

Sentric Sync.

Monthly Sync Analysis: April 2024



FEBRUARY - MARCH 2024

| CLIENT | MEDIA | BREIF REFERENCE TRACK/ARTIST | GENRE |
|-----------------------------------|--------|------------------------------------|-----------------------|
| 1969 Jukebox Tracks | Movie | — | Pop |
| Activewear Brand Launch | Advert | — | Electronic |
| Adidas | Advert | LAAKE – Melancholia | Electronic; Classical |
| Adidas Vocalist Search | Advert | Labrinth | Various |
| AdventHealth – Women's OB | Advert | Jack Johnson – Lullaby | Various; Indie; Folk |
| AdventHealth Brand Campaign (1) | Advert | Rayelle – It's Gonna Be A Good Day | Various; Indie |
| AdventHealth Brand Campaign (2) | Advert | Rayelle – It's Gonna Be A Good Day | Various; Indie |
| AdventHealth Brand Campaign (3) | Advert | Rayelle – It's Gonna Be A Good Day | Various; Indie |
| AIBU2 | TV | — | Other |
| AIBU2 (2) | TV | SNAP! – Rhythm Is A Dancer | Dance |
| Airline Brand | Advert | — | Various |
| Amazon | Advert | — | Electronic |

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|---|--------|------------------------------------|-----------------------|
| Amazon MGM Romantic Drama – Car Racing Scene | Movie | – | Pop |
| Amazon MGM Romantic Drama – Chill House Party Scene | Advert | – | Electronic |
| Amazon MGM Romantic Drama – House Party Scene | Advert | LAAKE – Melancholia | Electronic; Classical |
| Amazon MGM Romantic Drama – Ibiza Scene | Advert | Labrinth | Various |
| Amazon MGM Romantic Drama – London Party Music | Advert | Jack Johnson – Lullaby | Various; Indie; Folk |
| Amazon MGM Romantic Drama – Sexy/Sultry Scene | Advert | Rayelle – It's Gonna Be A Good Day | Various; Indie |
| Amazon Prime Dual Benefits | Advert | Rayelle – It's Gonna Be A Good Day | Various; Indie |
| AMEX | Advert | Rayelle – It's Gonna Be A Good Day | Various; Indie |
| Animated Christmas Film | TV | – | Other |
| Apple | TV | SNAP! – Rhythm Is A Dancer | Dance |
| Apple+ Miniseries Trailer | Advert | – | Various |
| Australian Bottle Shop/Off License Brand | Advert | – | Electronic |

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| Amazon MGM Romantic Drama – Car Racing Scene | Movie | Olivia Rodrigo, Paramore, Avril Lavigne | Pop; Punk |
| Amazon MGM Romantic Drama – Chill House Party Scene | Movie | Tourist – We Stayed Up All Night | Pop |
| Amazon MGM Romantic Drama – House Party Scene | Movie | Kylie Minogue – Can't Get You Out Of My Head | Pop |
| Amazon MGM Romantic Drama – Ibiza Scene | Movie | Tinie Tempah & Swedish House Mafia – Miami 2 Ibiza | House |
| Amazon MGM Romantic Drama – London Party Music | Movie | Disclosure – White Noise | Pop; House; Various |
| Amazon MGM Romantic Drama – Sexy/Sultry Scene | Movie | BANKS – Before I Ever Met You (SOHN Remix) | Various |
| Amazon Prime Dual Benefits | Advert | Beginners x Night Panda – Like This, Like That | Various; Electronic; Pop |
| AMEX | Advert | St. Vincent – Broken Man | Various; Rock; Electronic |
| Animated Christmas Film | Movie | Red Velvet X aespa – Beautiful Christmas | Pop |
| Apple | Advert | – | Various |
| Apple+ Miniseries Trailer | Promo / Trailer | – | Various; World |
| Australian Bottle Shop/Off License Brand | Advert | Christopher Cross – Sailing | Various |

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|-------------------------|-----------------|--|--------------------------------|
| Australian Film Trailer | Promo / Trailer | Florence and the Machine – Dog Days Are Over | Various |
| Bag Campaign | Online | – | Electronic |
| Beauty Brand | Advert | Kenya Grace – Strangers | DnB |
| Beggin' Alts | Movie | Madcon – Beggin' | Various |
| BEL–AIR S3 | TV | Skip Marley (Ft H.E.R) – Slow Down | Dance; Reggae |
| BEL–AIR S3 (2) | TV | Skip Marley (Ft H.E.R) – Slow Down | Dance; Reggae |
| Below Deck | TV | – | Afrobeats; Pop |
| bet356 | Advert | – | Various |
| Bleecker Street | Promo / Trailer | NENA – 99 Red Balloons | Singer–Songwriter; Indie; Rock |
| BOB HEARTS ABISHOLA | TV | – | Various |
| Bulgari | Online | Dea Martin – Mambo Italiano | Various |
| Bulgari R2 | Online | The Ronettes – Sleigh Ride | Various |

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| Cadillac | Advert | – | Various |
| Canadian Film | Movie | Pastor T.L. Barrett & the Youth For Christ Choir – Nobody Knows | Soul; Punk; Rock |
| Car Brief | Advert | – | Various; Electronic |
| Celebrity Wine Brand | Online | Frank Sinatra – Blue Moon | Various; Jazz |
| Champion campaign | Online | JID – Surround Sound | Hip–Hop |
| Charity Film 'Clout' | Movie | Doja Cat – Paint The Town Red | Various |
| Choreographed Commercial | Advert | – | Various; Electronic |
| Chris Stapleton Alts | Movie | Chris Stapleton – Devil Always Made Me Think Twice | Blues; Rock |
| CML Playlist – Asian American & Pacific Islander Heritage Month | Online | – | Various |
| CML Playlist – Festival Season | Online | – | Various |
| Coca Cola Olympics 2024 | Advert | Pharell – JOY | Christian & Gospel; Hip–Hop |
| Coca Cola Olympics 2024 R2 | Advert | Emeli Sande – Shine | Various |

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|--------------------------|-----------------|----------------------------------|---------------------|
| Coffee Advert R2 | Advert | — | Various |
| Confidential Search | Online | — | Various |
| CONFIDENTIAL SEARCH | Advert | — | Hip-Hop |
| CONFIDENTIAL SEARCH (2) | Advert | — | Hip-Hop |
| Cough & Cold | Advert | Erasure – Stop! | Various |
| DESPICABLE ME 4 Promo | Promo / Trailer | Enya – Orinoco Flow (Sail Away) | Various; Electronic |
| Destiny 2 | Promo / Trailer | — | Various; Electronic |
| Destiny 2 R2 | Promo / Trailer | Nirvana – Heart Shaped Box | Various |
| Doctor Who S2 | TV | Oumou Sangare – Saa Magni | Folk |
| Documentary Music Search | Movie | Primal Scream – Movin' On Up | Rock |
| Docuseries | TV | — | Grime; Hip-Hop |
| Don Drummond Alts | Movie | Don Drummond – Man in the Street | Reggae |

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| Dove | Advert | Sigrid – Sucker Punch | Pop; Indie |
| Dove (2) | Advert | Dolly Parton – Here You Come Again | Various |
| Dove (3) | Advert | Missy Elliott – We Run This | Hip-Hop |
| Dr. Wolf (NBC) Promo | TV | Massive Attack – Teardrop | Electronic; Various |
| E45 | Advert | SOPHIE – Immaterial | Various |
| East of Wall | Movie | Blue Oyster Cult – Don't Fear The Reaper | Rock |
| Edgy Film | Promo / Trailer | – | Electronic |
| Eli Lilly | Advert | – | Electronic |
| ENGLISH TEACHER (FX) | TV | – | Pop; Rock; R&B |
| Facebook | Advert | – | Various; Indie |
| Family Film Trailer | Movie | Baha Men's – Who Let The Dogs Out, Spice Girls | Various |
| Fashion Brand | Online | – | Singer–Songwriter; Rock; Folk |

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| Fear of Dying | Video Game | – | Various |
| Feature Film | Movie | Robbie Williams – Angel | Various |
| Female Empowerment Tracks | Advert | Missy Elliot – We Run This | Hip–Hop |
| Financial Services | Advert | Little Simz – Offence | Various; Indie |
| Forever' Fragrance R2 | Advert | The Little Dippers – Forever | Various |
| 'Forever' Frangrance R3 | Advert | – | Various |
| Four Letters Of Love | Movie | – | Folk; Rock; Pop |
| Fx Documentary | Movie | Rich Gang – Lifestyle | Hip–Hop; Rap |
| Gambling Brand | Advert | Icona Pop – I Love It | House; DnB; Pop |
| Ginny & Georgia S3 | TV | – | Pop; Various |
| Ginny & Georgia S3 (2) | TV | – | Pop; Various |
| Ginny & Georgia S3 (3) | TV | – | Pop; Various |

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|--|-----------------|---------------------------------|------------------------|
| Goodrich | Promo / Trailer | — | Various |
| Greenland: Migration! | Movie | Ashanti – Foolish | R&B |
| Greenland: Migration! (2) | Movie | Little Big Town – Pontoon | Country |
| Greenland: Migration! (3) | Movie | Washed Out – Feel It All Around | Electronic |
| Headphone Company | Advert | — | Pop |
| Headphone Company (2) | Advert | — | Pop |
| I am a Star – Showdown of the Jungle Legends | TV | — | Tropical; Latin; World |
| ibis | Advert | Jamie XX | Electronic |
| ibis R2 | Advert | Jamie XX | Electronic |
| IKEA | Advert | — | Various; Electronic |
| IKEA (2) | Advert | — | Various; Electronic |
| Industry S3 | Promo / Trailer | — | Electronic |

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| INSOMNIA | TV | Big Thief – Shark Smile | Indie |
| Instrumentals Search | Advert | – | Various |
| Irish Financial Institution | Advert | – | Various |
| James Hardie | Advert | Andy Williams – The Impossible Dream | Various |
| Jingle Bell Heist | Movie | – | Various |
| Jingle Bell Heist (2) | Movie | – | Various |
| Kardashians S5 | Promo / Trailer | – | Various |
| Kat Williams Netflix Special | Promo / Trailer | – | Hip-Hop |
| KIND Bar | Advert | KC & Jojo – All My Life | Various |
| Klopp's Departure | Other | Jamie XX | Various |
| Klopp's Departure R2 | Other | Pete Tong & The Heritage Orchestra feat. Candi Staton – You Got The Love | Various |
| Kopparberg Summer Campaign | Advert | Two Door Cinema Club – What You Know | Various; Indie |

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| Kopparberg Summer Campaign R2 | Advert | Lizzo – Batches & Cookies | Various |
| Kopparberg Summer Campaign R3 | Advert | Chaka Khan – Like Sugar | Various |
| Kopparberg Summer Campaign R4 | Advert | Lizzo – Batches & Cookies | Various |
| Ladbrokes/Mexican Wave R2 | Advert | – | Various |
| Ladbrokes/Mexican Wave R3 | Advert | Flash – Small Beginnings | Various |
| Ladbrokes/Mexican Wave R4 | Advert | Apollo 440 – Stop the Rock | Various |
| LAID | TV | – | Various |
| LAID (2) | TV | – | Various |
| LAID (3) | TV | – | Various |
| LAID (4) | TV | – | Various |
| LAID (5) | TV | – | Various |
| LAID (6) | TV | – | Various |

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| Lancome Chinese New Year | Advert | Fred Again – Leavemealone | Various |
| Lancome Chinese New Year R3 | Advert | Fred Again | Various |
| Lancome Chinese New Year R4 | Advert | FKA Twigs – Two Weeks | Various |
| Landman Paramount+ Campaign R2 | Promo / Trailer | – | Blues; Country; Rock |
| Love Is Blind UK | TV | Sigala – Came Here for Love | Pop; Dance |
| Love Island | TV | – | Pop; Dance; Electronic |
| Low Rider | Movie | Sampa The Great – Blue Boss | Hip–Hop; Indie |
| Low Rider (2) | Movie | – | Various |
| Luxury Brand Men's Fragrance | Advert | Joy Division – Love Will Tear Us Apart | Various |
| Luxury Fashion Brand | Online | Shabaka Hutchings | Jazz |
| Major League Soccer | TV | Welshly Arms – Legendary | Various |
| Manchester Film | Movie | The K's, Antony Szmierek, Rosellas | Various |

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| Marvel Studios | TV | – | Various |
| Marvel TV Search | TV | Cajmere – Percolator | Electronic |
| Marvel TV Show | TV | – | Singer–Songwriter; Americana |
| Marvel TV Show | TV | John Craigie – Don't Ask | Various |
| Marvel TV Show | TV | T. Rex – Mambo Sun | Various |
| Marvel TV Show | TV | De La Soul – A Roller Skating Jam | Various |
| Marvel TV Show (2) | TV | Gwen McCrae – Funky Sensation | Disco |
| MAYFAIR WITCHES S2 | TV | – | World; Folk |
| McDonald's Happy Meal | Online | – | Various |
| Michael Kors | Online | – | Regional Mexican; World |
| Michael Kors Fall '24 | Online | Donna Summer – Sunset People | Electronic; Disco |
| Michael Kors Holiday Music | Online | – | Various |

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| Miele | Advert | Sam Cooke – Bring It On Home to Me | Soul |
| Miele R2 | Advert | – | Jazz |
| Mirkwood | TV | – | Indie |
| Mr Loverman | TV | Mazzy Star – Fade Into You | Various |
| My Kitchen Rules | TV | – | Pop; Rock; EDM |
| MY OLD ASS | Movie | – | Various |
| MY OLD ASS (2) | Promo / Trailer | – | Various |
| NCIS | TV | – | World; Various |
| Nescafe | Advert | Craig David | Various |
| Netflix Games Promo | Online | – | Various |
| Netflix Romance Film | Movie | – | Various |
| New Zealand Insurance Company | Advert | Bill Withers – Lean On Me | Various |

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| Nordstrom | Advert | Alex Preston – Love You Better | Rock |
| O2 Roaming R2 | Advert | Vampire Weekend – Capricorn | Various |
| O2 Roaming R3 | Advert | Big Thief – Shark Smile | Indie; Alternative |
| Olympics | Advert | – | Various; Hip–Hop |
| On Falling | Movie | Supernova – FJ Law, Raye – Prada | Electronic |
| Panda Bear Alts | Promo / Trailer | – | Various |
| Paramount+ Election Campaign | Promo / Trailer | Journey – Any Way You Want It Remix | Rock; Indie; Electronic |
| Paw Patrol S3 | Movie | – | Pop |
| Paw Patrol S3 | Movie | – | Pop |
| Radiohead Alts | TV | Aphex Twin – Windowlicker | Various; Singer–Songwriter |
| Responder | TV | The Coral – Wild Bird | Indie |
| Restaurant Chain | Advert | – | Various |

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| Retail Ad | Advert | — | Pop; Hip–Hop; Dance |
| Rock Search | Advert | — | Rock |
| Romance Trailer | Promo / Trailer | Paolo Nutini – Last Request | Various |
| Royal Caribbean | Advert | — | Various; Electronic; Pop |
| Sky Studios | Promo / Trailer | Labrinth – Forever | Various |
| Sports TV Channel | TV | Etta James – At Last | Various |
| Sportswear Brief | Advert | The Doors – People Are Strange | Various |
| Star Trek | TV | The Beastie Boys – Sabotage | Rock; Hip–Hop; Electronic |
| Star Trek (2) | TV | — | Pop |
| Subaru | Advert | Simon & Garfunkel – Bridge Over Troubled Water | Singer–Songwriter |
| Sweetpea | TV | Angel Olsen – Who's Sorry Now | Various |
| Sweetpea (2) | TV | LOCKS – Jars | Various |

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| Sweetpea (3) | TV | Goldfrapp – Ooh La La | Various |
| Swiss Luxury Watch Brand | Advert | Peggy Gou – (It Goes Like) Nanana | Dance; Electronic |
| Tech Brand | Advert | – | Various |
| Tech Brand | Advert | Tierra Whack – Pretty Ugly | Various |
| Tech Brand | Online | – | Various |
| Tech Brand Brief (1) | Advert | – | Various |
| Tech Brand Brief (2) | Advert | – | World; Country; Hip–Hop |
| Tech Brand Brief (3) | Advert | – | Various |
| Tech Brand Brief (4) | Advert | – | Pop; World; Hip–Hop |
| Tech Brand Brief (5) | Advert | – | Various |
| Tech Brand Brief (6) | Advert | Audio Bullys feat. Nancy Sinatra – Shot Me Down | Various |
| TELL ME LIES | TV | The Postal Service – The District Sleeps Alone Tonight | Various |

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|------------------------|-----------------|--|------------------|
| TELL ME LIES (2) | TV | MGMT – The Handshake | Various |
| The Challenge S40 | TV | David Kushner – Daylight | Various |
| THE GIRL FROM KÖLN | Movie | – | Various |
| THE IRRATIONAL S2 | TV | – | Jazz |
| THE IRRATIONAL S2 (2) | TV | Jake Wesley Rogers – Window | Indie; Pop; R&B |
| THE IRRATIONAL S2 (3) | TV | Jake Wesley Rogers – Window | Indie; Pop; R&B |
| The Old Man S2 Trailer | Promo / Trailer | UNKLE x Thom Yorke – Rabbit in Your Headlights | Various |
| THE PRINCE | Movie | – | World; Hip–Hop |
| THE PRINCE (2) | Movie | – | World |
| The Recruit S2 | TV | The Veils – Axolotl | Various |
| The Recruit S2 (2) | TV | Zodivk – Why | Various |
| The Recruit S2 (3) | TV | Charli XCX – Break The Rules | Pop; Punk; Indie |

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| The Recruit S2 (4) | TV | The Roots – Here I Come | Hip–Hop; Rap; Indie |
| The Recruit S2 (5) | TV | Genesis Owusu – Survivor | Hip–Hop; Rap; Indie |
| Ticketmaster R2 | Online | – | Various |
| TikTok | Advert | – | Various; Electronic |
| TikTok (2) | Advert | – | Various; Electronic |
| Ubisoft Forward | Promo / Trailer | – | Rock; Indie; Pop |
| UK Dance Producers | Other | Fred Again | Dance; Pop |
| US TV Series | TV | – | World; Hip–Hop |
| US TV Series Trailer | TV | Skeeter Davis – It's The End Of The World | Various |
| US TV Trailer | Promo / Trailer | – | Various |
| Victoria's Secret | Online | – | Various; Electronic; Dance |
| Victoria's Secret R2 | Online | – | Various |

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|--------------------------------|--------|--|--------------------|
| Walmart | Advert | – | Rock; Rap; Various |
| Walmart (2) | Advert | Flo Rida – Whistle | Various |
| Walmart (2) R2 | Advert | Flo Rida – Whistle | Various |
| Walmart Back To College | Advert | – | Various |
| Walmart Back To College (2) | Advert | – | Various |
| We Go Again | TV | – | Pop; Afrobeats |
| Week of Diversity | Advert | Romy – Enjoy Your Life | Pop |
| Welcome to the Weekend | TV | – | Various |
| Whiskey Search | Advert | Central Cee – Doja | Various; Hip–Hop |
| Yogurt Shop Murders | TV | Andy Williams – It’s The Most Wonderful Time of the Year | Various |
| You’re Dating a Narcissist | TV | Selena Gomez – Look at Her Now | Various; Pop |
| You’re Dating a Narcissist (2) | TV | Cate Le Bon – Are You With Me Now | Various |

Thanks.