

Agency Brief

<https://open.spotify.com/playlist/4VGRYAv8o2hShKaPFufFiv?si=6d8b958847eb438b>

80k euros budget for one month, all media excluding tv, territory is Germany, plus 8 months passive

We need something that carries the feeling of relief and worry free-ness, that also is recognizable and sticks to your head.

With our protagonist enjoying the ride, the song should carry the imagery and narrating speed as well as it should not be too monotonous.

Licensed tracks would be preferred.

Update:

We are looking for a catchy tune, the drive and a certain modernity. we look for a certain greatness of the song and a recognizable value.

Our reference is the Fleetwood Mac track paired with modernity, which should fit our character.

What our client can also imagine, the song is of course totally out of Budget, but should only give a direction of the feeling is this Bruno Mars track.

producer also did a chat gpt research: funkytown, cant stop the feeling, chic, good time i wrote down

Brand Brief

client felt agency references are too slow and lack energy. they want never but agency didnt like any of their input except skate.

Ihr kennt uns - wir sind auch große Musikfans und waren natürlich nicht untätig 😊 (ich weiß, das mögt ihr besonders gerne).

Hier ein paar Vorschläge, welche Richtung für uns gut funktionieren kann (Feelgood, mitreißend und trotzdem nicht zu hektisch, cool, Climax).

[Birdy - Keeping Your Head Up \(Official Music Video\) - YouTube](#)

[Bruno Mars, Anderson .Paak, Silk Sonic - Skate \[Official Music Video\]](#)

[Capital Cities - Safe And Sound](#)

[Henri Purnell - beautiful day \(Official Music Video\)](#)

Director Brief

I always think about music not as soundtracking, but storytelling. Music is a vital ingredient in describing what our protagonists are feeling, and so what we should be feeling too. In this film our music is expressing what's going on in Ruth's head as she cruises home, that sensation of carefree breeziness. Just for fun, I've made a handful of suggestions HERE (the favourite of which I've included in my treatment) that could work nicely. However, there will be any number of tracks out there to explore, taking us in wildly different musical directions. I haven't even begun to scratch the surface here. You'll also find that most of the tracks I've dug out are all retro and recognisable to some extent, but this needn't be the case either. What I do like about these tracks is that they are simple, comforting and uplifting, and have an airy, care-free innocence about them. They also hint at a slightly mischievous and child-like spirit in Ruth. The feeling that when she gets on her trolley she's connecting with her younger self again.

<https://wdrv.it/4614c379e>

<https://open.spotify.com/playlist/3Xbl5FVc79amvThxxQlOT?si=764ab3999dd54bae&nd=1&dlsi=f64226f07d4d4824>

Our brief

We have a new music briefing we would love to share with you:

For a german supermarket brand we need a **recognizable** song. The protagonist of the spot will be an older woman who is in retirement and riding to the supermarket and meeting people she knows on the way. The song should give a **feeling of relief/worry-free, ease** maybe with a touch of **nostalgia** compared with the feeling of a **soft breeze** and **freedom**. A little bit like the feeling of walking through the sun on a **good day, happy** and **without stress**, because **everything's is wonderful** and worked out the way you wanted.

Keywords regarding the lyrics can be:

carefree, easiness, summer, sunny, stroll, roll, ride, cruise, going places, freedom, familiarity, community, breeziness, uplifting, comforting, good for everyone, care, easy life, comfort, uplift, make your life better

Overall we would love to have these lyrics, but if not it should be a „feel good sunshine track“ where it doesn't need lyrics to translate for the vibes.

Here are some references:

Dreams - Fleetwood Mac

Skate - Bruno Mars, Anderson .Paak, Silk Sonic

Genre is open at the moment, from 70s classic rock songs with slow pace to folk, soul or pop directions. Also even if the reference are not modern, they are interested in having both older and modern songs or songs that are relevant now, to attract a younger audience.

Film Stills:



Our Tasks & Strategy

- clearing agency refs (currently dreams & skate) (christian started)
- different recordings or remixes of dreams
- new song proposals following following routes:

Pre-check:

cosmic girl → **EUR 45k plus VAT (100% Copyright)**

suddenly i see EUR → **40k plus VAT (100% Copyright)**

moves like jagger - ***könnte im Budget sein - 40k (Concord)***

september → EUR 55k plus VAT (100% Copyright)?

→ Stephan (33.3%): ungeklärte Rechte (term reduzieren auf 6 monate)

dont stop me now → **EUR 90k plus VAT (100% Copyright)**

getting happy → **EUR 40k plus VAT (100% Copyright)**

freedom! → **EUR 60k plus VAT (100% Copyright)**

lovely day → **40K ABER nur 3 month passive use // 50k nur 5 month passive use**

i get around

hey ya! → 40k GROBES Ja (6 monate passiv)

fly away → GROBES Ja (6 monate passiv)

call me the breeze → stephan. konnte klappen/können wir probiere (term reduzieren auf 6 monate)

→ Die Johnny Cash Version wird wahrscheinlich auf Masterseite nicht klärbar sein

take it easy

superfly → stephan. konnte klappen/können wir probieren (term reduzieren auf 6 monate)

Alright → 55k

Rebriefs