



A soul gem for Volkswagen brand new ID.7

Description



Enjoy with us the latest campaign for Volkswagen by DDB produced by Film deluxe, with top-notch execution by director David Verges. It was shot in South Africa to show the brand new ID.7 on cinematic and oniric roads. At Tracks & Fields, our Music Supervisors started working on the mood search, with a brief with clear directions: should have this feeling of a film score, should be a modern classical, energetic, positive and uplifting.

We were looking for the most suitable fit, also having in mind that should be a song within a structure able to keep it interesting over the length of the film. Overall, it shall not be too driving, as the setting is a relaxed family trip.

Our love of music sometimes makes us follow intuition rather than budget limitations: our music team suggested tracks they just love. The client fell in love with this soul gem by The Black Pumas, which celebrates humankind, colors and life.

Black Pumas also were nominated at the Grammys 2020 as "Best New Artist" with this album in 2020.

Enjoy it here!