there any techniques used in visual branding that we could adopt for measuring audio branding?
11. So is it feasible for us to produce a consistent measurement methodology that allows clients to benchmark and compare audio branding programs across the world?
12. What are your top tips for creating a powerful audio brand?

Panel Discussion with:

Professor Charles Spence (Department of Experimental Psychology, Oxford University)

Professor Nancy Puccinelli (Saïd Business School, Oxford University)

Henry Daw (Nokia)

Alexander Wodrich (Wodrich Audio Branding)

Adrion Porter (FusionFlow Media)

Rayan Parikh (Elias Arts)

Moderation: Julian Treasure

5:30 pm – 6:30 pm

Speakers



Susan Aminoff

Elias Arts, USA

Susan has spent her career at the forefront of emerging branding and marketing practices, helping clients leverage innovative tools for brand impact and advantage. As Managing Director of Elias Arts Audio Branding Division, Susan helps brands strategically leverage the use of music and sound for deeper emotional engagement with their consumers, partners and employees; to create greater marketplace distinction; and to help brands create coherency across touchpoints – yielding bottom line results. While the power of audio has been recognized for decades, its use as a long term branding and enterprise transforming tool is only beginning to be understood.

Elias Arts is credited with pioneering the discipline of Audio Branding back in 1980, and has been setting the standards in the industry ever since. Its body of work is prolific, and includes Orange Wireless, Coca-Cola, Intel (second generation), GoSport, TGV, Peugeot, Chrysler, Lexus, Audi, Nike, MTV (moon landing signature, still in use today) Yahoo! yodel (still in use today) and numerous others, in addition to the engagements Susan has personally led for American Express, Bloomberg, Citi, Cisco, Comcast, Dell, Harrah's, Living Social, Sprint/Nextel, Sun/Java, Trident, and Verizon, among others.



Michele Arnese

amp – audible brand and corporate communication, Germany

Michele Arnese, designed in Italy and assembled in Germany, is co-founder and co-owner of amp – audible brand and corporate communication. He has a degree in Engineering at University of Pisa and worked more than 10 years as management consultant for major German and international companies. His passion for music could take advantage from the experience of methods, strategy and ideas: he is the head of strategy and consultancy at amp.



Juan Corrales

Flyabit, Spain

Juan has been executive in the music and advertising industries, composer, music producer, branding & advertising pro and digital entrepreneur. Licensed in Business administration and master in ebusiness, he worked in peermusic (4th global music publisher) as General Manager for Latin American Operations and European Film&Tv Director before moving in 2001 to the Advertising and Digital world where he stayed for 10 years in BBDO working for top international and local brands (Mercedes, Pepsi, Chrysler, Canal+, Amnesty International...) and receiving multiple awards such as Cannes Gold Lions or DMA Diamond&Gold Echo among many others. He was Managing Director for development and Digital in Contrapunto BBDO and member of the board when he left the company in 2011 to found Flyabit.

In the sound&music creative area, with hundreds of compositions created, he played for years in his alternative band, recording and releasing albums internationally before focusing on music for Tv/movies and of course, brands and advertising. For the last 10 years he has developed business devoted to use sound and music as a communication tool in areas such as retail music systems, dj's, live music, advertising, film&tv, digital and Sound Branding. In 2012, he founded Flyabit Sound&Digital studio, already working for top Spanish Brands such as Telefónica, Línea Directa or El Corte Inglés as well as International Sound Branding projects like A1 (Austria) or Mtel (Bulgary) among others, this ones with Branding Agencies.



Henry Daw

Nokia, UK

Henry Daw works as a Principal Sound Designer for Nokia, based at the Nokia Design Studio in central London. Henry's musical background started out very early with the classical piano, which later on progressed to creative music technology. This culminated in a Music Degree at RWCMD in Cardiff with a Principal Study in Music Technology. After graduating in 2002 Henry relocated to Tampere Finland where he would form part of the new Nokia Sound Design Team - Henry has since overseen the development of Nokia sound for over 10 years.

Over the years Henry's role at Nokia has seen him responsible for the sounds of Nokia's Nseries flagship range, working alongside various artists such as Brian Eno and Kruder & Dorfmeister on the Premium range of handsets, developing the extensive regional ringtone offering, and overseeing the most recent core brand sounds renewal work which included the refreshed Nokia tune.

Current responsibilities include continued development of the regional ringtone offering, bespoke sound design, user research, and platform user interface sound development. Henry has worked for over 100 product programs since 2002 whilst producing ringtones that have gone out to literally



Dr. Klaus Frieler
Audio Branding Academy, Germany

Dr. Klaus Frieler, born 1967, studied theoretical physics and mathematics in Hamburg and graduated 1997 with a diploma. After years working in the software industry, he finished his Ph.D. in Systematic Musicology in 2008 with a dissertation on mathematical models of melody cognition. He currently holds a position as a lecturer for Systematic Musicology at the University of Hamburg. Additionally, he also works as music expert witness (www.musikgutachten.de), scientific consultant and programmer. His main research interests are modelling of music cognition, music creativity, mathematical music theory, music information retrieval and popular music research.



Dr. Klemens Knöferle
Crossmodal Research Laboratory, Oxford University

Coming from a background in musicology, Klemens Knöferle obtained a Ph.D. in Marketing from the University of St. Gallen, Switzerland, and is now a postdoctoral fellow at the Crossmodal Research Laboratory at the Department of Experimental Psychology, Oxford University. His research focuses on how sensory aspects of products and retail environments influence consumers' emotions, perceptions, preferences, and behaviour. Klemens is particularly interested in interactions between different sensory modalities, and builds on current insights from the fields of cognitive psychology and psychophysics into how our various senses process information and interact with each other. Moreover, Klemens specializes in the influence of auditory cues (such as product-inherent sounds and music) on consumer behaviour.

The goal of Klemens' research is to contribute to a better understanding of the biases that arise from the way in which our senses operate, ultimately increasing our knowledge of unconscious influences on consumer behaviour. His research addresses an issue critical to companies and consumers: On the one hand, understanding how sensory features interact with each other can help to design better products, stores, and promotional activities. On the other hand, knowledge of unconscious sensory influences may enable consumers to make better choices. Klemens has consulted and collaborated with national and multinational companies in the automotive, retail, and food industries such as Audi, Porsche, Globus, and Nespresso.



Natalia Lannes

Gomus, Brazil

Natalia Lannes – Account Manager at Gomus. Marketing MBA at Fundação Getúlio Vargas RJ, Brazil and B.A. in Business Management & Media Communications at Webster University, Geneva Switzerland.



Rudi Mauser

amp – audible brand and corporate communication, Germany

Rudi Mauser, born in Germany, is co-founder and co-owner of amp – audible brand and corporate communication. He studied music at the Richard Strauss Conservatory in Munich and has been working more than 20 years as musician and composer for numbers of international artists and film & TV productions/theatres/brands. This experience helped him to develop over the years a profound knowledge about the function and the emotional effect of music: he is the head of music and production at amp.



Dr. Daniel Müllensiefen

Goldsmiths College, University of London

Daniel Müllensiefen studied Systematic Musicology, Historic Musicology and Journalism at the universities of Hamburg (Germany) and Salamanca (Spain). He did his doctoral dissertation in Systematic Musicology on memory for melodies at the University of Hamburg and obtained his PhD in 2004. From 2006 until 2009 he worked as a Research Fellow in the Computing department at Goldsmiths College, University of London. Since 2009 he is a lecturer in the Psychology department at Goldsmiths and co-director of the Master's course in Music Mind and Brain at Goldsmiths. In 2010 he was also appointed as Scientist in Residence with the London-based advertising agency DDB UK where he acts as a consultant and researcher, mainly on questions regarding the role of music in advertising and other commercial settings.



Rayan Parikh

Elias Arts, USA

Rayan joined Elias Arts in 2003 to conquer the last frontier of integrated marketing: audio. Deploying his experience in branding, UX and experiential marketing, Rayan formalized the core components of Elias' audio branding methodology, including best practices and audio branding taxonomies, and has helped develop Audio Identity Systems for Cisco, Nike, American Express, Coca-Cola, Citi, Orange Wireless, and Sun Microsystems. Rayan has created numerous "Best Practices" modules and authored White Papers and book chapters on the discipline of Audio Branding.

Prior to joining Elias Arts, Rayan was Director of Brand Strategy for The Futurebrand Co. in New York, where he oversaw key branding and identity programs for companies including Saudi Aramco, Trivent Financial and PricewaterhouseCoopers. Rayan holds a BA in European History from the University of North Carolina at Chapel Hill, and a MBA from Georgetown University in Washington DC.



Adrion Porter

FusionFlow Media, USA

Adrion Porter is the Founder and Chief Engagement Officer at FusionFlow Media, an audio branding and marketing consultancy. His focus is helping brands establish a distinctive identity, engage effectively across media platforms, and break through the marketplace clutter using the emotional power of music and sound. With over 15 years of marketing leadership positions for different companies, Adrion has always wanted to combine his strong passion for psychoacoustics and music with his brand strategy expertise. His mission now is to elevate audio as an essential asset for brand equity and engagement.

Adrion holds an MBA from Vanderbilt University, and a Bachelor's of Business Administration from University of Memphis. He also blogs about his thoughts on audio branding and other interests on his personal website at www.adrionporter.com. A passionate speaker, he enjoys talking to audiences about a variety of topics, including the power of sound, emotion, and brand strategy.



Prof. Dr. Nancy Puccinelli

Saïd Business School, Oxford University

Nancy Puccinelli holds a PhD in psychology from Harvard and comes to Saïd Business School from Northeastern University. Her consulting and field work includes companies such as Ritz Carlton hotel, Four Seasons hotel, Procter and Gamble, and Coca-Cola. She and her work have been featured on national TV in the US and the UK, particularly on the role of psychology in difficult markets. She is widely published in journals such as the Journal of Consumer Psychology, Journal of Retailing, and Journal of Business Research.



Prof. Dr. Charles Spence

Department of Experimental Psychology, Oxford University

Professor Charles Spence is the head of the Crossmodal Research Laboratory at the Department of Experimental Psychology, Oxford University. He is interested in how people perceive the world around them. In particular, how our brains manage to process the information from each of our different senses to form the extraordinarily rich multisensory experiences that fill our daily lives. His research focuses on how a better understanding of the human mind will lead to the better design of auditory and multisensory products, brands, interfaces, and environments in the future. Charles has acted as a consultant for a number of multinational companies advising on various aspects of sensory design, including Unilever, Procter & Gamble, ICI, McDonalds, Starbucks, Quest, Firmenich, Britvic, Neurosense, and The Fat Duck restaurant.

Charles has published more than 400 articles over the last decade. He has been awarded the 10th Experimental Psychology Society Prize, the British Psychology Society: Cognitive Section Award, the Paul Bertelson Award, recognizing him as the young European Cognitive Psychologist of the Year, and, most recently, the prestigious Friedrich Wilhelm Bessel Research Award from the Alexander von Humboldt Foundation in Germany.



Julian Treasure

The Sound Agency, UK

Julian is author of the book Sound Business, and he has been widely featured in the world's media. His TED talks on sound have been viewed an estimated two million times: he is one of very few speakers in the world with three talks on ted.com. Julian is chairman of The Sound Agency, a UK-based consultancy that helps clients like BBC, BP, Coca-Cola, Harrods and Waldorf Astoria achieve better results by optimising the sound they make – for example by auditing, defining and creating BrandSound™, or by designing and installing effective and appropriate soundscapes in spaces such as shops, offices and corporate receptions.



Alexander Wodrich

Wodrich Audio Branding, Germany

Alexander Wodrich is the managing director of Wodrich Audio Branding. After receiving his university degree in business and marketing communications, he launched his career at the Frankfurt-based advertising agency "Wunderman" (Young & Rubicam) in 1998, and later joined Germany's largest agency for branding and corporate identity, MetaDesign in Berlin, to work for clients such as DHL, Lufthansa and Volkswagen. In 2007 he became a member of the MetaDesign management board, responsible for the audio branding and motion graphics departments.

He founded his own audio branding consultancy in 2010. Alexander Wodrich is a regular speaker at congresses and a lecturer at different universities. In 2010 he was the co-curator of the sound exhibition "Oggetti Sonori - The invisible dimension of design" at the August Kestner Museum in Hannover, Germany. His work has been honored with various awards. Just now he was nominated for the 2012 German Design Award for the audio branding of the French insurance provider AG2R La Mondiale. 21

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www.thesoundagency.com

The Sound Agency is a pioneer in the scientific application of sound to every aspect of business, as well as a full-service sound branding agency. Our founder Julian Treasure is a leading authority on business sound. He is author of the seminal book Sound Business; an international platform speaker; and a well-known media commentator on sound (BBC, The Economist, TIME Magazine, Wall Street Journal etc). His three TEDtalks on sound have been viewed by over four million people. Julian is honoured to be moderating ABC2012.

The Sound Agency's clients include Harrods, Nokia, BBC, Coca-Cola, Capital Shopping Centres, Helm Bank, Honda, BP, BAA, Marks & Spencer and Waldorf Astoria Hotels. We specialise in audits, workshops, and particularly in designing and installing appropriate, congruent and effective commercial soundscapes: our Ambifier™ generative sound system is a world-leading technology for creating ambient sound that increases both sales and customer satisfaction.



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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



After Party

After the congress all participants are invited to mingle and mix at the after party in Oxford's extraordinary FREUD café where matching beats will be provided at a later hour by DJ Orkidea (Tapio Hakanen – Head of Sound Design at Nokia, Finland) and DJ Alex Moulton (award jury member and creative director at Eyeball, New York City).

FREUD café
Walton Street
Oxford OX2 6AH



(((ABA)))

AUDIO BRANDING ACADEMY

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