

07_Brief_Phone_Advert

Brief:

Studio X (GLW) are looking for an upbeat electronic track for use in a series of social media promotional videos for VIVO.

Additional note from editor:

Hey all excited to get this music on to a really good edit. Dan i know you will smash it! Im going to send through some VIVO adverts as an example of where we want to start sound wise. But as Giles said earlier we want to elevate these and make it a bit more stylish than these examples, with a nice cadence at the end which really hits the product home and the relationship between it and our Hero's

References:

https://www.youtube.com/watch?v=b69k8_xTyyw&ab_channel=VivoIndia

<https://www.youtube.com/watch?v=Uif2KVzZKbA>

Submitted track: '07_Track_Phone_Advert'

Track in context with video: https://www.youtube.com/watch?v=czJbQ1neslk&ab_channel=DanielNewcombe

(featuring previous edit/dialogue)

Developments made based on D1 Feedback:

- Re-arranging of main melody sequence for less repetitive feel throughout.
- Overall mix improvements.