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The International Advertising Association (IAA) India Chapter's Young Turks Forum hosted Rajeev Raja, founder and Soundsmith, BrandMusiq at the fourth session of the Advertising and The 5 Senses series, presented by MTV India.

The 'Advertising and The 5 Senses' series highlights the importance of using all our five senses in advertising, as opposed to only visual (sight 'print advertising') or audio (sound 'Radio'). The series presents sessions by industry experts with a background in each of the 5 senses – taste, sound, sight, smell and touch so the audience could learn about the nuances of these senses as they relate to communication and together add immense value. This initiative is led by Janak Sarada, Management Committee Member of IAA.

Raja delivered an insightful lecture to demonstrate the power of sound in advertising. Creator of the concept of MOGO or 'musical logo', Raja shared examples of how sound has the ability to evoke images, emotions and even trigger memories and therefore stressed on the need to create a sonic identity which reflects the emotion of the brand.



Rajeev Raja commented, "The session was really fantastic and I had a great time interacting with youngsters and showing them something new and exciting in the world of marketing, branding and design. I enjoyed demonstrating the whole design of sound. Designing sound for a brand is something that is going to be absolutely evoked by the time they graduate and come out. Thanks to International Advertising Association I got this opportunity to spend some time with young kids and it was truly fantastic."