THE FOOTAGE TRENDS DEFINING COMMERCIAL FILM



20

COMMERCIAL FILMMAKING TREND REPORT



COMMERCIAL
Filmmaking
TREND REPORT

26





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THE MUSIC TRENDS DEFINING COMMERCIAL FILM

About

(A)

Filmsupply is the trusted footage licensing agency for brands, agencies, and creatives who care about craft.

(B)

Musicbed is the trusted sync licensing agency for filmmakers, brands, and agencies who care about craft.

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THE WORK YOU CREATE DEFINES YOUR VOICE. SAY SOMETHING THAT MATTERS.


Steve Perrong


Blackmilk Studio


Parker Foster

F Curated by
FILMSUPPLY
The trusted footage licensing agency for brands, agencies, and creatives who care about craft.

This year demands commercial storytelling that sets itself apart from the oversaturated. Cutting through the noise requires intention. Concept is key.

The best commercial work comes from filmmakers who understand that cinematic storytelling is a craft, one that takes years to refine and is constantly evolving. Filmmakers who see story first and know that authentic footage, shot by real filmmakers, can shift an audience from watching to actually feeling.

The trends outlined in this report reflect the current state of commercial filmmaking and what filmmakers, brands, and agencies can expect to see this year. Trends come and go, but taste and craft will always guide great work.

Audiences want to see stories that are intentional and authentic, and the right footage sets that work apart from the rest.

This year, you have the opportunity to create work that's worth your signature. That not only defines a campaign, but also defines your voice.

Say something that matters.

KEEP IT STUPID CINEMATIC

THE FUTURE BELONGS TO FILMMAKERS WHO RESIST NOISE AND EMBRACE INTENTION.

Show what matters. Cut what doesn’t.

There's a tendency in commercial filmmaking to overcomplicate things. More camera moves, more coverage, more angles, more everything. Keep it stupid cinematic means trusting that a beautifully crafted, simple spot will always beat a mediocre, complicated one. It's not about doing less because you can't do more. It's about doing less because, often, less is more effective. The audience doesn't need to see your entire bag of tricks in thirty seconds.

Let's break it down. When you strip away the tricks and gimmicks, you're forced to get the fundamentals right. "Cinematic" isn’t a filter, a LUT, or a collection of “cinematic” tricks. It’s artistic vision. It’s intentionality. It’s choosing to show only what matters, and cutting everything that doesn’t.



Alex Fischman

The challenge is convincing clients that simple is enough.

When you pitch a treatment built on minimal camera movement and clean compositions, you'll often hear "but what else?" Clients equate visual complexity with production value. They believe that more shots mean more work, which in turn means better results. Your job is to reframe simplicity as intentionality, not laziness. It's treating ads like short films, anchored in character, tone, and emotional logic.

Great cinema creates emotional attachment, and that attachment is what brands are really after. When an audience connects emotionally with your commercial, they're not just remembering the product; they're associating it with a feeling, a moment, or a truth that resonated with them.

The future belongs to filmmakers who resist noise and embrace intention. Keep it cinematic. Keep it honest. And keep it simple—on purpose.

KEEP IT CINEMATIC.



Josh Leong

KEEP IT HONEST.



Anderson Wright

Keep It Stupid Cinematic →

Browse the collection on Filmsupply.

Explore a collection of beautifully crafted footage that proves sometimes less is more.

AND KEEP IT SIMPLE—ON PURPOSE.



Giles Perkins

COHESIVE MULTI-FRAME

WHEN MULTI-FRAME STORYTELLING WORKS, IT DEMANDS ATTENTION.

Audiences live in layers: tabs open, screens stacked, attention split. Split screens and grid layouts are everywhere in social media, and they're also making their way into commercial work. Instead of a single image filling the frame, filmmakers are dividing the canvas into two, three, four, or more simultaneous windows of action. Modern multi-frame edits are carefully orchestrated visual compositions.

It's a practical approach to communicate more information in less time. When you only have fifteen or thirty seconds to tell a story, every moment counts. Multi-frame layouts enable you to display parallel actions, contrast perspectives, reveal details, or build visual density without extending your runtime.

A fitness brand can show the workout and the result simultaneously. A food delivery app can display the restaurant, the driver, and the hungry customer waiting at home all in one frame. You're maximizing the real estate you have while keeping the pace tight.

Audiences no longer struggle with this visual language. Years of social media consumption have taught their eyes how to scan a divided screen, pick up information from different sections, and synthesize it into a coherent whole. What might have felt overwhelming or gimmicky a decade ago now reads as visually engaging and efficient. The format meets viewers where they already are in terms of how they process visual information.



Vertical formats have opened up even more creative possibilities. Stacking frames vertically feels natural on mobile screens. You can dedicate the top half to one narrative thread and the bottom to another, or create a three-part vertical split that guides the eye from top to bottom. Social platforms reward content that feels native to the format, and multi-frame vertical edits do precisely that.

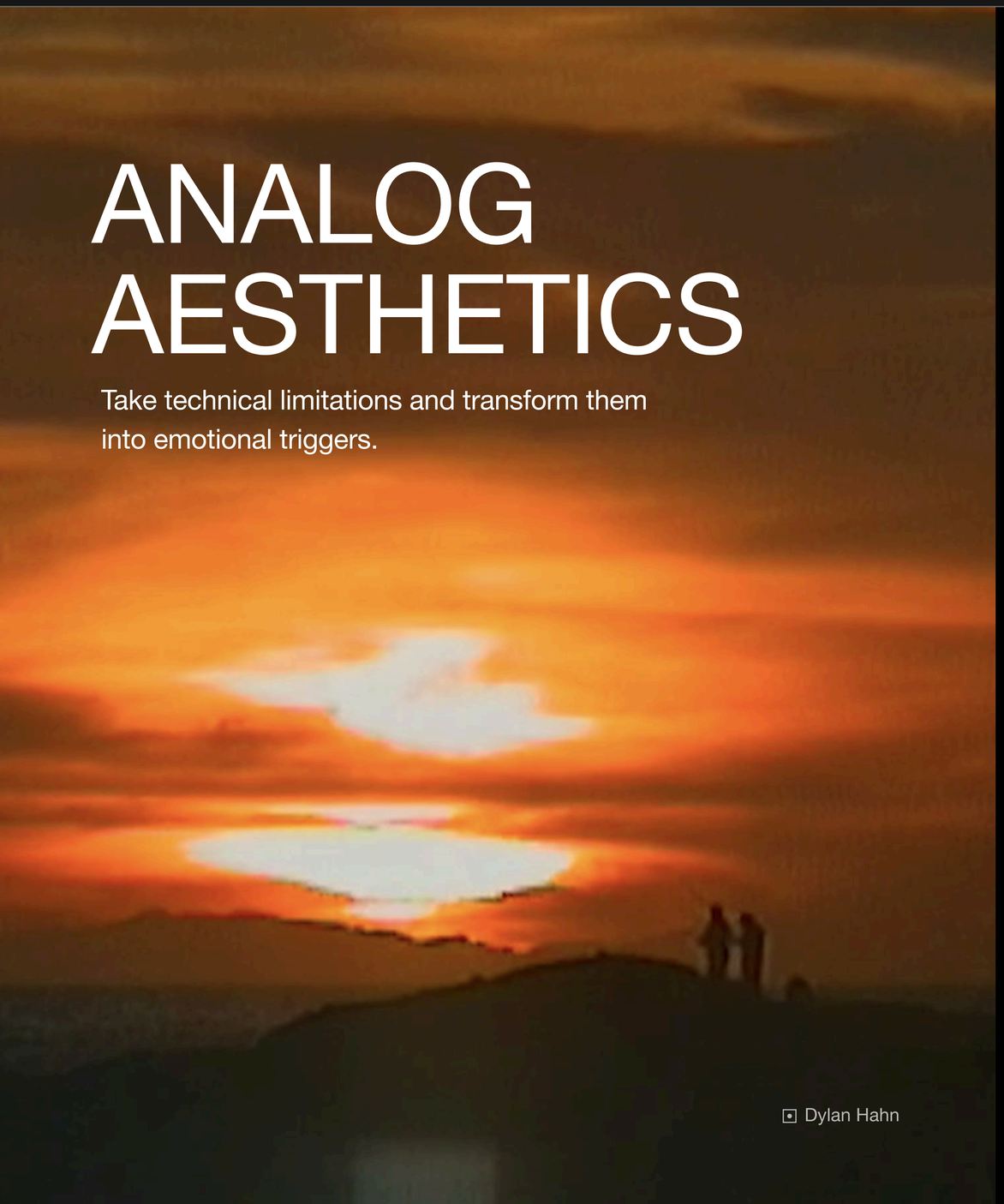
Cohesive Multi-Frame →

Find it on Filmsupply.

Use Filmsupply's streamlined search to find and license footage to achieve this aesthetic.



MULTIPLE FRAMES, SINGLE WORLD



ANALOG AESTHETICS

Take technical limitations and transform them into emotional triggers.

Dylan Hahn

VHS IS THE NEW NOSTALGIA.

Analog aesthetics (think 8mm film) are the foundation of commercial filmmaking, and the VHS look is leading the charge in 2026. Filmmakers opt for the VCR artifacts of consumer-grade video from the '80s, '90s, and early 2000s to tap into real memories for a specific demographic now in their prime consumer years. For people who grew up recording over their parents' tapes and watching home videos on bulky CRT screens, VHS is the new nostalgia.

VHS might not have the warm golden tones or low frame rates of 8mm film home videos, but it's packed with the same sentimental feeling. It just represents a different era of home recording. RGB separation where colors bleed and separate at the edges, scan lines that ripple across the frame, tracking errors that glitch and distort, ghosting where motion leaves trails, color bleeding that softens and muddies the image, and that characteristic low-resolution softness. Those are the visual language of memory for an entire generation.

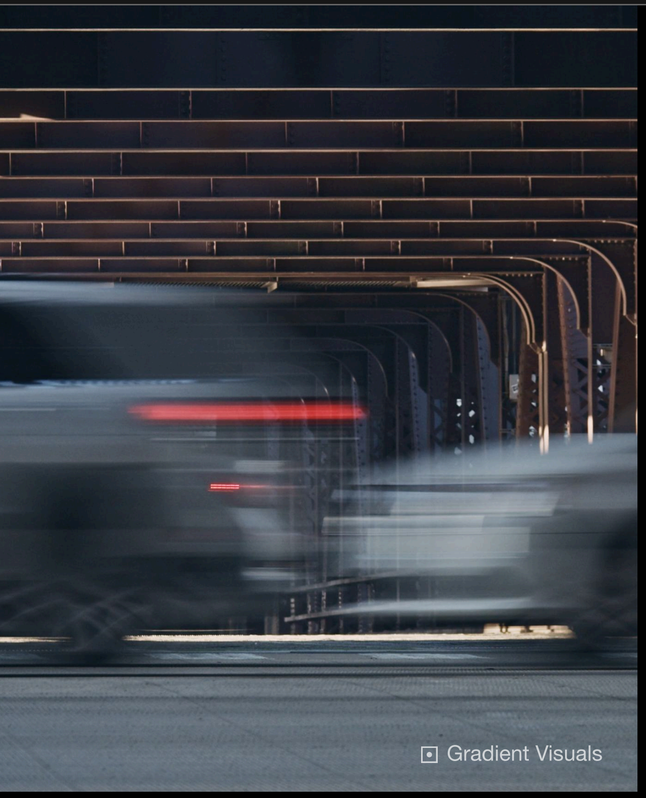
When a commercial taps into VHS aesthetics, it conveys something real, unpolished, and human. It contrasts sharply with the hyper-clean digital imagery audiences see everywhere else. That contrast creates emotional impact. The degraded image quality paradoxically makes the content feel more genuine.

The trend is effective because it transforms technical limitations into an emotional trigger. Glitchy VHS footage of friends laughing feels like a memory being pulled from storage, complete with all the imperfections that make it feel true. For commercial filmmakers, analog aesthetics offer a way to ground your work in feeling rather than polish, reminding viewers of a time when moments were captured with a messy but honest approach.

Analog Aesthetics →

Browse the collection on Filmsupply.

Spark nostalgia and ground your work with footage curated to tap into real memories.





DYNAMIC TIMELAPSES

THE POWER LIES IN PERSPECTIVE.

Timelapses have evolved. What's trending now are dynamic timelapses with camera movement. Motion control rigs, gimbals, and drones allow the camera to track through space while time compresses and transforms around it.

The world is moving faster than ever, and timelapses reflect that reality back to the audience.

Timelapses visualize the speed of modern life, the constant motion, the sense that everything is happening all at once. Audiences live in a constant state of motion. Their days blur, speed up, compress. Timelapses mirror that experience. For brands trying to communicate progress, momentum, or transformation, dynamic timelapses are a natural fit.

The power of a dynamic timelapse lies in what it communicates. A city pulsing through hours in seconds can communicate urgency. A shadow crawling across a wall can show a quiet transformation. They expand the world and add scale to a narrative without slowing the edit.

Dynamic Timelapses →

Browse the collection on Filmsupply.

Explore epic, intimate footage curated to add scale to your story without slowing the edit.

CONTROLLED CHAOS


The Fold

Throw out the rule book on pacing and structure.

These edits move fast, cut aggressively, layer sound in unexpected ways, and aren't afraid to include multiple songs in a 30-second spot. This approach amplifies moments with more drama and intensity than reality actually looks or feels. It's intentional disorder not randomness. When done well, this style creates an audio-visual experience that grabs attention and refuses to let go.

The key to making this work is dynamics. An edit that's relentless from start to finish exhausts the audience. The power of this approach comes from contrast: moments of frenetic energy followed by pockets of stillness.

A rapid-fire montage that suddenly drops into a single sustained shot creates impact through contrast. A wall of sound cuts to near silence.

These shifts create breathing room and make the intense moments hit harder. The audience needs those pauses to process and to prepare for the next wave. Without dynamics, you're just overstimulating the viewer. With them, you're taking them on a ride.

This style demands serious technical craft. A novice can make something that feels random and disjointed. A skilled filmmaker can make something that feels wild but coherent. The difference is control. Every cut, sound layer, and shift in pace needs to serve the larger emotional arc. The structure is there—it's just hidden under the surface, but you still feel it cause you can’t look away. Like jazz, it seems improvisational, but the artists know exactly what they're doing.

Sound design is absolutely pivotal to this approach. You're constructing an audio landscape that works in tandem with the visuals. Diegetic sounds bleed into the music. A car door slam becomes a percussive beat.

Dialogue fragments overlap. This requires collaboration between your editor and sound designer from the beginning, because when audio and visual are truly integrated, it becomes immersive.

This approach has gained traction because it mirrors how people currently consume content. Audiences, especially younger ones, have been trained by TikTok, YouTube, and Instagram to process rapid cuts and dense information. Their threshold for stimulation is higher. This faster, more aggressive style matches the energy of the visual language audiences are already fluent in.

But this approach isn't appropriate for every message. It works for brands that are energetic, disruptive, or aimed at audiences who crave intensity, anything that positions itself as bold or unconventional. If that’s not your brand’s energy, forcing this approach will feel dishonest. But when it fits, it creates commercials that feel alive, urgent, and impossible to ignore.

Chaos Collection →

Browse the collection on Filmsupply.

Explore immersive footage curated to grab your audience’s attention and refuse to let go.


Curtis Woodbury

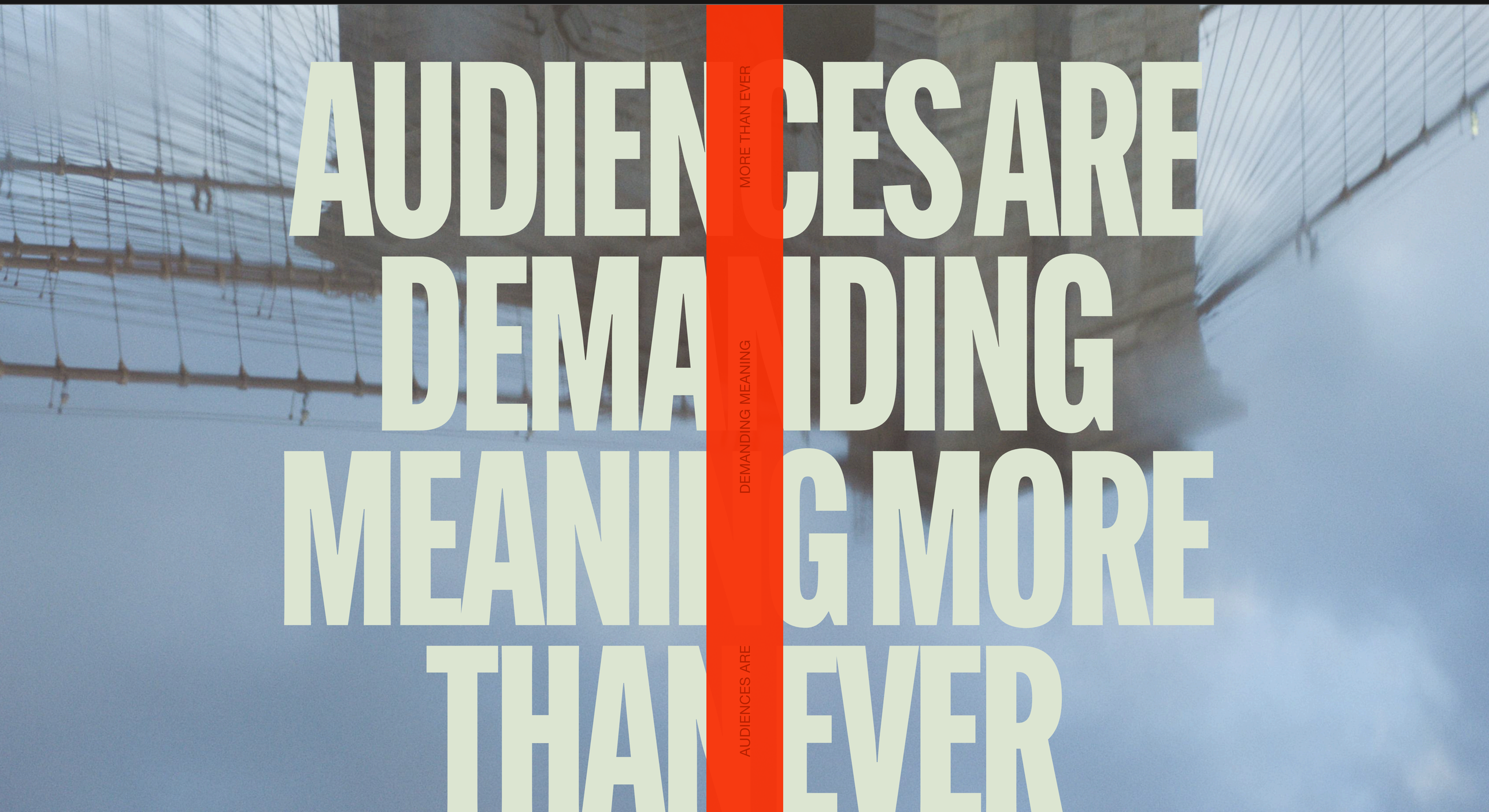


ENERGY BECOMES TEXTURE

TEXTURE BECOMES HONESTY

ENERGY BECOMES TEXTURE

TEXTURE BECOMES HONESTY


AUDIENCES ARE
DEMANDING
MEANING MORE
THAN EVER
AUDIENCES ARE
DEMANDING MEANING
MORE THAN EVER

KEEP IT HUMAN

HUMAN STORIES CREATE CONNECTIONS THAT LAST.

Right now, commercial filmmaking is filled with spectacle. Obsession with stylization and technical polish dominates the conversation. These approaches have their place, but there's a risk in chasing what's technically impressive at the expense of what's emotionally honest. The audience you're trying to reach is human. They respond to human stories, human faces, and human emotion. No matter how sophisticated your tools become, that fundamental truth doesn't change.

Documentary filmmaking has always understood this. It's an established discipline with decades of technique and craft behind it, but its core principle remains simple: point the camera at real people living real lives and let their stories speak for themselves.

It's built a narrative from real events, letting emotional beats dictate and inform pacing. For commercial filmmakers, now is the time to fully embrace documentary approaches, not as a stylistic choice or a budget-saving measure, but as a way to create work that connects on a deeper level.

Human stories create connections that last. When someone watches a commercial built around a real person's experience, they recognize something true in it. That recognition builds trust. It tells the audience that your brand understands them, sees them, and respects their reality. That kind of connection isn't fleeting. It doesn't disappear the moment the commercial ends. It lingers because it tapped into something genuine.



⊡ Good



Good

This doesn't mean every commercial needs to be a full documentary.

Right now, audiences are hungry for authenticity and documentary provides that with observational shooting, natural light, real locations, unscripted moments, and actual people over actors. Documentary style commercials can be the most effective way to create an emotional response from a viewer.

Keeping filmmaking human means remembering why you started making films in the first place. It was to tell stories that matter, to connect with other people, to capture something true about life. Documentary filmmaking keeps you tethered to that purpose. It reminds you that the person on screen and the person watching both deserve your respect and attention. As our industry becomes increasingly dominated by technology and artifice, that reminder is more important than ever.

Keep It Human →

Browse the collection on Filmsupply.

Explore authentic story-driven scenes curated to connect with audiences on a deeper level.



Adam Beck

CONCEPTUAL SURREALISM

BREAKING REALITY ONLY WORKS WHEN IT SAYS SOMETHING REAL.


Walter Stoehr

Brands are embracing the strange, the dreamlike, and the visually impossible: floating objects, impossible physics, worlds that shift mid-scene, and narratives that abandon logic for feeling. Surrealism is trending because it cuts through the noise in a time where audiences scroll past thousands of images every day.

Traditional commercial narratives are limited by practicality and plausibility. You're showcasing a product that solves a problem, a service that enhances a life, or a brand that seamlessly fits into someone's routine. These stories work, but they're constrained by what's believable. Surrealism removes those constraints. You can tell a story about how a product makes someone feel, not just what it does. You can visualize abstract concepts like freedom, connection, or transformation in ways that straight realism can't touch.

First, ask what you're actually trying to communicate. Not just the tagline or product benefit, but the feeling that lies beneath it. The surrealist approach visualizes the internal experience. Every surreal element needs to exist for a reason: to serve the emotion, reinforce the message, or advance the story. Use it when the emotion you're chasing is too abstract or internal to show literally, or when you need to visualize something impossible.


Caleb Joye

But don't use it simply because it looks cool or because surrealism is currently trending.

Proceed with caution: surrealism is a double-edged sword. Yes, it works because of the bombardment of visual media, and it disrupts pattern recognition; however, in 2026, due to the rise of AI-generated content, expect an over-saturation of it. The only way for surrealism to avoid adding to the noise is through story and intention. It has to support the story or else it's just a banana riding a skateboard. Sure, in that moment of confusion and curiosity, you have their attention, but then what? What's your message?

Conceptual Surrealism →

Browse the collection on Filmsupply.

Explore cinematic footage curated to remove the constraint of what's believable.

CHARACTER STORIES

THE MOSAIC BECOMES THE MESSAGE

Audiences want to see themselves in the work. Not the idealized version, not the simplified version but the real version. Character stories channel that desire by weaving together multiple people, multiple lives, and multiple points of truth into one emotional portrait. It’s filmmaking that mirrors the diverse, layered, and deeply human aspects of our world.

The single-hero narrative still has its place, but viewers increasingly connect with ensembles. They see their own routines, hopes, and contradictions reflected back through many characters, not just one. A student heading to an early shift. A father unloading groceries. A neighbor laughing with a friend. Individually, they’re moments. Together, they’re a shared world.

This style resonates because people want reassurance that their experience still belongs to something bigger. Character stories allow audiences to feel seen.

Anyone can film a series of vignettes, but few can make them feel connected and cohesive. Rhythm, framing, and emotional pacing must unify the characters so they contribute to the same idea rather than compete for attention. Framing, matched actions, and overall pacing creates echoes across scenes. Transitions pass emotion from one person to the next. When done with intention, the film become a mosaic. The mosaic becomes the message.

Character stories don't exist simply to showcase how different people are, but to show how much they share in common. Audiences connect because they see themselves and their community on screen. When authenticity is represented, it creates trust.



Isabel Vaca



Igor Popeliukh



Josh Heinrich

Character Stories

Browse the collection on Filmsupply.

Explore authentic footage curated to mirror our world: diverse, layered, and deeply human.



Ernesto Abrego



Stout

MUSIC TRENDS

Leaving
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Entering
Musicbed

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DEFINING COMMERCIAL FILM





Curated by **MUSICBED**

The trusted sync licensing agency for filmmakers, brands, and agencies who care about craft.

Authenticity is non-negotiable.

This year demands creative work that’s unapologetically authentic. There’s no room for shortcuts or settling; you can create with conviction, or you risk being ignored.

That’s why this year’s best commercial work will come from creatives who care about craft. Those who recognize that authentic music and sounds created by human artists uniquely elevate the emotional impact and credibility of their projects.

The trends in this report reflect the current state of commercial filmmaking and forecast what’s next. Trends come and go, but taste and craft will always guide great work. The kind of work that uses music to shape the audience’s emotional experience and give a story weight.

> You’ll know it when you hear it.

Audiences want more human stories, and authentic music will distinguish memorable work from what’s forgotten. No matter what you create, music cannot be treated as an afterthought this year.

Choose your music early. Be intentional. Make your work sound as honest as it looks. You’ll know it when you hear it.



Intentional Contradiction

Contradicting music. The visuals tell one story, while the music pulls the audience in a completely different and unexpected direction. It's the definition of “it’s wrong, but it's right.” It's crafting a thoughtful contrast that pushes against the expected choices.

Not defined by one particular style of music, this trend relies on a razor-sharp sense of taste and craft to find the right pairing of emotional weight and tone shift that fits a piece. When you can find that balance, something magical happens: audiences actually pay attention.

That contrast between what is seen and felt that draws them in and keeps them watching. It creates moments of internal tension that force the viewer to find deeper and implicit meaning in the work. It creates subtext.

Intentional Contradiction



Browse the playlist on Musicbed.

Explore authentic music curated to offer an emotional counterpoint to your story’s visuals.

That contrast between what is seen and what is felt draws them in and keeps them watching.

Nike has put on a masterclass this past year. Multiple spots juxtapose grueling visuals of struggle and grit with delicate and joyful music. These music selections reshape the narrative into triumphant and impactful moments that drive home their message with clarity and punch.





When it comes to crafting a story with this style, the work starts early. In pre-production and pitching, you must establish the music as the emotional counterpoint to the visuals. This allows clients and stakeholders to see the vision and balance the music brings to the story. Embrace the tension that emerges when you craft visuals to contrast with the song’s timing, tone, and lyrics. You add a layer of complexity that uniquely connects emotionally with the viewer and leads to work that memorable.

The gauntlet has been thrown, and the challenge is yours to take on. Will you play it safe or embrace the contradictions and complexity that only music can bring to your stories?



Storytelling Through Song Lyrics

A single lyric can say what dialogue can't.



When lyrics carry meaning, they do more than sit under a scene.

Filmmakers often default to instrumental music only, but there's a shift where today's filmmakers are rediscovering the power of lyrics as a narrative device. Songwriters are storytellers, too. The presence of lyrics informs pacing, performance, and editing rhythm. When lyrics are treated with the same weight as dialogue, they become another voice to push the story forward.

For example, when a glance is held a beat too long while a singer laments change, it becomes foreshadowing or anxiety. It's subconscious to the viewer but artistically engineered by the filmmaker, leading the audience toward the emotion without explicitly stating it.

A single lyric can say what dialogue can’t.

Filmmakers incorporate lyrics into their films and commercials because music with words creates powerful emotional resonance and cultural connection. Lyrical music can instantly establish mood, era, and atmosphere in ways that instrumental music alone cannot achieve. Lyrical music can be at the foreground as non-diegetic music (music that only the audience hears) to replace dialogue and guide emotional interpretation.

Alternatively, filmmakers can keep it subtle and use lyrical music as diegetic (where characters can hear the song) to create subtext, unspoken desires or fears, or character development. In commercial filmmaking where time is limited, there's no faster way to get to know a character than listening to the music they listen to.



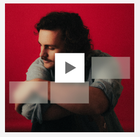
Remember: intent is the non-negotiable.

In advertising, lyrics serve as memorable hooks that can reinforce brand messaging. Lyrics can repeat key brand attributes or desired emotional states, turning a thirty-second spot into an earworm that keeps the product in consumers' minds. It's like a modern twist on the jingles long used by advertisers to create campaigns that have become inseparable from their musical cues. Whether scoring an entire ad or just a choral swell as a stinger over a logo at the end, it's another layer that contributes to the brand identity and lingers.

Remember: the most effective use of lyrics feels inevitable rather than arbitrary, as though that particular song was always meant to accompany those particular images. When a lyric and an image move together, the audience doesn’t just understand the moment, they feel it.



Storytelling Through Song Lyrics



Browse the playlist on Musicbed.

Explore authentic music curated for its lyrical power to instantly set the mood, era, and atmosphere.


Nostalgia works when it reconnects, not imitates.
Tap into a reservoir of personal memory.
Nostalgia works when it reconnects, not imitates.
Tap into a reservoir of personal memory.
NOSTALGIA IS GOLD
Choose music that matches
not just the mood of your piece,
but the memories of your audience.

Nostalgic Callbacks

Nostalgia works when it reconnects, not imitates.



Choose music that matches not just the mood of your piece, but the memories of your audience.

Nostalgia has long been a staple in commercial filmmaking, but this year it has taken a particular focus on music from the late '90s and early 2000s. You're seeing it everywhere. Filmmakers are tapping into music's unique ability to unlock emotional memory in brand films, product launches, and lifestyle commercials.

The music from the late '90s and early 2000s being used now resonates with a specific demographic: people who are now in their 30s and 40s, prime consumers with significant purchasing power. Music from that era, or even music that feels like that era, can make a viewer pause, remember, and feel something genuine. You see this same logic applied to covers or remixes of nostalgic songs. That emotional response is what makes them connect with a brand or message.

Music is one of the most powerful triggers of nostalgia we have.

A specific song can transport someone back to a particular time, place, or feeling faster than almost any visual cue. For commercial filmmakers, this creates an opportunity. When you pair imagery with a nostalgic song, you're tapping into a reservoir of personal memory and emotion that already exists within the viewer.

Nostalgia shifts with each generation. The music that triggers nostalgia for a 25-year-old is different from what works for a 45-year-old. Understanding your audience means understanding which era of music carries emotional weight for them. Right now, that sweet spot is the turn of the millennium.

As a commercial filmmaker, you can use this strategically. Choose music that matches not just the mood of your piece, but the memories of your audience. Let the song do emotional work that dialogue or visuals alone can't achieve. When done well, viewers feel seen. They remember something real and your commercial becomes the bridge to that feeling.

Nostalgic Callbacks



Browse the playlist on Musicbed.

Press play on an exclusive mix of Y2K-inspired music, curated to evoke early-2000s nostalgia.



Timeless Scores

They work because emotion never goes out of style.

Classical music is the backbone of emotional storytelling.

Filmmakers return to classical again and again because it works. It’s strong, melodic, honest, and instantly cinematic.

This genre is one of the few musical languages that can elevate a product spot, deepen a narrative beat, or transform a simple visual sequence into something that feels timeless. Filmmakers and audiences trust it because it’s established and brings a connotation of elegance. Whether solo performances or with full orchestras, classical music signals confidence. It conveys to audiences that the brand is committed to emotion, craft, and sophistication.

For filmmakers, classical music signals taste.

For bonus points, find pieces that aren't overused or cliché. Steer clear of the obvious choices that have been beaten into the ground by every brand trying to signal sophistication (Leave "Also sprach Zarathustra, Op. 30" for Kubrick, unless you're Greta Gerwig). Dig deeper into the classical catalog for lesser-known movements, contemporary classical composers, or unexpected arrangements that bring grandeur without the baggage of overexposure.

Sometimes the strongest move is the most timeless one. Brands at the top of their game know this. Classical music has to power to simultaneously make a spot feel familiar and monumental. It has always worked because emotion never goes out of style.

Timeless Scores



Browse the playlist on Musicbed.

Invite the audience to bring themselves into the moment with Musicbed’s best classical scores.

Solo Instrumentation

The sound feels handcrafted, intimate, unmistakably human



Sometimes the most powerful score is the one that barely speaks.

Solo instrumentation is a quiet rebellion against excess. One well-placed piano note can carry more weight than an entire string section because it doesn't ask the viewer to process complexity. Filmmakers are returning to this minimal, human approach because it takes a step back and puts the story at the forefront.

A lone instrument—drum, violin, piano, flute—creates space. It invites focus and honesty. The silence between notes becomes part of the storytelling. Emptiness can become fragility. It can makes characters feel more vulnerable without being too heavy handed. The sound feels handcrafted, intimate, unmistakably human. The story breathes because the music does.

When your score is minimal, you have room for the natural sounds of the environment that build your world and ground your audience in the physical reality of the scene. A solo instrument methodically guides viewers through that world without drowning it out.

Choose your instrument based on the emotion you need: a solo cello conveys melancholy, a single drum creates tension, and a piano can evoke contemplation or hope. Use the silence between notes. Those pauses let the audience sit with the emotion and give your actor's performance room to register.

Solo Instrumentation



Browse the playlist on Musicbed.

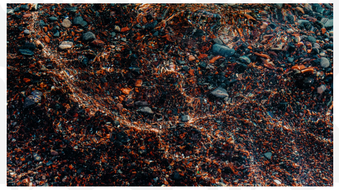
Explore hushed scores to make your work feel handcrafted, intimate, and unmistakably human.

“Solo instruments create space for realism.” –Alex Broadstock, Filmmaker

This is where authenticity lives. The music built on a single instrument carries the fingerprints of real artists.

That human touch is what audiences respond to, and it’s what helps a film stay with them long after the scene ends.

The music built on a single instrument carries the fingerprints









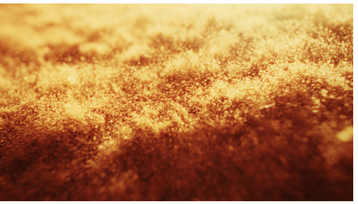
The music built on a single instrument carries the fingerprints

LET THE STORY BREATHE

Let's Get Weird

percussion,
eccentric vocal
delive
instru
genre





Sometimes the work needs a personality.

That’s where quirky, unique music steps in. Something unexpected, off-center, and a little weird can be the antidote to the predictable musical choices audiences have learned to tune out.

Offbeat music—playful percussion, eccentric a cappella arrangements, childlike instrumentation, genre mashups—signals individuality. It conveys to the audience that the brand has taste, confidence, and a distinct personality. When a song has the right amount of weirdness, it's interesting, and interesting stands out.

This style works because it breaks the rhythm of commercial sameness.

A crooked groove or a quirky melodic hook gives the piece a deliberate originality, allowing filmmakers to carve out a tone that feels fresh, human, and uncopyable. It can make a brand feel more approachable. It carries charm and a playful rhythm that editors can cut against, allowing pacing to feel alive and conversational rather than mechanical.

Alignment is key. The song's personality has to support that of the film. When it does, quirky music creates curiosity. When something sounds unfamiliar, the brain pays closer attention, trying to make sense of it. That extra attention is valuable. It becomes identity.

This approach also future-proofs your work.

Non-traditional music often exists outside of trend cycles entirely. It doesn't sound like a specific era because it exists in a world of it’s own. When you create work that lives outside the typical and expected, it stands out.



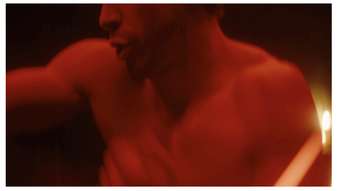
Let's Get Weird

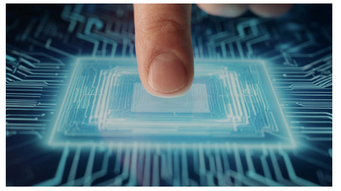


Browse the playlist on Musicbed.

Give your work a piece of deliberate originality with a curated playlist of quirky music that feels fresh, human, and uncopyable.







In the Pocket: Jazz

Choose tension, looseness, and emotional precision all at once.

When filmmakers use jazz, they’re choosing tension, looseness, and precision all at once. Jazz carries a human pulse that feels improvisational yet intentional, unpredictable yet controlled. That combination resonates right now because audiences want something that feels alive.

In commercial filmmaking, jazz offers dynamics unlike any other genre. Jazz doesn't march forward at a steady tempo. It rushes, it drags. It can pull back into a lazy swing, then suspend time entirely on a held note. It’s chaos with intention. You can't just drop it under a scene and expect it to behave. Lean into its unpredictability, embrace the spontaneity.

For filmmakers and editors, jazz has such a wide range that can influence the emotional tone: a grounded docu-style scene gains sophistication; a chaotic sequence is amplified; a brand film becomes more lighthearted without losing authority. It implies taste without sacrificing the emotional dynamics. In the hands of a filmmaker who knows how to use it, it’s a signature.




When a film needs emotional
intelligence, not volume...
jazz becomes the tool that makes
the work feel intentional and human.
It’s clarity.
It’s taste.
And in the hands of a filmmaker
who knows how to use it...
jazz is a signature.



The Song IS the Concept

More filmmakers are building entire concepts around the emotional, tonal, and lyrical attributes of a single song. These are commercials that hinge on a specific song from the original concept. Music stops being decoration and becomes the blueprint with pacing and an emotional arc. When you build your concept around a song, you inherit all of that.

These are concepts that don't work with any other song. The music and the concept are co-dependent. Usually, the song comes first, and everything else builds around it. The film doesn’t “use” the song, it collaborates with it. The narrative, the visuals, the edit, even the product placement are all designed around specific lyrics at specific moments.

Then line between concept and cliche can be narrow. A truck driving through open landscape while a lyric says "freedom" isn’t a concept, it’s too obvious and the audience sees it coming from a mile away. There's no payoff because there's no surprise. A clever concept finds an unexpected way into the song, and your audience will appreciate it.

Don't ignore the rest of your filmmaking. Song-as-concept doesn't mean the song does all the work. You still need strong cinematography, compelling performances, and thoughtful production design. The song provides structure and emotional guidance, but execution still matters.

The Song IS the Concept



Browse the playlist on Musicbed.

Explore an exclusive playlist of music curated to serve as the blueprint for your film’s story.

The future of commercial filmmaking is intentional and

HUMAN.



One last word.

This year belongs to the creatives who care about craft. The ones who understand that something special happens when the right song is paired with the right visuals. The ones who understand instinct and taste are their real secret weapons.

Musicbed is built for those filmmakers, brands, and agencies. Every song on Musicbed is crafted by a curated roster of human artists and composers with something to say. Music that feels timely, intentional, and aligns with what clients (and audiences) want. Authentic music is non-negotiable.

The same standard applies to footage. Compelling stories and elevated craft will cut through the noise. Keep it cinematic. Demand attention.

As the trusted footage licensing source for filmmakers, brands, and agencies, Filmsupply offers footage you won't find anywhere else: authentic talent, real locations, all fully released for commercial use.

Audiences are demanding more human stories than ever, and authentic music and visuals will be the differentiators between a good spot and a story they'll remember.

The future of commercial filmmaking is human. For advertisers shaping that future, say something that matters.