



Japan Focus: behind our bespoke music projects for Idemitsu, Toyota Gazoo & Cosme DecortÃ©

Description



Our latest update comes directly from the Land of the Rising Sun!

We have a long history of music supervision work in Japan, and three recent campaigns showcase the capabilities of our production music team, as well as the wide stylistic range of our bespoke commissions.

Read below for more details about these three unique projects; from high-end cosmetics, to a new source of lighting technology, and a moving tribute to motor racing's behind-the-scenes heroes.

The brand name **COSME DECORT** hints at something quintessentially French, and the phrase indeed means *cosmetique decoration* in that language. However this brand is of proud Japanese origin, and for nearly five decades it has combined the latest innovative technologies with dermatology and high quality ingredients to produce a **premium cosmetics line**.

The brand's new animated brand film showcases their skin base products, and for this spot we produced a fresh **hip-hop instrumental** arrangement. The finished 30 second film can be watched below!

<https://vimeo.com/287221115/41b95c4004>

From the energy sector, Japanese petroleum giant **IDEMITSU** recently produced a film dedicated to their developments in **Organic EL**.

EL is short for electroluminescence, a light-emitting phenomenon. Idemitsu utilises this technology for its **OLED** (organic light-emitting diode) innovations, which have been developed over many years as a next-generation form of lighting and display.

We created bespoke music for Idemitsu's film which communicates the characteristics of Organic EL their market. The ad's scenes of everyday familiarity – work, play, entertainment and communication – are all gently illuminated by Idemitsu technology, while our electronic soundtrack is cinematic, futuristic and uplifting.

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Last up is a heartfelt, documentary-style film dedicated to the technicians who support the **TOYOTA's GAZOO RACING** team.

The short film is called **MECHANIC PRIDE**, and it spends time getting up close and personal in the garage and pit with a dedicated family of behind-the-scenes auto racing technicians. The bespoke music production featured in this film takes a different approach again, meshing the quick cuts of track footage and quiet moments of workshop concentration a triumphant rock & roll anthem.