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## Visual Music Shakes Up California Earthquake Authority

*New CEA Campaign for Civilian Features Award-Winning Talent*

**LOS ANGELES** --(SPW)-- Visual Music recently completed scoring a series of TV and radio commercials for the California Earthquake Authority (CEA). The spots feature music from Emmy® Award-Winning composer Dean Grinsfelder and sound design by Academy® Award-Nominated expert Herwig Maurer. VM's creative director Tom Seufert worked with producer Evan Petty, Creative Director Ben Fruehauf from Civilian/San Diego and Danny Robashkin from Make. The spots emphasize the importance of utilizing the CEA's earthquake insurance

program.

"We wanted the spots to communicate on both a visceral and emotional level," stated Tom Seufert. When Visual Music took this project on Seufert had deep "experience" on his side because his Woodland Hills home was badly damaged during the 1994 Northridge earthquake. Fortunately he had earthquake insurance and was able to make necessary repairs.

Visual Music is a boutique music house with an elite roster of world-class composers, emerging artists and hit songwriters. Other recent clients include Disney, BMW, Ford, AT&T ("Daybreak," a 2013 Cannes Silver Lion winner for Branded Media & Entertainment), iRobot, Red Bull, Hard Rock Hotel and the Salvation Army. For more information go to [www.visualmusicartists.com](http://www.visualmusicartists.com)



**SPW Video Credits:**

Visuals created by **Make**

Music: **Visual Music**

*Composer:* Dean Grinsfelder

*Sound Designer:* Herwig Maurer

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