



BT Sport: Christmas Carols picks up a well-deserved D&AD Wood Pencil

AMV BBDO recently picked up a prestigious D&AD Wood Pencil in Film Advertising / TV Programme Promotions for BT Sport: Christmas Carols. Grand Central's Gary Turnbull created the sound design for the film.

Since joining GC in 1998, Gary has worked with the cream of the creative industry, and is one of Soho's most established sound designers. He is especially known for bringing intricate sound design and painstaking attention to detail to some of the world's most critically acclaimed commercials.

However, the Christmas Carols spot challenged Gary to create something different from the majority of commercial work out there. In many ways, it's fair to say that sound is the backbone of this film.

Gary Turnbull comments:

"A bunch of carol singers, of all ages, roaring football-inspired Christmas carols immediately sounded like something GC should be involved in and I am thrilled to have been brought onboard for the new BT Sport spot.

"We created one spot to run alongside each of BT Sport's big Christmas football matches so in total there's nine, each of which needed to be re-recorded, so that it sounded perfect. This was actually quite a challenge as we were working with a rather big choir. We only had three hours to get all the spots recorded - a very quick turnaround - and it wasn't just a case of recording the voices but also making sure that everything was in sync and matched the existing picture.

"First of all, we needed to build the sound for the main group. Secondly, because there are a couple of close-up shots of people performing, we worked on each of those to make sure you could hear the individual voice and that it 'pops out' of the overall mix.

"The final result is fun and festive, in a quintessentially British fashion."