



Toyota premieres its all-new Supra with our custom soundFX and music

Description



Four generations of **Toyota**'s Supra sports car were manufactured over four decades from the 1970s. The **Japanese** auto giant is now set to mark the beginning of the next Supra era with the first **new model** in 17 years.

The brand new Supra campaign film emphasises the automobile's "emotional benefits," and is a sweeping adventure of warp speed and warped visuals. From a suspenseful build up as the car's driver prepares to hit the road, high-octane racing scenes in a nighttime cityscape then seamlessly transform into the bucolic freedom of countryside.

In combination with the spot's distinct visual narrative, **sounds effects, electronic compositions and real engine sounds** are woven together to enhance the feeling of speed and propulsion.

Our bespoke music supervision work for this campaign created all of the special sounds effects, the EDM-influenced musical peak, and the cinematic latter third, all interwoven with the powerful engine sounds of the Supra.

Watch Toyota's Supra Emotional Benefits video, below