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The magic of music

16 Jan 2013

Sony has created very many commercials that are visually splendid. The **Bravia Ball Bounce commercial** still stands up, seven years later.

The stop motion animation Bravia commercial, **Colour like no Other** commercial is still fascinating after six years, with its colourful bunnies.

But listen. Behind each is a really great piece of music. Behind the colourful bunny commercial are The Rolling Stones (*Shes' a Rainbow*)

And behind the newest Sony commercial, for its NEX-5R camera, is *Colour Symphony No. 2*. This so right music was created by three Byron Bay born and bred siblings.

Diego Baldenweg, Nora Baldenweg and Lionel Vincent Baldenweg, aka Great Garbo, live in Zurich, Switzerland now. They have been creating music for advertising and film since 2004 and brands like Canon, Braun, Head&Shoulders, Orange and Mastercard show off their work.

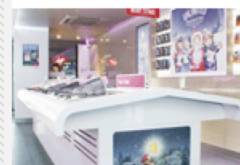
For this commercial, they collaborated with the Japanese agency, Hakuodo Kettle Tokyo, and director, Luzian Schlatter, to create a piece of music that underlines the commercial's imagery like an echo.

"It was a great honour for us to compose a tune for Sony that perfectly works with the film and in the same time stays catchy, emotional and authentic," the Baldenwegs commented. The music has been released as a single and is available on iTunes.

The commercial was produced by Markenfilm Hamburg and AIO Productions Tokyo.

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