

Movies and soundtracks

 By [Sean Inggs](#)

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Have you noticed that the music in movies has become even more important? Sean Inggs takes a quick look and listen at the movies and as usual has an idea for our local cinemas and CD stores.

Music is a funny thing. It can virtually take control of you making you into a wild party animal or cause you to pull out an expensive wine, grab your girl and enjoy it in the pool with the relaxing music in the background. It inspires you and when mixed with the right visuals, it can make it unforgettable.

That's what Hollywood have realised big time. In the past we had the odd good soundtrack with the movies but now it seems to be an option you can't leave out when creating that box office hit.

Especially your movies like "Not Another Teen Movie", "Vanilla Sky" and, coming soon, "The One" with Jet Li. In some teen movies that star a rock or pop star, in the end it has a music video just for the movie while the credits slide past. During the movie the music just makes the scenes 100% better as it can add more to the mood and pace. Anyway, I'm sure you all know that already so I'll get onto the idea, which I'm sure would spur the public to buy the soundtracks even more.

I was sitting in the cinema a few months back and for some reason they didn't have any music playing. You know, usually they have some ridiculous tune playing that would scare any cockroach hiding in the speakers out faster than an athlete in a 100m sprint. Perhaps it's a way to make the adverts seem more inviting? Anyway...

I thought of what about playing the soundtrack of the showing film then, in that spot when everyone is waiting patiently for the lights to go out. It gives them a chance to think "That's a cool song, wonder where I can get that? Damn, I'll never know as they never mention what they playing." Aaaaah huh! That's where a leading CD shop can get in and get a piece of the cake. you could have a quick ad come up before the others that are lined up to mention if they liked what they heard... get it "here".

It's quite a flexible idea and the music will be reinforced when they hear it again during the film where scenes are added to the music they heard earlier making it more memorable.

I spoke to an executive in the industry once about it and he mentioned that there was a similar sort of concept quite a few years ago called "FAME" I think it was. It stood for something but I can't remember to save my life right now so hopefully you might remember. He said he didn't know what happened to it and perhaps I should speak to the cinema manager and see what can be done. Well I thought I'd first put it up here for you guys 'n gals to google over and let me know what you think.

This should push up the hype on the film the audience are about to see and hopefully also push up the sales on

soundtracks.

Till next time, spot you at the movies!

ABOUT SEAN INGGS

A stakeholder and leader in the SA space sector providing marketing, spaceflight, cyber and intelligence solutions.

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