



July recap: Panasonic, Belgian cybercrime, Bite-sized Calbee, FC St. Pauli

Description



The long, sunny days and soaring temperatures of this generous summer season were the key feature of our July, closely followed by the broad spectrum of projects and placements that kept us busy all month. We hope you're having a great summer (or winter!) as well, and here's our latest monthly digest to catch you up on all our recent happenings!

FC St. Pauli documentary

The cult-like popularity of **German soccer club FC St. Pauli** is set to increase another notch with the release of ***Auswärtsspiel***, a documentary which follows the Hamburg team on tour in the United States in May of this year.

The team's travels took them from Baltimore to Detroit and eventually to Portland, and marked the first time that a club from the German second division had visited the USA. The 25-minute film is presented by sportswear brand **Under Armour**, and features a song which we successfully placed: **Skullcrusher** by Tracks & Fields composer **Justin Crosby**. The entire film can be watched above, keep an ear out for it!

Music supervision for Belgian TV crime drama *Unit 42*



Popular TV series ***Unit 42*** follows a specialist unit of cybercrime detectives in the Belgian federal police force, and in particular the lead duo of Sam, a tech luddite cop newly transferred from the homicide bureau, and Billie, a young, feisty officer and IT expert. Twists and turns ensue as the mismatched pairing endeavour to solve a range of crimes related to the Internet and emerging technologies.

For the show's most recent season, our **television music supervision** work featured in an episode's crucial last sequence and closing credits. The song placed was **"I Wish You Love,"** an English **cover version** of the French song **"Que Rest-t-il de Not Amours"** originally by **Charles Trenet**, as performed by the musical group **The Hashtags**.

Calbee's bite-sized ad spots

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In honour of their **Jagarico** potato snack range, **Japanese** food maker **Calbee** created a series of quirky yellow-hued ad spots that each clock in at **0:07 seconds** long.

All of the spots are uniform: a model dressed in yellow bites into the snack in time with the music, but each of the five features is slightly different angles movements and still shots. As the model spins on a dais, is framed in static shots or makes the smallest movements, the same bleepy micro-composition, as penned by one of our Tracks & Fields production members, accompanies each advertising snippet.

A playlist of all five Calbee ads can be seen above, and clocks in at a tiny 35 seconds in total!

Modern Advertising Magazine China



独家 专题

各大论坛彰显行业新热点



2018 戛纳国际创意节演讲人
OMO 首席执行官
Christian Mix-Linzer
品牌主不应该只从他们自己的视角感受什么样的音乐适合这个品牌，而是要研究什么音乐正中其消费者的下怀。



2018 戛纳国际创意节演讲人
OMO 首席执行官
Helen Lubbock
如果不对我们的 AI 项目进行培养，就像对孩子的教育，它无法为我们提供搜索的结果。我们不能指望它能够自己识别善恶，所以必须要教会它。

各种各样的主题论坛充斥戛纳国际创意节的每一个角落

《现代广告》在创意节聆听一众大品牌执行官们的行业经验和心声后发现，技术仍然是躲不开了的话题，而今年展示技术的重点在于它与创意的关系，以及如何更加有利于品牌建设、有利于真正服务受众。

帝亚吉欧 OMO Sij Saller 坚决地表示，创意无可取代！在她看来，时髦工具并不是终极法宝，技术应该将人们从基础工作中解放出来，从而更好地做创意。“它赋予我们力量，帮助人们更方便地获得产品或服务，但不应闯入受众的生活，尤其是在当前到达年轻受众非常困难的情况下。服务和产品要与受众产生关联性，就必须通过故事讲述来使用创意。而故事讲述并不能在机器的帮助下完成。”

另外，消费者行为的变化导致信息传递方式不再是线性的，所以现在在转移媒介渠道的基础上，其品

牌构建和产品及服务提供都围绕为消费者提供享受与体验这一点。

身处技术公司的电子美国 CMO Marc Mathieu 所擅长的是人性化营销。他认为，不要只是为了销售去营销，而要为了服务受众去营销。比如，注重消费者如何从其开支从品牌处获得更好的服务而不是购买产品，这才是真正的增长来源，也是数字化健康发展的方向。由此可以看出，在品牌中普遍流行的观点是关于技术与创意、品牌能为受众带去什么样的体验、对新的媒介环境有着怎样的认知？另外，作为触达年轻受众的最佳手段，社交媒体的价值得到了不少品牌的认可，因此在一段时间内，他们仍然可以在这个领域耕耘并取得不俗的成绩。

今年我们还兴奋地看到，娱乐板块加入创意节的3年来，人们对娱乐内容营销和创意有了更深一步的



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Eagle-eyed readers of Chinese publication **Modern Advertising Magazine** may have noticed a familiar face in the newest issue, which is dedicated to the recent edition of **Cannes Lions**; that is indeed our logo featured on Page 22, alongside our CEO Christian Mix-Linzer.

Panasonic's bespoke branding

Our bespoke production work features in a **Panasonic** brand film which debuted to all international markets last month. The nearly four-minute long piece details the company's corporate mission to strive towards **A Better Life, A Better World**, in a variety of industries and fields all around the globe.

The music created to accompany this film is a piano-centred instrumental composition, with voice harmonisation and an uplifting crescendo.

T&F BBQ



As you may have seen on our social channels, we warmed up our new Berlin office garden with a team barbecue. If you havenâ??t found us socially yet come and connect with us! Weâ??re on [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#).