



Rekorderlig's Silver Skaters soundtrack awarded D&AD Yellow Pencil

Rekorderlig's Silver Skaters, a quirky and memorable spot created by Saatchi & Saatchi London, picked up a prestigious Yellow Pencil for Best Use of Music at the D&AD Awards. The win is a tremendous accolade for Grand Central's Munzie Thind who created the sound design for the spot.

Munzie Thind has established himself as one of Soho's leading sound designers, since joining Grand Central, just a year after launch in 1995. He has worked with the cream of the creative industry, both in the UK and internationally, to become one of the best-respected music editors in the business.

The Silver Skaters spot, filmed under the unique direction of award winning Swedish director Andreas Nilsson, inspired Munzie to create something against the grain that made sound the hero in this renowned spot.

Munzie Thind commented: "It was an honour and privilege to be part of the team involved with the launch of the first global brand campaign for Rekorderlig, and for it to also win a D&AD Yellow Pencil for Best Use of Music is incredible.

"The initial storyboard produced by art director, Adam Chiappe and digital creative director, Dan Rutherford from Saatchi & Saatchi London filled me with inspiration. Immediately, I had a strong feeling that this spot was going to be very special. I came back to the studio and began sketching out ways to approach the sound in order to echo the quintessentially Scandinavian spot.

"Having received the musical stems of Jon Henrik's "Reindeer Herder", which is in the form of a traditional Sami joik, I noticed that extracting specific elements - for example just the bass line, or a musical flourish - complemented the ice skaters and their routine perfectly. A moment that demonstrates this is the opening section, where only the bass line from the track is used to set the surreal atmosphere. Later on in the piece I pulled out the haunting musical flourish that is sung by the coach, adding an unusual, defining layer to the overall sound. From then on it was about crafting an intricate tapestry of sound to enhance the skater's story and truly embody the campaign's tagline 'Beautifully Swedish'.

"From start to finish every person involved with this project deserves praise. It is a demonstration of artistic excellence from every creative source and I believe that's what transformed this project from great into award winning."

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