



The trend of composing music for commercials and making money is the latest opportunity most music lovers are grabbing, affirms **Tanvi Malhotra**



Abhishek Denzil at his beats



Siddhav Nachne playing the right notes

You are fond of music, learnt an instrument and often compose tunes for yourself. Then why not sell across your composition to an ad agency for commercials? Yes you have read it right. Imagine a 30 second commercial with a guy proposing a girl with just plain

noise in the background? Naah...sounds uninteresting. But how about having a romantic music to add on the environment? Sound's cool. So here's an opportunity for you to compose a tune and make money.

And if you are thinking that it's not that challenging as composing for albums or movies, then you are wrong. The reason is simple! You don't get days to work on your composition and then wait for idea to click. You have to be quick, extremely quick just like a light. Maximum of one or two days will be given to you to have a look at the commercial, and then in 24 hours you need to be ready with the recorded music. "Recording and mastering is not a one-day job," feels Abhishek Denzil, who has been playing drums from past two and a half year. "But if I want to make big money in music I won't hesitate going for it," he adds further. Besides this, the other major reason is that this is a tough job and you cannot limit yourself to certain number of genres. Basic knowledge about all the genres is vital because one day you are working on rock music and next day on classical.

Last but not the least, very often you might be asked to refer to a particular track by the music director and later you might have to copy it. So to avoid this, your composition has to be versatile to put up with the unrelenting demand of the people involved in the commercial. Music forms the last stage in the entire series of the commercial. This means that the schedules are obviously going to be tight. So what is needed from you is ability brace to the changes.

Now coming to the main part – the MONEY! But how much? If you wrap up one advertisement in a day, it comes to approximately five in a week, comparatively a track for a movie takes months, you are likely less money. This industry is an ideal place for people who are looking for a break in music industry. And

with no credits given to anyone, the chances of one getting hired are probable, unlike movies as production houses is always looking for new talent.

But there are always pros and cons to everything and this is not an exception. Though you will be earning a good amount of money, time constraint is one aspect that will make your life hectic. Another aspect is not being credited for your work. For any fresher it is an advantage, but when it comes to those who have a name in the industry, it is bad as even after giving their 100% they do not get credit for their work.

For many music enthusiasts, composing music for ads seems a great opening. But, you might have to quit your band to start making money now! "Had it been a part-time job then i would have taken it up. Still i would think 10 times before opting for this profession and quitting my band," concludes Siddhav Nachne, who is playing guitar from past 3 years.

There are times when ads are remembered only because of the music. One such commercial is of Himani Fast Relief which has the song 'Chalo O Chalo Chalo Jee' composed only for the ad. The commercial is one of the costliest and the song and music adds to it. Whereas Vodafone and Airtel already have well executed ads and the music acts as the support to the message that has to be conveyed.

Therefore it means that the music may and may not work for the commercial. But most agencies go for it as it adds a complete new look in the final product. And with new ads coming so frequently, your chances of a new talent getting hired are immense. Though it makes life much stressful compared to other jobs, it gives you a chance to showcase your talent and earn money with age no barrier.

tanvi.r.malhotra@gmail.com