

# Audio Branding Congress 2011 Stay Connected. Sound Global

**November 17th, 2011**

9:00 a.m. – 6:30 p.m.

Columbia University Faculty House

64 Morningside Drive

New York, New York 10027



# Introduction

“Stay Connected, Sound Global” is the motto of this year’s congress. The theme of the day will be mobile audio; presentations and speakers will focus on audio branding for mobile devices, applications, and emerging digital media. And based on feedback from last year we’re putting more emphasis on case study presentations; this year Congress participants will be asked to vote on the most impressive case study and the winner will receive the premiere Audio Branding Award. With a larger reach and larger venue, ABC 2011 truly will connect more minds from more disciplines than ever before.

Excited by the potential to draw more a broader, more diverse crowd, we welcome Expansion Team as NYC hosts in our ongoing effort to grow a network of professionals in our rapidly expanding field. As speakers at ABC 2010 and one of two American audio branding companies re-presented there, Expansion Team shares our vision for a truly global conference and will bring their unique perspective to the event.

Your ( ( ( ABA ) ) )

Kai Bronner, Rainer Hirt, Cornelius Ringe

# Congress Host

We are honored to be hosting the 3rd annual Audio Branding Congress. It seems particularly fitting, as this month also marks our 10th Anniversary. Over the past decade we have seen the discipline of audio branding grow from a side conversation within a few niche corners into a recognized worldwide industry. We expect continued growth in the next decade, thanks to people like yourselves, and hope you leave today with enthusiasm and new insight into this invaluable component of brand development.



## About Expansion Team

Expansion Team is a creative audio company that utilizes a worldwide collective of recording artists in producing content, strategy, and brand identity. The NYC-based boutique has contributed to the identifying sounds of such brands as CNN International, Discovery, Best Buy, Rovi, jetBlue, and PBS and has created original music for Mercedes, Verizon, Amazon, Target, American Express, Wired Magazine, Ubisoft, HBO, and Nike.

[www.expansionteam.org](http://www.expansionteam.org)

## 2nd floor

8:45 am	<b>Open Doors and Check In</b>
9:15 am – 9:25 am	<b>Prelude:</b> Audio Branding Academy, Expansion Team
9:30 am – 10:10 am	<b>The Future of Sonic Branding:</b> Martyn Ware (Sonic ID)
10:15 am – 10:30 am	<b>Audio Branding Barometer 2011:</b> Dr. Klaus Frieler (Audio Branding Academy)
10:30 am – 10:50 am	<b>Coffee Break</b>
10:50 am – 11:10 am	<b>Evolution of Audio Branding in Mobile Devices at Nokia</b> Tapio Hakanen (Nokia)
11:15 am – 11:35 am	<b>Droid Does - The Doing of Droid:</b> Stephen Dewey (Machine Head)
11:40 am – 12:00 am	<b>Epic Music as Brand Anthems:</b> Paul Kalbfleisch
12:00 am – 1:00 pm	<b>Lunch Break</b>
1:00 pm – 1:20 pm	<b>Award – Case Study: DiBaDu – a Brand Promise is Made Audible</b> Waltraud Niemann (ING-DiBa)
1:25 pm – 1:45 pm	<b>Award – Case Study: Vienna Tourist Board – Sound Identity</b> Claudia Meinschad (Vienna Tourist Board), Herwig Kusatz (Sound Strategy)
1:50 pm – 2:10 pm	<b>Award – Case Study: Sabesp Sound Branding</b> Zanna (Zanna Sound)
2:15 pm – 2:35 pm	<b>Award – Case Study: SNCF Sound Identity Program</b> Michaël Boumendil (Sixième Son)
2:40 pm – 3:00 pm	<b>Award – Case Study: Voice and Sound Logo for the Brand Airela</b> Paulo Dytz (B Sound Thinking), Leandro Tonetto (Zooma), Fabiola Lima (Dominiu)
3:05 pm – 3:25 pm	<b>Award – Case Study: Acoustic Branding in All Dimensions – UBS</b> Wilbert Hirsch (audio consulting group)
3:25 pm – 4:30 pm	<b>Coffe Break</b>
4:30 pm – 4:50 pm	<b>Contours and Conventions – Communicating Information and Emotion</b> Russ Jones (Condiment Junkie)
5:00 pm – 6:00 pm	<b>Mobile Audio Branding – Spacial Pollution or Good Vibrations?</b> Panel Discussion
6:10 pm – 6:30 pm	<b>Audio Branding Award 2011 - Ceremony</b>

### 3rd floor

8:45 am

9:15 am – 9:25 am

9:30 am – 10:10 am

10:15 am – 10:30 am

10:30 am – 10:50 am

**Caveat Emptor: Towards an Examination of Emerging Best Practices in the Audio Branding Industry:** Steve Keller (Cedarville University)

10:50 am – 11:10 am

**Free Associative Profiling on Sound Logos – An Exploratory Study**  
Julie Winther (DELTA SenseLab)

11:15 am – 11:35 am

**Mobile Branding – Innovative Part of New Marketing Activities**  
Prof. Dr. Mike Friedrichsen (Stuttgart Media University)

11:40 am – 12:00 am

**Poster Session**

12:00 am – 1:00 pm

1:00 pm – 1:20 pm

1:25 pm – 1:45 pm

1:50 pm – 2:10 pm

2:15 pm – 2:35 pm

2:40 pm – 3:00 pm

3:05 pm – 3:25 pm

**Poster Session**

3:25 pm – 4:30 pm

4:30 pm – 4:50 pm

5:00 pm – 6:00 pm

6:10 pm – 6:30 pm

# Presentations

## **The Future of Sonic Branding**

*Speaker: Martyn Ware (Sonic ID, UK)*

Sonic branding is growing rapidly as a relatively new discipline and agencies within this space will soon be growing to the size of larger marketing and advertising companies.

What lessons can we learn from this nascent creative field? What are the differentiators between different companies? Is the field big enough to accommodate specialisation? What works and what are the pitfalls? What is the future of sonic branding and how can we all ensure a prosperous and successful future in this world?

**9:30 am – 10:10 am**

*2nd floor*

## **Audio Branding Barometer 2011**

*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 2011, published in the Audio Branding Yearbook 2011/2012 and presented in part online.

**10:15 am – 10:30 am**

*2nd floor*

## **Evolution of Audio Branding in Mobile Devices at Nokia**

*Speaker: Tapio Hakanen (Nokia, Finland)*

Nokia Tune was first introduced as the default ringtone in Nokia devices in 1994 and thus began audio branding at Nokia. This talk will take us through the evolution of Nokia's various audio brand assets. I'll also discuss the current design methods that are in place for creating and updating them. I will present what goes into creating a holistic sound experience within a mobile OS, how we test the sounds and what kind of cultural aspects we need to consider. I will also explore some of the brand thinking behind Nokia's audio identity and how we have engaged people in co-creating branded audio with us.

**10:50 am – 11:10 am**

*2nd floor*

## **Caveat Emptor: Towards an Examination of Emerging Best Practices in the Audio Branding Industry**

*Speaker: Steve Keller (Cedarville University, USA)*

As brands and advertising agencies become more interested in the topic of audio branding, and as more companies claim to offer audio branding services, it will become increasingly important to define and document generally accepted methods and processes that constitute industry standards for professional audio branding. To facilitate an examination of emerging best practices within the industry, a survey was administered to 127 self-described audio branding providers, designed to obtain baseline data in four specific categories: company demographics, strategy, execution and evaluation.

Companies were also ranked as either "higher service" or "lower service" providers based on other background data. Survey results are analyzed with the goal of identifying emerging best practices within the audio branding industry. Internal consistency within individual responses is also examined, as are contrasts between higher and lower service providers. Recommendations are offered for consumers and providers alike, as well as suggestions for continued study and discussion.

**10:50 am – 11:10 am**

*3rd floor*

## **Droid Does - The Doing Of Droid**

*Speaker: Stephen Dewey (Machine Head, USA)*

Machine Head's founder and Creative Director, Stephen Dewey, takes you through the process of sculpting the sonic palette for the Verizon "Droid" advertising campaign. From the first agency call to the campaign's most recent evolution, Dewey reveals the ins and outs of how the branded sound of one of the most successful advertising campaigns to date came to be.

**11:15 am – 11:35 am**

*2nd floor*

## **Free Associative Profiling on Sound Logos – an Exploratory Study**

*Speaker: Jesper Ramsgaard (DELTA SenseLab, Denmark)*

Measurements of meaning within a music/marketing context often rely on self-report measures using scales described by various more or less qualified adjective scales. However, important aspect of musical meaning related to real life concepts or references are in risk of being overlooked when applying measurement scales with pre-selected adjectives.

This study presents a novel method to profile sound logos based on elicited free associations. The study was performed as a pilot study to verify the potential of using free response association to describe sound logos. Significant differences in the number of associations, as well as the valence rating for these associations between the sound logos were found. Additionally each sound logo was characterised by a unique associative space. The study showed potential by providing valuable and unexpected information, which can be used as feedback in creative and strategic processes when implementing sound logos.

**11:15 am – 11:35 am**

*3rd floor*

## **Epic Music as Brand Anthems**

*Speaker: Paul Kalbfleisch (USA)*

Music can be used as an audio signature for brands. A unique expression that complements a logo. But, music is much more powerful than that – it stirs deep universal emotions within humans and unites/defines sub cultures within society. Those are goals also held by many of today's brands yet examples of epic music being leveraged by brands are few and far between. Paul Kalbfleisch, former VP of Branding and Creativity for BlackBerry discusses this broad topic and provides examples of how epic music can be used as brand anthems.

**11:40 am – 12:00 am**

*2nd floor*

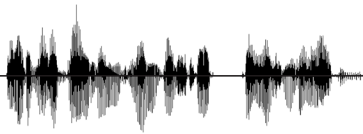
## **Mobile Branding – Innovative Part of New Marketing Activities**

*Speakers: Prof. Dr. Mike Friedrichsen (Stuttgart Media University, Germany)*

*Prof. Dr. Wolfgang Mühl-Benninghaus (Humboldt University of Berlin, Germany)*

**11:40 am – 12:00 am**

*3rd floor*



**Audio  
Branding  
Award  
2011**

## **Award – Case Study: DiBaDu - a Brand Promise Made Audible**

*Speaker: Waltraud Niemann (ING-DiBa AG, Austria)*

### **Brand history**

Brand evolution:

- ING-DiBa has its roots in the BSV: The Bank für Spareinlagen und Vermögensbildung AG in Frankfurt am Main, founded in 1965.
- It was renamed in 1994 as the 'Allgemeine Deutsche Direktbank' and in 1999 as DiBa (Direktbank). Renamed again as ING-DiBa in 2005, following acquisition of majority sharehold by ING.

### **History – audio branding**

Audio branding, phase I:

- The new name of the 'Allgemeine Deutsche Direktbank', DiBa (Direktbank), was launched in the course of a brand campaign in 1999. The key focus was on the new brand name. This was supported ideally by a specially developed jingle.
- The key theme from Bert Kaempfert's 'Strangers In The Night' became the familiar 'DiBa-DiBa-Du'. – Everyone knows it, everyone likes it. It's a really catchy tune.
- Despite all changes the brand went through, the sound remained as a familiar constant that characterises the brand identity of ING-DiBa and guarantees an extremely high brand recall factor. People begin to sing it as soon as someone mentions the brand: DiBaDiBaDu...lalalala...DiBaDiBaDu....

### **The challenge of new audio branding**

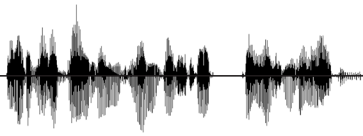
Audio branding, phase II:

- Within the course of repositioning the ING-DiBa brand, one of the tasks was to further develop the sound component (jingle, brand voice, soundscape)
- Which aims were to be fulfilled by the new audio branding?
  - More intense emotionalisation of the ING-DiBa brand.
  - Translate the brand promise into an experience: DiBaDu communicates 'The Bank and You'. The brand promise reflects a concrete customer experience: the DiBaDu feeling (customers experience it, for example, through simplicity, transparency, customer service, etc. at ING-DiBa). The DiBaDu feeling is to be made audibly tangible.
  - Modernisation of the jingle while maintaining the familiarity already achieved by the brand sound and preserving its established extreme popularity.

**Conclusion: Evolution not revolution**

**01:00 pm – 01:20 pm**

*2nd floor*



**Audio  
Branding  
Award  
2011**

## **Award – Case Study: Vienna Tourist Board – Sound Identity The Modern Sound of Vienna**

*Speakers: Claudia Meinschad (VTB, Austria),  
Herwig Kusatz (Sound Strategy, Austria)*

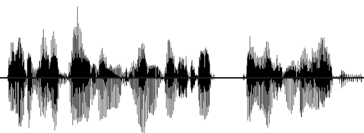
The Vienna Tourist Board developed in 2009/2010 a new destination brand for Vienna. To check the current touristy view about Vienna and the future direction of the destination brand Vienna over 10,000 persons from target markets (U.S., DE, USA, U.S., IT, FR, IT, RU,JP) and over 550 experts were interviewed in the branding development process. Furthermore, an image benchmarking was made with other cities.

The modern Vienna Sound Identity, composed of a Soundlogo and Soundscape for the Vienna Tourist Board, is a downtempo opera, which makes the sensuality, refinement, high class and timelessness of Vienna hearable. The Vienna Tourist Board Soundlogo, which captures in four seconds the ongoing flair of Vienna for the ear: Out of the typical joining in of a big orchestra develops a melody with a impulsive rhythm, which creates a atmosphere of departure, which phrases musically the claim – Now or Never.

The Vienna Tourist Board Soundscape serves to linger into the atmosphere of the brand and can be self-similar adjusted to any particular point of contact. The acoustic elements are applied in the worldwide destination marketing of Vienna for all touchpoints for example in Events in Citys like London or Milan to televisions spots in CNN.

The SOUND BRIEFING (Brand Analysis, Attributes, Don'ts, Tonality, Key phrases) and the SOUND MANUAL (Sound Identity, Soundlogo, Soundscape, Musical Elements, Points of Contact) and other material for the destination brand Vienna are provided in the additional information.

**1:25 pm – 1:45 pm**  
*2nd floor*



**Audio  
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## **Award – Case Study: Sabesp Sound Branding**

*Speaker: Zanna (Zanna Sound, Brazil)*

Sabesp marketing department has difficulties to change their old fashion visual identity as the decision makers are all from the government and it evolves political issues. They got in touch with Sound Branding and understood that it could be a way for them makes the change that the Brand needs. They invited Zanna Sound to develop Sabesp Sound Branding.

**1:50 pm – 2:10 pm**

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## **Award – Case Study: SNCF Sound Identity Program**

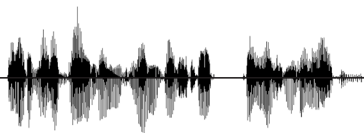
*Speaker: Michaël Boumendil (Sixième Son, France)*

As European leader of the transport area, SNCF gets involved in providing its passengers with a more comfortable and caring travel experience. This commitment must be reflected in the brand communication. That's why SNCF wanted to create a real difference in the sound experience too. In this case, a very specific work was set up on sound broadcasting equipment because stations are not traditional media and, in addition to being used in advertising, and corporate communication, this sound identity must be present in onboard messages and in messages in stations.

Currently, it's the most famous sound identity in France and it's the first to have stopped using the sound of chimes. Henceforth, it's a woman designed voice which acts as a call to travellers. Spread over 5 years, this sound identity creation program ended in 2010 includes revamps and specials variations. In the heart of this creation, some keywords prevail: humanity, modernity, ambition, innovation.

**2:15 pm – 2:35 pm**

*2nd floor*



**Audio  
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## **Award – Case Study: Voice and Sound Logo for the Brand Airela**

*Speakers: Paulo Dytz (B Sound Thinking, Brazil), Leandro Tonetto (Zooma, Brazil), Fabiola Lima (Diminiu, Brazil)*

Airela is the newest Brazilian pharmaceutical manufacturer. The aim of this audio branding project was to develop Airela's sound identity and materials to be used in the brand communication. In order to study Airela's essence and to transpose it to sound and voice attributes, an ontological approach was applied to the brand. The process was aimed at understanding the brand coherence through three domains: language, physicality and emotionality.

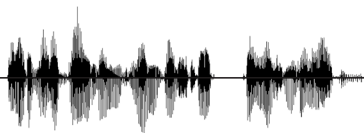
The analysis was the starting point to define motherhood as the main brand attribute, and to design its foundations: life, wellbeing, tenderness, joy, generosity and confidence. After defining these foundational attributes, each of them was correlated to sound and voice parameters, defining Airela's voice and sound logo. These attributes generated an audio map, guiding the choice of voice characteristics (pitch, loudness, resonance, vocal attack, articulation, intonation, fluency, Pneumo-phono-articulatory coordination) and musical characteristics (time, pitch, timbre, texture, dynamics and articulation).

Together, these characteristics for sound and voice helped guiding the development of musical insights. A workshop with music producers and audio branding advisors was carried out in studio, in order to evaluate these insights. Two sound insights to voice and two sound logos were developed to be used in television and other brand touch points.

An experimental research was developed to evaluate the voices and sound logos efficacy to produce associations with life, well-being, tenderness, joy, generosity and confidence. 92 people were divided into two groups. Each group listened to one voice and one sound logo, answering objective questions about them. The results indicated the best choices in voice and sound logo to produce the intended brand associations. A sound identity manual was developed, containing all the essential information about the process and sound usage guidelines.

**2:40 pm – 3:00 pm**

*2nd floor*



**Audio  
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**Award – Case Study: Acoustic Branding in All Dimensions – UBS**  
*Speaker: Wilbert Hirsch (audio consulting group, Germany)*

Wherever UBS is heard, it sounds like UBS. This goal led us to realize a project that combines all measures of strategic acoustic branding. We focused on “clarity, truth & performance” – brand values of UBS. And we converted them into a holistic acoustic identity: emotional, multidimensional, international.

We thought...

...how to specifically elaborate an acoustic research design that sheds light on people’s emotions and associations related to music in general and brand values in particular. Additionally, we explored how best to convey results sonically.

We listened...

...to people from 7 different countries to understand their psychological schemes of defined brand values. Keeping in mind international project realization we also considered intercultural differences.

We thought again...

...and conducted a worldwide competitive review and benchmark analysis to be best prepared to develop the multiple-channel strategy covering all internal and external touch points. After transferring brand values into music parameters, we finally defined a composers briefing. This especially took into account UBS’ approach not to appear on high recognition value to safeguard integrity and respect clients. It rather focused on the emotional client benefit.

We inspired...

...by the creation of a distinct and flexible brand theme – formed to an acoustic logo and broadened to a world of sound expressing the clear, warm, and vigorous brand tonality. Since then we have been realizing numerous acoustic design elements across all channels and paid special attention to acoustic room conditioning in branches.

We orchestrate...

...the holistic implementation. Acoustic identity guidelines give support and supervision. Global trainings of stakeholders assure understanding and consistency. We conceptually and technically developed an online sound database – encompassing 5 defined music styles with content of more than 400 branded titles. As a brand guardian we globally assist marketing employees in individual questions... and we ensure: Wherever UBS is heard, it sounds like UBS.

**3:05 pm – 3:25 pm**

*2nd floor*

## **Contours and Conventions – Communicating Information and Emotion**

*Speakers: Russ Jones (Condiment Junkie, UK)*

How information is conveyed through sound to aid navigation, enhance user experience and communicate brand identity.

We all understand a complex sonic vocabulary through which we can communicate semantic, physical and emotional information. This understanding of sonic codes is linked with our memories and emotions through hard wired cross-modal associations. By using this sonic vocabulary we can create more efficient, engaging, tactile user experiences, define new sonic codes, and communicate brand / product identity.

**4:30 pm – 4:50 pm**

*2nd floor*

### **Panel Discussion**

One of Germany's leading experts on brand strategy Dr. Karsten Kilian, will be moderating the panel discussion themed, "Mobile Audio Branding – Spatial Pollution or Good Vibrations?" at this year's Congress. Panel members Tapio Hakanen, Russell Jones, Noel Franus, Josh Rabinowitz, Paul Kalbfleisch and Stephen Dewey will discuss their views on new developments and future prospects of building brands on mobile devices and apps by using sound.

Smartphones and other mobile devices have become an essential part of our lives and communication. To what extent are consumers willing to allow brands be part of their mobile life? What are some of the options companies may have to exercise the power of sound and music in building brands on these personal platforms? These are some of the significant issues to be deliberated during an exciting discussion by the expert panelists.

#### **Panelists and Moderation:**

*Stephen Dewey (Machine Head, USA)*

*Noel Franus (Crispin Porter + Bogusky, USA)*

*Tapio Hakanen (Nokia, Finland)*

*Russ Jones (Condiment Junkie, UK)*

*Paul Kalbfleisch (Former VP of Branding and Creativity for BlackBerry, USA)*

*Josh Rabinowitz (Grey Group, USA)*

*Moderation: Karsten Kilian (Markenlexikon.com, Germany)*

**5:00 pm – 6:00 pm**

*2nd floor*

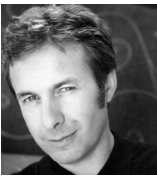
# Speakers



## **Michaël Boumendil**

**Sixième Son, France**

After commercial studies at EDHEC, Michaël Boumendil, composer and producer, created Sixième Son in 1995. It is a pioneer and leading agency in Europe for audio branding and sound identity. In parallel, Michaël Boumendil is a former lecturer at the ESC Rouen and continues to lecture in French high Schools of business and marketing.



## **Stephen Dewey**

**Machine Head Founder and Sound Designer, USA**

After years of studio engineering, touring, programming, and feature film work, Sound Designer Stephen Dewey founded Machine Head, widely recognized as the first company offering sound design as a discrete discipline for the advertising community. In the ensuing twenty years, Machine Head has shaped the critical role that sound plays in advertising.

Stephen earned his creative credentials initially by working with the UK chart topping band, Thompson Twins. He has collaborated with many luminaries such as Thomas Dolby, Hans Zimmer, Quincy Jones, Depeche Mode, and Michael Jackson, to name a few, on a diverse slate of projects, from blockbuster albums to theme park rides. He has garnered multiple AICP awards, holds the highest tally of Gold Clio awards for sound design, and his work in creating in the most memorable sound moments in Adrian Lynne's Jacob's Ladder and Ridley Scott's Black Rain resulted in Oscar Best Sound nominations.



## **Paulo Dytz**

**Chief Creative Officer, B Sound Thinking, Brazil**

Paulo Dytz works in the advertising industry and holds a degree in Public Relations. He is a sound producer, co-founder and Chief Creative Officer at B Sound Thinking: a Brazilian sound agency with expertise in audio advertising, audio interactive and audio branding. Working as a sound producer he won several national and international awards including Cannes, Wave Festival, Globo Television professionals of the year, International Festival of Advertising of Gramado and About magazine award. He was one of the pioneers in developing a methodology of strategic sound alignment of brands in Brazil.



**Prof. Dr. Mike Friedrichsen**  
Stuttgart Media University, Germany

Mike Friedrichsen is a Professor of Media Economics and Media Business at the Stuttgart Media University. He studied Business Administration, Political Economics, Journalism and Political Sciences in Kiel, Mainz and Berlin. He earned his doctorate at the Free University of Berlin in 1996 at the Institute of empirical Market and Communication Research.

His main research interests are Media Management and Media Economics, Digital Radio and Television, Opinion Research, New Media Technologies und Business Communication. Mike Friedrichsen emphasizes transfer between the University and Economy and in leads several Networking Organisations. He is author and editor of several books and has also published in different journals.



**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](http://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.



**Tapio Hakanen**  
Head of Sound Design Nokia, Finland

Helsinki based sound designer/producer/DJ Tapio Hakanen's one true passion is sound. For a long time he has been balancing between the cutting edge electronica scene and working with major brands with their use of sound. His past clients include Capgemini, Grey, Lowe & Partners, London Science Museum, NRJ and Warner.

For the past three years he has been managing the sound design team at Nokia where he is responsible for the creation of Nokia's audio brand assets and has been handling delivery of sounds to over one billion Nokia devices. Prior to this Tapio was working in the gaming world where he sound designed Disney's virtual Disney World "VMK" to celebrate their 50th anniversary. He has worked on numerous award winning ad campaigns, movies and games, has won numerous "Producer of the Year" awards and has been featured in the Financial Times and BBC Radio 1.



## **Wilbert Hirsch**

**Senior Partner, audio consulting group, Germany**

Wilbert Hirsch was born in 1961 in Hamburg. During his studies in classical guitar, he started composing for advertising spots in the early 1980s. In 1990 Hirsch founded complete audio GmbH, a music production company for advertising and film. During the nineties he also worked in Hollywood, and scored movies like American Werewolf in Paris or Mute Witness.

Wilbert Hirsch is Senior Partner and co-founder of the audio consulting group – one of the worlds leading companies for acoustic branding strategies. The audio consulting group helps national and international clients to gain their communication efficiency by using acoustic branding strategies. With the publication of his “Brand Aesthetics & Acoustic Branding” in 1999, Hirsch was one of the first to introduce a concept that is considered today to be one of the standards about acoustic branding.



## **Russ Jones**

**Creative Director, Condiment Junkie, UK**

As co-founder and creative director of Condiment Junkie, Russell has overseen designing User Interface (UI) audio for bestselling apps including Solar System, Storytime, Gordon Ramsey, Jamie Oliver and Phaidon, and created sonic id's and Human Machine Interface (HMI) audio for automotive, retail and FMCG brands.

Condiment Junkie have become leaders in their field, working with premium brands to maximise the use of sound across all touch points, specialising in HMI and digital, and experiential events. Russell also keeps Condiment Junkie constantly innovating by working on research projects within healthcare and education, and with visionaries such as chef Heston Blumenthal, investigating how sound links with the other senses to create more powerful and meaningful experiences.

After studying film, Russell began his career writing and producing music under the pseudonym Victor Malloy, and producing material for several Mercury nominated artists, as well as developing a long time collaboration with choreographer Shelly Love, creating sound design and music for several dance films and performances.

After discovering a mutual interest in the potential of sound, Russell founded Condiment Junkie with marketer Scott King to explore the applications of sound design in branding and experiential marketing. Russell is also a regular visiting lecturer at Falmouth University on sound design in cinema.



## **Paul Kalbfleisch**

**Former VP of Branding and Creativity for BlackBerry, USA**

Paul Kalbfleisch is an innovative marketing executive with a unique breadth of experience gained with global and national leaders in technology, financial services and creative agencies. For 10 years Paul had managed and grew the BlackBerry brand in a variety of roles, most recently as VP of Brand Creativity. In that time he established the core communication framework of the brand in the Enterprise market and helped transfer that brand successfully into the prosumer space. He also introduced sub brands such as BlackBerry Bold, Pearl and Curve as well as ground breaking Social media/sponsorship programs with U2, Will.I.Am, The Black Eyed Peas and numerous product placement initiatives.

With a keen understanding of strategy and planning as well as a solid creative background, Paul has lead these and other successful marketing programs for BlackBerry and other brands. Rounding out his varied collection of talents, Paul is also a writer, photographer and accomplished musician and composer. He has been a winner of the Billboard Magazine World Song Competition. His blogs are [shortgaze.blogspot.com](http://shortgaze.blogspot.com) and [artunderus.tumblr.com](http://artunderus.tumblr.com)



## **Steve Keller**

**Cedarville University, USA**

As a producer, programmer and remixer, Steve Keller broke into the Nashville music scene by creating dance remixes of country hits, producing over sixty remixes for many of Nashville's top stars. He went on to work as a freelance commercial music producer and consultant, eventually founding a strategic brand management company with a client roster that included entertainers, advertising agencies, commercial music houses, record labels, marketing firms and music publishers.

Today, Steve is CEO of iV, a creative community of audio and marketing professionals, focused on providing strategic audio branding for a wide range of global agencies and brands. In addition to holding a B.A. in Psychology from Cedarville University with a focus on research, statistics, social psychology and small group dynamics, Steve is also a graduate of Scarlett Leadership Institute, a division of Belmont University's Massey Graduate School of Business. He is connected to the music and advertising industries through a number of professional affiliations: AFM, NARAS, AAF, NEL, AMP, SOLID, ASCAP, SESAC and GEMA.



## **Dr. Karsten Kilian**

**Markenlexikon.com, Germany**

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 40 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.



## **Herwig Kusatz**

**Sound Strategy, Austria**

Herwig Kusatz is a cosmopolitan not only at heart but also in everything he has been doing so far in his life. After graduating from an American High School, he spent some years in Germany, Spain and the Netherlands, getting an education in Biomedical Engineering and a MBA in General Management and Strategy.

Herwig's technical background has always been a valuable resource to him and is probably the reason for his clearly process-oriented way of thinking. For him innovation happens where technology meets creativity – both of which Herwig loves to employ for companies interested in fostering sustainable development. Herwig teaches at various Austrian colleges and universities.



## **Fabiola Lima**

**Dominiu Human Strategy Consultancy, Brazil**

Fabiola Lima is chief executive at Dominiu Human Strategy Consultancy, responsible since 1998 for developing communication projects in Private and Governmental Organizations. She holds a Masters Degree in "Speech Science" and specialization in "Voice". She is the first speech and hearing scientist and therapist with Ontology Language certification. She developed an unprecedented methodology of brand vocal relating emotion, language and corporal expressions for building teams and creating sound equivalence of brand attributes.



## **Claudia Meinscheid**

**Brand Management, Vienna Tourist Board, Austria**

Claudia Meinscheid is responsible for brand management at the Vienna Tourist Board. She took part in the rebranding process of the Vienna Tourist Board and the brand Vienna starting in the year 2009. Among other projects including internal branding and international marketing campaigns, she supervised the process of implementing a Sound Identity and Sound Logo for the Vienna Tourist Board. Claudia has a master degree in Marketing and Entrepreneurship.



## **Prof. Dr. Wolfgang Mühl-Benninghaus**

**Humboldt University of Berlin, Germany**

Wolfgang Mühl-Benninghaus (Prof. Dr.) is a Professor of Film Theory and History at the Humboldt-University of Berlin. He studied Economics, Business Administration and History in Berlin. He earned his doctorate at the Humboldt-University of Berlin in 1981 at the Institute for Cultural Studies. His main research interest are History of Media, Media Economics, New Media and Business Communication. Wolfgang Mühl-Benninghaus emphasizes transfer between the University and Economy. He is author and editor of several books and has also published in different journals.



## **Waltraud Niemann**

**Head of marketing, ING-DiBa, Austria**

- Studied business sciences / graduate in business administration
- Neckermann Versand AG (mail order): advertising and customer acquisition

ING-DiBa AG:

- 2000 – 2010: Head of advertising department
- Since 01/2011: Head of marketing, ING-DiBa Austria



## **Josh Rabinowitz**

**SVP/Director of Music for Grey Group, USA**

Josh Rabinowitz, SVP/Director of Music for Grey Group, has produced 4000+ tracks for commercials internationally. These include some of the most high profile initiatives to integrate compelling music with advertising, with such artists as Black Eyed Peas, Run DMC (their last known recording together), LL Cool J, Smokey Robinson, Anastacia, Natasha Bedingfield, Rihanna, amongst others. He's been called a "New Music Mogul" by Fast Company, Beethoven's Greatest Fan by NPR, and is "the" recognized voice in the music-branding scene. He's been an adjunct at NYU and the New School, a columnist for Billboard, and a bandleader and trombonist in NYC.



## **Leandro Tonetto**

**Research Director, Zooma, Brazil**

Leandro Tonetto holds a PhD in Psychology. He is research director at Zooma – Consumer Experience, and assistant professor at the Graduate School of Design at Universidade do Vale do Rio dos Sinos, where he develops research on the relationship among user experience, emotion and sound.



## **Marty Ware**

**Sonic ID, UK**

Born in 1956 in Sheffield, UK. After leaving school worked in computers for 3 years, in 1978 formed The Human League. Formed production company/label British Electric Foundation in 1980 and formed Heaven 17 the same year. Martyn has written, performed and produced two Human League, two BEF and nine Heaven 17 albums. As record producer and artist has featured on recordings totaling over 50 million sales worldwide – producing Tina Turner, Terence Trent D'Arby, Chaka Khan, Erasure, Marc Almond and Mavis Staples, etc.

Founded Illustrious Co. Ltd. with Vince Clarke in 2000 to exploit the creative and commercial possibilities of their unique three-dimensional sound technology in collaboration with fine artists, the performing arts and corporate clients around the world. Clients include: BP, Ogilvy, The British Council, The Science Museum, The Royal Ballet, Amnesty International, The V&A Museum, Mute Records, BBC TV, the Royal Observatory Greenwich, BAFTA, Museum Of London. Tate Britain, Red Bull Music Academy, City Of Westminster Council, etc.

Martyn produces and presents a series of events entitled 'Future Of Sound' (21 so far) in UK and around the world and has created sonic architectural works at the British Pavilion at the Venice Architectural Biennale in 2006 amongst many others. He also lectures extensively on music production, technology, and creativity at universities and colleges across the world and he is Head of Sonic Experience and co-founder of the leading sound-branding agency – SonicID.



## **Julie Winther**

**DELTA SenseLab, Denmark**

As a member of the DELTA SenseLab team, Julie is continuously developing methods and methodologies for evaluating sounds in relation to brands. She is currently devoting her time to the research project Exploring Sound Logos; a collaborative project between SenseLab, Copenhagen Business School and Sonic Minds, which is financed by an independent government-funded agency. Lastly, she has been the author of articles to organizations related to the music industry.

Julie holds a BSc. in Business and Corporate Communication from Copenhagen Business School and is finishing the MSc. in Marketing Communication Management from Copenhagen Business School. She has been in the sound branding industry since 2008 at the bureau side, and after a break of 1 year in South East Asia, Julie is now working with sound branding from the scientific side.

Coming from a marketing and branding background Julie believes that examining the end-user/consumer perception of sound in relation to the brand can give valuable information to the company's decision-making in sound branding implementing and evaluating phases.



## **Zanna**

**Zanna Sound, Brazil**

Zanna is a musical producer with a degree in Lyrical Singing. She was born in Rio de Janeiro, lived in Europe for ten years where she recorded two albums as a member of the Bossa Nostra Band: Karmalions and Voyage to Brazilia. The song Jackie became well known worldwide. The band toured through Europe, Japan and the USA, participated in the Montreux Jazz Festival and opened concerts for Herbie Hancock and Morcheeba.

In 2002, in New York, she worked for brands such as: Marie Claire, Veet and Muller. She grew tired of making music on demand and began studying Branding and developed her Sound Branding methodology. Back to Brazil, in 2007, she started Zanna Sound. With its consistent methodology, Zanna Sound has already benefited brands like Banco do Brasil, EMBRATUR, SABESP and UNIMED.

# We Support



## Help for little ears

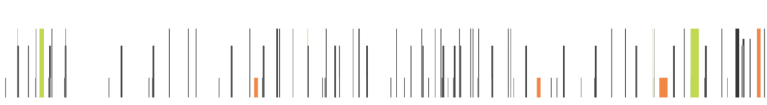
„Hilfe für kleine Ohren“ (help for little ears) is a project of the care organization of the German Lions Club. It provides children suffering from hearing impairment worldwide with hearing aids and professional therapy and thus helps them to gain more independence in their lives. Important to know: 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. 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](http://www.lions-hilfswerk.de)

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## **PRO SOUND EFFECTS** Next Level Libraries, Licensing & Service

Pro Sound Effects (PSE) is thrilled to be a sponsor of the Audio Branding Academy. PSE provides media producers worldwide with the highest quality and most diverse sound effects and sound design resources for all types of productions and applications. We continually scour the world for premier sound effects catalogs and provide flexible, one-stop licensing solutions for a wide range of clientele from 1 user to 1000s. PSE is donating SONOPEDIA 2.0 by Blastwave FX as part of the Audio Branding Award, presented to the single most outstanding case study showcased at the Congress. See you at the congress!

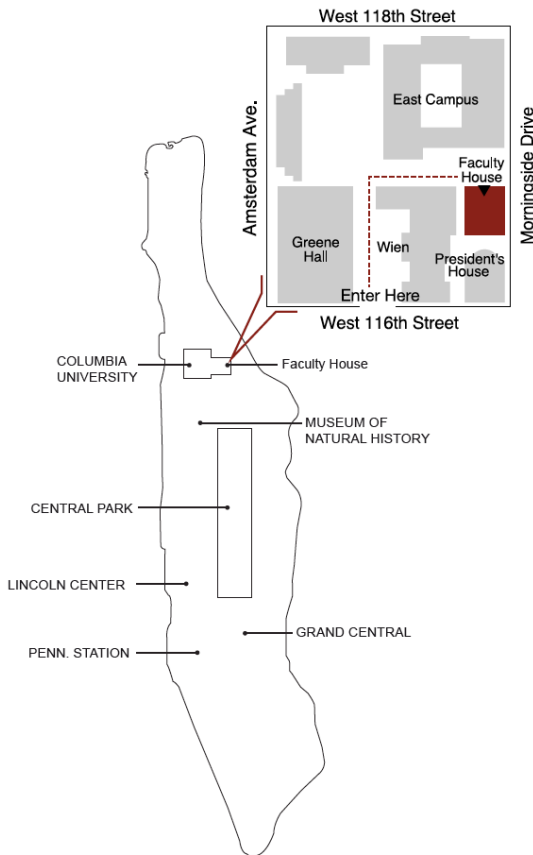


**audio branding**

# Location

The Faculty House is located on Columbia University's East Campus on Morningside Drive, north of 116th Street. Just a 20-minute subway ride from Midtown Manhattan, Faculty House is a stimulating Ivy League setting in New York, NY.

Columbia University Faculty House  
64 Morningside Drive • New York, New York 10027



## DIRECTIONS

- Follow College Walk (116<sup>th</sup> St.) across Amsterdam Ave towards Morningside Dr.
- After passing Jerome Greene Hall on the left, enter Wien courtyard through gates.
- Follow courtyard around to the right.
- Faculty House will be the last building on the right.



For disability access, follow directions above.



## SUBWAY

Take #1 train to 116<sup>th</sup> St. (Columbia University) stop.



## BUS

Four bus lines (M4, M11, M5 and M104) serve the Columbia/Morningside Heights area.



## CAR

### FROM SOUTH

- Exit the Henry Hudson Parkway at 96<sup>th</sup> St. and proceed east, crossing Broadway, & turn left (north) at the next light, Amsterdam Ave.
- Proceed north on Amsterdam for 20 blocks to campus.

### FROM NORTH

- Exit the Henry Hudson Parkway at 125<sup>th</sup> St. & proceed east, crossing Broadway, & turn right (south) at the next light, Amsterdam Ave.
- Proceed south on Amsterdam for nine blocks to campus.

## PARKING

In addition to street parking on Broadway & Amsterdam Ave. (metered), on Morningside Dr. & on side streets, there is a garage on 114<sup>th</sup> St. between Broadway & Amsterdam Ave. (close to Amsterdam) on the south side of the street.

# (( ( ABA ) ) )

AUDIO BRANDING ACADEMY

## Contact

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