

## FOR IMMEDIATE RELEASE

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### **EAR TO EAR AND SUAVE HELP A BUSY MOM TAKE BACK HER LIFE**

*Composer Brian Banks Writes Light Opera for Ogilvy and Suave*

SANTA MONICA, CA - May 8, 2007 - Brian Banks, owner and creative director of LA/London based Ear to Ear Music was called on by Ogilvy/Chicago to write a light opera for their client Suave. The spot takes us on the life journey of a busy woman who has let children, running errands and cooking dinner come before taking care of her own needs. Suave is there to help the busy mom get her groove back.

"The spot has many fast cuts to visually tell the story of the ups and downs of being a mom. The pictures go by quickly and it was my job to force you to look and feel so you could really identify with the woman. By the end of the spot, her hair looks beautiful, and the music is right there supporting her as she regains control of her life".

The spot broke in April and is running nationally.

#### **ABOUT EAR TO EAR**

Ear to Ear is a world-renowned music and sound design company with offices in Los Angeles and London. The flagship studio is located in Santa Monica and has a gorgeous sound stage that can easily accommodate a 40-piece orchestra.

Brian Banks, owner and Creative Director has been playing the piano since he was five. Brian has been immersed in the Los Angeles music scene all of his life. After graduating from Cal State Northridge, he immediately found himself in demand working in records and films. His musical talents coupled with his mastery of cutting edge technology lead to work with artists like Michael Jackson, Quincy Jones, Giorgio Moroder and David Bowie. During the 1990's he scored many films including *Young Guns* and *Internal Affairs*.

Not content to stay at the forefront of records and film music, In 1993 Banks launched Ear to Ear. He bucked the trend of huge Jingle Houses with "In house" staff, and chose the route of collaborating with the best composers that Hollywood had to offer. Always experimenting, he was among the first to run Trans-Atlantic recording sessions, and now they are a part of his daily routine - bringing together the best from London and LA.

Ear to Ear has scored tracks for some of the worlds most recognizable brands, including IBM, Kodak, Microsoft, Mattel, BMW, Motorola and Sprint.

Banks' love and passion for music comes through in the music of Ear to Ear.

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## **CREDITS**

Client: Unilever/Suave  
Spot Title: "Anthem  
Length: " :30 , :15  
Agency: \_Ogilvy & Mather Chicago  
Chief Creative Officer: Joe Sciarrotta  
Creative Director/Copywriter: \_Donna Charlton-Perin  
Creative Director/Art Director: Courtney Weinberg  
Producer: Adele Testore \_  
Production Company: Dektor Films  
Director: Leslie Dektor  
Director of Photography: Leslie Dektor  
Executive Producer: Faith Dektor  
Editorial Company: \_Optimus  
Editor: Randy Palmer  
Animation (TAG ONLY): Digital Kitchen

## **EAR TO EAR CREDITS**

Composer: Brian Banks  
Sound Designer: n/a  
Executive Producer: Amy Lyngos