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Press release

Eiffage strengthens its brand identity with a newly created bespoke audio composition

Eiffage is today unveiling its new audio identity composed by Sixième Son. The Group now has its own bespoke musical composition that encapsulates its whole approach and reflects its vision, identity, personality and values. The collectively inspired musical theme expresses the various strengths that make Eiffage what it is today.

The process began several years ago with a review of the Group's brand architecture and visual identity, and has now climaxed with the release of its new audio identity. The unique, positive and energising composition represents a genuine asset for the brand's internal and external communications, giving it an additional emotional resonance that only music can achieve.

Eiffage's goal was to turn the spotlight on its human capital with this audio composition. Strong musical themes, plus male, female and children's voices convey the sense of a people-focused, innovative and future-oriented brand. The melody and voices together perfectly capture the Group's Human Perspective positioning in musical terms.

The audio identity has been adapted to various formats for speeches, for digital platforms, for brand films, for phone communications and for Group events. Eiffage can now use its audio identity to embody its brand and help get its messages across.

Listen to

- [Eiffage's audio identity](#)
- [Eiffage's audio signature](#)
- [How the audio identity was created](#)

Credits

Corporate client: **Eiffage**

Head of communications: Sophie Mairé

Head of digital communications development: Romain Deumié

Agency: **Sixième Son**

Chairman and Creative Director: Michaël Boumendil

Chief Executive Officer: Laurent Cochini

Senior Creative Directors: Vincent Turbé and Julien Goris

Musical creation: Alice Lépine, Alexis Mangou, Pierre Moreau

About Eiffage

Eiffage is one of Europe's leading construction and concessions companies. The Group's activities are organised around the following business lines: construction, real estate and urban development, civil engineering, metal, roads, energy and concessions. Thanks to the experience of more than 72,000 employees, Eiffage generated revenue of €16.3 billion in 2020, of which 26.5% was outside France.

About Sixième Son

Founded in 1995 by Michaël Boumendil, Sixième Son is a pioneering and market-leading agency focused on consulting, creation and deployment of brands' audio identity. Today, with audio playing a fundamental and crucial role in a brand's image, Sixième Son caters for the needs of all types of organisation, irrespective of their size and sector of activity, with SNCF, Renault, AXA, L'Oréal, Roland-Garros, Huggies and Unilever among them. In total, close to 400 organisations worldwide have asked the agency to create an audio identity for them. Every day, over 40 million people in France and 1 billion around the world hear at least one Sixième Son-created composition.

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