



## HEARTBEATS INTERNATIONAL

# INSPIRE

### AN EAR-OPENING SEMINAR

Invite your colleagues to be inspired by how brands today are starting to use sound and music as a way to engage customers. Through an experiential presentation, Heartbeats opens your and your colleagues' ears to a new way of marketing.

#### INCLUDING:

- ✓ Briefing on the new media landscape and problems brands are facing
- ✓ Presentation of the four Es branding model
- ✓ Music and sound's role in communication
- ✓ Introducing the music stairway
- ✓ Definition of music branding and how it works
- ✓ Best case practices from global brands
- ✓ Music listening session / test

**Time:** 1-2 hours (preferably morning/breakfast)

**For more information and cost estimate, contact Hans Iwarsson**  
**info@heartbeats.fm, +46 (0)8 501 189 92**

*"Heartbeats' presentations are stunningly professional, inspiring and entertaining. If you are working with brands and want to stay in the business, you can't afford to miss them!"*

- Joakim Antelius,  
Senior Creative Media Manager,  
Mindshare Sweden

