John Groves // VITA

General

John Groves is a British composer and music producer, specialialising in sound and music for advertising and communication. He is known for his memorable jingles and advertising songs and for developing one of the first structured systems for creating sound identities for brands. This methodology has provided the basis for what now is known as Sound Branding. In recent years, John Groves has dedicated much of his time to the study of psychoacoustics and the applied use of sound in a healthcare context. This covers navigational sounds in medical equipment, Personal Musical Triggers for Alzheimer's and Dementia sufferers, to Receptive Sound Therapy programs to helping to improve sleep, manage stress, and more. (www.sonictonic.io). For over ten years John Groves has been on the faculty of the master of arts course, Music for Applied Media and has been a member the Scientific Advisory Board at the Centre for Applied Music Research at Danube University, Austria.

Lectures

John Groves lectures regularly at various European universities such as Brunel University, London • Oxford University, UK, University of Surrey, Guildford • University of Art, Berlin | University of Music, Vienna • the Steinbeis International Business School, Berlin • Danube University, Krems, Austria, amongst others.

Workshops

John Groves holds workshops and master classes at various marketing, design and communications congresses, such as at: the PIAF, Prague • the European Forum for Music Education, Salzburg • the Cannes Film Festival, France • the International Television and Film Academy, Hamburg • Radio Days, Cologne • the International Design Conference, Berlin • and the German Marketing Conference, Frankfurt. He is also a frequent panelist and jury member and often hosts music-political discussions.

Political Activity & Memberships

He is Honorary President of the Composers Club, Germany and was previously Vice President of FFACE: the Federation of Film and Audio-visual Composers of Europe, Brussels • Deputy advisory board representative of the German Artists Insurance Fund, Berlin • Board member and treasurer of ECSA: European Composers and Songwriters Alliance, Brussels and former deputy for the advisory board of the GVL, Berlin (the German Collecting Society for Neighboring Rights).

Career Highlights

The song "Heard it all before", from the musical "Edgerounder", was nominated for "Best Song" in the Musical of the Year Competition '99. The singer was Al Jarreau with Sir Peter Ustinov in the role as moderator. • The Mentos Jingle has been featured in a number of films such as Clueless, Entourage, Unbreakable, and viewed millions of times on YouTube. It has even featured on the Dave Letterman Show and spoofed in a music video by the Foo Fighters. • In anticipation of the 2004 Olympics in Greece, John Groves produced a collection of songs by the famous Greek composer Mikis Theodorakis ("Zorba the Greek"). The songs were recorded with the Camerata Orchestra in the Athens Concert Hall and sung by Vicky Leandros.

Publications

John Groves has written several articles for trade publications including: „Sound Branding: The Strategic Development of Brand Sound", in the Yearbook for Strategie and Practice in Brand Management. (German.) • „A Brand Sound Trade Association as a Growth Accelerator - Generic Arguments for Sound Branding", • „A Short History of Sound Branding", • Sound Branding - the Development, Implementation, and effect of Sound Identities in Advertising, Media and Society (German.)

His current book is „ComMUSICation - from Pavlov's Dog to Sound Branding".

GROVES Sound Branding GmbH | Isekai 20, D-20249 Hamburg
T +49 (0)40 47 10 35 - 0 | F +49 (0)40 46 40 78 | www.groves.de | information@groves.de