



Tracks & Fields synchs nominated twice at New York Festivals

Description



This years finalists of the prestigious New York Festival have been announced. Weâ??re happy to tell you that two synchs we have consulted for have received nominations for â??Best Use Of Musicâ??.

The festival, held annually at the Jazz at Lincoln Centerâ??s Frederick P. Rose Hall in New York City is renowned for honouring the best of advertising across all media from 80+ countries. The finalists are judged by a panel of the worldâ??s top creative executives from the worldâ??s top advertising agencies; with winners being announced to the public on May 18th.

The first nomination comes from our synch with German online retailer *Otto* in collaboration with *Heimat Werbeagentur* for their touching, animated 2016 christmas campaign â??The Precious Giftâ??. This project saw us sync-license a uniquely produced choir rendition of Cyndi Lauperâ??s hit song â??Time After Time.

The second nomination saw us work alongside *Energy BBDO* on American eye-care specialists *Pearle Vision*'s much lauded "Ben's Glasses" campaign. The heartwarming ad received rave reviews on both Adweek.com and Ads of the World. For this project the delicate and dulcet "Weather" by Welsh folk singer Novo Amor was licensed.

Watch both now below: