

GSK's Lucozade becomes first brand to license music under the new partnership between Boosey & Hawkes and Absolute

GlaxoSmithKline's Lucozade Energy is the first brand to benefit from a new partnership between Boosey & Hawkes and music marketing company Absolute which enables Boosey - the world's largest classical music publisher - to further extend the scope and variety of musical offerings available to its film, TV and advertising clients.

Lucozade has chosen a high-energy music track by Absolute's indie rock band Brigade as the soundtrack for a new £1.6m television advertising campaign developed by Ogilvy & Mather, Dublin.

The Brigade track - titled 'What Are You Waiting For?' - was proposed to Ogilvy Dublin producer Derek Doyle by Lucy Heyman, music consultant at Boosey & Hawkes Music Consultancy.

The new Lucozade Energy campaign is based on a never ending chase around the globe. Four executions – two 30-second and two 20-second spots – follow the exploits of the main character as he is chased from Costa Rica to New Orleans, New York to Los Angeles, and Hamburg to Marseille. Each commercial's end line - 'To be continued...' - is designed to leave the viewer wanting more.

The advertising was developed and created by the Lucozade team at Ogilvy & Mather, Dublin and directed by award-winning Italian film-maker, Dario Piana, who has directed more than 450 commercials worldwide.

Stephen Cooke, group product manager at GlaxoSmithKline, says the new commercials and music soundtracks reflect the high energy values of the brand as the lead character continually eludes and outsmarts his pursuers.

He says: "The television is just the start. In keeping with the large scale of the TV, we are developing an integrated communications strategy across the communications mix."

Ogilvy Dublin's Derek Doyle – who produced the TV commercials - says: "The Brigade track 'What Are You Waiting For?' does a great job for us against the visuals for our Lucozade Energy 'To Be Continued' campaign. It combines pace, energy and attitude, and has all the attributes we were looking for in a track."

Absolute's marketing manager Mark Dowling says: "Brigade's hi-octane track is perfectly matched to the high energy values of the Lucozade Energy brand. The frenetic pace of the music partners the commercial's visuals so well it's as if the track was made for the ad."

He adds: "I'm especially pleased that such a high profile TV commercial will give a huge boost to the career of an exciting emerging band like Brigade."

Natasha Baldwin, head of Boosey & Hawkes Music Consultancy, says: "We're really delighted to have placed a track from the Absolute catalogue so soon after signing our agreement. The placement of Brigade's hard edged rock track is further proof, if any were needed, that Boosey consultancy's musical expertise extends way beyond our core classical catalogue."

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