

Havas Bets on a Record Label to Reshape Brand-Music Partnerships

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Havas is entering the music business with the launch of VOLYUM, a record label created to connect emerging artists and brands, with Virgin Music Group on board as a distribution partner.

The label was created by Havas' sonic branding agency, Art of Sound, and led by its CEO and Havas global chief music officer Damien Escobar, a professional violinist.

Rather than treating music as a component of a campaign, Havas is betting that in the TikTok era, brands can play a role earlier in the creative process by helping develop and amplify artists and original recordings.

"These aren't jingles.

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