



MONTHLY BRIEF ANALYSIS

JANUARY 2024



BRIEF	MEDIA	BRIEF REFERENCE TRACK/ARTIST	GENRE
<p>02 DRTV</p> <p>90s / 00s Hip-Hop Music Search</p> <p>A Chorus of Doubt</p> <p>Adidas Germany</p> <p>Adobe</p> <p>All Over The Place'</p> <p>Amazon Show</p> <p>Andrex</p> <p>Animal Farm</p> <p>Animal Farm</p> <p>Animal Farm</p> <p>Animal Farm</p> <p>Animal Farm</p> <p>Animal Farm</p> <p>Animal Farm</p> <p>Animal Farm</p> <p>Animal Farm</p> <p>Animal Farm</p> <p>Animal Farm</p> <p>Animal Farm</p> <p>Animal Farm</p> <p>Animal Farm</p> <p>Animal Farm</p> <p>Animation Songs</p> <p>Animation Songs</p> <p>Anne Rice's Mayfair Witches</p> <p>Apple</p> <p>Apple</p> <p>Apple</p> <p>Apple</p> <p>Apple</p> <p>Apple</p> <p>Arabic Music Brief</p>	<p>TV</p> <p>Online</p> <p>Advert</p> <p>Promo / Trailer</p> <p>Advert</p> <p>Online</p> <p>Online</p> <p>Advert</p> <p>Advert</p> <p>Advert</p> <p>Advert</p> <p>Advert</p> <p>Online</p> <p>TV</p> <p>TV</p> <p>TV</p> <p>TV</p> <p>Advert</p> <p>Movie</p> <p>Online</p> <p>Movie</p> <p>Movie</p> <p>Movie</p> <p>Movie</p> <p>Movie</p> <p>Movie</p> <p>Movie</p>	<p>Mazzy Star - Fade Into You</p> <p>Jungle - Back To 74</p> <p>-</p> <p>Azealia Banks - 212</p> <p>-</p> <p>Briggs ft. Caiti Baker - Here</p> <p>-</p> <p>Chase and Status - Against All Odds</p> <p>-</p> <p>The Sensations - "Let Me In"</p> <p>THE ANXIETY/WILLOW - "Meet Me At Our Spot"</p> <p>Talking Heads - "Burning Down the House"</p> <p>Kaytranada - Lite Spots</p> <p>Lizzy Mercier Descloux - Fire</p> <p>John Maus - Sensitive Recollections</p> <p>Talking Heads - Burning Down The House</p> <p>Jamaican Traditional Wake (Nine Night)</p> <p>-</p> <p>Perry Como - "Wild Horses"</p> <p>Björn J:son Lindh - "Billathi Askara"</p> <p>Missy Elliot - Get Ur Freak On</p> <p>The Bangles - Hazy Shade of Winter</p> <p>Maroon 5 - Animals</p> <p>DEVO - Whip It</p> <p>Led Zeppelin 'Good Times Bad Times'</p>	<p>Downtempo; Electronic; Hip-Hop; Rap</p> <p>Pop; Soul</p> <p>Various</p> <p>Hip-Hop; Rap; R&B</p> <p>Pop; Indie; Folk</p> <p>Pop</p> <p>DnB; Electronic</p> <p>Soul; Electronic</p> <p>Hip-Hop</p> <p>Various</p> <p>Various</p> <p>Various</p> <p>Electronic; Hip-Hop</p> <p>Punk; Funk</p> <p>Electronic; Singer-Songwriter</p> <p>Various</p> <p>Folk; Various</p> <p>Various; Hip-Hop; Electronic</p> <p>Classical; Various</p> <p>Various</p> <p>Various</p> <p>Various</p> <p>Various</p> <p>Various</p> <p>Various</p> <p>Various; Rock</p>

BRIEF	MEDIA	BRIEF REFERENCE TRACK/ARTIST	GENRE
Ariel	Advert	William Onyeabor - Fantastic Man	Various; Funk
Athletic Wear Brand	Advert	Mr Bongo - Fui À Umbanda	Various
Automobile Spot	Advert	Sammy Davis Jr - I Gotta Be Me	Various
Bar Scene	Promo / Trailer	Human Pyramids - Confetti	Electronic
Becoming King (Indie Documentary)	TV	Don Toliver - "Do It Right"	R&B; Soul
BEL-AIR – S3	Advert	-	Various
BEL-AIR S3	Advert	-	Various
BEL-AIR S3	Advert	-	Various
BEL-AIR S3	Advert	-	Various
BEL-AIR S3	Other	Drake/Lil Wayne "Right Above It"	Hip-Hop; Classical
Bike Brand	Online	Blondie - "Call me"	Various; Pop
BIRD	Video Game	-	Various
Boarders	TV	-	Afrobeat; R&B; Soul; Rap
Boarders	Movie	-	Soul; Electronic; Classical
Boarders	Movie	Katy Perry - Roar	Various
Boarders	TV	Billie Eilish - "you should see me in a crown"	Various
Boarders	Other	Golem - "Warsaw Is Khelm"	Rock
Boiler Room	Promo / Trailer	-	Pop; World
Boxing Fight	Online	The Knife - Heartbeats	Pop
Brooks Running	Online	-	Various
Building Electronica	Movie	Ya Mesafer Wahdak - "Nagat"	World
Car Brief	Movie	-	Various
Car Brief	TV	-	Hip-Hop
Casting Show Scene	Advert	-	Various
Christian Hip Hop	Advert	A\$to Wyld - Real Deal	Indie; Hip-Hop; Pop
Chucky S3	Advert	-	Electronic
Clayton Homes	Advert	Pusha T - Numbers On The Boards	Hip-Hop; Electronic

BRIEF	MEDIA	BRIEF REFERENCE TRACK/ARTIST	GENRE
Coffee	TV	-	Techno; Electronic
Comcast	Advert	The Chemical Brothers - Galvanize	Electronic; DnB; Rap
Cordially Invited	TV	-	Pop
Courage to Begin	Advert	Ren - Animal	Electronic
Credit Card Brand	TV	Wyclef Jean - "Guantanamera"	Hip-Hop; Various
Cupla Tuya	Advert	Curtis Mayfield - "Move On Up"	Various
Depop	Promo / Trailer	Eminem - Lose Yourself	Various
Depop	Promo / Trailer	Ugly Duckling - The Breakdown	Various
Disney Series	Advert	Melody's Echo Chamber - Some Time Alone, Alone	Rock; Pop; Indie
Dramedy	Advert	Ren - Animal Flow	Rock; Hip-Hop
Dynamic Sports Jams	Online	-	Various
Edward Jones	TV	-	Various
Efootball	Promo / Trailer	-	Various
eFootball	Advert	The Rolling Stones - "Gimme Shelter"	Various; Indie
Electronic Music Brief	Advert	bbno\$, Rich Brian - Edamame	Hip-Hop
Equal Ground	Advert	Harry Styles - Watermelon Sugar	Pop; Hip-Hop; Indie
Everyday Person	Advert	Sammy Davis Jr - I Gotta Be Me	Various
F1 Gambling	Movie	Yanko X Fumez The Engineer - Plugged In	Grime
Fast Food Brand	Advert	-	Various
Female Indie / Punk	TV	Tyga, YG, & Blxst - "West Coast Weekend"	Hip-Hop; R&B; Soul
Financial Brand	TV	Dizz1 - "Real Bad Gyal"	Afrobeat; Reggaeton; Hip-Hop
Food Brand	Advert	DJ Shadow, De La Soul - "Rocket Fuel"	Various; Electronic; Hip-Hop;
Food Delivery	TV	IRVING BERLIN - "blue skies"	Rock
Ford	Promo / Trailer	-	Classical
Ford Mustang	Advert	Cordelia - "Little Life"	Rock
			Various; Indie

BRIEF	MEDIA	BRIEF REFERENCE TRACK/ARTIST	GENRE
<p>'Forever' Fragrance Campaign</p> <p>Frantic Gamblin'</p> <p>French Film</p> <p>French Girl</p> <p>Futurama</p> <p>Gambling Brand</p> <p>Gambling Brand</p> <p>Gambling Brand</p> <p>Gatorade</p> <p>German Company</p> <p>German TV Show</p> <p>Get Millie Black</p> <p>Get Millie Black</p> <p>Get Millie Black</p> <p>Get Millie Black</p> <p>Get Millie Black</p> <p>Get Millie Black</p> <p>Get Millie Black</p> <p>Get Millie Black</p> <p>Gotta Go All Out</p> <p>Gotta Go All Out</p> <p>Gratitude Spot</p> <p>Hennessey</p> <p>Hennessey</p> <p>Hennessy</p> <p>Hennessy</p> <p>Hip-Hop Music Search</p>	<p>Advert</p> <p>Advert</p> <p>Advert</p> <p>Promo / Trailer</p> <p>TV</p> <p>Advert</p> <p>TV</p> <p>Advert</p> <p>Advert</p> <p>Movie</p> <p>Movie</p> <p>Movie</p> <p>Video Game</p> <p>Online</p> <p>Advert</p> <p>Advert</p> <p>TV</p> <p>Advert</p> <p>Advert</p> <p>Advert</p> <p>Promo / Trailer</p> <p>Promo / Trailer</p> <p>Promo / Trailer</p> <p>Advert</p> <p>Promo / Trailer</p> <p>Advert</p>	<p>Journey - Don't Stop Believing</p> <p>The Cinematic Orchestra - To Build A Home</p> <p>Peter Pan - You Can Fly</p> <p>Don McClean - American Pie</p> <p>-</p> <p>Nat Gonella - If I Only Had Wings</p> <p>We Give Thanks - Kokoroko</p> <p>DJ Zinc - 138 Trek</p> <p>DJ Zinc - 138 Trek</p> <p>The Stranglers - 96 Tears</p> <p>GIRIBOY - "IMJMWDP"</p> <p>The Cure - Just Like Heaven</p> <p>-</p> <p>Cyndie Lauper - Girls Just Wanna Have Fun</p> <p>The Meters - Cissy Strut</p> <p>Kah-Lo - It Girl</p> <p>T Pain - Buy U a Drank</p> <p>-</p> <p>Stylistics</p> <p>-</p> <p>-</p> <p>-</p> <p>David Bowie - "Changes"</p> <p>Duce Haus - LA LA LA (Love You Like)</p> <p>Elvis - Viva Las Vegas</p> <p>-</p>	<p>Rock; Pop</p> <p>Various</p> <p>Various</p> <p>Various</p> <p>Rap</p> <p>Other</p> <p>Jazz; Soul; R&B</p> <p>Punk</p> <p>Electronic</p> <p>Indie; Rock</p> <p>Pop</p> <p>Various</p> <p>Various</p> <p>Pop</p> <p>Various</p> <p>Various</p> <p>Various; R&B</p> <p>Various</p> <p>Various</p> <p>Various</p> <p>Various; Electronic</p> <p>Various</p> <p>Various</p> <p>Hip-Hop; Pop</p> <p>Pop</p> <p>Various</p>

BRIEF	MEDIA	BRIEF REFERENCE TRACK/ARTIST	GENRE
Horrorscope	Movie	Beth Ditto - Fire	Rock
Industry S3	Advert	Duce Haus - "LA LA LA"	Pop; Various
Industry S3	TV	Bauhaus - "Dark Entries"	Punk; Rock
Industry S3	TV	Lil Durk - "All My Life"	R&B; Hip-Hop; Soul
Insomnia TV	Promo / Trailer	Alabama Shakes - "I Found You"	Various
Instrumental Beds Search	Movie	Cream - "Hush"	Various
Intact Insurance	Advert	Chicago - If You Leave Me Now	Various
Joy	Advert	War - Low Rider	Rock
Korean Rap -Brief	Advert	Vocal Spectrum - The Barber Of Seville Overture	Rock
Laser Clinic	Advert	Le Tigre - Deceptacon	Rock
Laser Clinic	Promo / Trailer	Fred Again	Electronic; Hip-Hop
Lemonsoda	Advert	-	Various
Lewis Hamilton Documentary	TV	-	Various
Liverpool Bands Brief	TV	Kanye West - Power	Afrobeat; Hip-Hop
Love Lies Bleeding	TV	Poundz - Opp Thot	Rap; Hip-Hop; Grime
M&S	Advert	Boney M - Daddy Cool	Various
Major League Soccer	Advert	Snap - The Power	Various
Mango	Advert	Peter Pan - You Can Fly	Various
Marvel	Advert	War - Low Rider	Rock
Marvel D+ Series	Advert	Ash - Burn Baby Burn	Rock; Electronic; Various
Marvel D+ Series	Advert	The Meters - Cissy Strut	Various
Marvel Studios: Latin Music brief	TV	-	Hip-Hop
McDonalds	Advert	Arctic Monkeys - I Bet You Look Good On The Dancefloor	Various
Memorable 15sec Instrumental	Promo / Trailer	Flume - The Difference	Various
Michael Kors	Advert	Doja Cat	Hip-Hop; R&B; Rap; Pop
Miele	TV	Lusillion - Me Quiero	Pop; Reggaeton; Indie

BRIEF	MEDIA	BRIEF REFERENCE TRACK/ARTIST	GENRE
Mitsubishi Modern Tracks Brief Mother of the Bride MTV's The Challenge New German Music Brief Nike Nike Nike Nike Ninja Casino Northern Soul Northern Soul 'Nothing or nobody beats' Brief Now TV Olympics Hype	Advert Advert TV Advert TV Advert Advert Promo / Trailer Movie Movie Movie Other Advert Advert TV	- - Lusillon - Me Quiero Ir - - Overmono - Is U - - Amr Diab - Tamally Maak - Lewis Capaldi - 883 - Nessun Rimpianto - MGMT, M.I.A., Lil Wayne -	Soul Hip-Hop; Soul; Funk; Blues; Various Reggaeton; Pop Various Indie; Punk Electronic Various Various World Various Indie Various Various Various Pop; Indie; Rock; Various World; Rock; Afrobeat; Various
On Falling On Falling One-Stop Music Out There Out There Out There Panto Scene in Feature Film Peloton Percussive Track for Action Thriller	TV TV TV TV TV Online Advert TV TV	- - WOST - We Just Begun Dennis Brown - Promised Land Shenseea, Megan Thee Stallion - Lick Lila Iké - Dinero Right Said Fred - I`m Too Sexy Hunnybunny - Beautiful Things Jackson Sisters - I Believe in Miracles Yeah Yeah Yeahs - Mosquito	Various Various Various World Various Americana; Indie; Folk; Singer-Songwriter Various Various; Indie; Rock

BRIEF	MEDIA	BRIEF REFERENCE TRACK/ARTIST	GENRE
Pet Food Brand	Advert	-	Various
Pet Insurance	Advert	Rosalia - Saoko	Various
Pole to Pole	Advert	Choir Cover - Flight Of The Bumblebee	Various
Premier League	Promo / Trailer	-	Hip-Hop
Premier League	Promo / Trailer	House Of Pain - Jump Around	Various; Hip-Hop
Premier League	Advert	Johnny Thunder - I'm Alive	Various
Primark	Advert	-	Various
Project Artemis	Movie	George Michael - Freedom! '90	Various
Project Artemis	Movie	Jon Batiste - Freedom	Soul
Queer Indie Short Film	Movie	Pharrell Williams - Happy	Pop
Quirky Car	Movie	Rihanna - Stay	Pop
Radox	Advert	-	Various
Radox	Promo / Trailer	The Beastie Boys - Fight For Your Right	Various
Retail Spots	Promo / Trailer	Jen Titus - O' Death	Various; Pop; EDM;
Roadside Assist	Advert	K'naan - Wavin' Flag	Electronic
Roadside Assist	Advert	Cee Lo - Forget You	World; Hip-Hop
Rock-klezmer Music Search	TV	YONAKA, Jay Park, Little Simz	Various
Samsung	Advert	-	Various; Pop; R&B; World;
Samsung	Online	BARBARA TUCKER - MOST PRECIOUS LOVE [HOUSE GOSPEL CHOIR]	Indie; Rap; Hip-Hop; Rock;
Sci-Fi series	TV	2 Chainz x Lil Wayne (Ft 21 Savage) - Big Diamonds	Soul
Sherwood	Advert	Plastic Bertrand "Ça Plane Pour Moi"	Various
Sherwood S2	Advert	Goldfrapp - Ooh La La	Electronic; House; Funk;
SHOOK	Advert	Goldfrapp - Ooh La La	Gospel
SHOOK	Advert		Hip-Hop; R&B; Soul
			Various
			Pop; Hip-Hop
			Pop; Hip-Hop

BRIEF	MEDIA	BRIEF REFERENCE TRACK/ARTIST	GENRE
SHOOK	Advert	INXS - Never Tear Us Apart	Various
SHOOK	Advert	Anderson Paak - Come Down	Jazz; R&B; Hip-Hop
SHOOK	Advert	-	Hip-Hop
SHOOK	TV	Crystal Castles - Crimewave	Dance; Electronic
SHOOK	Promo / Trailer	Madison Beer - Follow The White Rabbit	Pop; Dance; Rock
SHOOK	Advert	-	Various
Soft Drink	TV	Dr Fresh - Take A Step Back	Electronic; EDM; Dance
Speed!	TV	-	Various
Super Bowl Spot	Advert	-	Various
Superbet	Movie	Wolf Alice - Freazy	Punk; Rock; Pop; Indie
Superbowl	Advert	Adriano Celentano - Prisencolinensinainciusol	Various
Surgery Brand	Movie	Betty Who - I Love You Always Forever	Various
Suspenseful instrumentals	Promo / Trailer	Harry Escott - Brandon	Various
Swatch	Advert	-	Various
T20 Cricket World Cup	TV	-Anthem Lights - Amazing Grace	Other
Teaser	TV	Yeah Yeah Yeahs - Heads Will Roll	Hip-Hop; R&B; Soul
Tech Company	Movie	girl in red - We Fell In Love In October	Various; Dance; Electronic;
Tell Me Lies	Advert	Okay Maidza - Where is my mind	Punk
The Irrational S1	Advert	Neil Diamond - I Am... I Said	Indie
The Irrational S1	Advert	Hitchcock - The Birds	Pop; Various
The Killer's Game	Online	Hitchcock - The Birds	Various
The Orchard Grows Quiet	Online	pongo, Xia B, Daisy	Various
The Recruit S2	Online	Steely Dan - Dirty Work	Various
Trade Retailer	Promo / Trailer	Distruction Boyz - The Conductor	Various
Trade Retailer	Other	Asha Bhsole - Jab Chhaye Mera Jadoo	Afrobeat; House
Trades Retailer	Movie		World

BRIEF	MEDIA	BRIEF REFERENCE TRACK/ARTIST	GENRE
Travel Brand Triton Two Sisters UK Drill Brief Unreleased Music For Spanish Film Up and Comer' for Credit Card Brand Uplifting Music Brief Valorant Victoria's Secret Swim Virdee Well Known For Bank Whiskey Women's Fashion WOW Zadig & Voltaire	Movie Movie Movie Movie Movie Movie Movie TV Movie TV Promo / Trailer Online Other TV Online	Jungle - Heavy, California Tobi kdash MO/Grande West Coast Toast Remix - Heaven Only Knows Deanna Petcoff - As Much As I Can Khruangbin - Balls and Pins Fred again, Skrillex, Four Tet - Baby Again Spirit Josh - Straight Outta Dodge Aaliyah - Try Again - - Cream - Hush - Britney Spears - Toxic - Metro Boomin	Various Hip-Hop; R&B; Pop; Soul Hip-Hop R&B Electronic; R&B; Jazz Electronic; EDM Indie; Folk Various Various Various Various Various Various Various Various; World Various