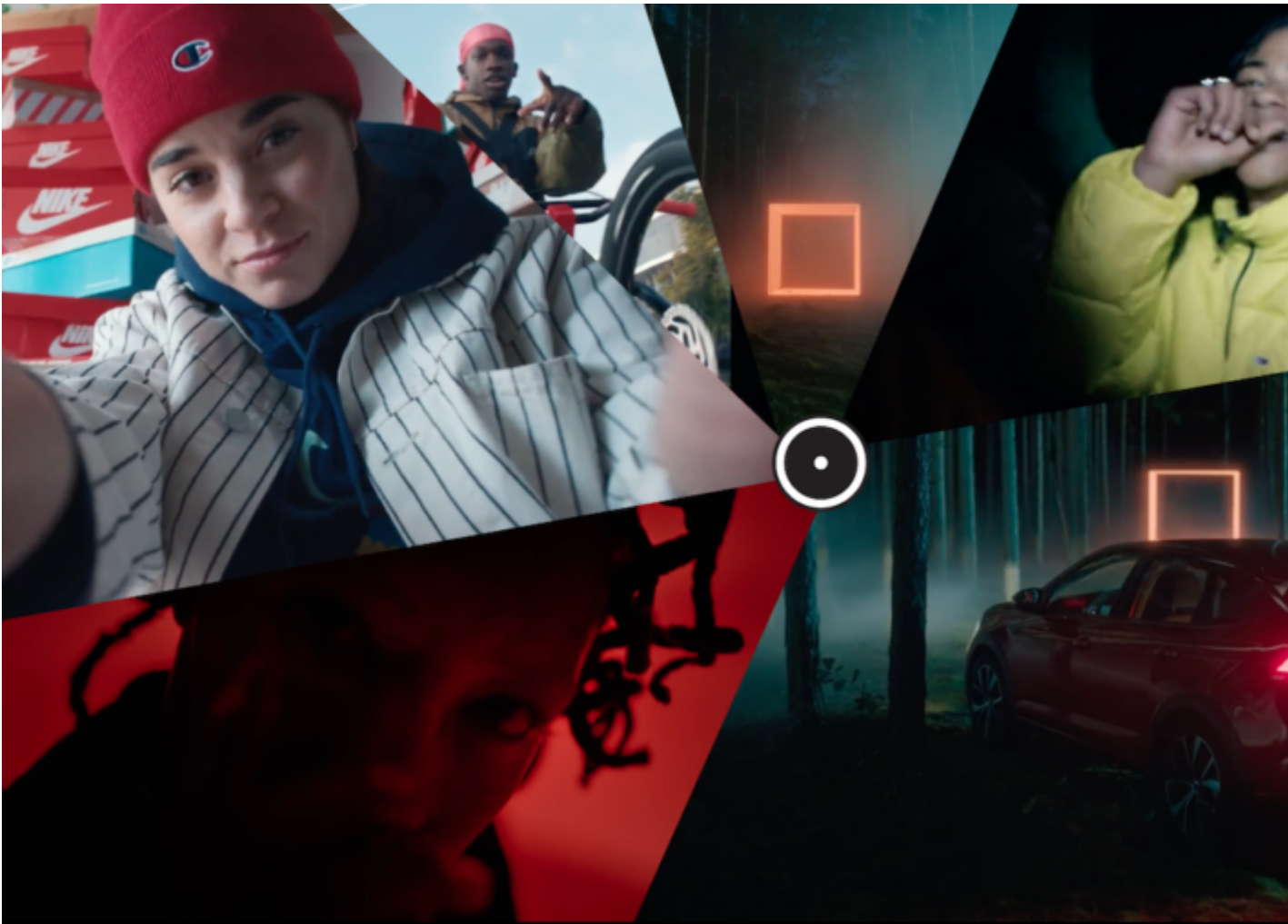




#WrapUp2022 Where the Use of Music is essential.

Description



Reaching the end of this journey we are proud to show you two pieces where music played an essential role: the first for Volkswagen features an unconventional brand-artist partnership and the second by Zalando is a super catchy song geared towards streetwear and Gen Z. Watch them here!

For start we have a project between DDB Germany and Volkswagen. Produced by Represent Film and directed by Jens Wirtzfeld, it was a collaborative work with South African rapper Yugen Blakrok.

Yugen came to Tracks & Fields's attention after listening to the "Return of the Astro-Goth" album for which she teamed up with a known Sampletologist - Kanif the Jhatmaster. Our team quickly fell in love with her musical style - strongly influenced by spiritual aspects of Hip Hop, often accompanied by elements of Jazz and Rock and future-oriented lyrics.

Yugen has already been nominated at the SA Hip Hop Awards for the Best Lyricist, Best Newcomer and Best Female categories.

Followed by her successful collaborations such as an appearance on Kendrick Lamar's curated soundtrack to Marvel's "Black Panther" and multiple publications with Billboard, RollingStone and Vulture, here the music video -from the campaign- "Pedestal".

Volume up & Enjoy it fellas!

And finally, we leave you with a super uplifting and party mood soundtrack for Zalando, the online fashion and lifestyle platform with their campaign, [#GoNoticed](#).

Throughout this campaign they're highlighting streetwear, its origins, versatility, individuality and culture. Their content includes talent from across Europe, including singer and actor Aron Piper, musicians Yendry and Å»abson and dance group Let It Happen.

The ad features the topical track "Style and Fashion" by British rapper Pa Salieu (feat. Obongjayar).

Our VP Music Supervisor, Marc Tanzmann, collaborated with the creatives on this project. In the end, he suggested a variety of artists and tracks that could work, but ultimately chose Pa Salieu's track as the most suitable choice.

Tracks & Fields Staff Advisory: it's kind of a catchy song, listen it with proper precaution!

<https://vimeo.com/696515289>