



â??Ignite your blueâ?? with Toyo Tires

Description



Toyo Tires have launched their latest campaign with the tagline **“Ignite your blue”** and a bespoke track from **Tracks & Fields**. Working with artists and composers **Flynn Hudson** and **Simon Alexander**, we created an **anthemic rock anthem** to inspire you to ignite your blue. What does that mean? It means **igniting your inner fire**, your creative force that can take you places you never realised you could go.

Flynn Hudson is an experienced audiovisual composer, having worked on campaigns for **Mercedes** and **Audi** amongst others and collaborated with New Zealand artist **Kimbra** as a producer.

Swedish singer-songwriter **Simon Alexander** provided the vocals for the track. A renowned indie-folk artist, he released his latest EP **â??In The Rustâ??** in February of this year to acclaim and is a regular feature in our pitches to clients.

The full length version of **â??Ignite Your Blueâ??** is available to stream on **Spotify** [here](#).

Shot and wrapped pre-lockdown, the film shows a car driving along a coastal road with a stunning ocean backdrop interspersed with vignettes of people finding inspiration (or **â??igniting their blueâ??**) in a range of scenarios. From mountain peaks to mosh pits, there are **no limits** to where it can drive you.

Watch the **Toyo Tires** film here: