

MUSIC

The Grammys Fit 33 Famous Album Titles Into a New 90-Second Spot

TBWA\Chiat\Day helps artists give credit where it's due

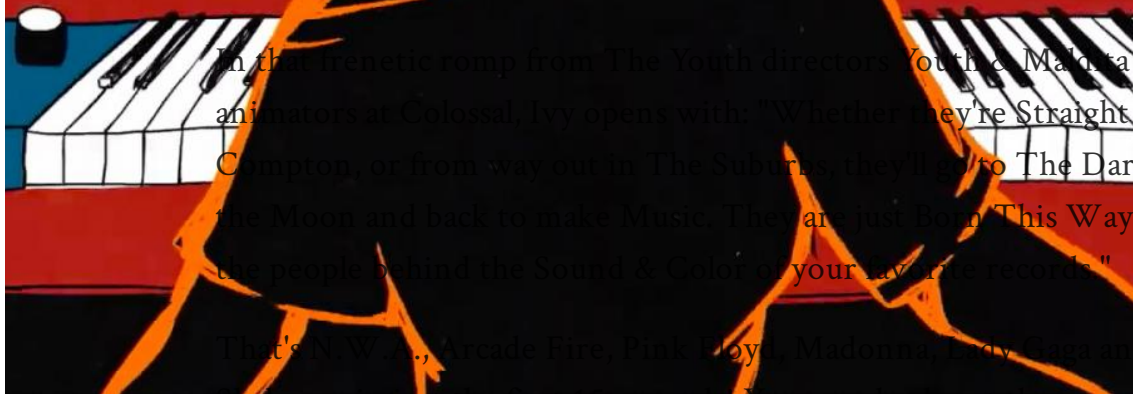


By [David Gianatasio](#) on Oct 16 2020 - 9:45am



An animated short from the folks behind the Grammy Awards weaves 33 famous album titles into its clever copy. The initiative, developed by TBWA\Chiat\Day for The Recording Academy, urges labels and digital platforms to credit songwriters, producers, engineers and other professionals behind the hits.

The number "33" refers to the revolutions per minute that vinyl long-playing records log on turntables (less one-third of a spin). In the fun clip



In the graphic romp from the youth directors (of the Malibu and animators of Colossal Boy) open with "Whether they're Straight Outta Compton or how was your The Supreme" (aka "to The Dark Side of the Moon and back to make music like at the end of This Way. They are the people behind the sound of your favorite records."

That's right, it's a tribute to the best of your favorite records and Alabama Snakes ... in just the first 15 seconds! You can check out the complete list below.

"We wanted a diverse group of titles both in genre, artist and era that were also popular enough for people to get," TBWA\Chiat\Day L.A. group creative director Jason Karley tells Muse. "We searched a lot of 'best of' lists and of course some came top of mind and some that just lent themselves better than others."

"While it would have been fun to get something really challenging or obscure in there and still make sense—like Paul's Boutique or Sailing the Seas of Cheese—we really stuck to ones that told the best story," he says.

Dubbed "**Records of Credit**," the push expands on **last year's Academy campaign** inviting artists to upload and share "Credit Covers" recognizing contributors to albums and singles:



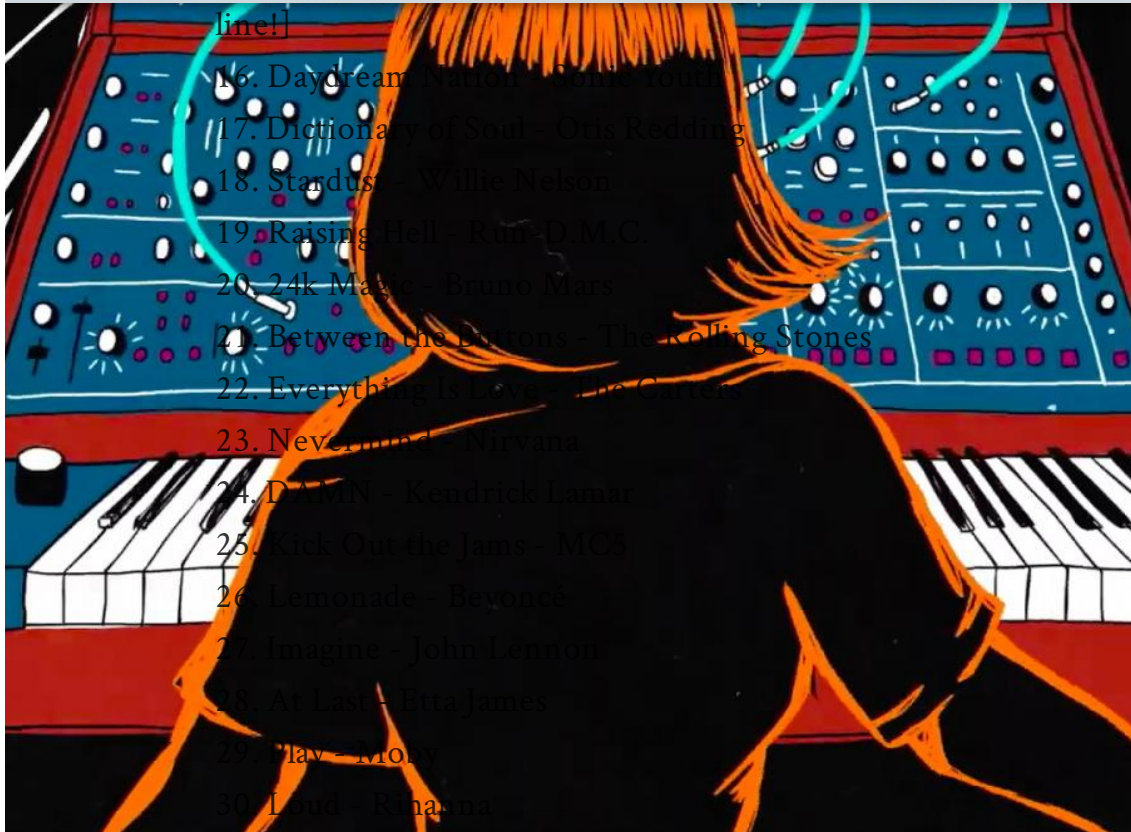
This new organization aims to help mask digital music services to display full credit information.

After creating their credit lists, artists will have the option to add their own notes to the list. The new collaborative effort is an academy market, which is a digital streaming service, only digital experience that gives fans less information than they get in the physical world—so we're really hoping to help influence change here."

As for the albums mentioned in the video, some might quibble about omissions. For example, there's no Thriller (Michael Jackson is a polarizing figure) or Rumors (Fleetwood Mac's getting plenty of publicity elsewhere these days). But we can all agree: This is the most "Play" Moby's gotten in years!

In order of appearance, the ad name-checks...

1. Straight Outta Compton - N.W.A.
2. The Suburbs - Arcade Fire
3. The Dark Side of the Moon - Pink Floyd
4. Music - Madonna
5. Born This Way - Lady Gaga
6. Sound & Color - Alabama Shakes
7. Purpose - Justin Bieber
8. Dirty Computer - Janelle Monáe



line!]

16. Daydream - Beyoncé
17. Dictionary of Soul - Oni Redding
18. Stardust - Willie Nelson
19. Raising Hell - Run-DMC
20. 24k Magic - Bruno Mars
21. Between the Buttons - The Rolling Stones
22. Everything Is Love - The Chicks
23. Nevermind - Nirvana
24. DAMN - Kendrick Lamar
25. Kick Out the Jams - MCA
26. Lemonade - Beyoncé
27. Imagine - John Lennon
28. As I Am - Eric James
29. Play - Moby
30. Loud - Rihanna
31. Legend - Bob Marley and the Wailers
32. The Reason Why - Little Big Town + Jeff Balding
33. Thank You - Meghan Trainor

CREDITS

2020 Behind the Record Campaign

Recording Academy:

Chief Marketing & Innovation Officer Lisa Farris

Managing Director of Marketing Mazen Alawar

Marketing Director Charles (Lee) Mills

TBWA\Chiat\Day LA:

Chief Creative Officer: Renato Fernandez

Group Creative Director: Jason Karley

Head of Art & Design: Bruno Regalo

Senior Copywriter: Paula Henzel

Senior Art Director: Stephanie Johnson



Managing Director: Jerico Dig Cabaysa
Management Supervisor: Marissa Black-Clark
Account Executive: Mike Hernandez
VP, Strategy: Sarah Robinson
Senior Connections Planner: Kevin Anthony Bautista
Jr. Strategist: Alana Gleason
Director of PR/Communications: Mikaela Liboro
Director of Project Management: Emma Gross

Production Partners:
Director: YOUTH & MADNESS
Production Company: The Youth
Post Production/Animation: COLONIAL
Music & Sound Production Company: ANJA Youth Culture
Music Director/Arrangements: Edward Karas
Sound Executive Director: Filip Jose de

Sound Creative Director: Lucas Sfair
Drum's Arrangement & Performance: Guilherme Moreno
Sound Engineer: Levi Mynssen
Studio Coordinator: Ana Flor
Sound Design: Pedro Souza/Diego Zorrilla
Recording Studio: Nico's Studio
Technical Support: Guima Scartezini

Website Developers: Use All Five
CTO, Co-founder: Jason Farrell
CEO, Co-founder: Levi Brooks
Director of Production & Operations: Michelle Murphy
Developers: Ryan Gordon/Scott Nguyen
Jr. Art Director: Ben Kasum



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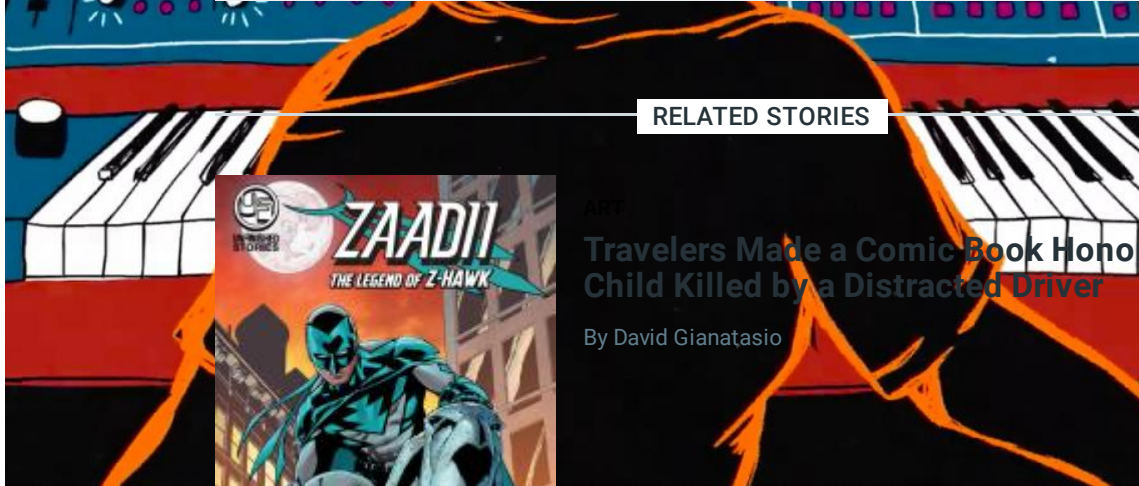
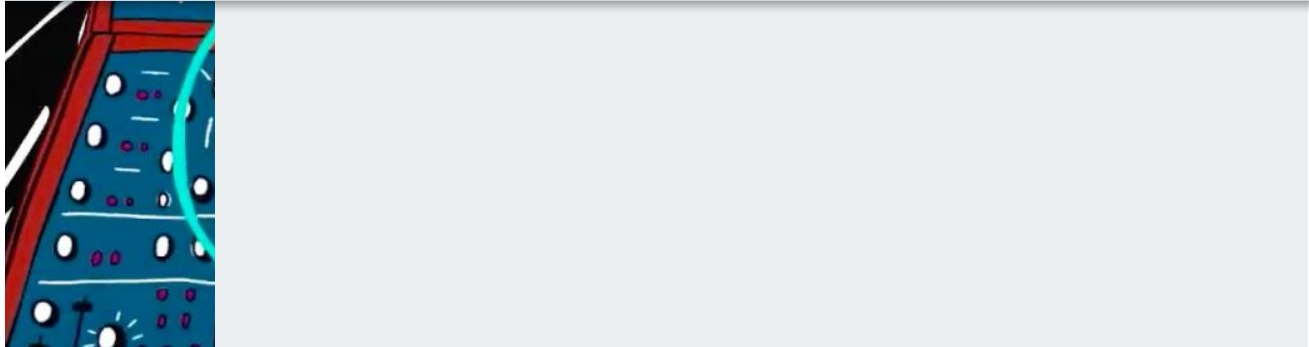
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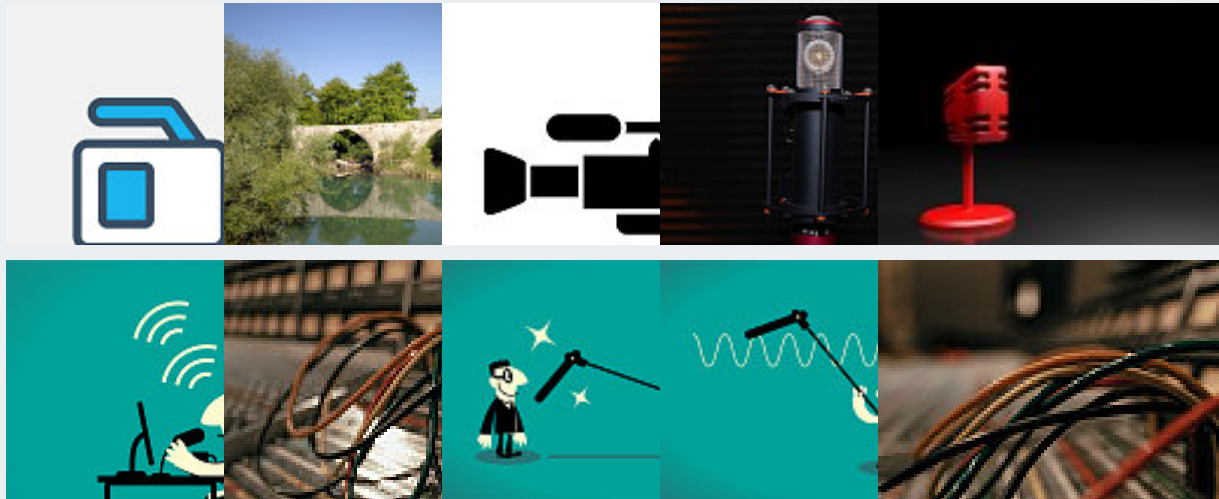
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