

6 STEPS TO CHOOSE THE RIGHT MUSIC for Your Video Ad

Choose the Right Music for Your Video Ad in 6 Steps



1

DECIDE ON YOUR TONE

Do you want your video ad to be dramatic, cheerful, or funny? Keep your desired tone in mind when choosing music. It sounds simple, but it can spell the difference between an effective ad and a costly flop.

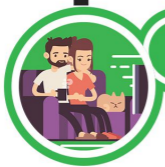
DETERMINE THE ROLE OF MUSIC IN YOUR AD

2



Your music should complete your video ad, not take away from it! Be sure that your message isn't drowned out by the soundtrack.

- **Conveying details and technicalities?** Pick a supportive underscore or some generic background music that won't distract your viewers.
- **Tackling a broad concept?** Find foreground music that can evoke emotion from viewers, such as popular songs.
- **Thinking of squeezing in a jingle?** Do so with care--it might help your brand appear to be in touch, but it won't draw as much empathy as other options.



3

BRING YOUR AUDIENCE INTO THE PICTURE

Does your target market gravitate toward a certain genre, like hip-hop, classical, or electronic dance music? Or are you aiming for a broader market? Choose a track that speaks to your audience, but don't alienate viewers by focusing too much on one genre.

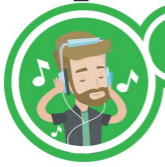
MIND YOUR BUDGET

4



Whether you'll be hiring a composer for a custom-tailored score or paying for licensed soundtrack, be sure that you can actually afford your ad's music!

- **Hiring a Composer:** Around P15,000-P50,000 for a short video. Best for:
 - an ad with several mood changes
 - an explainer video that introduces your company
 - a series of video ads that ideally share a motif.
- **Access to a Music Library:** Roughly P500-P5,000 (for small business and personal use)



5

HAVE SOME REFERENCE MUSIC AROUND

Have a song in mind which gives off the perfect vibe for your video ad? Note it down, and then try entering it into the Sonic Search tool on Bedtracks to find similar tunes. Reference tracks can also give your chosen composer a sense of what you're looking for.

KEEP IN STEP WITH YOUR AD'S PACING

6



Strengthen the narrative of your ad by choosing music with a consistent rhythm. It'll also be easier for you to try the following sound design techniques:

- **Emphasize key points** with the stops and starts in the track.
- **Try pulling out music** to highlight an image or message, and then bring the music back in right after. Don't overuse this, though!
- **Musical "bookends"** at both ends of your video can set the ad's tone and make it feel coherent and complete. Try pairing music with an image for a few seconds to make a bookend.
- You can divide your video into segments with more bookends or by increasing the music volume at key points.
- Feel free to loop or cut sections of the track to make the music fit just right!



With these 6 steps, it can be easier for you to find the soundtrack that matches your video ad. If you need some extra help, you may also contact video production experts such as the professionals at Mustasa Republic! Our services range from storyboarding to musical scoring to DVD authoring and file conversion. Allow us to work with you and give your digital marketing a competitive edge!