

Neumann Hear the Moment



With Hear the Moment, Neumann launches its first global brand campaign. At its heart are the moments in which creative ideas take shape and the importance of uncompromising reference audio quality throughout the production process. The campaign also highlights how Neumann supports creators today, from recording and production to monitoring and playback.

Creative work rarely follows a fixed plan. It is driven by curiosity, intuition, and the ambition to create something meaningful. Musicians, producers, and audio engineers know those defining moments when an idea becomes reality, sound becomes music, and inspiration turns into something that resonates with others. Hear the Moment is dedicated to those moments.

For decades, Neumann has combined technological precision with a deep understanding of professional audio production. The campaign reflects Neumann's heritage by exploring the role trust plays in the creative process. When creators make decisions that shape a piece of work, confidence in their tools matters. The goal is to preserve the original intent and expression of a performance as authentically as possible.

At the center of the campaign is a cinematic brand film that follows the creative journey from initial inspiration to the finished work. It focuses on those defining moments when inspiration turns into decisions and creative visions begin to take shape. The film's distinctive visual worlds were created in collaboration with artists, creatives, and professional production teams. Generative AI was deliberately not used, reflecting Neumann's commitment to placing human creativity and the creative process at the center of the campaign. "Great music begins with a moment. A thought, a feeling, or a performance that moves people," says Yasmine Riechers, CEO of Neumann. "For decades, Neumann has stood for capturing those moments with authenticity and making them heard. Today, we support professionals across the entire production process and provide the foundation that enables creative visions to be realized with the highest level of precision."

With Hear the Moment, Neumann brings its brand story together under a single global communications platform for the full signal chain. The portfolio includes microphones, audio interfaces, studio monitors, headphones, and software solutions that offer reference quality performance to users at every stage of audio production.

"At the center of the campaign are the people behind creative work, their ideas, and their commitment," says Kana Shiraishi, Director Marketing at Neumann. "We see reference quality as the foundation for creative decisions at every stage of the production process. With Hear the Moment, we celebrate the moments in which imagination becomes sound."

The campaign launches with an initial focus on Germany, the UK, and the US across digital channels, social media, trade media, online advertising, and selected out-of-home placements in major creative and music markets. Additional activation across Asia-Pacific markets will follow throughout the coming year.

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