



ABOUT CULTURE, CONTEXT, CURATION & CRAFT: UNLOCKING THE FORMULA FOR BRAND MUSIC SUCCESS

Overview:

Data has shown that right music choices increases ad effectiveness by 20-25%, yet creatives and marketers often leave music decisions to chance. Having worked with over 75% of the global marketers, Tracks & Fields can safely say that virtually no brand has consistent music guidelines across their campaigns.

The workshop will introduce models, practical recommendations listening session and other tools for creatives and strategists to leverage the power of music and improve the return on brand music investment.

In an interactive workshop, participants will then discuss a potential music identity for ADFEST COLLIDE and answer the question: if ADFEST COLLIDE would be a brand, how would it sound like?

Objective:

Delegates will learn how brand music & sound identities and strategies are developed and applied

ABOUT THE SPEAKERS

The workshop will be hosted by leading specialists from Tracks & Fields including:

Christian Mix-Linzer, CEO, Tracks & Fields GmbH, Berlin

Christian found his passion young: he started his first record label at 16 and has been involved with the music and moving images ever since. In 2008 he founded Berlin-based music supervision agency company Tracks & Fields, whose global offices look after all things music for brands such as Mercedes, VW, Zalando, Google and many more. The company helped its clients to win over 100 awards at international creative festivals such as Cannes Lions, Clios, New York Festivals, ADC, Ciclope, ADFEST, Spikes and many more, including several golds for best use of music. Besides being known for its creative output and music rights management, Tracks & Fields is an innovation leader in developing strategies and technologies for music and advertising.

Emika Kusunoki, Music Supervisor, Tracks & Fields, Tokyo

Emika Kusunoki is the Music Supervisor and Producer at Tracks & Fields based in Tokyo, where she specializes in helping great films to get the music they deserve. Her career kicked off at a leading Tokyo radio station, producing hit music programs and organizing major events, including interviews for artists ranging from Justice to Paul McCartney.

Four years ago, Emika joined Tracks & Fields, where she's since designed soundtracks for eye-catching commercials and recently spearheaded the "Directors Showcase Tokyo," a popular event that connects creative minds across Tokyo.



Ian Nagano, Music Supervisor & Producer, Tracks & Fields Tokyo

Ian Nagano is a Music Supervisor and Producer at Tracks & Fields, curating music and sound to elevate campaigns and create emotional connections with audiences. Ian began his career in the advertising industry at 19 as an Assistant Music Producer, drawn to the power of sound in storytelling. After transitioning to Tracks & Fields, he has worked on a diverse range of global projects across Asia, Europe, and the Middle East. Ian is committed to collaborating closely with directors and clients, always striving to bring stories to life through meaningful music and sound.

SCHEDULE

Date: Friday 21st March 2025
Time: 14.30 – 16.00
Venue: Room Pattaya 3, Mezzanine Floor, PEACH
Remark: Pre-Registration is required

ELIGIBILITY & REGISTRATION

- Interested applicant must be a registered delegate of ADFEST 2025
- To register, please click [here](#) and complete the online registration form
- Registration is not confirmed until you receive a confirmation notification from ADFEST
- Reservation is strictly **first-come-first-served** & seats are limited to only **50 delegates only.**

For more information, contact Workshop@ADFEST.com