Format is a leading provider of music and marketing solutions for some of the biggest motion pictures and TV shows in entertainment, as well as major global brands.

Format tailors the right sonic footprint for clients, whether an international brand, a global movie franchise or local production company.
What We Do

Sonic Branding
Work with brands, film studios and production companies to create and execute a sonic strategy that represents the product and connects with the target audience. Whether it’s for Marvel Studios, Mattel or BMW, each of our projects includes a specific and unique sonic branding strategy.

Music Supervision
Our Emmy and Grammy nominated staff create sonic landscapes for blockbuster films, hit TV shows and branded entertainment. Oversee every musical aspect from song selection and licensing, to on-camera musical production. With over 250 credits that include Guardians of the Galaxy 1&2, Straight Outta Compton, Avengers 1&2, Empire, Godzilla, Transformers, The Bourne Identity, The Italian Job, The Blind Side, and The Devil Wears Prada. Additionally, three of our music supervisors are Los Angeles chapter governors of the Grammy Board.

New Music & Artist Production
Define, produce and market top quality and innovative sound for all of our film, television and brand clients. Clients include Marvel Studios, 20th Century Fox, ABC and Universal Pictures with projects such as Alvin and the Chimpunks, Empire and Pitch Perfect, among many others. We excel at developing and creating culturally relevant and contemporary arrangements, mash-ups and covers. Our award winning artists can create original songs tailored for any kind of project.
What We Do

Record Label Services
Develop a marketing strategy that includes radio promotion, distribution and project management label services. Plan and coordinate performances such as tours and live events. Also manage accounting and administration for music assets.

Publishing
We own a wide variety of music publishing assets that serve as a music solution for our clients. Our music is generated by a large group of talented in-house artists, writers and producers who create quality original content.

Composer Management
Manage a boutique, exclusive roster of composers to serve clients on various film, TV, video game and advertising projects. Our clients recent credits include Ride Along 1&2, Horrible Bosses 1&2, Identity Thief and Marvel’s Agent Carter.
Format Music Solutions

Whether a global brand, studio or production company, we treat every single project as an exclusive product, each requiring a specific and unique sonic identity and strategy.

For brands, we:

- Review client use of sound strategies, including any use of music and current marketing plans.
- Redefine and recommend new sonic branding, marketing and distribution plans.
- Curate the latest trends into a cohesive music strategy that integrates music production along with music marketing and distribution.
- Result is an innovative, unique and marketable sound for the client.
For broad visual entertainment, including film and TV, we:

- Work closely with directors, producers and studios to define the overall musical themes of the projects based on their creative visions.
- Conceptualize music for the projects and create musical identities for characters with a customized sound.
- Create premier level music from our award winning artists.
- Secure top talent as required, including some of biggest names in pop, rock and hip-hop.
- Identify and manage composers best suited for projects to ensure continuity of the musical themes.
- Perform the full suite of music supervision services, including song procurement, licensing and clearance, and on-camera musical production.
Current Projects and Clients
Select Music Supervision Credits

AMERICAN GIRL SERIES (Coco, Isabelle, Saige, McKenna)
AMERICAN PIE 2 (2001)
ANT-MAN (2015)
AVENGERS (2012)
BLIND SIDE (2009)
CAPTAIN AMERICA: THE WINTER SOLDIER (2014)
CAPTAIN AMERICA: THE FIRST AVENGER (2011)
CHEAPER BY THE DOZEN (2003)
DADDY’S HOME (2015)
DEVIL WEARS PRADA (2006)
DUDE WHERE’S MY CAR (2000)
EDGE OF TOMORROW (2014)
FANTASTIC FOUR (2005)
FAST & THE FURIOUS (2001)
GODZILLA (2014)
HAROLD & KUMAR GO TO WHITE CASTLE (2004)
HOP (2011)
HORRIBLE BOSSES 2 (2014)
Select Music Supervision Credits

HOTEL FOR DOGS (2009)
ICE PRINCESS (2005)
INCREDiBLE HULK (2008)
ITALIAN JOB (2003)
MARLEY & ME (2008)
MR. & MRS. SMITH (2005)
NUT JOB (2014)
PITCH PERFECT (2012)
PITCH PERFECT 2 (2015)
SEX & THE CITY (2008)
SISTERS (2015)
SOUL SURFER (2011)
STRAIGHT OUTTA COMPTON (2015)
SWINGERS (1996)
THOR (2011)
THOR: THE DARK WORLD (2013)
TRANSFORMERS (2007)
TROLLS (Releasing 2016)
YOGI BEAR (2010)
Case Study

Mission:

Serve as Marvel Studios sole music solution and sonic curator for major films, including soundtrack services, as well as other products.

Worked with Marvel since 2000.
Marvel Studios Achievements

Marketing/Product Management

Worked with filmmakers to help define the unique sound of Guardians of the Galaxy by using 1970s songs based on the main character’s use of a walkman and a mix tape his mother gave him, which thematically serves as a love letter to her son.

• The #1 album in the US for 3 weeks, recently triple platinum certified and grammy nominated.
• Film grossed over $800 million Worldwide.
• The soundtrack rediscovered songs for younger generations of music fans as demonstrated by landing 5 spots on the Spotify Viral 50 playlist, alongside other songs popular in the youth market.
• The soundtrack was landmark and record breaking in that it was the first ever to reach #1 composed entirely of pre-existing music.

Sourcing and connecting high level musical talent to all Marvel franchises; e.g., AC/DC for Iron Man.
• Iron Man 2 soundtrack reached #1 in 18 countries; first time ever that AC/DC contributed all of the music for a soundtrack, including original Bon Scott recordings.
• AC/DC felt use of “Back in Black” in Iron Man exposed them to an entirely new generation of fans.
Marvel Studios Achievements (Cont’d)

Identified composer and worked with him to develop timeless sonic logo for Marvel Studios by considering nearly 70 years of Marvel’s comic book history.

Marvel Sonic Logo
Marvel Studios Achievements (Cont’d)

Actively advise Marvel Studios on all music choices for their marketing materials, including film trailers, TV spots and Comic Con events.

Identify and create a musical identity for each character in the Marvel Cinematic Universe.

• Marvel is unique in that every film interconnects on some level, and the musical identity is critical and must be conceptualized well in advance.

Numerous Platinum & Multi-Platinum Soundtracks:
Case Study

Mission:

Engaged by Mattel in late 2014 to reimagine, modernize and rebrand the music universe for their Girls' Brand lines, including the iconic Barbie, as well as the popular Monster High and Ever After High lines.
Mattel Status

• Performing many services that include:
  - Music supervision and music production services for direct to DVD projects for Barbie’s “Rock N Royals” and Monster High’s “Boo York”.
  - Wrote and produced dozens of songs across the Girls’ Brand lines.
  - General consulting services for multiple initiatives planned for 2015 and 2016

• Serving as the musical centerpoint between Mattel’s Playground Productions, Brands and Business Affairs departments.

• Performing audits and consulting to analyze other brands
Case Study

Mission:

Tasked by Universal Pictures to work with the director and producers to create an original, innovative sound for the unique, acapella focused, female centric films, Pitch Perfect 1 and Pitch Perfect 2.
The Pitch Perfect soundtracks have resulted in multi-platinum sales and critical acclaim, including a Grammy nomination.

The most recent collection features the hit song “Flashlight” written by multi Grammy Award winning artists Sia and Sam Smith and performed by pop sensation Jessie J.
Our producers produced and arranged the Anna Kendrick performed radio single of “Cups”, which to date has sold over 2.98 million copies worldwide. The song created a viral social media phenomenon, with thousands of fans creating their own versions of the single online.

The single released by the label has over 154 million views on YouTube.

“Cups” widely impacted social media with thousands of fans worldwide creating their own versions of the single on YouTube.
Case Study

Mission:

Provide quality, forward thinking music supervision and production services for a multicultural hip-hop centric TV show.
Empire - Music Services

• Collaborate with the creators and Fox to execute full music supervision services for Empire, including development of the overall sound strategy and its integration within pop culture.

• Liase with Grammy Award winning artist/producer Timbaland to create weekly on camera music performances.

• Credentialize, facilitate, and negotiate appearances of series special guest artists e.g. Pitbull, Alicia Keys, etc.

• Soundtrack opened at number 1 on the Billboard Charts and was the first television soundtrack of original material to reach that coveted position since Miami Vice in 1985.

• Format’s writers and artists have created and performed over 50 original songs for Empire.
Case Study

Mission:

Work with 20th Century Fox Studios and the film producers to completely reinvent Alvin and the Chipmunks for the broad children’s marketplace with a modern and culturally relevant audio vision.
Alvin & The Chipmunks - Redux

Developed the musical trademark sound for a new generation of Chipmunk’s fans, including all music creation, vocal production, and writing of all new original songs.

Soundtracks were #1 and multi-platinum.

Alvin & The Chipmunks franchise films have grossed over $1 billion worldwide.

Worked with local talent around the world to customize the Chipmunks music for regionalization.

Created music for marketing campaigns in specific international territories as needed; e.g., did Russian ads for McDonalds based on Alvin & Chipmunks music.
Thank You

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