



Recap: Looking back on our 2020 in sync

Description



2020 was quite the year globally and, without wanting to linger for too long on current affairs, everyone in the world has been dealing with a drastic change in what classes as normal. Big thanks to all the people weâ??ve worked with this year on both the client and rightsholder sides. In spite of the adverse circumstances weâ??ve managed to pull together to make some great work. Hereâ??s to plenty more in 2021!

Here are some of our highlights:

Zalando

Zalando's Holiday campaign celebrated the importance of human connection and looked forward to a time when we will be able to hug again. We licensed **"Godspeed"** by **Frank Ocean** for this poignant film perfect for 2020.

UNICEF

We worked pro bono on this film for UNICEF's campaign against child abuse, licensing a recording of **Ravel's "une barque sur l'océan"**. The film ended up winning Bronze at **Ciclope** for Cinematography and picking up nominations for Best Direction and Best Sound Design at **Eurobest**.

SEAT

We licensed **Billie Eilish's** infectious hit **"Bad Guy"** for **SEAT's** European campaign. Shot in our home city of **Berlin**, it was one of our first major projects fully produced under pandemic conditions.

<https://www.youtube.com/watch?v=SCZDXcpUenI>

VW X a-ha

a-ha partnered with **VW** for this film exploring the band's origins for the brand's e-mobility vehicle range. We licensed the acoustic version of their classic hit **"Take On Me"** and aided in negotiating their appearance in the campaign.

Toyo Tires

Toyo Tires came to us in search of a new anthemic theme song to fit their tagline **"Ignite your blue"**. We produced this track with singer-songwriter **Simon Alexander** and producer **Flynn Hudson**. You can stream the full length version of **"Ignite Your Blue"** on [Spotify](#).

YKK

We produced this track by singer-songwriter **Tessa Rose Jackson** for **YKK's** latest campaign. The film features a cat waiting for its favourite human to return home and is the wholesome energy we all need at this time.

https://youtu.be/_4HhotmW5P4

McDonald's

We licensed up and coming band **Diamond Thug's** track **"Sweet Return"** for the fast food chain's Polish Christmas ad. The band's dreamy sounds are the perfect fit for this festive spot.

PZU

â??You Are My Planetâ?? by **Quiet Arrows** accompanies this spot for Polish insurance brand **PZU**. The film depicts a loving father/daughter relationship and their ups and downs as she grows up.

AXA

We licensed **Queenâ??s** classic track â??Donâ??t Stop Me Nowâ?? for **AXAâ??s** Belgian campaign celebrating the resilience and versatility of their customers during the pandemic.

Rossmann

Rossmannâ??s heartwarming film about a younger sister who annoys her older sibling by using up all of her fancy shampoo and nail varnish will be a familiar scene to many. Ultimately though itâ??s done out of love and admiration. We licensed **Hiding Place** by **Holley Maher** for the spot.