

## Vita – Wilbert Hirsch



Wilbert was born in 1961 in Hamburg. During his studies in classical guitar, he started composing for advertising in the mid 1980s and founded his company **Hirsch Music** in 1987 which in the nineties of the last millennium became **complete audio GmbH**, a music production company for advertising and film with several production- and postproduction studios as well as a wonderful team of composers. His scores for **"Mute Witness"** (1995, **Columbia Tri-Star**) and **"American Werewolf in Paris"** (1997, **Hollywood Pictures/ Disney**) made him one of the few Germans composing for Hollywood. Until today, Wilbert composed and produced hundreds of TV films, advertising spots, shows and features and worked as a brand strategist for many brands.

Together with his partner Patrick Langeslag he founded the **audio consulting group (acg)** Hamburg in 2001. The company is specialized on acoustic brand design and acoustic branding strategies. 2008 they also opened **audio consulting group Inc.** in New York.

1999 Wilbert co-founded **"Hifind Systems AG"** and developed software targeted towards finding and identifying music according to emotional and associative parameters. For the extensive database a team of more than three hundred psychological trained music specialists categorized more than 350 000 music titles. Today the **audio consulting group** uses these schemes and data for the emotional evaluation of music in regard to the brand fit. The company has been sold to **SONY** in 2005.

The **acoustic design** and orchestration of retail and presentation spaces is another topic, which Wilbert is pursuing since 2008. According to the latest scientific findings he and his partner Patrick developed a system called **ReAct** which is proven to gain the satisfaction of visitors and clients. Since 2012 this system is successfully executed in bank offices, supermarkets, pharmacies as well as in other stationary retail spaces.

With the publication of his book **"Brand Aesthetics & Acoustic Branding"** in 1999, Wilbert was one of the first to introduce a strategic approach, that is now considered as one of the standards towards acoustic branding. He has been acclaimed as an outstanding creative talent at - among others - the Emmy Awards, Clio Awards, the New York Festival, the Audio Branding Academy, Cannes Lions and at the Art Directors Club Germany.

Contact:	audio consulting group	audio consultig group Inc.
	Dammtorstrasse 25	853 Broadway, App 2114
	20354 Hamburg	New York, Ny 10003
	Tel: +49 40 85 32 14 50	+1 716-202 83 46

[wilbert.hirsch@acoustic-branding.com](mailto:wilbert.hirsch@acoustic-branding.com)

## Vita – Patrick Langeslag



Patrick Langeslag was born 1970 in Ridderkerk/Netherlands. After his master degree in International Business Economics at the **University of Antwerp**, he worked for different finance investors. Since 2001 he is co-founder and managing partner of the **audio consulting group (acg)** in Hamburg. Together with his partner Wilbert Hirsch he consults companies and enterprises in acoustic branding and acoustic corporate identity.

With his background in structured brand work, he is the strategist at the audio consulting group. Patrick pursues the latest scientific findings and developments in the field of perception and sound. He implements these findings in the acoustic branding concepts of the audio consulting group.

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Patrick conducts and goes along with many research assignments of universities and research institutes, that are part of the extensive scientific network of **acg**. His solidarity to science is also visible in his calling as a second examiner for universities in the marketing department and as tutor for phd and master thesis at different universities. He is an assistant professor for acoustic branding at the **Braunschweig University of Arts** and at the **University for Applied Sciences, Osnabrück**. In 2003 Patrick was accepted as a member of the **New York Academy of Science**.

Contact: audio consulting group  
Dammthorstrasse 25  
20354 Hamburg

[Patrick.langeslag@acoustic-branding.com](mailto:Patrick.langeslag@acoustic-branding.com)

Tel: +49 40 85 32 14 50