



Mercedes-Benz keep the awards rolling in for “In The Long Run”

Description



You may remember at the tail end of last year we finished working on the music for a new film for **Mercedes-Benz GLE** titled “**In The Long Run**”. The spot followed the story of a mother and daughter overcoming physical and emotional obstacles and was soundtracked by **Michael Kiwanuka**’s “**Cold Little Heart**”.

The film really struck a chord amongst audiences and the industry, resulting in a flurry of awards nominations. Now that awards season is in full swing, here are some of the results so far.

We were able to join the agency **antoni garage** and production company **Iconoclast Germany down** at **Die Klappe** last night to see the film bring home a Silver and two Bronzes (for â??Cameraâ??. â??Cinema Campaignâ?? and â??Directorâ?? respectively).

Over at **D&AD** in London, the film won one Yellow Pencil for â??Cinema Commercialâ?? and two Wooden Pencils.

Meanwhile at **Art Directors Club (ADC)** it won four Golds including one for â??Music and Soundâ??. I think we can all agree that thatâ??s the main event of the whole ceremony (obviously everyone thinks about the music first, right?) so naturally we were pretty chuffed.

Watch â??In The Long Runâ?? here:

<https://www.youtube.com/watch?v=MxALiQ9LZYY&t=24s>