



Sync Recap: Heading into Spring with Pilsner Urquell, Milka and Dettol

Description



Weâ??ve been fortunate to start 2021 as we mean to go on â?? full of syncs! In spite of lingering lockdowns and freezing winter temperatures, weâ??ve all made it through into Spring and the syncs keep coming. Here is a selection of some of our favourite work from the first couple of months of the year.

Betclic Apogee â?? Production

Betclic Apogee announced the launch of the e-sports team with an epic intergalactic trailer, with bespoke music from composer **Sean Redmond**.

Dettol ??? **Supervision and Licensing**

We licensed ???**Summer Nights**??? by **Pollimer** for **Dettol**???s Polish campaign, depicting a family keeping themselves and each other safe by keeping their hands and surfaces clean.

Toshiba Rugby ??? **Supervision and Licensing**

Toshiba announced their Rugby team **Brave Lupus** with a bang. The team play in Japan???s 2021 Rugby League and needed a powerful soundtrack for their promotional film. ???**Conqueror**??? by **WEARETHEGOOD** & **Wes Writer** fit the bill perfectly, with the team hoping to live up to it and conquer the tournament.

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

Onitsuka Tiger ??? **Supervision and Licensing**

Onitsuka Tiger launched their SS21 collection with the pounding beats of ???**Mercury**??? by **Jon Kronick & Hvrshm3llo**.

Milka ??? **Production**

Milka celebrated **Valentines Day** with the true language of love ??? chocolate. We produced the music for the spot, bringing a dash of romance to a pandemic era Valentines.

Fujitsu ??? **Production**

Working with composers and singer songwriters **Simon Hughes + Drew Thomas**, we produced this rock ballad for **Fujitsu** in **Japan**.

https://youtu.be/iMZJOGKp4_0

SHISEIDO ??? **Production**

We produced this stunning and contemporary piano composition by **Bob Thole** for **Shiseido**???s **Future Solution X** serum.

<https://www.youtube.com/watch?v=Vs0gHOXzTms>

Pilsner Urquell ??? **Licensing**

Pilsner Urquell teach the world how to pour the perfect pint in their latest spot, accompanied by an instrumental version of **Duffy**???s smash hit ???**Mercy**???.

<https://youtu.be/H9aQ8pN0awE>

GU ??? Supervision and Licensing

Fashion brand **GU** wanted a track that would celebrate women doing their own thing and the freedom of fashion. ??? **I Donâ??t Care**??? by **Daniella Mason** was the perfect fit for the bubbly, freedom loving tone of the ad.

<https://www.youtube.com/watch?v=v1mLLmx7hM>

Bank Pekao ??? Supervision and Licensing

We licensed ??? **Mine All Mine**??? by **Stuart Mansfield** for this spot by **Bank Pekao**, playfully depicting how to avoid finances becoming a barrier.