

**ABOUT HOW TO MAKE MUSIC DECISIONS FOR ADVERTISING**

Everyone has an opinion about music, but we don't have guidelines to make sophisticated music decisions for commercials. In order to make more objective music decision, the team at Tracks & Fields has developed their own simple but effective tools to help us more objective music decisions for brands. They will now share some of them with ADFEST 2018 participants.

The tools will be introduced in a workshop session and then applied to a project which collected multiple awards for music at international advertising festivals. Our interactive case-study guides the workshop participants through the entire music process, from brand ID, target audience, campaign idea and music briefing from the agency and showed how the techniques moved the initial briefing to a completely different direction during music search, production and commercial release of the song.

**CHRISTIAN MIX-LINZER**

CHIEF EXECUTIVE OFFICER

TRACKS &amp; FIELDS

BERLIN

Christian found his passion young: he started his first record label at 16 and has been involved with the music and film production ever since. After freelancing for various feature films and commercials, a media and a business degree as well as a short stint as a record store owner, he combined all those experiences in 2008 when he founded Berlin-based music supervision agency Tracks & Fields.

The company consults agencies, producers and brands on the use of music for audiovisual productions. Its team of experts provide services ranging from music strategy, creative concepts and song searches for TVCs and feature films, negotiations of license fees as well as clearances and contract management- in short, it ensures a perfect blend of sound and vision for both advertising and feature film. Tracks & Fields clients include VW, Skoda, Ebay, Porsche, Coca Cola, Lufthansa, Visa, McDonald's and many more and has won awards in almost all major award shows including Cannes Lions, Eurobest, Effies, New York Festivals or ADC, including many for best music.

Christian is also a regular speaker and university lecturer on music for advertising at events including Eurobest, ADFEST, Spikes MIDEM, Future Music Forum, Synch Summit, Spot, CMW, Music & Media or Golden Drum.

He has earned an BA from the Potsdam University, University of Applied Science and Film University Babelsberg Konrad Wolff as well as an MBA from IE Business School, Madrid.

**HOW TO MAKE MUSIC DECISIONS FOR ADVERTISING WORKSHOP**

Date: Thursday 22<sup>nd</sup> March 2018  
Time: 10.45 – 11.45  
Venue: Room PATTAYA 6, Mezzanine Floor, PEACH  
Remark: Pre-registration is required

**ELIGIBILITY & REGISTRATION**

- Interested applicant must be a registered delegate of ADFEST 2018
- Registration is free of charge.
- Reservation is strictly **first-come-first-served** & seats are limited to **50 participants only**.
- To register, please complete the [Registration Form](#) and send to [Workshop@ADFEST.com](mailto:Workshop@ADFEST.com)
- Registration is not confirmed until you receive a confirmation notification from ADFEST