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FOR IMMEDIATE RELEASE

Australian Electronic Dance Pioneers - THE PRESETS - Launch Lyrical Masters challenge with Adobe Creative Cloud via BRING



The Presets - Kim Moyes and Julian Hamilton (L-R)

Singapore — 19 February 2019 — With their latest album HI VIZ still burning bright in the minds of electronic music lovers across the world, [THE PRESETS have begun the hunt to find Australia and Asia's top creative talent](#). The band are unleashing the lyrics of fan favourite track 'Tools Down' from HI VIZ to budding designers, typographers and motion graphics superstars, inviting them to bring their lyrics to life and create a video for the track.

The Presets and their long time visual collaborator, Jonathan Zawada, are challenging creatives to design each of the 100+ lyrics to create a truly unique, user-generated lyric video using Adobe Creative Cloud. Opening up the opportunity for creatives to collaborate marks a new milestone for the band, known for their iconic music videos.

The 100+ winning entrants will be selected by The Presets, Zawada and Adobe and will receive a year's subscription of **Adobe Creative Cloud** as well as a signed copy of their artwork by Moyes and Hamilton. The video will be released early May 2019.

The band took to social media to issue the challenge today - view [HERE](#).

Said Kim Moyes and Julian Hamilton, "We are pumped to hand over the lyrics of Tools Down to creatives to help put together this lyric video. One of the most thrilling and rewarding aspects of our profession is watching other creatives

add new depth and dimension to our music through visual art and design. Tools Down is one of our favourite songs off Hi Viz, and we can't wait to see what amazing ideas the entrants throw at it!"

James Griffiths, Creative Director BRING said: "It has been quite the journey bringing this one to life. Adobe really challenged us to think differently and we feel with Lyrical Masters we have created something pretty special. The campaign really encapsulates what BRING is all about - working closely with brands to find unique ways to engage youth through entertainment. It's going to be incredibly exciting watching this one unfold."

In addition to the creative, BRING have also driven the media strategy and delivery through their newly established internal media buying capabilities. **Says Roddy Campbell, Managing Director of BRING:** "Media amplification is a logical extension of our agency offering with a strong emphasis on leveraging unique data sets to speak to the right audience in the right places. Bolstered by strong partnerships with Spotify & Monster Children, we'll engage a broad audience of creatives and the wider community throughout the campaign to drive strong results back to Adobe."

Multiple ARIA Award winner and long-time creative collaborator Jonathan Zawada, who has worked with the band on their distinctive cover art, music videos, live visuals and creative direction throughout their career, helped set the brief. To help kick off the campaign, Zawada has created a few lyric artworks for 'Tools Down' using Adobe Illustrator and Photoshop himself, to inspire entrants to go one better. [Watch Here.](#)

Zawada says, 'I've been working with The Presets in a design capacity since the very beginning, and that relationship has shaped my creative path as much as I've shaped their image. Working with Adobe to create the Lyrical Masters project for the Tools Down video is a great opportunity to see how other creatives make visual associations with the Presets'.

Says Janie Lim, Adobe APAC Senior Director of Digital Media Marketing, "We were looking for a smart and innovative way to engage creative students to show them what is possible with the right tools in their hands. We are delighted to be working with innovative artists like Jonathan Zawada and The Presets to not only empower the creative student community, but also provide recognition for their work. We can't wait to see how creatives leverage the Creative Cloud to create some truly special lyrical artworks."

Creatives can get involved in the campaign by sharing their artwork designs on social media with #AdobeLyricalMasters or by heading to the campaign website [HERE](#).

[DOWNLOAD ASSETS HERE](#)

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Credits

Roddy Campbell, Managing Director
James Griffiths, Creative Director
Mel Wyatt, Brand Partnership Director
Lisa Grieve, Senior Director, Creative Licensing & Artist Integration
Will Blackburn, Creative
Eoin Stanley, Senior Designer
Camilla Ryals, Designer
Video Production: Entropico

About BRING

BRING are a creative agency born from Universal Music and as such culture runs in their DNA. With their unrivalled access to talent, world-renowned live and content production capabilities as well as a creative-driven approach to everything they do, BRING create ideas that make noise. In the last six months alone, they have created brand platforms for Wrigleys, American Express, KFC and more. They have also previously won a Cannes Lion for their Air New Zealand campaign with Ronan Keating. www.bring.com.au

About Universal Music Group

Universal Music Group (UMG) is the world leader in music-based entertainment, with a broad array of businesses engaged in recorded music, music publishing, merchandising and audio-visual content in more than 60 countries. Featuring the most comprehensive catalog of recordings and songs across every musical genre, UMG identifies and develops artists and produces and distributes the most critically acclaimed and commercially successful music in the world. Committed to artistry, innovation and entrepreneurship, UMG fosters the development of services, platforms and business models in order to broaden artistic and commercial opportunities for our artists and create new experiences for fans. Universal Music Group is a Vivendi company. More Find out more at: <https://www.universalmusic.com/>

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com/sea.

About The Presets: The Presets took shape in 2003 when Julian Hamilton and Kim Moyes first met at the Sydney Conservatorium of Music and quickly recognised for their ability to fuse elements of dance music with an energy more akin to rock'n'roll.

In 2008 The Presets released the chart topping *Apocalypso*, selling in excess of Triple Platinum sales in Australia and featuring four hit singles. Setting new standards for dance music in Australia, The Presets won 5 ARIA awards (and 2 ARIA Artisan Awards) including Album of the Year, as well as the J Award and FBI SMAC Award for Album of The Year. Kim and Julian also shared the coveted Songwriter of The Year Award at the 2009 APRA Awards.

Pacifica released in 2012 was nominated for an ARIA, shortlisted for the AMP Award, the J Award, and was Album of the Year (Herald Sun and Daily Telegraph) and Electronic Album of the Year (SMH)

HI-VIZ released in 2018 reaffirmed their status as Australia's pre-eminent exponents of EDM. The critically acclaimed top 5 ARIA Album Chart debut saw the Presets appear on national festivals and sold out headline shows. www.thepresets.com