**Founded in 2003 by Daniel Cross, Record-Play began as a one-man music supervision service embedded in Soho's media district. Since then it's grown into one of Europe's largest independent music consultancies, with a peerless track record when it comes to sourcing and licensing music.**

Record-Play’s mission is not just to find the best music for its clients, which include major names such as adidas, Google and Konami, but to offer them holistic music strategies that consider sonic branding at every touch point.

A fearlessly independent and enterprising company that employs a diverse young team in London, Barcelona and Amsterdam, Record-Play is perfectly placed to provide music to enhance any environment.

Our team includes professional musicians, DJs, promoters and music journalists, giving us invaluable experience and connections in every area of the music industry and ensuring we remain committed to treating artists properly.

Using tools such as [our in-depth guide](https://record-play.net/unblocking-the-sync/) *Unblocking the Sync: A band’s guide to brands and a brand’s guide to bands*, we also help foster mutually beneficial and transparent relationships between music makers and music users.

Our flexible and innovative approach has seen us complete a diverse range of projects for clients, including:

* **Setting up a fully fledged, in-house music department at adidas Global**
* **Delivering a** [**23-track soundtrack**](https://record-play.net/pes-2019-soundtrack-revealed/) **for Konami's long-running AAA franchise *Pro Evolution Soccer***
* **Supervising** [**geo-specific retail playlists**](https://record-play.net/bespoke-instore-playlisting-adidas-stadium-nbhd/) **for over 10k adidas stores worldwide**
* **Curating and licensing** [**inflight entertainment**](https://record-play.net/music-supervision-resource-musicmap-go/) **for long-haul British Airways flights, and** [**creating digital content**](https://record-play.net/volotea-local-heroes-music-consultancy/) **for the short-haul airline Volotea**
* **Negotiating the right for a range of contemporary artists to reinterpret Frank Sinatra's legendary 'My Way' for a** [**major ad campaign**](https://record-play.net/adidas-originals-original-is-never-finished/)**, which went on to win the** [**Entertainment for Music Grand Prix**](https://record-play.net/original-is-never-finished-cannes-lions/) **at Cannes Lions**
* **Running an** [**extensive social media campaign**](https://record-play.net/music-consultancy-google-photos-easythrowback/) **to promote the Google Photos app, engaging some major music names along the way**
* **Running** [**influencer marketing campaigns**](https://record-play.net/reebok-seeding-project-completed/) **for brands such as Reebok, TOMS, Red Bull and Budweiser**
* **Commissioning a** [**range of exclusive covers**](https://record-play.net/google-app-favorite-things-julie-andrews/) **by cutting edge artists for a global Google campaign**
* **Producing a** [**60k-word book**](https://record-play.net/unblocking-the-sync/) **to help educate both musicians and marketers on the world of music licensing and brand/artist interplay**
* **Helping the** [**biggest digital distribution company in the Nordics**](http://phonofile.com/phonofile-opening-uk-office-in-london/) **attract a range of successful new clients**
* **Helping underground artists from around the world find a new audience via our independent** [**MusicMap**](https://musicmap.global) **website**
* **Licensing the soundtrack for the award-winning feature documentary**[***Age of Stupid***](https://www.spannerfilms.net/music)
* **Teaming up with RWD and Mixcloud to create a pop-up radio station for Reebok at UK festivals.**
* **Helping promote events such as** [**Primavera**](https://record-play.net/martini-x-primavera-sound/) **and** [**Barcelona Design Week**](https://record-play.net/raising-dead-barcelona-design-week/) **using original compositions by local artists**

[Head here](https://record-play.net/music-supervision/) to explore our past work in more detail, and [get in touch](https://record-play.net/contact/london/) to see how we can make the future sound better together...