



January recap: Lexus, Japan does “The Good Wife”, 60 years of Mila SchÃ¶n

Description



Welcome back for our first regular recap of 2019!

This is our opportunity to share some of our additional news and projects, so read on for some fresh updates from Poland and Japan, featuring work from our top-shelf musicians and composers.

Jacobs Poland

During the festive season **Jacobs Poland** unveiled their seasonal coffee ad featuring a family scene with a guest appearance from Father Christmas. The wholesome spot featured our licensing work, with **Dean Martin**'s iconic **"Let It Snow! Let It Snow! Let It Snow!"** forming the soundtrack.

Mila Schön

In the first of two **fashion**-focused placements this month, **Mila Schön** celebrated its 60th anniversary with a poetic campaign film.

Combined with slow-pan images of Mila Schön apparel and a spoken word narrative is the emotive piano composition, **"Patience."** We worked on the licensing of this song, penned by award-winning songwriter and composer **Sean Redmond**.

LEXUS

A pair of **bespoke** Tracks & Fields compositions captured different moods for luxury car manufacturer **Lexus**.

The two campaign films for the Japanese market highlight the **Lexus UX**, a subcompact luxury crossover SUV. The films focus on the driving experience and the lifestyle compatibility of the **"Creative Urban Explorer,"** with an uptempo dance music number for the former, and a gentler introspective piece for the latter.

the Good wife

The award-winning TV drama ***The Good Wife*** was a staple of American broadcasting until the series ended in 2016. It is now primed for a new market, with a **Japanese version** set to hit screens.

Our music supervision work with this project involved use of the rousing pop song **"Champion"** by **Cody William Falkosky** in the series trailer.

GLIDIC

To promote their **Sound Air TW-5000 True Wireless Earbuds**, Japanese audio brand **GLIDiC** created a one-minute film to highlight the product's unique features and ergonomic design.

To enhance the film's messaging of positivity and ease of use, we licensed the peppy song **"Get Along"** by the artist **Alias** for the spot's soundtrack.

PLST

This second Japanese **fashion** spot ?? this time for **PLST** ?? is boldly simple and graphic, with a soundtrack to match: a **bespoke composition** that offers a **modern indie** take on a classic post-punk sound.