

## Major League Soccer Ends Season on High Note with Choral Anthem by Audiobrain

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This Sunday when the New England Revolution and the Houston Dymamo take to the field for the Major League Soccer Cup Championship, airing this Sunday November 18<sup>th</sup> at noon (EST) on ABC, they will enter to “*Processional Anthem- The Official MLS Theme*”, composed specifically for Major League Soccer by Audiobrain and recorded with an 80 piece orchestra in Prague in March. The anthem, which has been played at every game since its debut at the start of the season to overwhelming critical acclaim, will be heard for the first time with a full choir in honor of the Championship Event.

“We always had it in mind that the anthem should have a grand, choral version, but we went with the instrumental during the season so that the fans could get used to the music first. We are very happy with the response to the piece- the fans have had an extremely positive response and are even asking for ringtones and downloads of the song, so I think they will be excited to hear Sunday’s version with the choir”, says Audiobrain’s Partner and Executive Producer, Audrey Arbeeny.

The historic branded theme song is the cornerstone of a long-term sound branding initiative, which in addition to the athlete’s procession, consists of a television sound signature, rock versions, promos and future initiatives for other MLS touchpoints.

Since the league was launching its unprecedented “Game First” initiatives to elevate and position their soccer brand, the natural progression for the 2007 season was to compose original MLS music. To capture this theme, MLS went to Audiobrain, who already had an existing relationship with MLS, having served as music supervisors for MLS on ESPN2 since 2005, in addition to their significant experience in sound branding.

“For months, almost on a daily basis, we worked with Deputy Commissioner Ivan Gazidis, Creative Director Rich Levy and Executive Producer Michael Cohen”, Ms. Arbeeny says. “ Each helped us to understand the objectives both creatively, strategically, from a marketing perspective as well as a creative one. This is the difference in doing a sound branding initiative as opposed to simply composing music. We kept going back to the MLS brand, what it stands for, what differentiates it, and making sure we translated those attributes into music. This has been a grand undertaking, and MLS’ commitment to the concept, as well as their active involvement in every step of the process, highlighted by the recording of a major orchestra, has played a great role in the successful musical outcome.”

The original composition, written by Ms. Arbeeny, Michael Sweet and Kyle Querec, captures their creative vision as well as the League’s. “ We wanted something that would stand the test of time, become iconic, with an emotional core and heartfelt sincerity, in the tradition of other great anthems throughout the world. But this is an American League, so we wanted to add elements that were in an American style, like our string homage to Aaron Copland at the end, or the counter melody in the middle with the trumpet. In the end, everyone was extremely happy and excited, and the feedback from the fans has been amazing”.

Audiobrain was the perfect partner for the creation of the MLS Theme Song. Their expertise on big events such as the Olympic Games plus understanding of branding through music has been evident throughout the creative process”, says Michael Cohen.

We're a young and growing league and, as we described to Audiobrain, we wanted to capture the feel of a young league looking out over a horizon of unlimited possibilities," Gazidis said. "I think this piece of music superbly captures the emotion we wanted."

For a behind the scenes look at the making of Processional Anthem, please visit our Sports Branding page on the Audiobrain website!