

**Brief Code:** SYNC001

**Placement Type:** TV Commercial

**Outline:**

Shows a man in his early thirties coming out of a dreary high-rise office and entering a giant waterslide through a secret hatch. He is then seen whizzing across the city on this giant slide, with the journey taking him around many unexpected corners. It portrays a happy, carefree and easy going ride through some typical urban scenes of everyday life.

**Brief:**

Looking for a **cool, fun, jaunty** and **upbeat** track with a **happy vibe** - it shouldn't take itself too seriously. Ideally it should be from a **new** and **up-and-coming artist**. Although the overall tempo of the song should be upbeat to reflect the gliding motion of the waterslide journey, the **pace** should be **varied**, and the track should have some **quieter moments** and enough space to accommodate sound effects. Any **lyrics** should **relate loosely** to the **story** of the ad, which conveys a **positive journey**.

Although the overall tempo of the song should be upbeat to reflect the gliding motion of the waterslide journey, the **pace** should be **varied**, and the track should have some **quieter moments** and enough space to accommodate sound effects – the character will be going down the slide at different speeds at different points, occasionally slowing down or even stopping. Please **avoid** anything too folky or dreamy.

**Notes:** A full script for the advert can be provided upon request.

**Deadline:** \*\*\*\*\*

**Submission:** Please send submissions to 'sync@emubands.com' stating SYNC001 as the subject. If the track being submitted is currently being distributed via EmuBands please include details of the Artist Name, Album/Single Title and Track Title. If the track is not currently being distributed via EmuBands or is a composition specifically for the brief please include the Artist Name, and Track Title and include the track as an MP3 attachment to your email.