

# THE FUTURE IS SOUND

**Rajeev Raja**  
**Founder and Soundsmith**



**IF THE  
WHOLE WORLD  
WERE BLIND,  
HOW WOULD  
YOUR BRAND BE  
RECOGNISED?**

# **THE POWER OF SOUND**

# **THE SOUND OF A BRAND**

# **MOGO® IS THE NEW LOGO**

# brandmusic

Designing and managing  
the sonic identity of a brand

# **BRAND PROCESS**

# BrandMusiq Process

**Brand  
Discovery**  
(Avatars/Rasas)

**Sonic  
Mapping**  
(Sonic  
Moodboards)

**Sonic  
Identity**  
(MOGOSCAPE®/  
MOGO®)

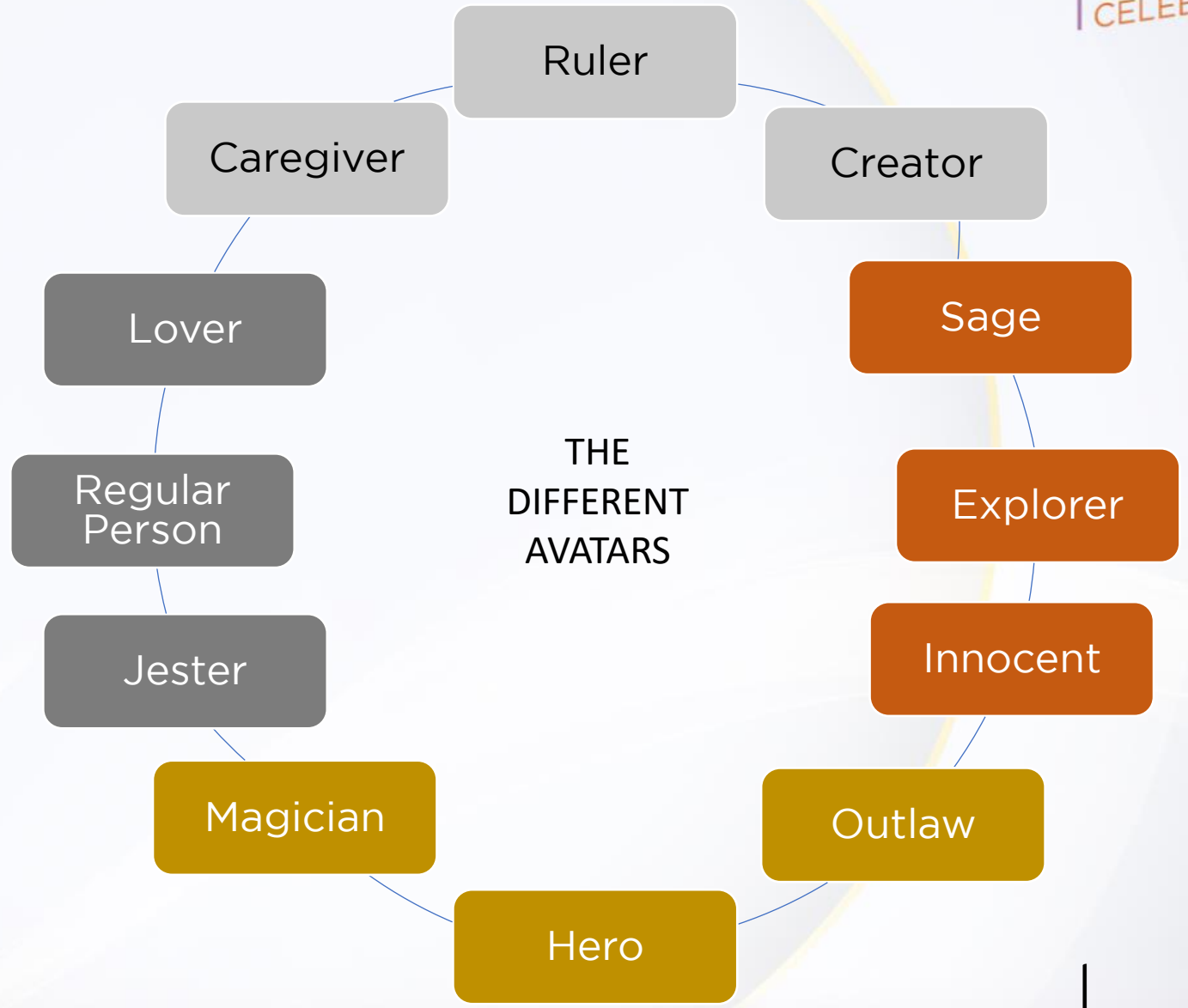
**6-8 WEEKS**



**AVATARS**  
**(ARCHETYPES)**

**BELONGING**

**STABILITY**



THE  
DIFFERENT  
AVATARS

**INDEPENDENCE**

**MASTERY**

**RASAS**  
**(EMOTIONS)**



# Sonic Identity





# Creating the World's No. 1 Sonic Brand



# Mastercard Brand Discovery

Magician  
Every Person

Optimism  
Joy  
Surprise

# Mastercard Sonic Identity

**MOGOSCAPE®**



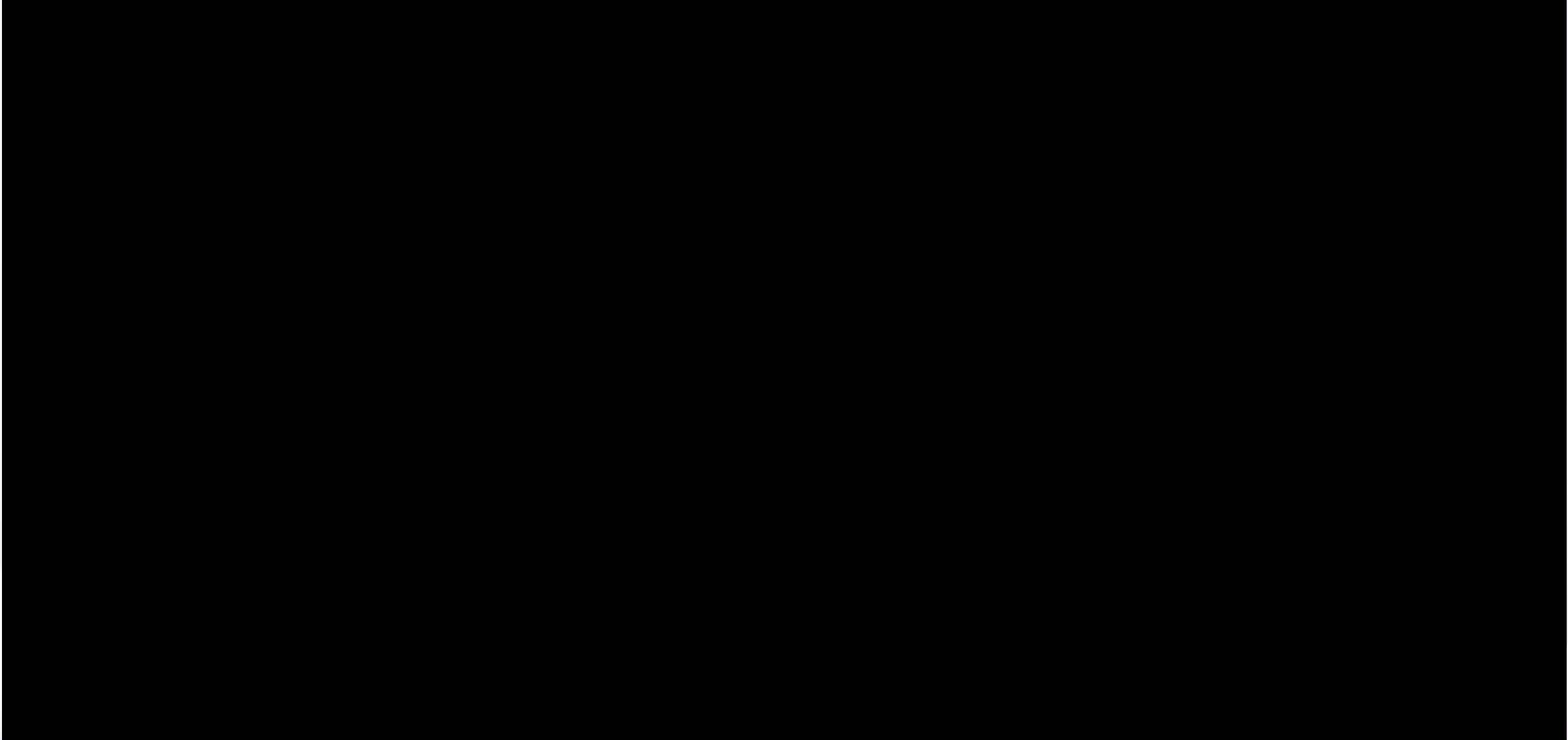
**MOGO®**



**MINI-MOGO®**



# Mastercard TVC





# Regional Variations

**Middle East**



**Latin America**



**India**



# Mood/Occasions

**Emotional**



**EDM**



**Football**



# Mastercard Football



# Mastercard E-Commerce



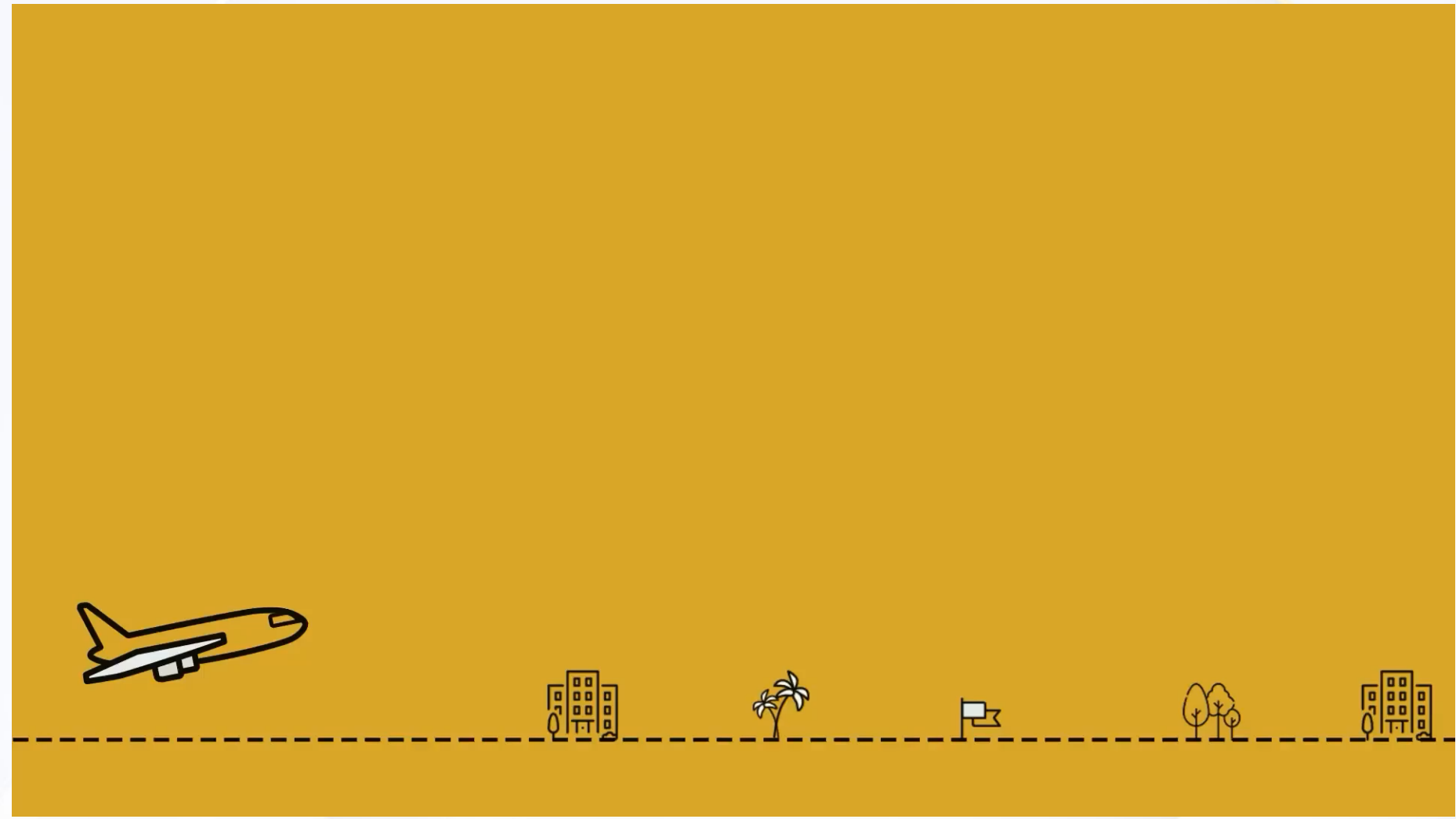
# 57m Outlets



# Mastercard 'Priceless' Album

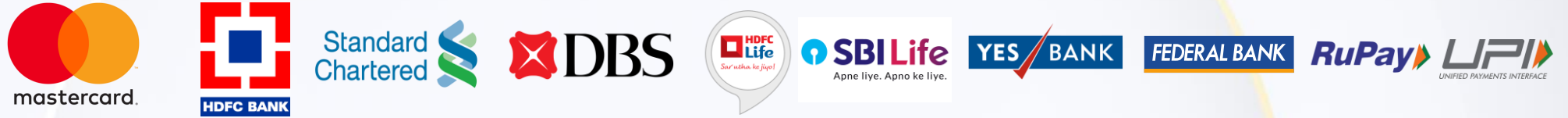


# BrandMusiq 10 Years

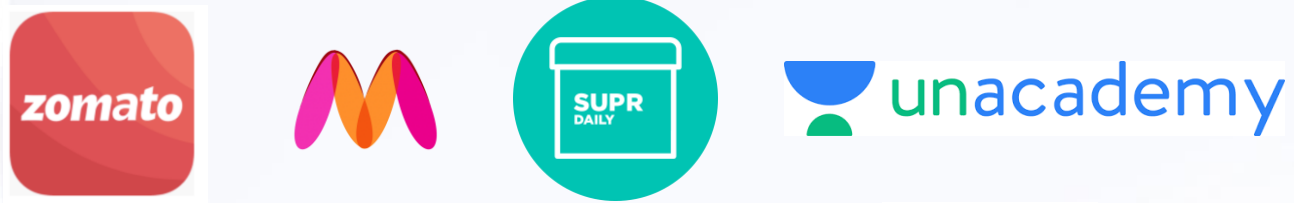


# Clients - A Snapshot

## Financial Services



## E-Com



## FMCG



## Lifestyle



## Others





# Let's MOGO®