

The most normal thing.

antoni\_99

# Music



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## Music - Overall

**Sustainability, organic, vegan... all big topics that have been discussed time and again. These topics split society. But why? Basically it's all very agreeable stuff. Like treating animals well. Or not polluting the planet. That's why this film should be as approachable as possible. It's an invitation to come to the „ALDI's land of sustainability“. It should spark a feeling of „yeah, of course sustainability should be something totally normal“. The music plays a big role in achieving that feeling.**



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## Music Briefing

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### Technical aspects:

- We prefer licensing a track.
- It must **not** compete with the VO, but still give the film energy.
- Ideally the track should have a **build up or different phases of intensity**.

### Creative aspects:

The music should feel **memorable** and give the film a **positive** character. It has to be **approachable**, however not too sleek or pop. It can be a little unexpected without being elitist. It has **character**, ideally is recognisable by a wider audience. Older tracks can be an option but they shouldn't feel dated. Let's look at artists who do modern interpretations of Funk like Aloe Blacc, Kaytranada, Mark Ronson, Anderson .Paak etc.

Not too electro, rather Funk/Soul/Hip-Hop/R&B but we don't want to limit the genre yet.

Other words that describe what we're looking for: ease of mind, uplifting, soulful, rhythmic but not hectic, modern, likeable but not boring, uplifting, human.

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## Music - References

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### First Playlist with a few tracks.



This video is one of our general music references.



This video is our editing reference.



This video is our VO reference.