

## BUSINESS CONCEPT | SOUND BRANDING

### PRODUCT – What is Sound Branding?

Sound Branding describes the process of brand development and brand management by use of audible elements within the framework of brand communication. It is part of multi-sensory brand communication and holistic brand design. Audio Branding aims at building solidly a brand sound that represents the identity and values of a brand in a distinctive manner. The audio logo, branded functional sounds, brand music or the brand voice are characteristic elements of Sound Branding.

So far, brands have spent a lot of time and money on visual branding while sound hasn't been treated as a brand element that needs to be explored. The emerging of new media and devices with built-in audio delivery, such as podcasts, streaming media or smartphones, expands the opportunities for audio branding but also increases the risks of causing noise pollution and cacophony. Effectiveness and efficiency of brand communication often suffers from unsystematic and unstructured application of acoustic stimuli. Audio branding can aid in optimizing brand communication and in designing a better sounding environment.

(source: audio branding academy)

In mature markets, the purchase decisions base more and more on positive memories and experiences. Emotional marketing is the answer to create those. Sound branding activates the human audio sense in addition to the common visual solutions in the digital world. govad MUSIC and their partners are experienced enough to avoid audio pollution and cacophonie – the „too much of it“. The audio solutions do not only base on music but also on voice – mainly for advertising – and sounds – for example of nature, environments, products.

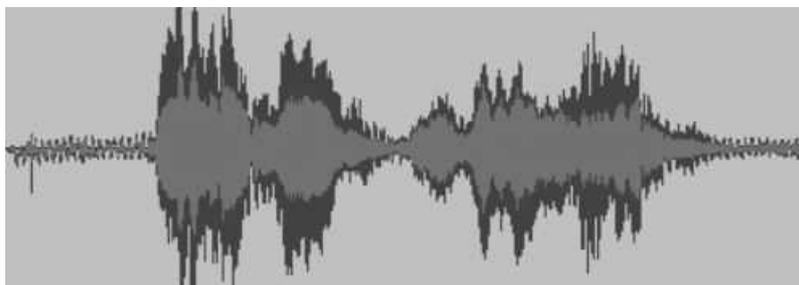
The govad MUSIC emotional marketing and sound concepts are smart and authentic and also include the link from the digital world to real life.

## THE ONE STEP SOLUTION

which includes

- emotional marketing consulting to develop tailored marketing and sound brand solutions, fitting into the existing corporate identity and marketing strategy
- composing and producing the sound files, no matter if complete advertising songs, jingles or simple earcons are required
- digital and acoustic audio files recorded with professional musicians in a professional music studio
- high end mastering in egypt or europe (munich, stockholm)
- file implementing into new or existing websites and social media for PC, tablets, mobiles
- sound transfer from the digital world to real life by customer events, song presentation, concerts, give-aways, use of testimonials and more
- public relations

govad MUSIC makes **THE LOVE SONG FOR YOUR BUSINESS** ❤️



## PEOPLE

### MONIKA BREMER

Director of govad MUSIC is Monika Bremer, Munich and Cairo. Monika is an experienced project manager, looking back on 25 years of international business experience in bank and industry environment as project manager, marketing manager and business development.

She is certified in Social Media Marketing and as local teacher in Cairo (ZFA).

She also got professional education in Booking and Artist Management at the EBAM (Academy for Event- and Culturemanagement) in Munich, Journalist Education (Laudius) and Online Media Training at the Bavarian Academy for Journalists. She founded govad MUSIC, former AGENTUR govad, in 2007, but is experienced in culture activities since 1987.

Monika is currently living in Cairo, also working as music teacher at the DEO (Deutsch Evangelische Oberschule).

govad MUSIC is the responsible promoter (organizer) for the W:O:A (Wacken Open Air, world-wide biggest rock and metal festival) Metal Battle in Middle East including the countries Egypt, Lebanon, Dubai and Jordan. Thus she is well known in the local music scene and has the corresponding network for music business not only in Munich but also in Cairo.

After a planned break in 2015, now, with the relaunch of govad MUSIC, Monika is able to combine her competencies from the business experiences and music management. She is working with an international team with different nationalities, characters and competencies!

### PARTNER

#### MORTIMER HARVEY

Mortimer Harvey is a full-service integrated advertising and marketing agency based in Gauteng, South Africa and Cairo, Egypt. The Egyptian sales and marketing professionals are specialists in to-the-market strategy and cooperate with govad MUSIC mainly for Brand Management and Social Media Marketing.

<http://www.mortimerharvey.com/>

GANOUB STUDIO, AMR HEFNY



<http://www.ganoubstudio.com/>

is the prime partner for recording and music production.

Monika and Amr are working together since 2013.

Ganoub Studio was founded in 1998 by Amr & Tarek Hefny as a rehearsal studio and was the first project studio in Cairo for underground bands and independent artists. In 2002 Ganoub Studio became Cairo's premier studio with full professional music recording and production services.

The studio equipment is available at <http://www.ganoubstudio.com/gear>

For potential mastering, studios in Munich and Stockholm are available for cooperation.

MUSICIANS AND COMPOSERS

Due to her longterm experiences in music business and artist management in Munich and Cairo, Monika has a huge network of professional musicians and bands; no matter if jazz, classic or hard rock.

Composing are for

**Classic, Jazz, Pop-Classical:**

Christian van-den-Berg, conductor, music arranger, pianist, music school coordinator

<http://vandenbergbremer.de/>

**Arabic Music:**

Fathy Salama, the only grammy award winner from Middle East

## CUSTOMERS

Sound branding is a B2B solution. Our customers are acting in mature markets with competitive products which may be already music, media or emotional oriented. Their marketing concept include digital and social media. And if not – we can help out!

We are working with brand agencies, media companies, brand leaders and trend setters!

## PRICES

govad MUSIC is dealing in a fair way with all partner and customers. The prices are individual and in line with the market. They depend on the corresponding marketing, development and implementation concept and the related efforts.

## PLACES

govad MUSIC is operating for customers in Middle East and in Europe.

The main production place is Egypt with an international competitive outcome.

Due to the current economic and currency situation, Egypt became a low price production place!

govad MUSIC  
INTERCULTURAL MUSIC BUSINESS



We will be happy working with you.

Please feel free to contact us:

govad MUSIC | MONIKA BREMER

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