



June recap: Cannes Lions 2018, Vampire Banking, New T&F Berlin office

## Description



The view from our HANGOVER REHAB balcony

It's hard to believe that 2018 is half over already!

With so much going on each and every week, to supplement our regular posts and updates we're going to pull together a recap of what's been happening in the Tracks & Fields universe at the end of every month.

Without further ado, let's revisit everything that happened this June.

#### CANNES LIONS 2018: HANGOVER REHAB

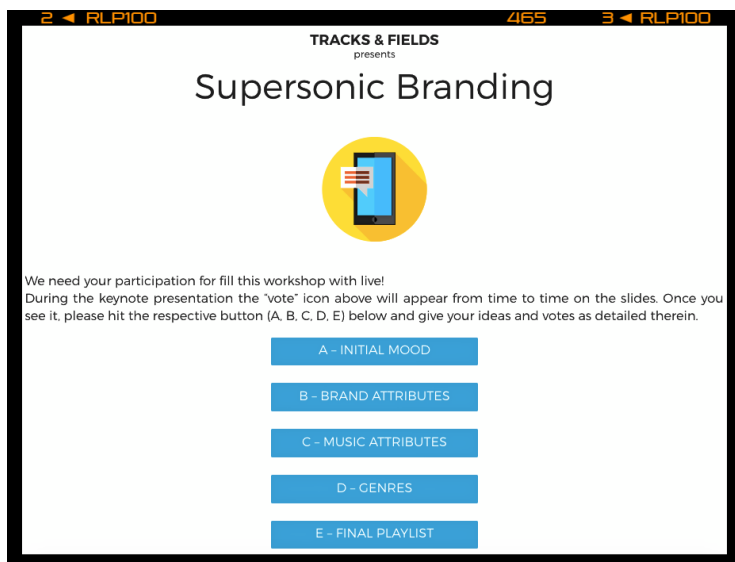


Our annual **Cannes Lions** daytime recovery party, **Hangover Rehab**, once again welcomed an international cast of industry visitors for a dose of sun and sustenance each day of the festival.

Several hundred invitees including film producers, creatives, and music industry professionals came together to meet and mingle, fuel up on complimentary brunch and cocktails, and take in the stunning ocean views from our beachfront balcony, before heading out for another busy day at Cannes Lions.

We look forward to welcoming guests again next year! In the meantime, if you're not already following us on [Facebook](#) or [Instagram](#), check out both to see some more photos and videos (and don't forget to tag us in yours!)

#### CANNES LIONS 2018: SUPERSONIC BRANDING WORKSHOP & YOUNG CREATIVE ACADEMY



Our [previous post](#) introduced the **Super-Sonic Branding** theme of our Cannes Lion 2018 workshop, but hereâ??s a little insight into the genesis of this idea:

We met with the Cannes Lions team in London earlier this year, and they tasked us with a request: to **â??find the soundâ??** of Cannes Lions. This presented us a unique opportunity. Not only to show what it is that we do best, but to demonstrate our approach in a **teachable, interactive program** for Cannes Lions Workshop attendees.

To achieve this we developed an app (right) to guide our workshop participants â?? around 100 people over two sessions â?? through the stages of a music branding project. These included establishing a mood, identifying brand attributes, and listening sessions to determine genre preferences and target groups.

An additional third day of presentation was arranged for the **Cannes Lions Creative Academy**, a masterclass curated by industry legend **Bob Isherwood** for a select group of young professionals. We were thrilled to be invited to present to these future industry leaders, alongside speakers like **David Droga**, former Executive Creative Director of Saatchi & Saatchi.

**CANNES LIONS 2018: DENTSU BEACH PARTY**



We were similarly thrilled to be invited by **Dentsu Creative X**, Japan's biggest production company and creative agency, to be one of their selected **X Special Guests** for their annual Cannes Lions Beach Party.

This was our 2nd year in a row participating in this event, which brings together Creative Directors and executives from international agencies and production companies.

Our presentation titled **Let The Music Do The Talking** offered detailed case studies of three of our most highly acclaimed campaigns **Nike Presents: FORCE DANCE MOVIE performed by KOHARU SUGAWARA**, **Pearle Vision's ad Ben's Glasses** and **OTTO's Zeitgeschenk** Christmas campaign to detail how to effectively brief and talk about music.

Our CEO **Christian Mix-Linzer** presented one of the day's six talks, and he was in great company. Other speakers included a representative from the stop-motion animation studio behind **Wallace and Gromit**, **Aardman Animations**, as well as VFX giant **Mikros-MPC**, and **Ridley Scott's** film production house, **RSA Films**.

To round out the day we were also asked to compile the complete **music playlist** for the beach party a task we were more than happy to undertake (of course).

**CANNES LIONS 2018: AWARD WINS**



Our final Cannes Lions update of course concerns the festival's prestigious awards!

We're happy to share that our music production work for the aforementioned [Nike](#) campaign was shortlisted for the **Best Use Of Original Music** award, and another project we worked on in a song licensing capacity **ADAC's** hilarious **Pottery Don't Call Mom** spot (below) was awarded a **Bronze Lion Campaign** award in the **Film** category.

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#### NEW WORK: EURO BANK VAMPIRES

In other licensing news, our track licensing work for **eurobank's** recent campaign tickles the funny bone as well, by placing vampires in some unusual situations. Check out the ad below!

#### T&F BERLIN: NEW OFFICE!

Last but not least, in June we packed up our office of several years in Berlin's Kreuzberg, to a cosy new new spot in Prenzlauer Berg. Stay tuned to our [Facebook](#) or [Instagram](#) for photos of our new space, coming soon!