***Please include a bio and headshot for whoever is answering the questions and send to newsdesk@lbbonline.com***

Sonic Boom is a series on creative and technological innovations in sound design. Sound is a massively important part of storytelling and as platforms proliferate and brands take to Tiktok, VR, experiential, e-commerce and more, sound remains a crucial ingredient. We want to speak to sound design experts about the role of sound design in these changing times. You might want to talk about 3D sound and interactive experiences, or focus on the role of sound in UX and behavioural nudges, the ongoing influence of ASMR, or maybe there’s something completely new that you think the wider advertising and creative industry is totally sleeping on… this is a space to get really passionate about the future of sound!

We’re looking for 800-1000 words on an innovation or development in the field of sound design that you think is of note. Also, if you would like to talk about the drawbacks or challenges that come along with this development, feel free to. If you would like to include examples of work that you have done that relates to the topic and want to include your personal experience you should - but equally if you want to talk about really great examples from others (and non-advertising sectors like gaming or movies or museums or web design…) that would be great too!

If you are happy to write the piece unsupported and want to follow your own structure we totally welcome that, but we know some people prefer some prompts, so we have gathered some to help you! If you can write up 100-150 words ish per question we should be able to construct an opinion piece from this.

First of all give us an introduction to both what you have chosen to focus on and WHY it’s so exciting to you personally as someone working in sound.

* What past developments or innovations does your chosen topic build upon?
* Tell us about some examples of this out in the real world and tell us why you think these examples are so exciting or interesting.
* Have you had the chance to work on a project that uses this development/technology/innovation and if so what did you learn from that experience?
* For non-specialist readers, what are the technical aspects that we need to know about in order to grasp this development or topic?
* What are the challenges that you have to take into account when considering or working within this area?
* Looking forward, what is the bigger picture for this topic? Is it something that you think we will see more of? Do you think there are other potential applications? If it’s something we haven’t seen brands/agencies look into, is there potential in that space?