



Ad digger special: Tracks & Fields’s top 10 picks of music licensing in commercials 2016

Description



Nothing sells a TV commercial like good music! In 2016, the advertising industry saw the creation of great soundtracks to TV commercials through ad music or sync licensing. The outcome was great commercials that featured the best of music licensing.

In no particular order, here are picks of the best songs that benefited from sync licensing in 2016 TV

commercials.

Under Armour â?? Rule Yourself

The 2016 Under Armour commercial shows Michael Phelps doing racking up the laps and hour of mental preparation in readiness for Rio 2016 Olympics.

Song: The Last Goodbye

Artist: The Kills

Agency: Droga5

Mercedes Benz â?? Snow Date

A young boy with plans for a date is determined to go despite an ongoing snowstorm. The boy is driven by the father to the movie theater, where he meets his date just at the right time.

Song: Make You Feel My Love

Artist: Sleeping At Last

Agency: Merkley+Partners

Sony Bravia â?? More Brilliance. More Beauty

In this ad that coincides with the 70th anniversary of the Sony Bravia4k HDR TVs, balloons explode around a casino releasing a firework of color.

Song: True Colours

Artist: Tom Odell

Agency: DDB

Kenzo World

This advert features a character after she escapes a boring black-tie gala to dance her way through Lincoln Centre, eventually, diving through a giant floral eyeball, the packing of the perfume. Utilizes sync licensing rights to the song Ape Drums.

Song: Ape Drums

Artist: Mutant Brain feat. Sam Spiegel Assassin

Agency: Framework

Nike ??? Da Da Ding

In this short film, Nike features female athletes running, jumping, fighting, sweating and screaming while looking pretty at the same time. The commercial utilizes music licensing rights for the song Da Da Ding.

Song: Da Da Ding

Artist: Gener8ion ft. Gizzle

Agency: W+K India

Les Sauveteurs en Mer ??? The Mermaid

A young mermaid in the depths of the sea longs for a prince charming to spend her life with till a sailor falls into the sea, only for a life jacket to take the man right where he came from.

Song: Without You

Artist: Tobias Jesso Jr.

Agency: Publicis Conseil

Beats by Dre Presents ??? Got No Strings

This advertisement to promote Apple's Beats By Dre headphones features almost 20 public figures who sing, dance, skip or trip along to the ad music on a range of wireless headsets.

Song: I Have Got No Strings.

Artist: Dickie Jones

Agency: Anomaly

Audi R8 ??? Commander

The Commander is the story of a retired astronaut who is left reliving the golden age of space exploration only to be jolted to the present when his son hands him the Audi R8 V10 plus keys.

Song: Starman

Artist: David Bowie

Agency: Venables Bell & Partners

IKEA ??? Welcome Home

In this beautifully-made IKEA TV advertisement, a young boy shines a little light on his mother's journey home. For sure, life is better at the flick of a switch. All these to the music licensing rights of the song Lighthouse, the perfect soundtrack.

Song: Lighthouse
Artist: Welcome Home
Agency: Mother

Volkswagen â?? Companion

This 60-second advert shows a red-haired toddler gradually aging through a period of 40 years in an evolving set of VW cars beginning with a Beetle and ending with its 2016 model.

Song: Iâ??ll Be Your Home
Artist: Phillip LaRue
Agency: DDB