Audio Branding Yearbook 2014/2015

((( ABA ))) Audio Branding Academy

edited by Kai Bronner, Cornelius Ringe and Rainer Hirt

DESCRIPTION:
The 2015 Audio Branding Awards took place in Berlin at Humboldt University. On the Award day, the finalists of the Awards, selected by an international expert jury, presented their best-practice cases to the international expert audience. At the following Award gala, the winners were announced. On the Academy Day, four half-day workshops with education opportunities for newcomers and professionals were offered. Topics included basics of audio branding, licensing and legal matters and testing music in advertising. In this Yearbook, you will find the proceedings of the Audio Branding Awards. It contains a comprehensive summary article, award case studies, articles about licensing and legal matters, testing music in advertising and music and return on investment.