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AT&T's "Daybreak" Wins Cannes Silver Lion



Musical Phenom Bear McCreary

Bear McCreary Scores For Visual Music

LOS ANGELES & CANNES --(SPW)-- AT&T's innovative Branded Media Campaign "Daybreak" has won a Silver Lion at Cannes Lions 2013 International Festival of Creativity. Scored by renowned composer **Bear McCreary**, the music was produced by **Tom Seufert**, Creative Director for **Visual Music**. "Daybreak" has been recognized and awarded around the globe by One Show, Webbys Awards, NY Addys and New York Festivals.

"We were fortunate to work with a dream team of Hollywood talent to help bring to life the vision of 'Daybreak,' and the music was no exception," adds Julian Katz, Executive Producer of Content & Development at BBDO New York, AT&T's creative agency partner. "We are huge fans of Bear and his work and we could not have been more thrilled with his contributions. He really embraced the nature of our project and even hid some audio 'Easter eggs' in the score for hardcore fans to interact with through the mobile app."