

Loud Crowd Music Set the Standard for Music in Advertising

Loud Crowd's Leading Composer Robert Upward Is Nominated For APRA Music Screen Awards

MELBOURNE, VICTORIA, AUSTRALIA, February 13, 2017 /EINPresswire.com/ -- Melbourne based Loud Crowd Music are specialists in creating custom music and [sound design](#) for advertising, and have been setting the standard in this area for over 15 years. Loud Crowd Music is led by composers and producers Robert Upward and Angie Coffey. They work collaboratively with an extensive pool of talented musicians to produce custom music, soundscapes, [jingles](#) and sound design in a variety of genres. The team at Loud Crowd music have been trusted by some of the biggest brands across the country and across the globe including Toyota, L'Oreal, James Boag, Kia and Country Racing Victoria.

Loud Crowd Music are winners of multiple awards and award nominations for [advertising jingles](#) these include: Golden Stylus Awards, Best Sound in Advertising – Grand Prix. MADC Awards. Australian Writers and Art Directors Awards, Best Sound Design – Four-time Winner, APRA Music for Screen Awards, Best Music for an Advertisement (nominee). Also established composers in the field of music for film and television, awards here include APRA/AGSC Screen Music Awards, Best Music in a Documentary Nominee, Docklands, Network 7. AFI/AACTA Awards, Best Documentary Series -Nominee, Immigration Nation SBS.

loudcrowd be heard



The work of the Loud Crowd team stands out because they expertly utilize the powerful emotional effect that music can have on listeners, and know how this can be harnessed to make advertisements

more powerful and effective. Custom music dramatically enhances the efficacy of advertisements in a way that simply wouldn't be possible with stock music. Robert and Angie are experts at creating memorable sonic branding. By creating bespoke pieces of work for each commission, their music and jingles for advertisements are perfectly matched to the products being promoted. Music has the ability to bypass the intellect and connect to listeners and viewers on a subconscious level. This dramatically increases the impact of your message and ensures that its essence is felt on a visceral level.

Loud Crowd Music are able to produce exceptional quality work for jingles in a variety of genres. Robert Upward's music for Country Racing Victoria's advertisement 'It's Got It All' won a nomination for APRA Music for Screen Awards, Best Music for an Advertisement 2016. Robert composed a song that was influenced by country music, and perfectly reflected the country lifestyle and the excitement of a day at the races. The sound design for the Kia advertisement 'Refuel' required a commission to match the high tech action on screen perfectly with musical timbres and soundscapes which enhance the message of the advertisement and create an even more memorable impression in the listeners' mind. Angie Coffey lead the way on the highly acclaimed commercial 'Keyhole', for James Boag premium lager. This advert is inspired by the films of Alfred Hitchcock and a famous black and white photograph by Helmut Newton in which a lady peers through a keyhole. A reflection of Angie's skill, and the level of trust placed in her by clients, the music was conceived before the Hollywood director Richard Franklin (famous for films such as Blue Lagoon) had directed the video shoot. Unusually, the music therefore also became inspiration for the cinematography, and was played on location at the shoot.

Loud Crowd Music were also trusted by Australian company Sushi Sushi to produce the sonic branding for their advertisement. The team at Loud Crowd created a sophisticated piece of work, including voice over to demonstrate the quality of food being offered by Sushi Sushi, as well as reinforcing the traditions behind the food. A further example of their versatility is the music composed for the Primus Telcom Seven Cents Sundays advert -a hilarious spoof on James Bond films and themes. This quirky piece of music again did what they do best at Loud Crowd Music – use sound to reinforce the message of the advert.

Loud Crowd Music's diverse portfolio of music for advertising, which can be seen at www.loudcrowdmusic.com.au, is available for you to see for yourselves just how exceptional Loud Crowd Music are when it comes to composing music specifically for advertising. Understanding exactly how powerful music can be, and how to harness the power of this medium to enhance your products is why Loud Crowd Music are recognized both by professional peers and some of the biggest brands across diverse industries as the name to trust when it comes to music for advertising.

Robert Upward
Loud Crowd Music
+61 3 9681 6064
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2017 IPD Group, Inc. All Right Reserved.