

Timeline of music sync & brand partnerships

16th C. Minstrels in Elizabethan England intersperse their performances with ditties written to thank their sponsors (local butchers, bakers, etc.), while street vendors use song to advertise their wares - think of the "cockles and mussels, alive, alive, oh" cry popularised in the traditional Irish song 'Molly Malone'.

1882 A company in Jersey City publishes a song advertising their rat poison brand, 'Rough on Rats'. Sound recording is still in its infancy, but for 35 cents you can buy the sheet music and sing it in the comfort of your own home. (Although perhaps not in earshot of your pets, considering the chorus: "R-r-rats! Rats! Rats! Rough on Rats, Hang your dogs and drown your cats.")

1908 Camille Saint-Saëns composes what is thought to be the world's first bespoke film score, for the French film *La Mort du duc de Guise*.

1926 The success of a barbershop-style radio jingle in Minneapolis results in huge local sales for breakfast cereal Wheaties. The advert is soon rolled out nationwide, saving the struggling brand and creating the world's first advertising jingle.

1944 Chiquita Bananas produce a jingle to teach Americans how to best ripen bananas ('Bananas like the climate of the very, very tropical equator / So you should never put bananas in the refrigerator'). It proves so popular that it is given its own release, going on to sell over a million copies.

1951 Dinah Shore, the top-charting female singer of the forties, partners with car manufacturer Chevrolet, who are keen to target the largely untapped female-driver market. Shore sings the song 'See the USA in Your Chevrolet' in adverts, live performances, and on her popular television programme, *The Dinah Shore Show* (later renamed *The Dinah Shore Chevy Show*).

1952 A collaboration between guitar manufacturer Gibson and musician/innovator Les Paul results in the creation of a new solid-body guitar. The Gibson Les Paul remains one of the world's most popular electric guitars.

1963 Matt Monro's 'From Russia With Love' becomes the first single from the James Bond franchise to feature a major artist. It spends 13 weeks in the UK Top 100, kicking off one of the longest-running examples of successfully using music as marketing.

1971 The Coca Cola jingle 'I'd Like to Buy the World a Coke' proves so popular that people start requesting DJs play it on the radio. The resulting single hits number 13 in the Billboard charts, while a version by the New Seekers, renamed 'I'd Like to Teach the World to Sing (In Perfect Harmony)', goes top ten.

1981 Jovan, Inc., a major perfume manufacturer, sponsors The Rolling Stones' Tattoo You U.S. tour to the tune of "several million dollars". The following year sees Schlitz Beer sponsor The Who's U.S. tour as part of their 'Schlitz Rocks America' campaign. Sponsored tours remain popular throughout the eighties.

1982 *Journey Escape*, a video game based on the band Journey's album *Escape*, is released on the Atari 2600. The game, wherein you have to guide the band past 'hordes of Love-Crazed Groupies, Sneaky Photographers, and Shifty-Eyed Promoters', is the first to feature a version of an existing song on its soundtrack.

1985 Burger King sync Aretha Franklin's 'Freeway of Love' in a television ad, kicking off the trend of syncing popular songs in advertising campaigns.

1986 Run DMC sign the first million-dollar hip-hop endorsement deal with adidas, after the brand become aware of the success of the group's 'My Adidas' single.

1987 Nike pay \$500k to use the Beatles' 'Revolution' in a television advert. While the ad is a success, the three remaining Beatles bring about a court case to stop the song being used, despite no longer owning the rights to the song. The case is settled in secret in 1989.

1991 Karl Lagerfeld launches his 1991 collection for Chanel, which is heavily inspired by hip-hop culture. An enduring relationship between rap and high fashion is set into motion.

1994 Microsoft commission Brian Eno to create a six-second piece of music that will play whenever their Windows 95 operating system boots up. Along with the even shorter, three-note Intel motif, it becomes one of the most successful examples of sonic branding to date. Eno credits the project with helping break a 'logjam' in his own work. (He also later reveals he actually composed it on a Mac.)

1994 After an approach to use 'Today' by Smashing Pumpkins is apparently knocked back, Levi's commission Peter Lawlor to create a grunge-friendly track for their latest ad. Lawlor forms a band, Stiltskin, to record it, and the resultant single is a hit: the first of several Levi's syncs to hit number one in the charts.

1997 *FIFA: Road to World Cup 98* becomes the first game in the FIFA franchise to feature a licensed song, with Blur's 'Song 2' used as the intro theme. Record labels and publishers are soon battling to be featured on the games' soundtracks, with the latest edition of *FIFA* featuring over fifty tracks.

1998 Red Bull launches its first ever Music Academy in Berlin. Before long the events start to spread all over the world, with a range of established and emerging talent taking part.

1999 After being turned down by Iceberg Apparel to create a formal endorsement deal/equity stake, Jay Z creates his own brand, Rocawear.

1999 Moby licenses every single track on his *Play* album for sync, with his music featuring in adverts for everything from American Express to Bailey's Irish Cream.

2001 *Grand Theft Auto III* becomes the first game of the franchise to feature commercially released licensed music, as opposed to commissioned compositions. The in-play radio stations become a celebrated feature of the game, with the soundtracks released separately as compilations and boxed sets.

2003 Justin Timberlake launches McDonald's 'I'm Lovin' It' campaign by recording a song of the same name, which is cunningly leaked months before the campaign begins. 'I'm Lovin' It' becomes the brand's longest-running slogan, with the five-note hook still in use today.

2007 Journey's "Don't Stop Believin'" features prominently in the last episode of *The Sopranos*, with iTunes downloads of the song increasing 482% as a result. Its subsequent use in the first episode of *Glee* prompts a similar sales boost.

2007 Drinks giant Diageo approach Sean 'Diddy' Combs about becoming the brand ambassador for their little-known premium vodka brand Ciroc. Combs agrees in exchange for a 50/50 share in profits. Before long sales start to spike, and a decade later Ciroc is one of the world's leading premium vodka brands. The same year sees Vitamin Water sold to Coca-Cola, netting an estimated \$100m for that brand's rap ambassador, 50 Cent, who'd taken equity in the company.

2008 Bacardi signs an integrated marketing deal with Groove Armada. The spirits company, acting as a record label, use the duo's music in its global advertising campaigns, while helping Groove Armada expose their music to new potential markets.

2010 Lady Gaga's music video for 'Telephone' gets a mixed response, with commentators drawing attention to the excessive amount of product placement (almost a dozen brand logos can be seen). However, the criticism does little to deter pop stars from selling product placement in their promo videos.

2012 Brand sponsorships for music festivals, tours and venues total \$1.22 billion and are projected to increase.

2011 The relationship between popular music and advertising blossoms rapidly. In March 2011 alone, Audi features Regina Spektor, Hyundai features Vanessa James, Toyota features Joss Stone and Reebok features Michael Kadelbach.

2014 Energy drink brand Monster is found guilty of copyright infringement after using several Beastie Boys songs in an online video without permission. The company is ordered to pay \$1.7m to the band as a result.

2014 Apple continue a long-running relationship with U2 by automatically adding the band's new album to the iTunes libraries of 500m subscribers. The promotion backfires spectacularly, annoying many users who see it as invasive. Lead singer Bono makes a public apology and Apple is forced to release a guide to help people delete the album from their libraries.

2015 Unilever brand Impulse partner with Charli XCX to produce two limited edition deodorants. Impulse's revenues increase 462% in the first month (compared to the same period the previous year) and their Instagram followers double during the campaign.

2017 John Lewis announce a 2.7% rise in like-for-like sales for the Christmas period, following another successful seasonal campaign. The brand's strategy of commissioning emerging artists to cover classic songs has become a Christmas staple, although chairman Sir Charlie Mayfield has hinted they may switch it up this year. Watch this space...



'Film music and cutting have a great deal in common. The purpose of both is to create the tempo and mood of the scene!'
Alfred Hitchcock



'Nobody ever accused us of selling out, because it was so real what we was doing!'
RUN DMC