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Monthly Sync Analysis: April 2024

SENTRC

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CLIENT	MEDIA
1969 Jukebox Tracks	Movie
Activewear Brand Launch	Advert
Adidas	Advert
Adidas Vocalist Search	Advert
AdventHealth – Women's OB	Advert
AdventHealth Brand Campaign (1)	Advert
AdventHealth Brand Campaign (2)	Advert
AdventHealth Brand Campaign (3)	Advert
AIBU2	TV
AIBU2 (2)	TV
Airline Brand	Advert
Amazon	Advert

BREIF REFERENCE TRACK/ARTIST

GENRE

	Рор
	Electronic
LAAKE – Melancholia	Electronic; Classical
Labrinth	Various
Jack Johnson – Lullaby	Various; Indie; Folk
Rayelle – It's Gonna Be A Good Day	Various; Indie
Rayelle – It's Gonna Be A Good Day	Various; Indie
Rayelle – It's Gonna Be A Good Day	Various; Indie
	Other
SNAP! – Rhythm Is A Dancer	Dance
	Various
	Electronic



CLIENT	MEDIA
Amazon MGM Romantic Drama – Car Racing Scene	Movie
Amazon MGM Romantic Drama – Chill House Party Scene	Advert
Amazon MGM Romantic Drama — House Party Scene	Advert
Amazon MGM Romantic Drama — Ibiza Scene	Advert
Amazon MGM Romantic Drama – London Party Music	Advert
Amazon MGM Romantic Drama – Sexy/Sultry Scene	Advert
Amazon Prime Dual Benefits	Advert
AMEX	Advert
Animated Christmas Film	TV
Apple	TV
Apple+ Miniseries Trailer	Advert
Australian Bottle Shop/Off License Brand	Advert

BREIF REFERENCE TRACK/ARTIST

GENRE

	Рор
	Electronic
LAAKE – Melancholia	Electronic; Classical
Labrinth	Various
Jack Johnson – Lullaby	Various; Indie; Folk
Rayelle – It's Gonna Be A Good Day	Various; Indie
Rayelle – It's Gonna Be A Good Day	Various; Indie
Rayelle – It's Gonna Be A Good Day	Various; Indie
	Other
SNAP! – Rhythm Is A Dancer	Dance
	Various
	Electronic



CLIENT	MEDIA
Amazon MGM Romantic Drama – Car Racing Scene	Movie
Amazon MGM Romantic Drama – Chill House Party Scene	Movie
Amazon MGM Romantic Drama — House Party Scene	Movie
Amazon MGM Romantic Drama — Ibiza Scene	Movie
Amazon MGM Romantic Drama – London Party Music	Movie
Amazon MGM Romantic Drama – Sexy/Sultry Scene	Movie
Amazon Prime Dual Benefits	Advert
AMEX	Advert
Animated Christmas Film	Movie
Apple	Advert
Apple+ Miniseries Trailer	Promo / Trailer
Australian Bottle Shop/Off License Brand	Advert

BREIF REFERENCE TRACK/ARTIST	GENRE
Olivia Rodrigo, Paramore, Avril Lavigne	Pop; Punk
Tourist – We Stayed Up All Night	Рор
Kylie Minogue – Can't Get You Out Of My Head	Рор
Tinie Tempah & Swedish House Mafia – Miami 2 Ibiza	House
Disclosure — White Noise	Pop; House; Various
BANKS — Before I Ever Met You (SOHN Remix)	Various
Beginners x Night Panda – Like This, Like That	Various; Electronic; Pop
St. Vincent – Broken Man	Various; Rock; Electronic
Red Velvet X aespa – Beautiful Christmas	Рор
	Various
	Various; World
Christopher Cross – Sailing	Various



CLIENT	MEDIA
Australian Film Trailer	Promo / Trailer
Bag Campaign	Online
Beauty Brand	Advert
Beggin' Alts	Movie
BEL-AIR S3	TV
BEL-AIR S3 (2)	TV
Below Deck	TV
bet356	Advert
Bleecker Street	Promo / Trailer
BOB HEARTS ABISHOLA	TV
Bulgari	Online
Bulgari R2	Online

BREIF REFERENCE TRACK/ARTIST	GENRE
Florence and the Machine — Dog Days Are Over	Various
	Electronic
Kenya Grace – Strangers	DnB
Madcon – Beggin'	Various
Skip Marley (Ft H.E.R) – Slow Down	Dance; Reggae
Skip Marley (Ft H.E.R) – Slow Down	Dance; Reggae
_	Afrobeats; Pop
_	Various
NENA – 99 Red Balloons	Singer—Songwriter; Indie; Ro
	Various
Dea Martin – Mambo Italiano	Various
The Ronettes — Sleigh Ride	Various



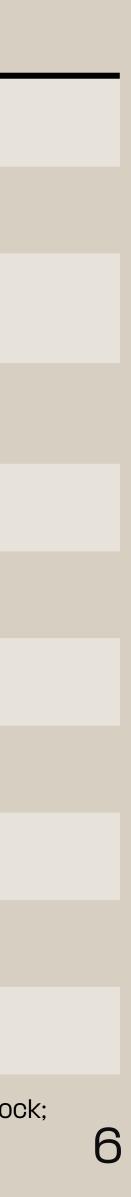
CLIENT	MEDIA	BREIF REFERENCE TRACK/ARTIST	GENRE
Cadillac	Advert		Various
Canadian Film	Movie	Pastor T.L. Barrett & the Youth For Christ Choir – Nobody Knows	Soul; Punk; Rock
Car Brief	Advert		Various; Electronic
Celebrity Wine Brand	Online	Frank Sinatra – Blue Moon	Various; Jazz
Champion campaign	Online	JID — Surround Sound	Нір—Нор
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—H
Coca Cola Olympics 2024 R2	Advert	Emeli Sande – Shine	Various



CLIENT	MEDIA	BREIF REFERENCE TRACK/ARTIST	GENRE
Coffee Advert R2	Advert		Various
Confidential Search	Online		Various
CONFIDENTIAL SEARCH	Advert		Нір—Нор
CONFIDENTIAL SEARCH (2)	Advert		Нір—Нор
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



CLIENT	MEDIA	BREIF REFERENCE TRACK/ARTIST	GENRE
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	Нір—Нор
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



CLIENT	MEDIA	BREIF REFERENCE TRACK/ARTIST	GENRE
Fear of Dying	Video Game		Various
Feature Film	Movie	Robbie Williams – Angel	Various
Female Empowerment Tracks	Advert	Missy Elliot – We Run This	Нір—Нор
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



CLIENT	MEDIA	BREIF REFERENCE TRACK/ARTIST	GENRE
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		Рор
Headphone Company (2)	Advert		Рор
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



CLIENT	MEDIA	BREIF REFERENCE TRACK/ARTIST	GENRE
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		Нір—Нор
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



CLIENT	MEDIA	BREIF REFERENCE TRACK/ARTIST	GENRE
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



CLIENT	MEDIA	BREIF REFERENCE TRACK/ARTIST	GENRE
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



CLIENT	MEDIA	BREIF REFERENCE TRACK/ARTIST	GENRE
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



CLIENT	MEDIA
Miele	Advert
Miele R2	Advert
Mirkwood	TV
Mr Loverman	TV
My Kitchen Rules	TV
MY OLD ASS	Movie
MY OLD ASS (2)	Promo / Trailer
NCIS	TV
Nescafe	Advert
Netflix Games Promo	Online
Netflix Romance Film	Movie
New Zealand Insurance Company	Advert

GENRE **BREIF REFERENCE TRACK/ARTIST** Sam Cooke – Bring It On Home to Me Soul Jazz ____ Indie — Mazzy Star – Fade Into You Various Pop; Rock; EDM ____ Various ____ Various ____ World; Various — Craig David Various Various ____ Various ____ Bill Withers – Lean On Me Various



CLIENT	MEDIA	BREIF REFERENCE TRACK/ARTIST	GENRE
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		Рор
Paw Patrol S3	Movie		Рор
Radiohead Alts	TV	Aphex Twin — Windowlicker	Various; Singer–Songwrit
Responder	TV	The Coral — Wild Bird	Indie
Restaurant Chain	Advert	_	Various



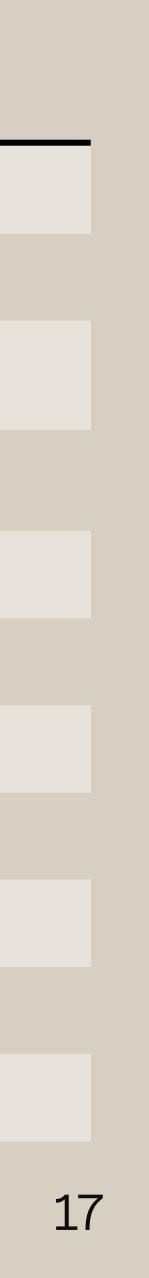
CLIENT	MEDIA	BREIF REFERENCE TRACK/ARTIST	GENRE
Retail Ad	Advert		Pop; Hip–Hop; Dance
Rock Search	Advert		Rock
Romance Trailer	Promo / Trailer	Paolo Nutini – Last Request	Various
Royal Caribbean	Advert		Various; Electronic; Pop
Sky Studios	Promo / Trailer	Labrinth – Forever	Various
Sports TV Channel	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		Рор
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



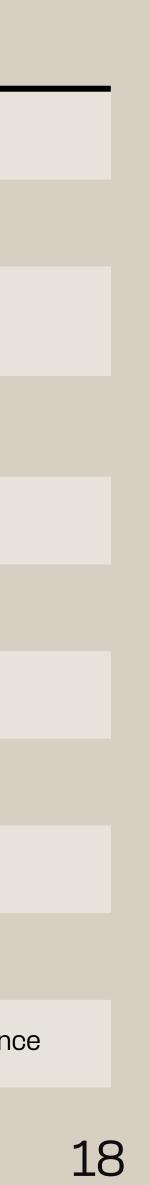
CLIENT	MEDIA	BREIF REFERENCE TRACK/ARTIST	GENRE
Sweetpea (3)	TV	Goldfrapp — Ooh La La	Various
Swiss Luxury Watch Brand	Advert	Peggy Gou – (It Goes Like) Nanana	Dance; Electronic
Tech Brand	Advert		Various
Tech Brand	Advert	Tierra Whack — Pretty Ugly	Various
Tech Brand	Online		Various
Tech Brand Brief (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



CLIENT	MEDIA	BREIF REFERENCE TRACK/ARTIST	GENRE
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



CLIENT	MEDIA	BREIF REFERENCE TRACK/ARTIST	GENRE
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; Danco
Victoria's Secret R2	Online		Various



CLIENT	MEDIA
Walmart	Advert
Walmart (2)	Advert
Walmart (2) R2	Advert
Walmart Back To College	Advert
Walmart Back To College (2)	Advert
We Go Again	TV
Week of Diversity	Advert
Welcome to the Weekend	TV
Whiskey Search	Advert
Yogurt Shop Murders	TV
You're Dating a Narcissist	TV
You're Dating a Narcissist (2)	TV

BREIF REFERENCE TRACK/ARTIST

GENRE

	Rock; Rap; Various
Flo Rida – Whistle	Various
Flo Rida — Whistle	Various
_	Various
	Various
	Pop; Afrobeats
Romy — Enjoy Your Life	Рор
	Various
Central Cee – Doja	Various; Hip—Hop
Andy Williams – It's The Most Wonderful Time of the Year	Various
Selena Gomez – Look at Her Now	Various; Pop
Cate Le Bon – Are You With Me Now	Various



Thanks.

OSENTRIC

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