

Create a sonic identity which reflects brand emotion: BrandMusiq's Raja

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MUMBAI: The International Advertising Association (IAA) India Chapter's Young Turks Forum hosted Rajeev Raja, Founder & 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.

As part of session on 'Sound' Rajeev 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.

Speaking about the event, Rajeev Raja commented, "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."

The previous events under the series included a session consisting of a conversation between Chef Sanjeev Kapoor and Roshni Bajaj. Sanjeev Kapoor spoke about the importance of all five senses coming together to make the food experience wholesome. Amit Sarda, MD, Soulflower hosted the second session describing the role played by olfactory senses in aromatizing and augmenting experiences. Gaelle Carbonneil, Brand Manager, Clinique highlighted the role of sight and brand aesthetics in advertising.

The International Advertising Association is the world's only globally-focused integrated advertising trade association with membership representing Advertising agencies and the Media. The IAA comprises Corporate Members, Organizational Members, Educational Affiliates, as well as 56 Chapters with individual members and young professionals from 76 countries including the top 10 economies in the world. IAA is over 75 years' old and is headquartered in New York.



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