

GENELEC®

CASE STUDY

**The sound of
the brand**

GENELEC UPGRADE TAKES
SONIC BRANDING AGENCY
SIXIÈME SON 'TO THE NEXT
LEVEL'





SONIC BRANDING AGENCY FINDS A MODERN SOLUTION WITH 'THE ONES' THREE-WAY MONITORS

There is a strong likelihood that you will never have heard the name [Sixième Son](#), but the chances are that you have certainly experienced their work. Over the last 25 years, the global sonic branding agency has created the sonic identity for more than 400 brands worldwide, including Genelec.

Founded in 1995, Sixième Son strategically

utilises music and sound to help reinforce brand recognition and enhance customer experience. With a team of highly talented composers and sound designers, the company has tailor-made audio identities for global brands such as Krug, Samsung, Renault and Coca Cola.

"Sonic branding is not just music or entertainment as we naturally tend to think of it," says Ella Duda, International Strategy Director at Sixième Son. "It

” THEIR SPEAKER TECHNOLOGY IS COMPACT WITHOUT COMPROMISING THE SOUND

is a strategic system to support brand identity and emotional engagement, trigger recall and attract consumer attention, across all touchpoints. It is how your brand sounds to the world. Similar to the way that logos and colours provide visual brand cues, sonic or audio branding provides musical and vocal cues that, when applied correctly, will always take us back to the brand. Our work is more than a jingle and goes beyond stock library music and the use of commercial music. We aim to give our clients a proprietary sound that grabs attention and ultimately provides a competitive advantage to the brand.”

Achieving this is a strategic and creative process based on a client’s core brand values, personality and objectives. “We do not ask what kind of music the client likes or wants – we want to know who the brand is and what the brand aims to convey,” furthers Duda. “We start the creative development only when we understand the core of the brand, the industry challenges and what will result in holistic sonic branding.”

The increasing complexity and technical requirements of creating sonic identities as well as other opportunities led Sixième Son to look at the monitoring solution for its French headquarters.

“Although our equipment was high quality, we had some very technical requests which required state-of-the-art monitors,” recalls Duda. “We had been using older Genelec models, which have served us incredibly well, so it was only natural that we sought out new monitors from the same brand. Like Genelec, we are always looking for the finest sound quality so there wasn’t any doubt which brand we would go with.”

“The studio decided to make the move from a 2.1 solution to a 5.1 setup comprised of three [8341A](#) coaxial three-way monitors as LCR, a pair of the more compact [8331A](#) coaxial models for the surrounds, and a [7370A](#) subwoofer handling the low frequencies. “The need for a state-of-the-art system was accelerated mainly by the increase in demand for broadcast mixing for films,” explains Studio Manager Romain Morlat. “As such, we naturally gravitated to Genelec products due to their technical excellence, as demonstrated in ‘The Ones’ coaxial models that we’ve chosen. Additionally, their technology is compact without compromising the sound, so we could easily integrate the monitors into our space.”

The project looked to be moving ahead at speed until it came up against the same challenges



” THE GLM SOFTWARE WAS ESSENTIAL TO THE PROPER SET UP AND CALIBRATION OF THE SYSTEM

that every project has faced in 2020, the global shutdown due to the COVID-19 pandemic. The new monitors arrived in France just as the country went into its national lockdown. Morlat received special permission to test the new equipment to ensure everything was in order, but public safety came first and the installation itself had to wait until France emerged from its lockdown.

As soon as the country began to get back on its feet, Morlat set to work with the installation and commissioning of the new system. It was here that Genelec's GLM calibration software played an important role. "We found that the [GLM](#) software was essential to the proper set up and calibration of the system, both in stereo and multichannel," notes Morlat. "We're very confident that everything is optimised both in stereo and multichannel formats."

With the new solution installed and agency staff returning to a safe working environment, the team at Sixième Son are quickly getting to grips with their new monitoring setup. "They are an instant

hit," says Duda. "The precision that they give us in terms of frequency and depth, is incredible."

"Now that we have our Genelec setup, we can improve the way we work on complex projects – like a VR apartment tour which we recently completed – and be more creative at the same time," adds Morlat. "As a bonus, we can also invite clients to our studios for recording sessions and presentations, which we can now do in the best sonic environment. Now, since we can do absolutely everything in house, there's no need to outsource for surround mixes. It's a great feeling and a milestone for us."

Reflecting on the project as a whole, the entire team is delighted to have the 5.1 setup and believes it will serve Sixième Son well through its continued growth. "We are beyond happy and so grateful to have the new monitors in our studios," she concludes. "We always strive to have good, quality materials, of course, but our new Genelec monitors take us to the next level."



THE KIT

- 3 x 8341A
- 2 x 8331A
- 1 x 7370A

