

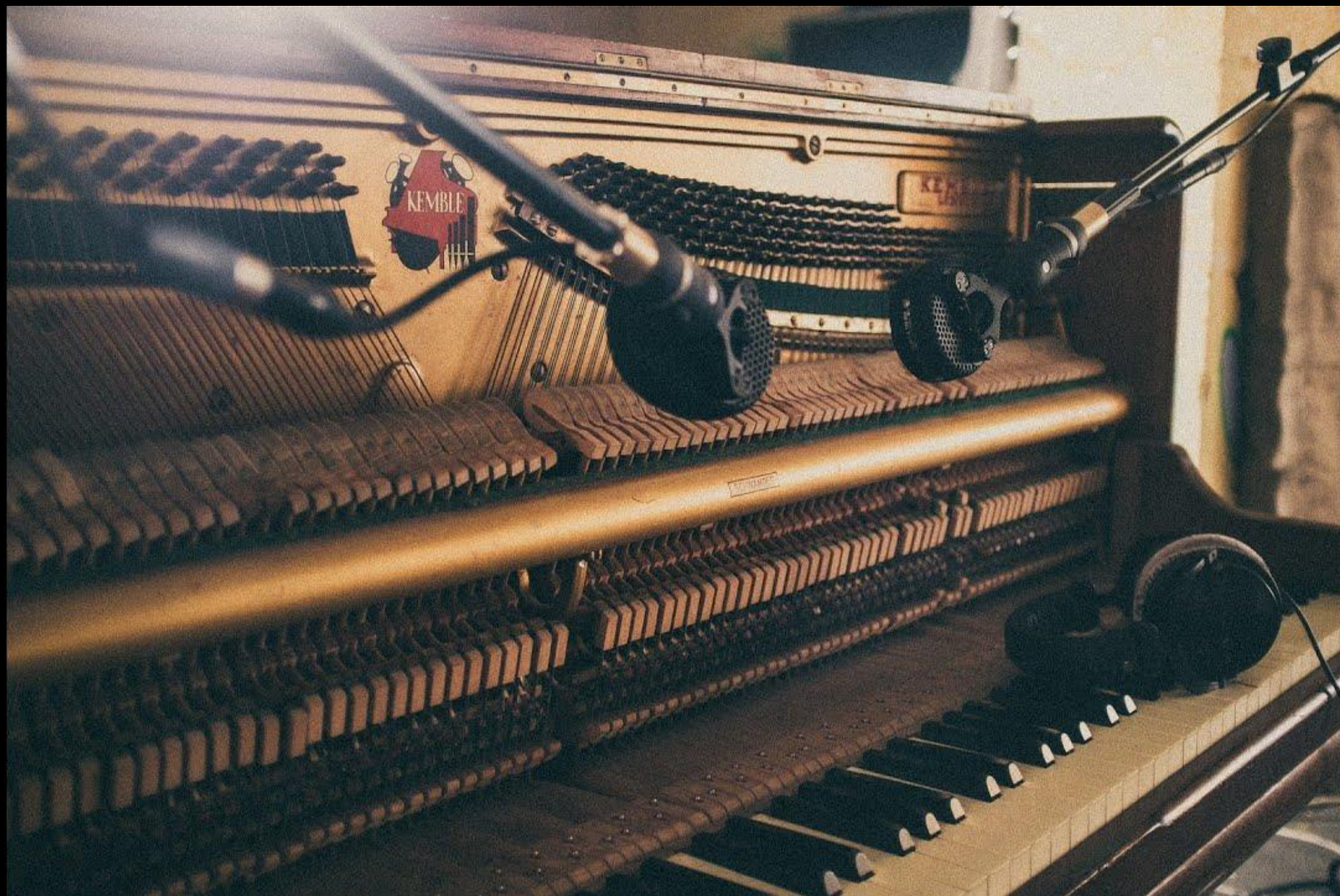
SPITFIRE AUDIO

IEVA ALEKSANDROVICIUTE
MA INTERNATIONAL MUSIC MARKETING
ADAD7011 PORTFOLIO

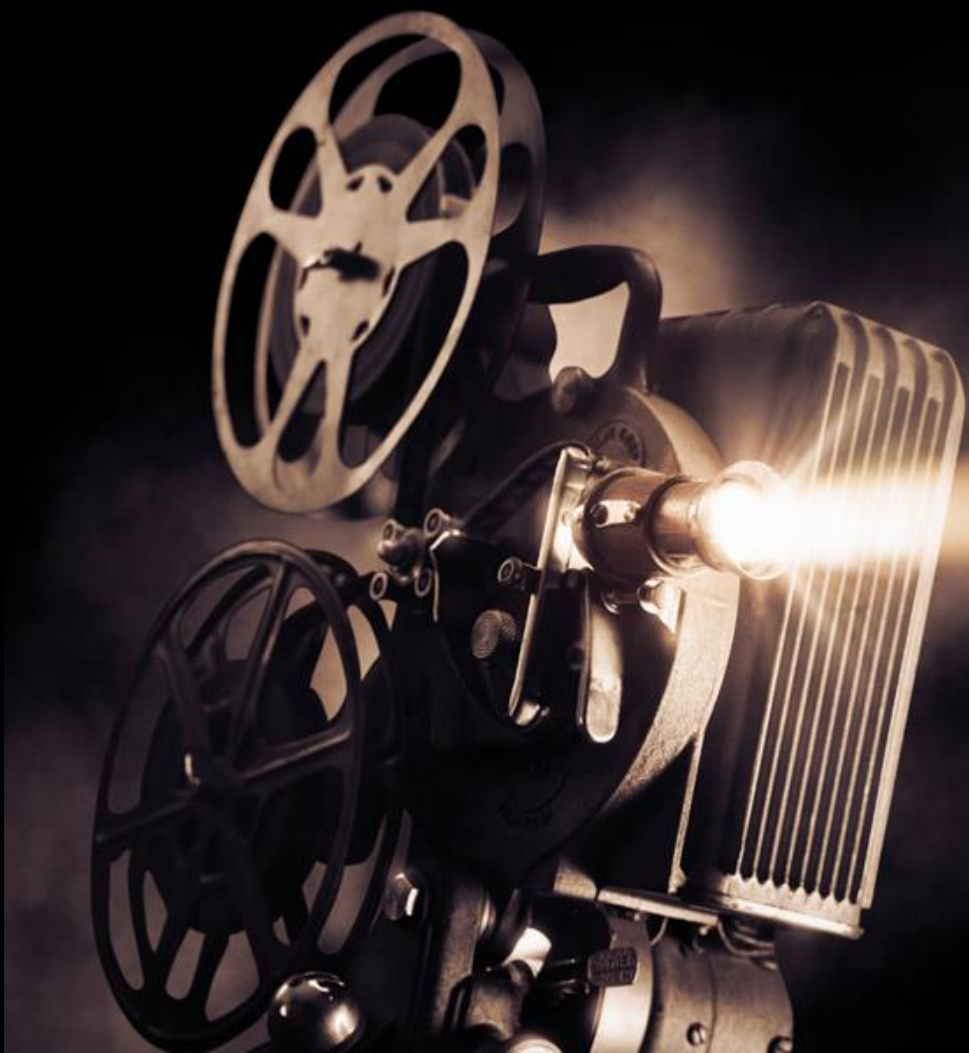
WHAT IS

S P I T F I R E
A U D I O

HIGH QUALITY



TIMELESSNESS



CLASS



ELEGANCE



SPITFIRE
SYMPHONIC
MOTIONS

RECORDED AT AIR STUDIOS



INNOVATION



MUSICIANSHIP



COMMUNITY



OVERVIEW

- Spitfire Audio is a music technology founded in 2007 by film composers Christian Henson and Paul Thomson.
- The company produces high quality virtual instruments and sample libraries.
- Mission is to inspire generations of composers by making exquisite sounds and scoring tools for film.
- Spitfire Audio also offer free products under their LABS brand, a Composer Magazine, educational videos, tips and advice in their Academy.
- Have paid over £12million in royalties to musicians who have performed in their libraries.

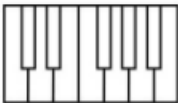
SHOP BY INSTRUMENT



Strings



Orchestra



Keys



Percussion

SCORING BUNDLES

To help you realise your film scoring ambitions



SPITFIRE SCORING DUO
£589
Sold separately: £748



SPITFIRE SCORING ESSENTIALS
£729
Sold separately: £997



SPITFIRE SCORING PROFESSIONAL
£999
Sold separately: £1545

MOST POPULAR



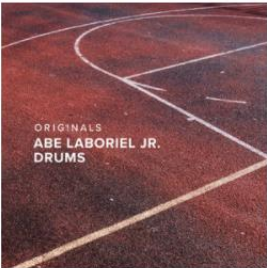
BBC SYMPHONY ORCHESTRA PROFESSIONAL
£899



BBC SYMPHONY ORCHESTRA CORE
£399



ALBION ONE
£399



NEW

ORIGINALS ABE LABORIEL JR. DRUMS
£29



NEW

GAIKA - WAR ISLAND
£29



NEW

ORIGINALS CINEMATIC FROZEN STRINGS
£29

PREMIUM COLLECTIONS

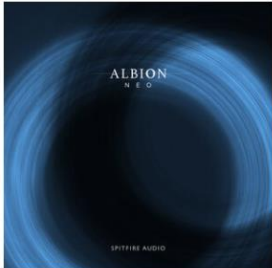
From specially curated collections, to Everything!



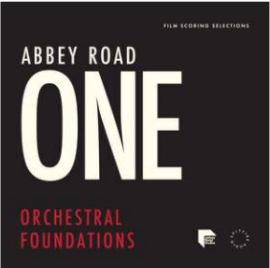
PLATINUM
£8089
Sold separately: £11569



GOLD
£5179
Sold separately: £6890



ALBION NEO
£399



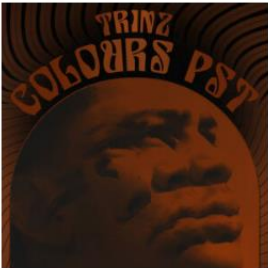
ABBAY ROAD ONE: ORCHESTRAL FOUNDATIONS
£399



SPITFIRE CHAMBER STRINGS
£599



MABE FRATTI AND CONCEPCIÓN HUERTA — ESTÁTICA
£29



TRINZ - COLOURS PST
£29



ORIGINALS JANGLE BOX PIANO
£29



EVERYTHING
£15459
Sold separately: £23001

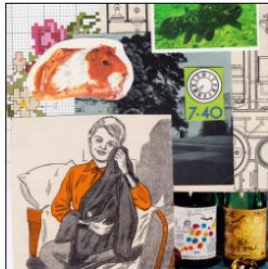
FREE

LABS

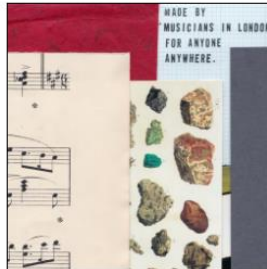
LABS



PERCUSSION



PIPE ORGAN



TAPE ORCHESTRA



WURLI



TRUMPET FIELDS



LAP STEEL



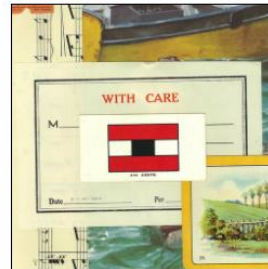
GUITAR HARMONICS



ARCTIC SWELLS



STRINGS 2



OPIA



"Our free LABS range of virtual instruments has now been downloaded by more than 1m composers, musicians and producers worldwide, and used on everything from bedroom demos through to Beyoncé records."

SPITFIRE AUDIO ACADEMY

QUICK TIPS

Pick up useful new techniques and tricks in under fifteen minutes



How liberal super deep and subliminal bottom end can add emotion to your scores



Homay takes you through some tips and tricks in Logic which she wishes she had known earlier



Paul shares some thoughts about how to approach creating successful music for commercials

INSPIRING STORIES

Insights, wisdom and behind-the-scenes films from across the composing community



Christian visits the factory of master piano makers, Schimmel, in Germany to learn how pianos are made



Alfa Mist's journey as he collaborates with the LCO to re-imagine his track 'Confliction'



Suzanne Ciani gives an in-depth demonstration of how she composes using the Buchla 200e

CREATIVE CRIBS: THE SECRETS OF A-LIST COMPOSERS

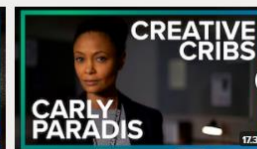
Look inside the studios, minds and processes of successful film composers



The rooms, the mics, the history!



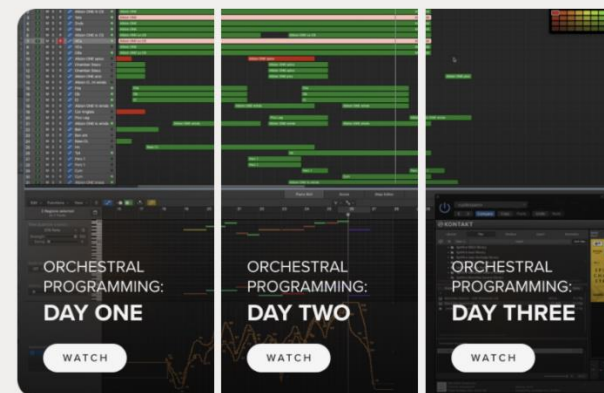
John Powell shows us where he creates his scores



We visit East London to talk to 'Line of Duty' composer Carly Paradis

ORCHESTRAL PROGRAMMING

Christian demystifies the process of writing for an orchestra

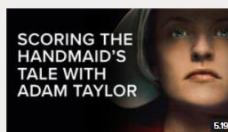


SCORE BREAKDOWNS BY TOP COMPOSERS

How the best in the business wrote the music for your favourite films and TV shows



Jeff Russo talks about his opening cue for 'Star Trek: Discovery'



Adam Taylor explains and demonstrates how he composed the soundtrack for this dystopian world



Nitin talks through a cue for Netflix's feature, 'Mowgli'

COMPOSING FOR CHOIR

Grammy-winning composer & conductor **Eric Whitacre** shares how he approaches composing for choir

WATCH

SCORING DC'S 'STARGIRL'

See how series composer, **Pinar Toprak** explores themes and composes around dialogue

WATCH

SCORING 'THE QUEEN'S GAMBIT'

Carlos Rafael Rivera shows you inside the biggest cue of the series

WATCH

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Mikey J MBE on Top Boy, sampling and the 'sonic well'



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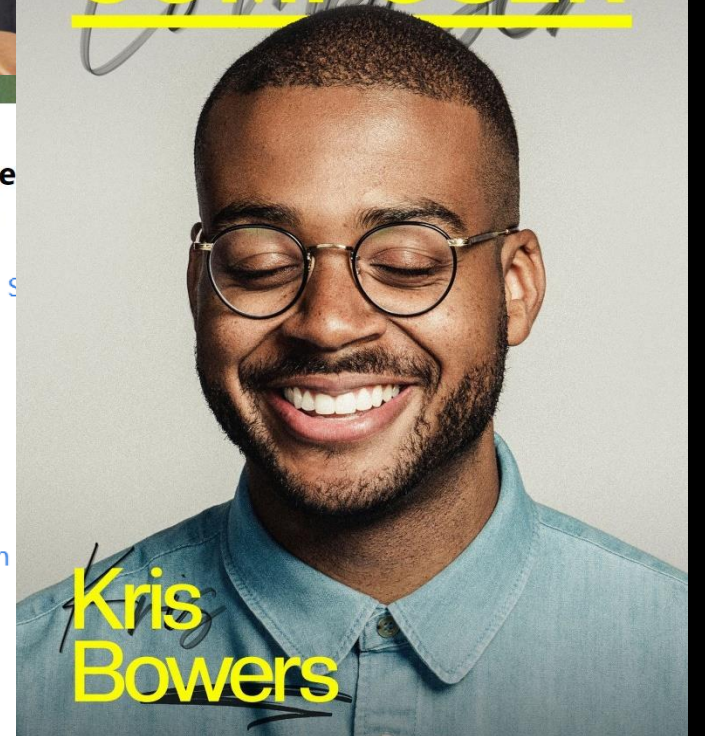
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Magazine · Editorial/Opinion

COMPOSER



Kris Bowers

COLLABORATIONS





LONDON CONTEMPORARY ORCHESTRA



ABBEY ROAD STUDIOS

WHO IS IT FOR?



COMPOSERS

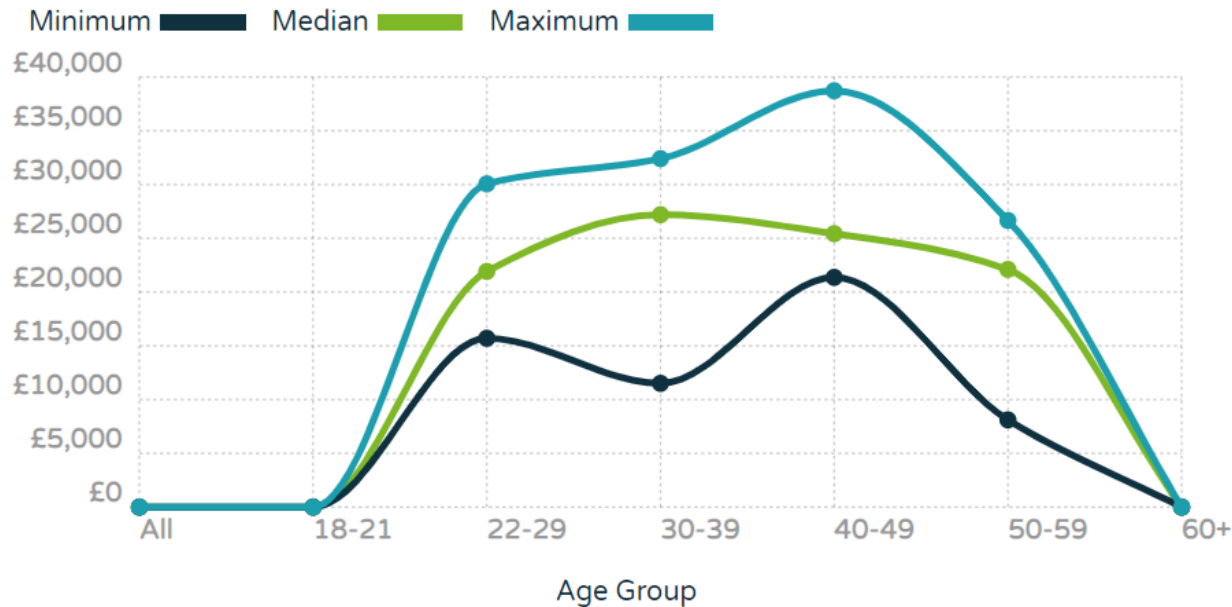


- *"Two of the biggest markets for music are television and video games (which are bigger than movies). According to Evans, 90 per cent of their compositions will, on closer inspection, turn out to use samples from Spitfire."* (NewsGroove, 2019)

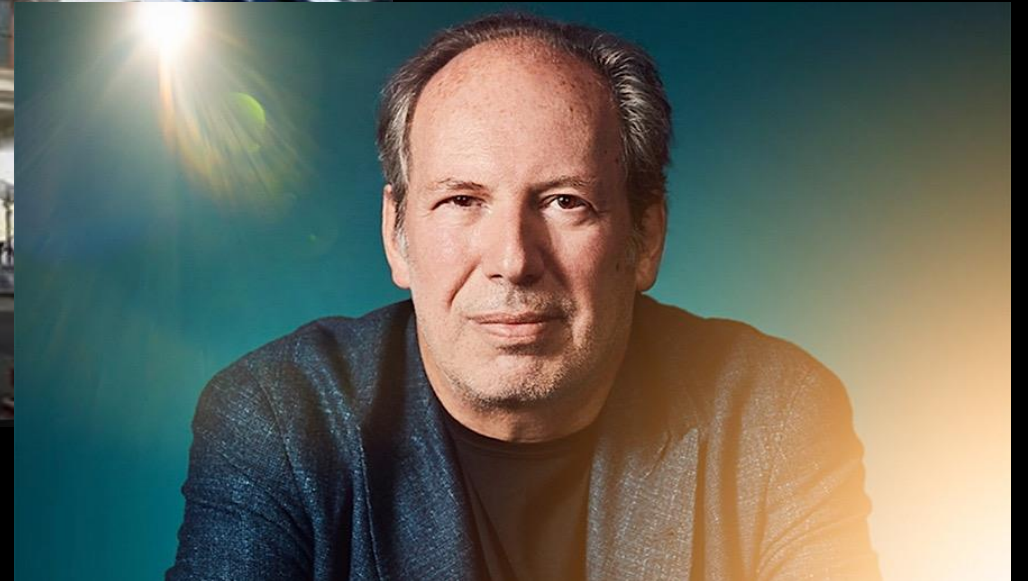
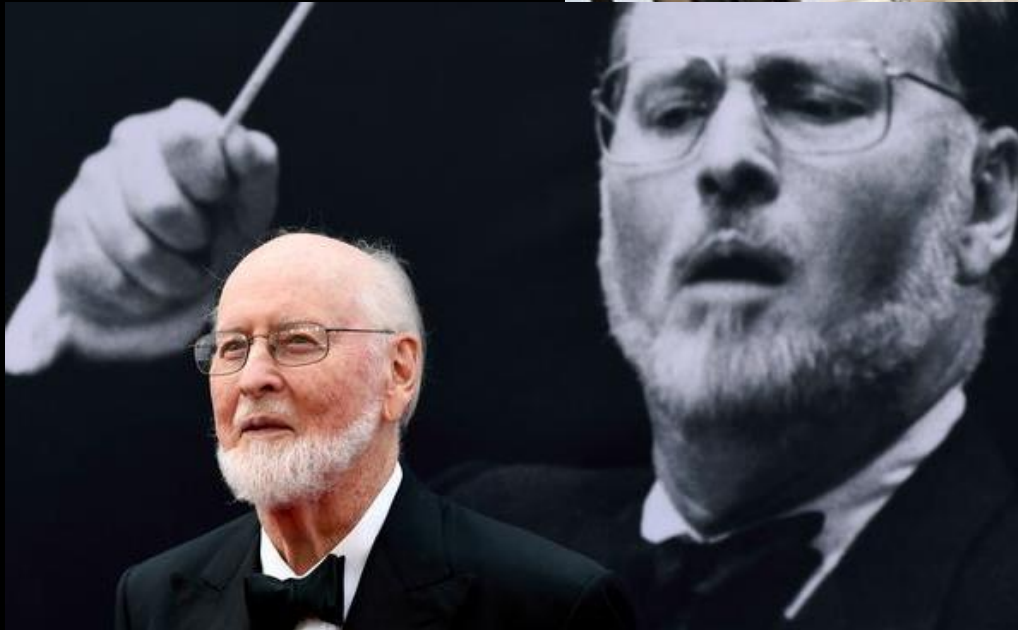
SPITFIRE AUDIO

- *"... as the whole point of an ad for a virtual instrument is to make a member of the target audience believe that the product will facilitate their transformation into the ideal subject of the successful composer."*

Music Composer Salary data from the ONS



BIG BUDGET COMPOSERS



ESTABLISHED ARTISTS



TELEVISION, NETFLIX



ASPIRING COMPOSERS, INDIE



MUSIC PRODUCERS



BEDROOM COMPOSERS, STUDENTS



SOCIAL MEDIA



Spitfire Audio

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About

[See all](#)

i We make inspiring sounds and scoring tools for film, in collaboration with the world's best composers, musicians and engineers.

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SPITFIRE AUDIO

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Spitfire Audio

We make sounds for film composers.

OUT NOW: Heirloom — The Emotional Ensemble

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5,839 Tweets

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LABS

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[Gill Sans Greek Pro Greek Medium](#) by Monotype

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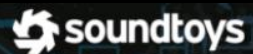
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Tim Kelley

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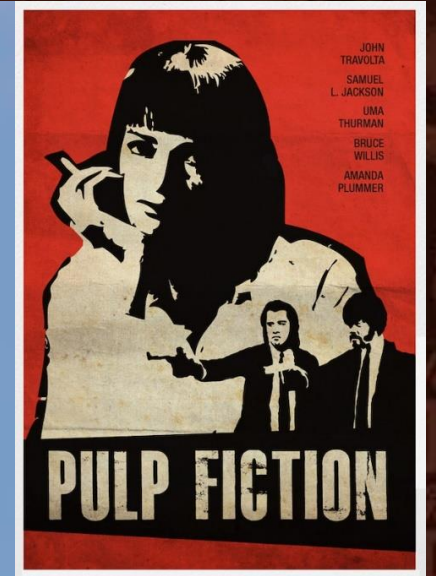
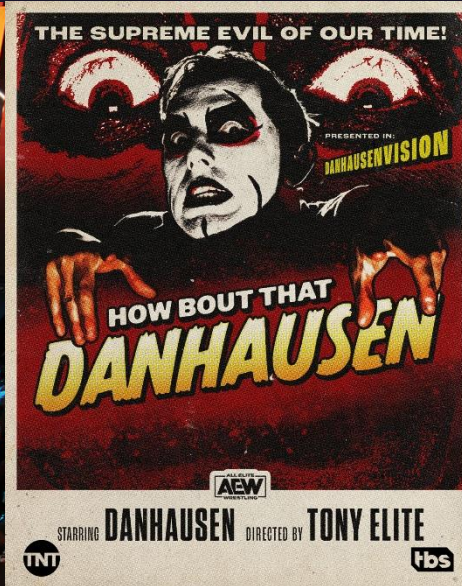


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On Things Left Behind

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FROM THE HOUSE OF PERFORMANCE

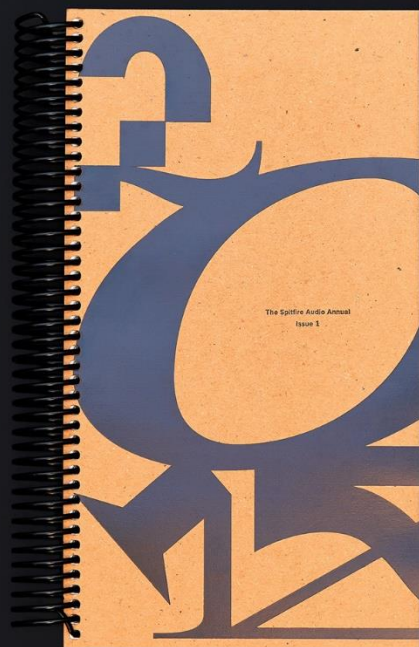
SPITFIRE AUDIO
PRESENTS



A DAZZLING PRODUCTION TO INTRIGUE

STUDIO ORCHERSTRA

PROFESSIONAL



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SA RECORDINGS

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OR PRESENTATION



TIMELINE

MAY 2022 – STRATEGIC CONSULTANCY

JUNE 2022 – NEW ARTWORK

AUGUST 2022 – NEW WEBSITE LAUNCH

W/ MONTHLY SPITFIRE CINEMA

OCTOBER 2022 – FILM MAKER COMPETITION

DECEMBER 2022 – SPITFIRE AUDIO ANNUAL II

BUDGET

STRATEGIC CONSULTANCY – STRATEGY £3500

BRAND IDENTITY - £2000

ASSET CREATION –

WEBSITE £4000

POSTER ARTWORK £300 EACH (MIN 10)

GRAPHIC DESIGNER £3000

PHOTOGRAPHER £3000

TOTAL £18000

HEAD OF AGREEMENT

Party A: Ieva Aleksandroviciute

Party B: Spitfire Audio

Project: Rebrand of Spitfire Audio

Costs: £18000

Start date: May 2022 End Date January 2023

Terms and Conditions:

Will hire a solicitor (£500- £1500) because our course didn't cover the legal bits.

Sources

- J., Tan, S.L., Rodman, R., (2021) The Oxford Handbook of Music and Advertising, (p103) Oxford University Press
- NewsGroove UK (2019) Orchestral manoeuvrers: Tech-savvy musicians whose virtual instruments mean 'anyone can be a composer' . Available at <https://www.newsgroove.co.uk/orchestral-manoeuverers-tech-savvy-musicians-whose-virtual-instruments-mean-anyone-can-be-a-composer/>
- Spitfire Audio. Available at <https://www.spitfireaudio.com/>