

# Sentric Sync.

**Monthly Sync Analysis: July 2024**



# July 2024

CLIENT	MEDIA	BREIF REFERENCE TRACK/ARTIST	GENRE
5 Bucket Social Media Search (1)	Advert	Lolo Zouai – Like Scooter	Hip–Hop
5 Bucket Social Media Search (2)	Advert	Chappell Roan – Hot to Go	Indie; Singer–Songwriter; Meta
5 Bucket Social Media Search (3)	Advert	–	Other
5 Bucket Social Media Search (4)	Advert	–	Various
5 Bucket Social Media Search (5)	Advert	–	Various
Accountant 2	TV	–	Rock; Funk; Blues
Ad Search	Advert	–	Electronic; Hip–Hop
Adventure Auto Search	Advert	–	Rock; Country; Indie
Adventure Auto Search (2)	Advert	–	Pop; Rock; Latin
Allied Irish Banks	Advert	Canned Heat – Let's Work Together	Various
Amazon	Advert	Ghostface Killer – The Champ	Hip–Hop; Various
Amazon	Online	–	Hip–Hop

# July 2024

CLIENT	MEDIA	BREIF REFERENCE TRACK/ARTIST	GENRE
Amazon Business	Advert	Salt N Pepper – Whattaman	Various
Amazon Holiday	Advert	–	Various; Pop
American Primeval Trailer	Promo / Trailer	–	Various
Americana Trailer	Promo / Trailer	–	Americana; Folk; Blues
Anachnid (R2)	Movie	Fireflight – Unbreakable	Alternative; Rock; Punk
AOK	Advert	Violent Femmes –Blister in the Sun	Various
Apple	Advert	–	Various
Apple	Advert	Dan Deacon – Become a Mountain	Various; Electronic
Apple	Advert	Isley Brothers – Shout	Jazz
Apple	Advert	–	Jazz; Pop; Funk; Hip–Hop
Armani Code	Online	ASAP Rocky ft Moby – ASAP Forever	Rap; Hip–Hop
Armani 'Stronger With You'	Advert	Underworld – Born Slippy	Electronic

# July 2024

CLIENT	MEDIA	BREIF REFERENCE TRACK/ARTIST	GENRE
Arthouse Feature Film	Movie	Lumidee – Never Leave You	Various
Arthouse Feature Film	Movie	–	Various
Assassin's Creed Shadows World Trailer	Promo / Trailer	–	World
Babybel	Advert	Rosalía – Despechá	Pop; Reggaeton
Babybel (2)	Advert	Giorgio Moroder	Electronic
Beauty Brand	Advert	–	Various; Pop
Bespoke Grime/Drill Artists for Diss Track	Other	–	Grime; Rap
Big Bear Hug	Advert	–	Various; Pop
BLINK Trailer	Promo / Trailer	–	Various
Boarders S2	TV	–	Hip-Hop; Pop; Rap
Boxing Film Trailer	Promo / Trailer	Dorothy – Black Sheep	Various
British Thriller Series Trailer	Promo / Trailer	Alanis Morissette – All I Really Want	Various; Punk

# July 2024

CLIENT	MEDIA	BREIF REFERENCE TRACK/ARTIST	GENRE
Business Space	Advert	Ram Trucks – God Made a Farmer	Soul; Christian & Gospel
Car Commercial	Advert	David Bowie – Starman	Various
Cat Stevens Alts	Movie	Cat Stevens – Lady D'Arbanville	Singer–Songwriter
Christmas Sale Ads	Advert	Iur – Song 2	Various
Christmas Tracks for Movie	Movie	–	Folk; Rock; Soul
'Clean Slate' Trailer	Promo / Trailer	MUNA – I Know a Place	Various
CO–OP	Advert	Rage Against the Machine – Take the Power Back	Hip–Hop
CO–OP	Advert	SNAP! – The Power	Various
Dance in the Quad – On Fire	Movie	–	Various
Dance Tracks	TV	Felix da Housecat	Dance
Deep Sea Documentary	Movie	Bee Gees – How Deep Is Your Love	Various
Deep Sea Documentary (2)	Movie	Les Baxter – Pool of Love	Various

# July 2024

CLIENT	MEDIA	BREIF REFERENCE TRACK/ARTIST	GENRE
DOC Ep. 110	TV	–	Various
DOC Ep. 110 (2)	TV	–	Various
Docuseries	TV	Santigold – Kicking Down Doors	Various
Dope Lemon Alts	TV	Dope Lemon	Various
Dope Lemon Alts (2)	TV	–	Various
eFootball 25 Trailer R2	Promo / Trailer	Fatboy Slim – Rockerfella Skank	Various
F&F Autumn/Winter Campaign	Advert	–	Various
Fashion & Home Retail Brand	Advert	Dolly Parton – 9 to 5	Various
Fashion Brand	Advert	–	Various
Fashion Retailer	TV	Christine & The Queens – Full of Life	Various
Fashion Retailer R2	Advert	Fantasy – Mariah Carey	Various; Pop; R&B
Fortnite Promo	Promo / Trailer	–	J–Pop; EDM

# July 2024

CLIENT	MEDIA	BREIF REFERENCE TRACK/ARTIST	GENRE
Fred Again Alts	Advert	Fred Again and Anderson Paak – Places to Be	Funk; Soul
French TV Ad	Advert	–	Various
Funky Joy Ad	Advert	Lee Dorsey – Occapella	Various
Gaming Brief	Promo / Trailer	–	Various
Gangs Of London	TV	–	Dance; Hip–Hop; Afrobeats
Garnier Nutrisse	Advert	Rosalia – Saoko	Reggaeton; Latin; Hip–Hop
Garnier Ultra Doux	Online	Minnie Riperton – Les Fleurs	Various; Pop
Gatorade	Advert	Metro Boomin – Am I Dreaming	Hip–Hop
Go Pro	Advert	Charli XCX – Von Dutch	Electronic
Good Fortune	Movie	–	Electronic
Greater Anglia	Advert	Chemical Brother – GO	Electronic
Grey's Anatomy S21	TV	–	Singer–Songwriter; Pop; Rock

# July 2024

CLIENT	MEDIA	BREIF REFERENCE TRACK/ARTIST	GENRE
Guinness x Premier League	Promo / Trailer	PowerSolo – Boom Babba Do Ba Dabba	Various
Guinness x Premier League (2)	Other	PowerSolo – Boom Babba Do Ba Dabba	Various
Heist Docuseries	TV	Wiley – Cash In My Pocket	Various
High–Action Film	Movie	Missy Elliot – Get Your Freak On	Various
Honda	Advert	Jamie XX – Obvs	Electronic
I, Jack White	TV	Robert Glasper – Afro Blue	Soul
I, Jack White (2)	TV	Blur – There's No Other Way	Various
I, Jack White (3)	TV	The Stone Roses, Happy Mondays, Inspiral Carpets	Rock; Alternative
Indie Country Music	TV	–	Indie; Country
Indie Film 'Such A Vivid Imagination'	Movie	Lankum – Go Dig My Grave	Various
Jed Kurzel Alts	Other	–	Classical
La Roche Posay	Online	Tom Odell – Another Love	Pop; Singer–Songwriter



# July 2024

CLIENT	MEDIA	BREIF REFERENCE TRACK/ARTIST	GENRE
LAIID Main Title Song	TV	—	Alternative; Rock
Lancome Holiday R7	Advert	Grace VanderWaal – Clearly	Pop
Lazy Lyrical Brief	Advert	—	Various
LET'S HAVE KIDS	Movie	—	Alternative; Indie; Rock
Love Island	TV	—	Pop; Dance
M&S Christmas Campaign	Advert	Justice – Dance	R&B; Hip–Hop; Techno
Macy's Fall 2024	Advert	—	Various
Macy's Fall 2024 (2)	Advert	—	Various
Macy's Fall 2024 (3)	Advert	—	Various
Manchester Bands	Movie	Liam Fray	Various
Marvel Tv Search	TV	—	African
MAX Series Teaser	Promo / Trailer	—	Various

# July 2024

CLIENT	MEDIA	BREIF REFERENCE TRACK/ARTIST	GENRE
Mazda	Advert	Beyonce – Move	Various; Pop
Mazda 'Feel The Love'	Advert	–	Electronic; House; Dance
Mazda 'Feel The Love' (2)	Advert	–	Electronic; House; Dance
Mazda 'Feel The Love' (3)	Advert	–	Pop; Indie; Rock
McDonalds	Advert	–	Pop; Dance; R&B
McDonalds (2)	Advert	Fake Blood – I Think Like It	Various
McDonalds Value	Advert	Yello – Oh Yeah	Various
McDonalds Value (2)	Advert	Missy Elliot – RATATA	Various
McDonalds Value (3)	Advert	Ghostface Killah, Nate Dogg & Mark Ronson – Ooh Wee	Rap; Various
Menendez Doc	Movie	Dan Mangan – Losing My Religion	Singer–Songwriter; Folk
Michael Kors	Advert	–	Various
Michael Kors	Advert	–	Holiday; Various

# July 2024

CLIENT	MEDIA	BREIF REFERENCE TRACK/ARTIST	GENRE
MLM TV Show	TV	Jai Paul, Jungle	Various
Mobil1	Advert	Donnie and Jo Emerson – Baby	Electronic; Various
Mobile Carrier Campaign	Advert	–	Hip-Hop
Mobile Phone Carrier	Advert	–	Pop; R&B; Soul
Mudtown	TV	Skream – Rutten	Various
My Fault London	Movie	–	Various
My Fault London (2)	Movie	Alan Walker – Better Off (Alone Pt III)	Pop; Dance
My Fault London (3)	Movie	Kylie Minogue – Can't Get You Out Of My Head	Pop
Netflix 'ACAB'	TV	Bruce Springsteen – State Trooper (Trentemoller Mix)	Various
Netflix 'My Oxford Year'	Movie	Jungle, Sault, Bruno Mars	Funk; Soul
Netflix Trailer 'Martha'	Promo / Trailer	–	Various
Old Navy	Advert	Delight – Groove Is In The Heart	House; Various

# July 2024

CLIENT	MEDIA	BREIF REFERENCE TRACK/ARTIST	GENRE
Outer Banks	TV	SKEGSS – Spring Has Sprung	Various
Outer Banks (2)	TV	Fontaines D.C. – Starburster	Indie; Rock
Outer Banks Teaser	Promo / Trailer	–	Alternative; Rock
Paddy Power	Advert	Kill Bill Vol.1 – Arrival of O–Ren Ishii at "The House of Blue Leaves"	Various
Period 1848–1881	TV	–	Various; Classical
Pharma Company	Advert	–	Rock; Electronic
Pharma Company (2)	Advert	–	Rock; Electronic
PlutoTV Promo Spot	Promo / Trailer	Matt Monroe – Born Free	Singer–Songwriter; Classical
PlutoTV Promo Spot (2)	Promo / Trailer	–	Various
POKER FACE S2	TV	–	Various
POKER FACE S2 (2)	TV	–	House; Electronic; Dance
POKER FACE S2 (3)	TV	Rage Against The Machine – Killing In the Name	Rock

# July 2024

CLIENT	MEDIA	BREIF REFERENCE TRACK/ARTIST	GENRE
Royal Caribbean	Advert	Yellow Claw – DJ Turn It Up	Electronic
Royal Caribbean (2)	Advert	LG – I Got That Juice	Rap; Hip-Hop
Royal Caribbean (3)	Advert	–	Electronic
'Say Nothing' Titles	Movie	Laura Marling – Devil's Spoke	Various
Schedoni	Advert	–	Various; World; Rock
Sci Fi Series	TV	Beastie Boys – Sabotage	Various; Rock
Sci Fi Series	TV	–	Alternative; Rock
Season Launch Promo	Promo / Trailer	Aitch – 1989	Hip-Hop
Season Launch Promo (2)	Promo / Trailer	SHY FX – Everyday	Garage; DnB; Reggaeton
Skincare Brand	Advert	–	Various; Electronic; Pop
SKY Mobile	Advert	Take That – Shine	Various
SNL	Movie	–	Various

# July 2024

CLIENT	MEDIA	BREIF REFERENCE TRACK/ARTIST	GENRE
Sports Lyrical Search	Advert	Viagra Boys – Sport	Various
SUR 207	TV	–	Various; Electronic
Survival Film End Credits	Movie	David Bowie – Space Oddity	Various
Swedish Netflix Series	TV	Amyl and The Sniffers	Punk
Sweetpea	TV	Maggie Rogers – Drunk	Various
Tech Brand	Advert	Deetranada – WOAH!	Hip–Hop
Tech Company	Advert	–	Various
Tech E–Commerce Europe	Advert	The Colourfield – Little Things	Various
Tech E–Commerce Europe (2)	Advert	Sandie Shaw – Puppet On A String	Various
Tech E–Commerce UK	Advert	Sandie Shaw – Puppet on a String	Various
Tech E–Commerce US	Advert	–	Various
Telecommunications Brand	Advert	–	Pop; Dance; Electronic

# July 2024

CLIENT	MEDIA	BREIF REFERENCE TRACK/ARTIST	GENRE
The Heavy Alts	Advert	The Heavy – How You Like Me Now	Indie; Rock
THE IRRATIONAL S2	TV	–	Metal
THE IRRATIONAL S2 (2)	TV	–	Metal
The Money Game	TV	–	Hip–Hop
The Recruit S2	TV	Future of the Left – Things To Say To Friendly Policemen	Alternative; Indie
The Road Trip	TV	First Aid Kit – My Silver Lining	Indie; Folk; Pop
The Road Trip (2)	TV	–	Indie; Folk; Pop
The Road Trip (3)	TV	–	Various
The Road Trip (4)	TV	–	Various
The Rookie S7	TV	–	Alternative; Rock; Punk
The Rookie S7 (2)	TV	–	Indie; Pop; Rock
The Rookie S7 (3)	TV	–	Singer–Songwriter; Pop

# July 2024

CLIENT	MEDIA	BREIF REFERENCE TRACK/ARTIST	GENRE
The Rookie S7 (4)	TV	—	Latin
The Rookie S7 (5)	TV	—	Hip-Hop; Rap
The Rookie S7 (6)	TV	—	Various
The Terry Fox Foundation	Movie	—	Other
Tommy Hilfiger	Advert	—	Pop; Indie
TOPPS	Advert	George Harrison – If Not For You	Singer–Songwriter; Americana
TOPPS (2)	Advert	George Harrison – If Not For You	Singer–Songwriter; Americana
Trailer	Promo / Trailer	Stormzy – Blinded By Your Grace	Hip-Hop
Trailer / Teaser	Promo / Trailer	Taylor Swift, Ariana Grande, Olivia Rodrigo	Pop
Training Montage Spot	Advert	Flashdance, Eye of the Tiger	Various
Travel & Tourism Company	Advert	Deep Inside – Hardrive	Dance
Travel Insurance	Advert	IDLES, Rage Against The Machine, Aphex Twin.	Various



# July 2024

CLIENT	MEDIA	BREIF REFERENCE TRACK/ARTIST	GENRE
Travel Insurance (2)	Advert	Kenny Logins – Danger Zone	Various
UK Retailer Xmas Search	Advert	Metallica – Enter Sandman	Various
UK Retailer Xmas Search (2)	Advert	–	Rock
UNT Animated Show	TV	–	Hip–Hop
UNT Animated Show (2)	TV	–	Various
Verizon	Advert	–	Hip–Hop
Victoria's Secret	Advert	–	Holiday; Various
Video Game	Video Game	Ella Fitzgerald – All Of Me	Jazz
Video Game	Advert	The Death Set – Yo David Chase! You P.O.V. Shot Me In The Head	Punk; Rock
Vodafone Ireland	Advert	–	Various
Walmart	Advert	–	Various
Walmart (2)	Advert	T.I. – Bring Em Out	Various

# July 2024

CLIENT	MEDIA	BREIF REFERENCE TRACK/ARTIST	GENRE
Walmart (3)	Advert	Joe Budden – Pump It Up	Various
Xfinity	Advert	Sofi Tucker – Purple Hat	Pop
Xfinity	Advert	Sofi Tucker – Purple Hat	Pop
Yellowstone Promo Campaign	Promo / Trailer	–	Country; Americana
YES	Movie	Bobby Solo – Se piangi, se ridi	Pop

# Thanks.