



A fresh song for Tymbark’s new summer campaign

Description



Summer is about freedom, energy, and unforgettable moments with friends—and Tymbark has captured exactly that spirit in its newest commercial. To bring this sunny world of love, sun, beach, fruit, and perfect combinations to life, ACME secured the rights to Morgxn’s electrifying track “MAKE IT OUT ALIVE.” The song’s driving indie-pop pulse and uplifting emotion perfectly frame Tymbark’s celebration of summer, introducing a soundtrack that keeps the vibe as fresh as the drinks themselves.

A perfect match of music and brand

In the film, colorful bottles of Tymbark®—whether the classic apple-mint or the new apple-blueberry blend—share the stage with the sounds of morgxn, an artist known for blending raw honesty with infectious melodies. Just like Tymbark®’s playful flavor combinations, the music adds energy and authenticity, inviting viewers to step into a season where every day feels like a holiday.

About morgxn

Morgan Isaac Karr, professionally known as morgxn, is an American indie pop singer-songwriter based in Los Angeles. Born and raised in Nashville, Tennessee, he first pursued acting in New York, including an understudy role in the original Broadway cast of *Spring Awakening*. From there, his artistic path led west to Los Angeles, where he began carving out his own space in music—open, emotional, and unafraid to mix vulnerability with bold soundscapes.

Since releasing his debut single in 2016, morgxn has collaborated with artists such as Tia Tellez and Janelle Kroll, while his breakout hit “Home” featuring Walk the Moon climbed to No. 11 on the Billboard Alternative Songs chart. His 2018 debut album *Vital* showcased his range, from indie anthems to intimate ballads, even featuring a striking cover of The Cure’s “Boys Don’t Cry.” He has since brought his music to national stages like *Jimmy Kimmel Live!*, further cementing his reputation as a boundary-pushing voice in the indie pop scene.

Setting the tone for summer

By pairing Tymbark®’s colorful storytelling with morgxn’s anthem “MAKE IT OUT ALIVE,” ACME created a soundtrack that is as memorable as the campaign visuals. The result is a commercial that doesn’t just refresh the thirst—it refreshes the spirit. This is what happens when music and brand come together to elevate each other: a summer celebration that lingers long after the last note, and the last sip.

