



# Advertising Production – Music Executive Summary

We are a team of industry experts. We will enable Unilever to master the craft of ad production from briefing to airing whilst ensuring execution excellence and efficiency on a global scale.



## So what's this all about?

Music plays a critical role in advertising enjoyment and building brand love but all too often we don't give this enough attention to maximise its impact.

In order to raise awareness and the bar on the use of music, Unilever has appointed **Big Sync Music** to provide support for all our music requirements, covering areas such as advertising, digital, PR and comms. Big Sync Music is a specialist music agency, established with Unilever Ventures, to service, amongst others, Unilever and our partner agencies and to provide strategic, creative and procurement consultation to Unilever as its anchor client.

This provides Unilever with a specialist team dedicated to delivering excellent creative results for our brands, with complete transparency, best prices and ultimately savings for brands to reinvest. Big Sync Music will also provide Unilever with a wealth of music knowledge and insight for use in our advertising.

It is all too often the case that music development and selection is left to the end of the creative process resulting in diminished budgets and rushed sub-optimum music selections. With the appointment of Big Sync Music, Unilever aims to elevate the role of music within the creative process and to improve on music management. Focussing on the importance of correct briefing, Big Sync Music will assist us in enhancing the role of music to deliver more impactful communication across all channels (TV, Digital etc). The Central Advertising Production Team will now also be able to build Unilever capability and understanding around the current and historical use of music in advertising.

## Benefits:

The Big Sync Music team covers:

- > **Licensing** – Negotiating and securing all music rights providing security, access and value. Their expertise and influence extends over:
  - Commercially available tracks from Classical to Pop and Rock, unsigned to superstar artists
  - Scored music written to picture, re-records and cover versions, style-a-likes
  - Pre-cleared library music from music production companies

- > **Search** – A track idea can come from anywhere. Big Sync Music will facilitate a complete music search from working internally on a music brief to sending out a brief to Major and Indie labels and publishers, music supervisors and commentators.

- > **Music Strategy** – Sonic Branding and Route To Market, defining a brand's music personality to discovering what music is best for your brand.

- > **Music Content** – Bringing more fame to the campaign by using the featured music and artist content outside of the ad

- > **Research, Evaluation and Reporting** – Brand spend analysis, evaluating and measuring effectiveness of featured music in an ad, license and contract management, renewals and reminders.

## Process:

### Unilever Project Leader:

When a Unilever Project Leader logs a production activity online in AdManager (<http://adproduction.unilever.com>) the allocated RAP will ensure Big Sync Music is engaged and in contact with the brand team and the creative agency to understand the music requirements.

The brand team and agency should provide Big Sync Music with full music requirements, listing licensing details such as territories, lengths and budgets, which will be signed off by both parties before quotations are sourced.

Big Sync Music will continue to work seamlessly alongside the advertising agency and specifically with the creatives and the production department to develop music briefs, manage searches, organise demos and initiate quotes.

## Advertising Agency:

The advertising agency and the brand teams take full responsibility for ensuring the use of Big Sync Music for music procurement and it remains the creative agency and brand team's decision on what music to select. Big Sync Music is there to facilitate, and not dictate, music choices.



## Finance:

The payments for music usages and fees, including renewals as well as signing of contract, will continue to go through the advertising agency (or production companies in LATAM) and forms part of the 2 line or 4 line split of a DO, depending on the agency's agreement to Unilever's standard payment terms (as detailed in the *Unilever AdPro – Finance Executive Summary* document).

## Big Sync Music:

[bigsyncnteam@bigsyncmusic.com](mailto:bigsyncnteam@bigsyncmusic.com)

<http://www.bigsyncmusic.com/>

## Just ensure you log your job in AdManager and we will take care of the rest!

### Just follow the 3 simple steps:

1. **Log your production** via the Advertising Production Portal page <http://adproduction.unilever.com>
2. An **Advertising Production Job Number (APJ#)** will be sent to you instantly via automated email with your unique Advertising Production Job Number (APJ#). This will ensure payments can be smoothly made for your production activity.
3. **Get Connected!** The activity will then be allocated to a Regional Advertising Producer (RAP) who the project leader and agency must engage with throughout the entire process.

The Central AdPro Team can provide ad hoc reports showing what music deals we have done where and other information on costs and savings.

## Key things to note:

- ✓ BD and BB must log all Productions
- ✓ Productions must be logged prior to briefing the creative agency. The later you log your activity the greater the lost opportunity of getting the benefits and efficiencies from the RAP and our suppliers!
- ✓ Make sure you engage with your RAP as soon as the job has been logged so they can help maximise the efficiencies.
- ✓ Ensure your creative agencies uses **Big Sync Music**.

To learn more, ask a question or join a production master class, visit us on our portal or contact us via Chatter or email:  
AdPro Portal URL: <http://adproduction.unilever.com>  
Central AdPro Team: [advertising.production@unilever.com](mailto:advertising.production@unilever.com)

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