

Here's the brief for XXXXX XXXXX. The music examples are only there to indicate what's right and what's not. We're not after soundalikes or anything like that.

## **XXXXX MUSIC BRIEF**

We are doing an animation for xxxxx xxxxxx launch at the moment. The ideas are all based around teens overcoming negative barriers (enemies of play) in their World. I have attached our latest animatic. It is being done by an animation duo called xxxxx xxxxxxxx. The target for the ad is teens 13-16.

As an agency we want to use something cool as a way in to get kids attention, from a client perspective they think they would like to compose a track to tell the story. Whatever the suggestions, we just want to do something cool enough for the target.

Sound Effects will play a big part of the final audio so the music needs to be something that can work with them. Feel we should avoid lyrics.

Our first thoughts are that we would like the beginning to feel mega oppressive, and then lighter from the middle part towards the end. SFX will include alarms sounding and some representation of the juice 'flowing'. (This may be a mnemonic device.) (SFX w/animatic to follow)

### **Re: test movie 2 (edit 2)**

This is just a test we did very quickly to show the client, most people have found this too fast, but the beginning v end thing is a good starting point. Talking to the animators they feel it shouldn't be anything too busy and full.

This sort of thing also attracted the creatives:

**<http://youtube.com/user/MyNameisTake>**

It's also worth mentioning that the Creatives have listened to a few more reference tracks and liked the followng:

'Who You' **The Emperor Machine**

'Phantom Pt.II' **Justice**

'Black Gloves' **Goose** <http://www.myspace.com/goosemusic>

'Pound For Pound' **Freelance Hellraiser**

'Atlantis To Interzone (Crystal Castles Remix)' **Klaxtons**

With these tracks they thought the punctuation was good - so nice and chaotic at the front, then maintained a nice slower, but interesting pace at the reveal (where the character opens the "product").