

iHeartMedia, WPP blast-off new audio project

American audio company iHeartMedia and WPP have joined their respective capabilities in audio to introduce Project Listen. The two companies intend on helping brands better engage with consumers across all audio platforms including broadcast radio, digital streaming, podcasts, smart speakers and live events.

The project is aimed at developing insights, planning and creative capabilities in audio. The partnership comprises Creative Audio Studio, Empowering Planning and Raising Audio IQ.

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