

Video Content Brief

Artist: Sir Georg Solti

Who are they?

Sir Georg Solti, one of the most highly regarded conductors of the 2nd half of the 20th Century, recorded exclusively for Decca throughout his career. He was won the most Grammy Awards in history (32) – more than any other classical or popular recording artist. He received a knighthood from Queen Elizabeth II in 1972 for his outstanding contribution to music. Known for the intensity of his music making, his best-known recording is probably Decca's complete set of Wagner's *Ring* cycle, voted the greatest recording ever made (Gramophone Magazine & BBC Music Magazine).

What's on the album?

The Recording of the 20th Century. The first-ever studio recording of Wagner's epic 15-hour tetralogy. The *Ring* recording by which all others are judged. The recording that changed the world of recording and the way people *heard* opera in their living rooms. This is the recording used in *Apocalypse Now* and countless other ads/syncs

In 2022, Decca will start a release schedule of new reissues of this epic recording. The ultimate care has been taken to remaster these cherished tapes, it is the last chance to extract the best possible sound from the original master tapes before they are lost to history. Presented on individual audiophile vinyl releases, a super deluxe complete vinyl boxset, deluxe SACD edition + Spatial Audio releases

Audience Target

- The UMG Classics & Jazz Conference in February
- The mainstream and core classical audiences
- Audiophile/Super Deluxe Edition buyers
- Luxury Classical Audience (ROH/Glyndebourne goers)

Keywords

Deluxe
Luxury
Epic
Pioneering
Heroic
Audiophile

What the audience need to see / believe

- This is the ultimate reissue of the Greatest Recording of All Time
- Capture the scale of ambition, and sheer size of the Edition (each one will weigh well over 15kg)

Specifics

- The scene from *Apocalypse Now* with the Chinook Helicopters comes to mind. Can we recreate, with a "helicopter" carrying a secret crate with the Edition inside? If we can't use a real helicopter (budget/logistics) how can we create an epic scene?
- The master tapes – think ark of the covenant (Indiana Jones), recreate finding them in the archive and then returning them like the last scene of Raiders

- Maybe a world's strongest man trying to deadlift the edition (think The Mountain from Game of Thrones), think Norse-gods/mythology
- Showing this remastered edition knocks all others out the park (maybe it lands on top of them Monty Python Credit style)
- Possible image for Press

Topline Timeline

Shoot in January

Delivery of approved video end of January

Deliverables

60-second reel for UMG Conference

+ cut-down vignettes for sequential ads

Budget

Scalable