

# Breaking the Sound Barrier, Music Emotions & AI

24.04.2024

# The Power of **Sound**

# The **Sound** of a Brand



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THE FUTURE OF MODERN MARKETING

Marketing In The Age Of AI  
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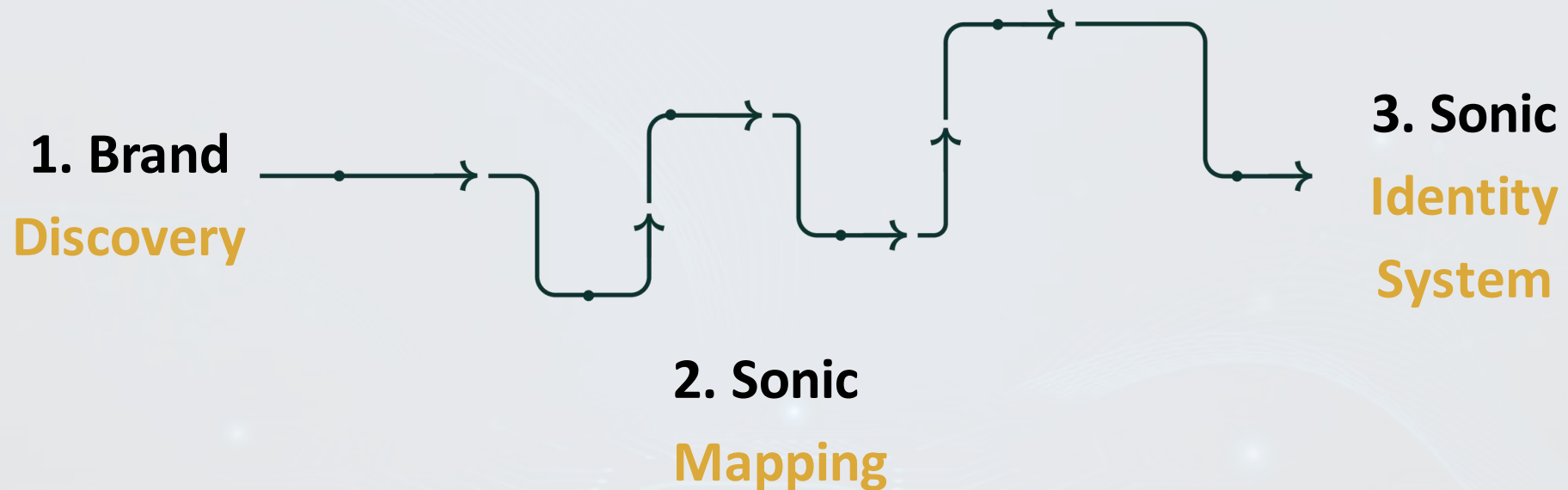
# Brandmusic

Designing and managing  
the sonic identity of a brand

# Our Process

## 'MUSE'

(Musical Strategy Exercise)





# Mastercard Case Study

# Mastercard Sonic Identity

**MOGOSCAPE®**



**MOGO®**

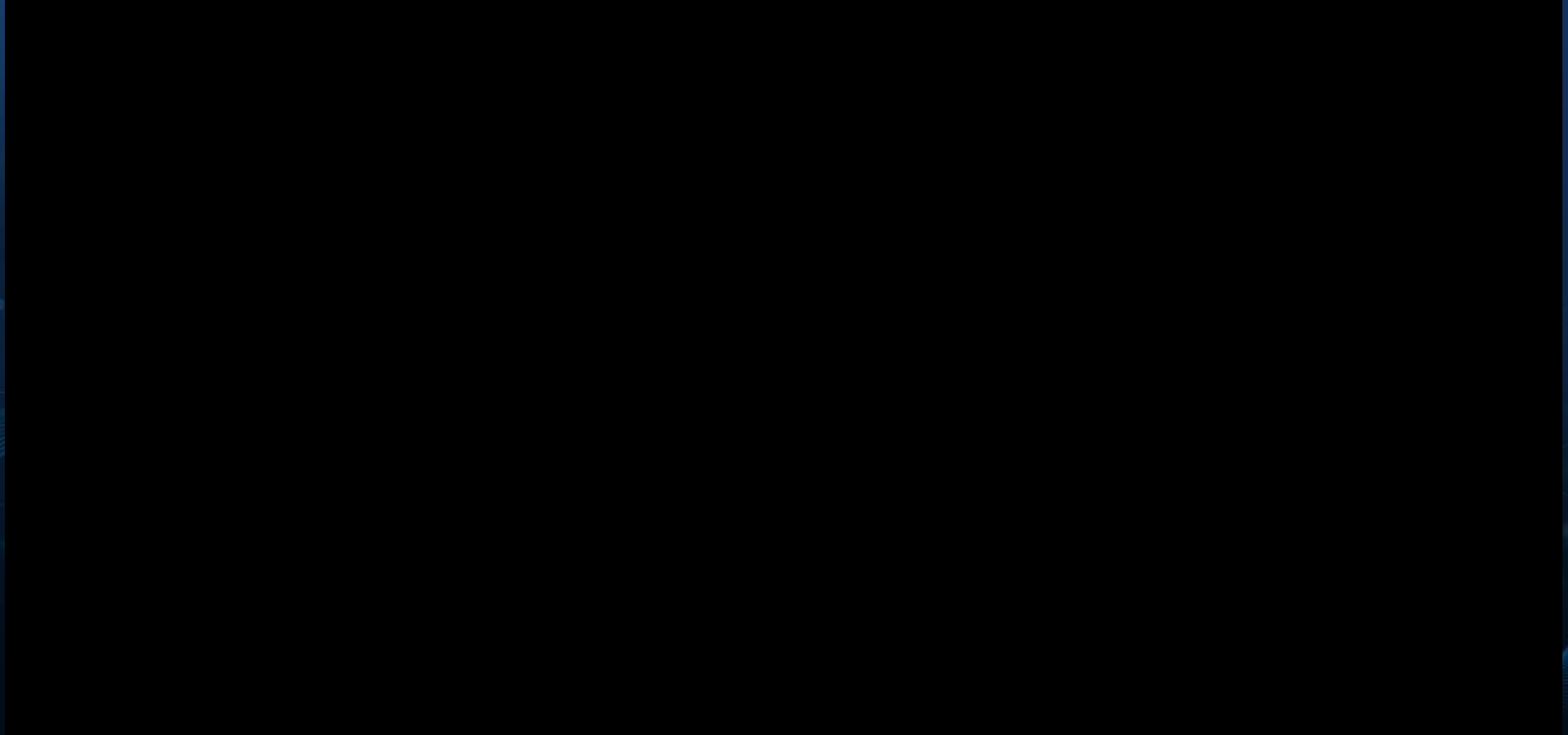


**MINI MOGO®**





# Mastercard TVC



# Mastercard – Regional Versions

**Middle  
East**



**Latin  
America**



**India**



# Mastercard – Moods & Occasions

**Emotional**



**EDM**



**Football Anthem**



# E-Commerce



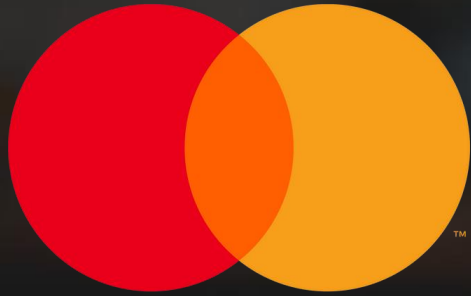


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# 57 Million Outlets





mastercard

Winner of the global  
'Best Audio Brand'  
2020, 2021, 2022, 2023.





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# Making **AI** work for our clients





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# SoniqVault

**1 STOP REPOSITORY**  
**FOR AUDIO**  
**WORKFLOW MANAGEMENT**  
**& CONTENT CREATION**



# Soniq Vault

```
graph TD; A((Soniq Vault)) --- B((Warehousing: Storage facility for clients sonic assets)); A --- C((AI powered intelligent tracking and search)); A --- D((Generative AI to create 'on demand' versions for various marketing communications));
```

**Warehousing:**  
Storage facility  
for clients sonic  
assets

**AI powered  
intelligent  
tracking and  
search**

**Generative AI to  
create 'on  
demand' versions  
for various  
marketing  
communications**

# Warehousing

The screenshot displays a music warehousing interface. At the top right, there is a search bar with the placeholder text "Your Text Here...", a "New Brief" button, an "upload" button, and a user profile icon. Below this is a "Track lists" section. On the left side of the track lists, there is an "Advanced Filter" panel. The filter panel includes a "Filter By" section with several dropdown menus: "BPM" (with a range from 110 to 140), "Moods", "Instrumentations", "Genre", "Character", "Duration", and "Usage". A "Clear All" link is located at the bottom of the filter panel. The main track list consists of ten rows, each representing a track. Each row includes a track thumbnail, a play button, the track name "Music Title", the album name "Album", a waveform visualization, a duration of "0:59", a volume icon, and a download icon.

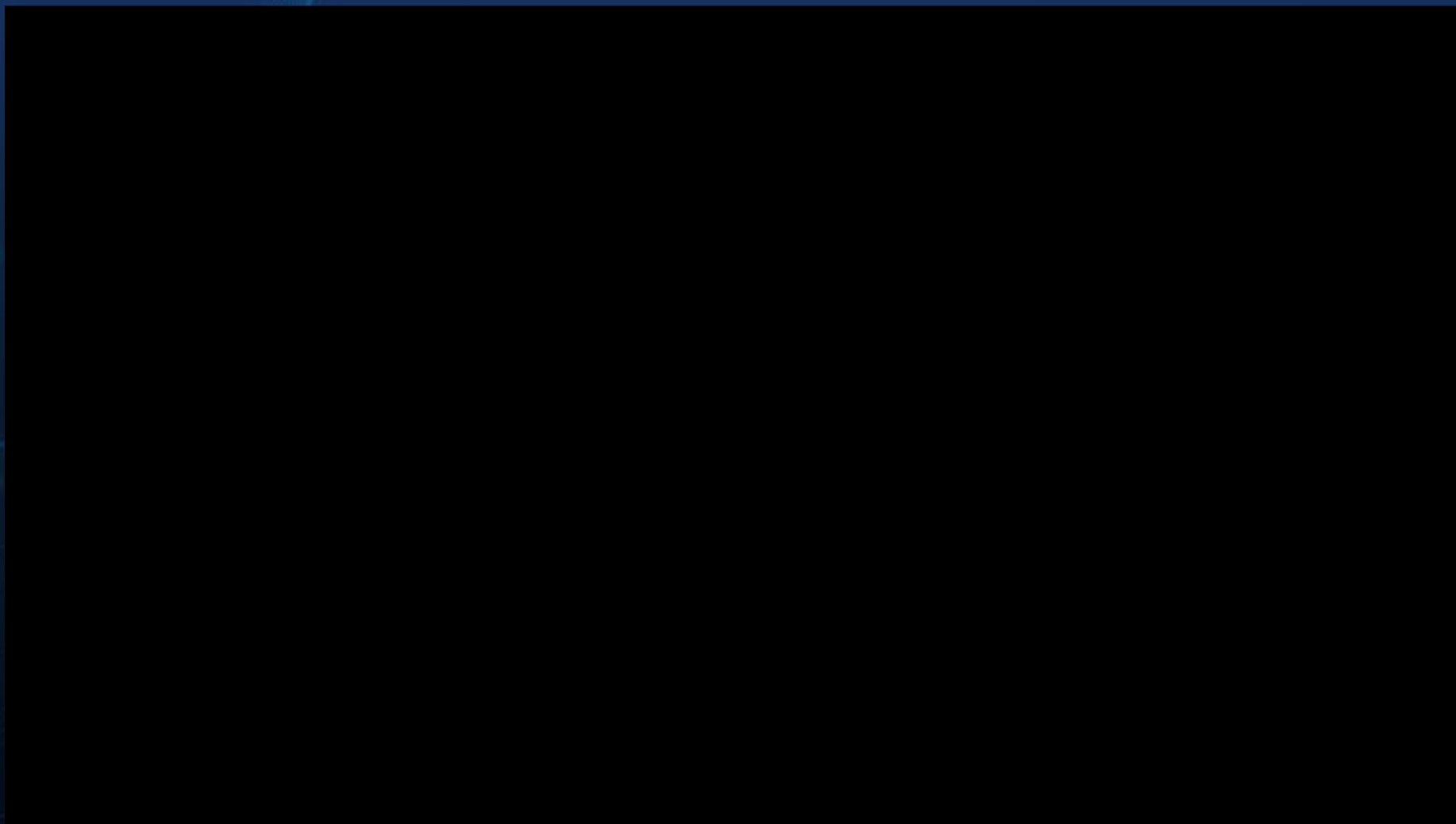
# AI Powered Tracking & Search

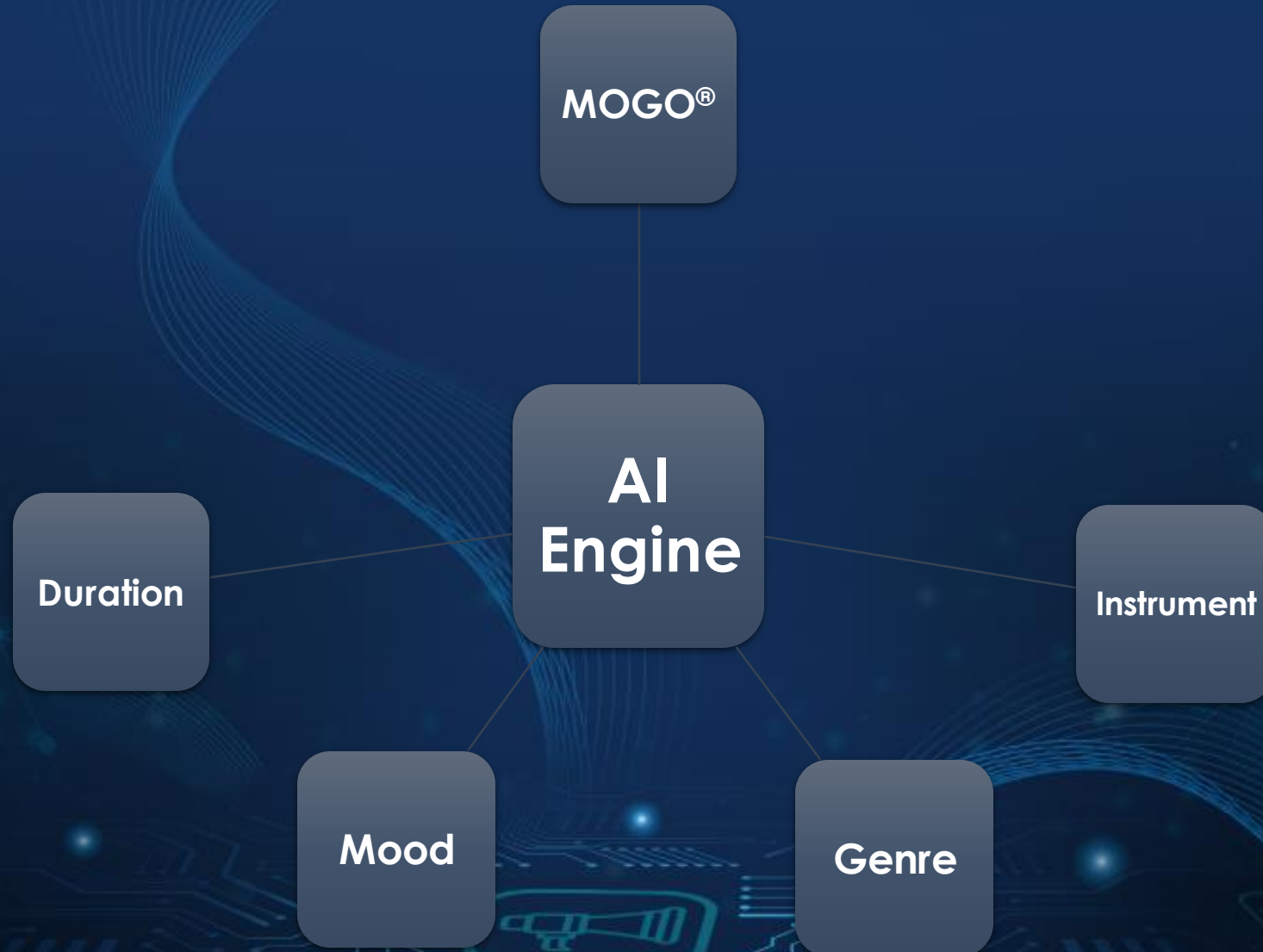
The screenshot displays a music application interface. At the top right, there are navigation options: "New Brief" and "upload" with a user profile icon. The main header features a "Upbeat" playlist with a cover image of a vinyl record and a brief description: "Lorem ipsum dolor sit amet, consectetur adipiscing elit ut aliquam, purus sit amet luctus venenatis. 64 songs - 16 hrs". Below this are buttons for "Play all", "Add to collection", and a refresh icon.

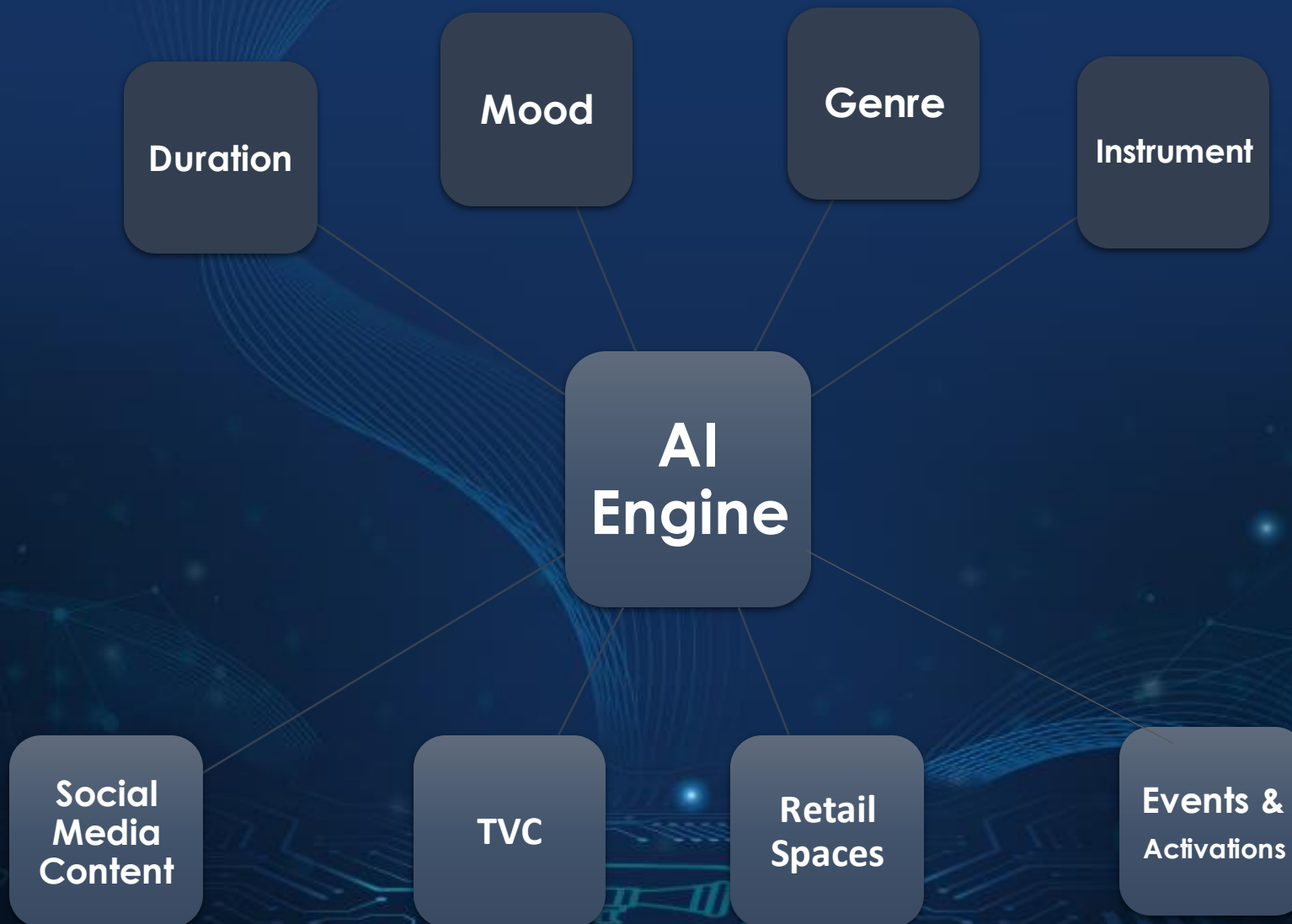
The interface is divided into three main sections:

- Advanced Filter:** A sidebar on the left with a "Filter By" dropdown menu. It includes checkboxes for "Atmospheric", "Calm", "Upbeat", "Creative Coms", and "Radio". Below this are sections for "Mood", "genre", and "Recently Added", each with a dropdown arrow. A slider at the bottom of the filter section is set between 110 and 140.
- Music Player:** The central area shows a music player for "Music Title". It features a waveform visualization, a play button, and a progress bar at 2:59. A metadata popup is visible over the player, listing: "BPM: 16", "Audio Channel: Stereo", "Key: C Minor", "Energy:", "Instrumentations", "Vocals", "Genre: Jazz", and "Character". Below the player are tabs for "MASTER", "VERSIONS", and "STEMS".
- Track lists:** A vertical list on the right side of the player, containing eight entries. Each entry includes a play button, the text "Music Title", a duration of "0:59", and a download icon.

# The Future: Generative AI for Soniq Amplification







# Unlocking the Potential of a Sonic Identity

- **Ease of Managing Sonic Assets**
- **Rapid Content Creation** with infused Sonic Identity
- **Seamless Consistency** – A sonic identity integrated in to every earpoint



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# #TheFutureIsSound

Join us in shaping the future of music creation and emotional storytelling



# LET'S MOGO®

