

Phillips _S_ Development _Element 1

(Brief 1) 'All One of a Kind'

From: [Damian Counsell](#)
Sent: 02 May 2020 13:38
To: [Steve Phillips](#)
Subject: that ad soundtrack

Hi Steve

Geek work crisis looks to be over for now! So I am catching up with music work.

I have just listened to your latest idea a couple of times, and, by weird coincidence, I was at a trade show at the NEC yesterday and someone was telling me about how her company---who develop complete "packaging solutions" for manufacturers---always has trouble finding royalty-free sync music for their ads. She has sent me links to two of them. The first one is a really well made ad let down by a weak soundtrack. (She told me that they later got rights to use a Stevie Wonder song gratis because there was a charity involved.) You have to scroll down the page to play the Vimeo video:

<https://freethebirds.com/thoughts/post/clarity-co-film/>

Anyway, your idea struck me as being in the right emotional space. We should chat about it. I think this could be a good direct connection. If we can offer them a couple of examples of "Gospely" "inspirational" soundtracks, they might bite.

all the best
Damian

ELEMENT 3_BRIEF 1_ITERATION

All 1 Of a Kind:

From the feedback received and having listed to the mix again; I could hear alterations that would potentially improve the overall quality and feel of the track. Namely, taking out the vocal right at the start of track, performing edits to the outro vocal, and adjusting the EQ and overall tonal balance of the track. Thack now feels much livelier and sounds better balanced.