



THE SOUND OF CHOCOLATE

VIDEO



ELIEN HAENTJENS

FELIPE REINOSO CARVALHO

PETER OLIVEIRA PASSOS



WHY ?

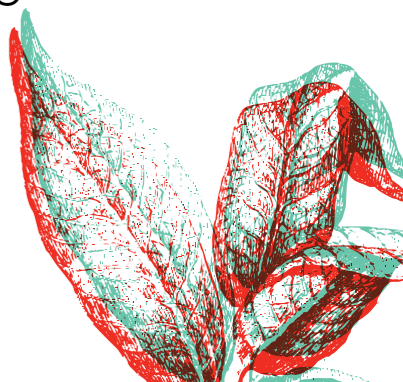
THE NEED OF BOOSTING TOURISM IN THE CITY OF BRUSSELS.

BELGIAN CHOCOLATE REPUTATION AS PLATFORM FOR INNOVATION.

EXISTENT SCIENTIFIC PROOFS OF POTENTIAL ENHANCING EFFECTS OF MUSIC ON TASTING EXPERIENCE.

BRING SCIENCE TO THE GENERAL PUBLIC

FIND NEW WAYS OF ATTRACTING YOUNG CUSTOMERS INTO CHOCOLATE SHOPS



THE SOUND OF CHOCOLATE IS

A NEW WAY OF EXPERIENCING
CHOCOLATE THROUGH MUSIC



PARTNERS

THE CITY OF BRUSSELS (VIA ATRIUM)

THE SOUND OF FLAVOUR (ELIEN, FELIPE, AND PETER)

CHOCOLATE INDUSTRY

(LEONIDAS, FREDERIC BLONDEEL, PASSION CHOCOLAT)

LOCAL ART SCENE, IN THIS CASE MUSIC

(ZAP MAMA, DUO AERT (KCB), BAIKONOUR)



MULTISENSORY EXPERIENTIAL DESIGN AS A MARKETING STRATEGY

PAIR CHOCOLATE AND MUSIC, USING SCIENCE AND IDENTITY AS ADDED VALUE.

CREATE A BOX OF CHOCOLATE THAT COMES WITH CUSTOMISED
SOUNDTRACK.

MULTISENSORY LAUNCHING EVENTS.





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LEGAL NOTICE
This is the promotional soundtrack of the brand of Leonidas. This project is being sponsored by the City of Brussels, via Mimos. All the musicians that we have concerning these songs have the full responsibility of registering the rights of neighboring these songs with their corresponding authors. The copyrights of the promotional soundtrack have been awarded to Leonidas (Association of Authors, Composers and Publishers) first limited address, Boulevard de Brussels, 1016.

YOU CAN LISTEN TO THIS SOUNDTRACK ONLINE
WWW.THE SOUND OF CHOCOLATE.BE

LEONIDAS MARIE DAULNE (aka Zap Mama)

When the Greek Leonidas George Kestekides participated with his new home country, the United States, in the 1910 World Fair in Brussels, he fell in love with the but also his big success and bronze medal Belgian Joarasa Teerlink. Not only this love but also his big success and bronze medal Belgian Joarasa Teerlink. Not only this love but also his big success and bronze medal Belgian Joarasa Teerlink. Not only this love but also his big success and bronze medal Belgian Joarasa Teerlink.

Known to her fans as Zap Mama, Marie Daoulne redefines the term vocalist. She is a sonic stylist, who alternates between storytelling and organic creative expression, taking the totality of the human voice since first bursting on the scene almost twenty years ago: the Belgian-Congolese duo has wooed audiences around the world with her unique sound, which seamlessly blends African American and European cultural influences and effortlessly mixes genres such as R&B, hip-hop and jazz with tribal polyphonic vocal sounds. Zap Mama's catalog - in 2016 she has recorded the eighth album - represents her mastery of what African artists recognize as the seventh sense: the ability to heal through music.

EXPERIENCE THE MUSIC CHOCOLATE PAIRING



In order to keep with the tradition of Leonidas of being popular and with top quality, we invited the amazing Marie Daoulne aka Zap Mama to join us in this music-chocolate pairing journey. Zap Mama's music has travelled the world... and she is also a chocolate lover! As a matter of fact, chocolate is one of her main sources of inspiration while composing her songs; she feels the music inside the chocolate.

With her song *Fofo mamawé* we can travel into the universe of textures. The continuous smoothness of her voice is a perfect match for the softness of a Manon, the *Baghapi* of Leonidas. By contrast, the pizzicato and the male background voice of *pick me up* are a perfect match for the crunchy Mosaïque.

Finally, we couldn't have a selection of songs of Zap Mama without the true classic *Drifting*, a song that was produced in collaboration with the famous G. Love. This song is the perfect match for the Duo, a praline that has notes of strawberries and balsamic. Similar to *Drifting*, which represents the history of Zap Mama, the shape of the Duo comes with the iconic L of Leonidas, representing the true identity of this chocolate's brand.

07



RESULTS

PIONEER / FIRST TIME, LEARNING PROCESS.

VERY SUCCESSFUL IN TERMS OF COMMUNICATION.

TOO SOPHISTICATED PRODUCT, NEED OF BRAND COMMITMENT.

CHALLENGING IN TERMS OF CATCHING THE ATTENTION OF POTENTIAL BUYER,
WITHOUT DEDICATION (AND TRAINING) OF WHO IS SELLING.



WHAT IS NEXT?

REFRAME STRATEGY IN ORDER TO FOCUS ON SALES:
PRODUCT DESIGN, INTERACTION AND MORE ENGAGEMENT WITH CHOCOLATE
PARTNERS, HOW TO HIGHLIGHT THE PRODUCT IN THE STORES, ETC.

GO BEYOND BELGIUM.

MORE RESEARCH & DEVELOPMENT.

THE SOUND OF BEER, THE SOUND OF COFFEE, ...





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