



Join our Cannes Lions 2018 Workshop: Super-sonic Branding

Description

CANNES LIONS INTERNATIONAL FESTIVAL OF CREATIVITY

Tracks & Fields is once again heading to the south of France to join the official speakers programme of **Cannes Lions 2018**.

Widely regarded as **The International Festival of Creativity**, Cannes Lions brings the international creative communications industry together each year to learn, network and celebrate.

We are proud to feature in the festival's **Craft Track** this year, boasting a programme that includes speakers from **Google, Adobe, Pinterest, Snap** and **GIPHY**.

Our participation will consist of a hands-on workshop called **SUPER-SONIC BRANDING**, on **Monday 18th** and **Tuesday 19th June**:

*All marketers and creatives know how their brand looks like, but not many could answer how it sounds like. This workshop will **guide you through the process of defining a brand's sonic identity**. Using Cannes Lions as an example, you'll learn the **tools and methods to develop a music DNA for a brand**. The outputs will be briefed to a remote team of music researchers in real time who will work on your sound, while you learn the **best-practices to creating music implementation** guidelines. Leave this workshop with all the tools, tricks, methods and best practices to creating a sonic brand identity.*

In the coming days We'll share some sneak in-depth previews about these sessions from our workshop presenters - Tracks & Fields CEO Christian Mix-Linzer and Managing Director Steve Bartlik!