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Descrizione fisica	1 online resource (202 p.)
Collana	Digital and social media marketing and advertising collection, , 2333-8830
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Soggetti	Music in advertising Singing commercials Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (pages 175-179) and index.
Nota di contenuto	Opening act: the brands -- Synchronization and transcription licenses -- 1. "Teach the World to Sing" - Coca Cola (1971) -- 2. New Generation - Michael Jackson and Pepsi (1983) -- 3. Grapevine - Motown and the California Raisins (1986) -- 4. "Revolution" - The Beatles and Nike (1987) -- 5. "Be My Baby" - The Ronettes and Levi's (1989) -- 6. "Like A Rock" - Bob Seger and Chevy (1991) -- 7. "Start Me Up" - The Rolling Stones and Microsoft (1995) -- 8. "Desert Rose" - Sting and Jaguar (1999) -- 9. "Pink Moon" - Drake and VW (1999) -- 10. "Find My Baby" - Moby and American Express (2000) -- 11. "Days Go By" - Dirty Vegas and Mitsubishi (2002) -- 12. "Lust for Life" - Iggy Pop and Royal Caribbean (2002) -- 13. "Rock and Roll" - Led Zeppelin and Cadillac (2002) -- 14. The Silhouettes - Various Artists and Apple (2003) -- 15. Angels - Bob Dylan and Victoria's Secret (2004) -- 16. "Love Train" - O'Jays and Coors Light (2005) -- 17. "Back in Black" - AC/DC and The Gap (2006) -- 18. "The Hamsters" - Various Artists and Kia (2008) -- 19. "Lose Yourself" - Eminem and Chrysler (2011) -- 20. Horses and Dogs - Fleetwood Mac, Passenger, and Budweiser (2013 and 2014) -- Encore: The Bands -- Notes -- References -- Index.
Sommario/riassunto	From Coca-Cola to Chrysler this book takes you behind the curtain of some of the best popular music in advertising campaigns of all time.

Did you know that fog played a critical role in the "I'd Like to Teach the World to Sing" campaign, and that the choir had no idea that Eminem was going to show up while they were taping the "Lose Yourself" campaign, or that The Doors were supposed to be in the Cadillac commercials, not Led Zeppelin, until one of The Doors discovered that Cadillac made the Escalade and suddenly declined because he felt it was environmentally unfriendly. This book talks of the people who created the campaigns with the songs we remember the most.

Everything from Bob Seger's "Like A Rock" (Chevy Trucks) to LMFAO's Party Rock and the dancing hamsters (Kia). The result is a book that educates and entertains on what made these campaigns excellent and how to make excellent campaigns. This collection of award-winning music in advertising campaigns is not available together anywhere else. It shows where this art in advertising form has been, where it is now, and provides the foundation for where it will go.

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