

## DeepMix Rides the Ad Music Wave

by Steve Harvey

HOLLYWOOD, CA—There seems little doubt that P2P file-sharing programs and digital distribution methods are forcing record labels—those that are prepared to adapt and survive, at least—to find new ways of conducting business. Traditional distribution and marketing methods may soon be distant memories as labels and artists alike explore alternative means to generate income.

But who would have thought that it would be the advertising industry, led by automobile manufacturers, that might offer viable music marketing and distribution alternatives?

Over the last few years, Mitsubishi's television spots have served to bring little-known acts such as Dirty Vegas and Telepopmusik to the ears of millions, as has Volkswagen with Hooverphonic and Spiritualized, and the long-dead Nick Drake. Both manufacturers have since plunged headlong into the record business, releasing compilation CDs of featured commercial music and, in the case of VW, promoting college tours featuring new artists.

Riding the wave of this paradigm shift, music industry and advertising veterans, Dave Curtin and Brad Colerick, last year established DeepMix, a new music supervision venture that brings advertisers together with artists, labels and publishers.

For one of a trio of recent Budweiser spots, DeepMix licensed a new act, Weekend Players, says creative director Curtin, formerly with post house, HUM Music + Sound Design. "We felt that song, in that spot, depending on how much airtime it gets and what the media buy is, could turn into one of those Nick Drake *Pink Moon* spots. It's a beautiful visual, and it's a beautiful track."

DeepMix scours the globe looking for new music and also produces original music, working with new and established artists or writing in-house. Both Curtin and executive producer Colerick collaborate with engineers, artists and DJs on musical concepts, working in DeepMix's Pro Tools/Logic 6-equipped studio, next door at Capitol Records, or at Conway Recording.

The Budweiser spots sum up what Deep-



**Last year, Dave Curtin (pictured) and Brad Colerick established DeepMix, a new music supervision venture that brings advertisers together with artists, labels and publishers.**

Mix is about, says Curtin. "Of the three spots, one was composed as an original piece of music—as a post score—and the other two tracks were licensed. We're doing original music, remixes, covers, then also finding songs and licensing them as well."

Curtin continues, "I think companies like ours, and advertising agencies that are savvy about it, and the advertisers themselves, are utilizing the position that they're in to get quality music and work with artists. Because the record industry has seen such a dramatic shift, because of downloads and how they are going to sell records, this does become a valuable marketing tool."

Curtin believes that DeepMix is in the right place at exactly the right time. "I think it's refreshing to be a new company right in the eye of this storm. We're trying to help an artist or a record company or a publisher on one side of the equation. Then, we're also trying to service our agency and their client and get the best music that fits the picture. It's a win for all parties."

**DeepMix**  
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