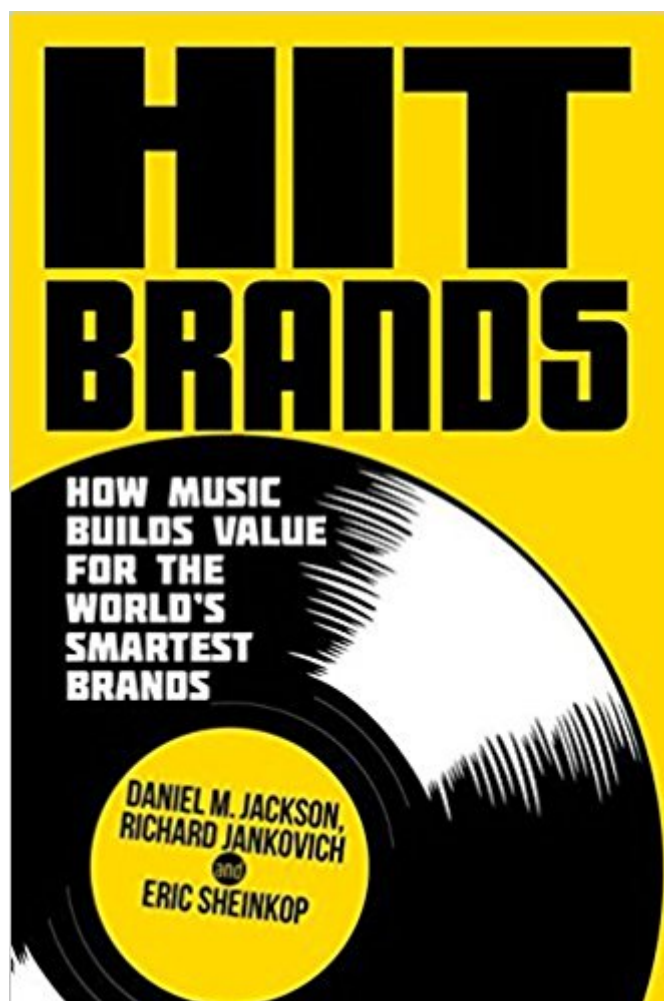The book was found

Hit Brands: How Music Builds Value For The World's Smartest Brands

Synopsis

Companies and agencies spend vast amounts of money to advertise and brand products and music has been an important part of this. This book assesses how from selecting sound and music for individual products and adverts many large companies have moved to develop a music strategy to align their brand and create emotional impact.

Book Information

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Customer Reviews

'Music done right can instantly stir consumer passion and deepen their connection to brands. It can transcend cultures, demographics and geographic borders. That's why Hit Brands is a must-read. Three of the best music branding experts in the business offer excellent advice that can literally make your brand sing and drive sales at the same time.' Howard Draft, Executive Chairman, Draftfcb "Music is the most efficient and meaningful way to engage consumers, and thanks to Hit Brands, both the seasoned professional and the newbie brand manager will learn how to harness the social power of this universal passion." Lucien Boyer, President & Global CEO, Havas Sports & Entertainment "A fine line separates music that you remember from a commercial and a brand that you remember because of the music. Hit Brands spells out the difference. Ideas will always be the universal language everyone can understand but music will always be the language everyone can feel. This book deconstructs the smartest ways to get there." James Cheung, Global Creative Director, TBWA\Chiat\Day "When you get real, honest collaboration between a brand and a band - not just a bombastic stunt - the creative result is unforgettable." Susan Credle, Chief Creative Officer, Leo Burnett USA 'Music is a powerful tool to inspire movements, win hearts, unite cultures,

time travel, escape the mundane, remind us we are human, elevate our point of view...It's the magnetic force of attraction that draws you in to feel, experience and live the story.' Chris Garbutt, Chief Creative Officer, Ogilvy & Mather Paris

Daniel M. Jackson is an authoritative author, music branding practitioner and the founder of Sonicbrand, the UK's first music branding agency. Daniel M. Jackson's first book, An Introduction to Sonic Branding, inspired a generation of entrepreneurs to change how brands and music play together. Hit Brands marks the coming of age of these music and brand relationships. As CEO of CORD, Daniel now runs the world's leading integrated music agency, servicing global brands from offices around the globe. Richard Jankovich is CEO and Founder of B(R)ANDS Music Branding Group and Shoplifter In-Store Radio Promotion. For fifteen years he has nurtured partnerships between the music industry and consumer brands while overseeing music strategy for some of the world's leading companies. He has represented leading record labels including Warner Brothers, Universal/Republic, Beggars Group and more. Richard is also a music lecturer at USC, industry speaker and recording artist. Eric Sheinkop is Co-Founder and CEO of Music Dealers, a global music tech company that has disrupted the traditional music industry model to create a new route for artists to break their music. Boasting the world's largest licensing database of indie musicians, Music Dealers helps leading global brands find credible ways to integrate music into their marketing, Sheinkop has brokered 'industry first' partnerships with brands and agencies designed to deliver network efficiencies and a more authentic connection between a brand and its consumers. This innovative approach has earned Eric multiple industry awards including Billboard Magazine's '30 Under 30' and "Music Man of the 21st Century' by Crain's Business.Â Â Â

Great book Thanks

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