

January 8th, 2019
Music in Advertising

NEWSLETTER

An Entertainment Industry Organization



President's Corner

Dear Friends and Members,

I hope that you had a wonderful holiday season with your family and friends.

As we kick off the new year, I would like to invite you to our next panel on January 8th entitled, "Music In Advertising." Anyone who works in the area of synchronization knows that advertising is the pinnacle of synchronization uses because it has the greatest potential to earn the highest fees.

Mara Schwartz Kuge has assembled an all-star panel that will enlighten you with everything you need to know about music in advertising including but not limited to pitching and negotiating fees.

Looking forward to seeing you soon.

Sincerely,
David Quan
President 2018-2019

Suggested Reading

*"Queen Sells: Why You Hear So Much
Freddie Mercury Music in Ads"*
Martin Kielty - Ultimate Classic Rock

[View Here](#)

"Music & Money: Advertising Commercials"
Jeff & Todd Brabec - ASCAP

[View Here](#)

*"The Gatekeepers That Control The
Placement of Music in Commercials"*
Jordan Passman - Forbes

[View Here](#)

"Science of Sound: How Music Makes Advertising More Memorable"
Nikki Gilliland – Econsultancy

[View Here](#)

Moderator

Mara Schwartz Kuge | President and Founder of Superior Music Corporation

Mara Schwartz Kuge is President and Founder of Superior Music Corporation, a full service music publishing and synch consulting company. Superior provides international collection, administration, synch pitching and licensing, creative and other services with an emphasis on artist relations. Kuge has 14 years of experience in music publishing, including heading the Film and TV Music departments at Bug Music (now BMG) and 10thStreet Entertainment. She has placed hundreds of songs in various media and has signed major artists to publishing deals including Siobhan Fahey (Bananarama), the National, Grizzly Bear, M. Ward, of Montreal,

Sleater-Kinney, Ursula 1000 and Mocean Worker. She is a current board member of the California Copyright Conference.

Panelists

Pamela Lillig | Vice President Film & TV Licensing, BMG Rights Management

Pamela worked her way up in the film and TV music field starting as an assistant to the VP of Music Creative at Universal Pictures, to herself becoming VP of Music Creative Affairs at Sony Pictures Entertainment, working on film soundtracks such as *Dazed and Confused*, *Reality Bites*, *Desperado* and Wes Anderson's first feature film *Bottle Rocket*. Moving to the music publishing side in 1998, Pamela accepted a position at Hollywood independent music publisher Bug Music, Inc., where as VP, Film & Visual Media, she and her nine-person staff oversaw sync negotiations and licensing for Bug Music's 300,000 + copyrights worldwide.

Since the 2011 acquisition of Bug by BMG, as VP, Film & TV Licensing, Pamela handles sync and master use negotiations for major commercials for brands such as: Acura, Ford, Toyota, Nissan, Apple, Google, Spotify, Amazon, Comcast, Adobe, Citibank and Taco Bell, while continuing to handle feature films and trailers for Hollywood studios including Sony Pictures, Paramount, Lionsgate; and others. BMG recently celebrated its 10-year anniversary, and its vast and varied catalog, now numbering over 2.5 million copyrights, keeps her very busy!

Brad Rains | Senior Vice President of Brand Partnerships & Commercial Licensing, Atlantic Records

Named to *Billboard* Magazine's 2017 "[Branding Power Players](#)" list, Brad Rains currently serves as the Senior Vice-President of Brand Partnerships and Commercial Licensing at Atlantic Records. In this role, Rains is responsible for developing partnerships and brokering deals between advertising, music licensing, and marketing agencies and the top tier talent signed to Atlantic Records. Most recently, Brad has spearheaded breakout commercial campaigns for Portugal. The Man and Vitaminwater, Bruno Mars and Hershey's, Lizzo and Cadillac, Max Frost and bubly, and more. With extensive experience in music, advertising and branding, Brad especially enjoys fostering opportunities that provide new and developing artists with the widespread visibility afforded by both national and international campaigns.

Prior to assuming his current position at Atlantic Records, Brad grew up a (terrible) drummer and got his start in the music industry at various independent publishers.

Eryk Rich | Senior Vice President/Music Director, Deutsch Advertising

Eryk helped launch and build Deutsch L.A.'s music division, known today as Deutsch Music. As SVP, Music Director, he oversees all music initiatives for all agency's L.A. clients including Target, VW, Taco Bell, Zillow, Hulu, Dr Pepper, Snapple, Canada Dry, Patagonia and Nintendo, to name a few. In his more than five years at the agency, Eryk has worked with some of music's biggest artists such as Bruno Mars, Sia, Adele, Meghan Trainor, Charlie Puth, Queen, Simon and Garfunkel, The Beatles, Joe Cocker, Sam Smith, Bob Dylan, ELO, Dean Martin, Mark Ronson and many more.

Eryk continues to work closely with all creative teams across the agency to source, create, and negotiate music and talent across all brands. From in- house Zillow campaign writing camps to VW partnerships with Interscope records to Target Exclusive artists campaigns with some of today’s top artists, Eryk spearheads and guides the agency on all things music.

Please visit our website, theccc.org, for more information soon!

