



## Endless Noise Post-Scores Dodge "Truckville" Campaign with Custom Remixes of New Aerosmith Hits

*Details how Grammy Award-winning producer Jeff Elmassian handled the challenge of remixing new songs from Aerosmith for high-profile TV campaign for 2002 Dodge Ram 1500 trucks.*

([PRWEB](#)) October 12, 2001 -- Award-winning sound design and music company Endless Noise today announced details of creative director Jeff Elmassian's role as music mixer and sound designer for the new :30 Dodge Ram 1500 spots entitled "Reflections" and "Truckville" which were created for PentaMark Worldwide by director Lance Kelleher via LA's Ritts/Hayden. "Reflections" broke nationwide the first week of Sept., and "Truckville" broke during the Sept. 24 Monday Night Football broadcast.

Both spots feature original remixes by Elmassian of brand new singles from Aerosmith including "Just Push Play" and also feature sophisticated CGI-imagery from Digital Domain combined with spectacular black-and-white live-action cinematography. The spots were edited by Ben Longland of Rock Paper Scissors in West Hollywood.

In "Reflections," a jet-black 2002 Dodge Ram 1500 passes an Aerosmith tractor-trailer on the way through the desert until reaching the metropolis of Truckville. The second spot features the same hero truck escaping the city and stopping in the desert as its mysterious driver climbs out to illuminate a bright Truckville sign. Both spots end with title cards reading, "The new mayor of Truckville" and "Take life by the horns."

"Agencies often seem to spend a lot of money purchasing popular songs and hurrying to do simple edits to fit a picture, and the result is mediocre at best," Elmassian noted. "As a musician, if I'm given all the splits from the original recordings, I can make it sound like a track was written specifically for a spot and that's the reaction we've received on this campaign."

PentaMark's director of broadcast production Hugh Broder also added his thoughts on the process and the results. "We had to take existing songs and 'write to our picture' with them, which is a very difficult thing to do," he explained, "especially considering there were so many layers of tracks on these Aerosmith songs and also that we had to have the band's approval. Given an incredibly difficult assignment in the music world, based on the result, we certainly did pick the right guy; Jeff did a great job."

Elmassian mastered the new mixes at LA's legendary The Village recording studios.

Complete project credits are available upon request. Endless Noise's additional project credits Barry Goldberg as engineer, Nathan Jenkins as assistant engineer, Andy Rehfeldt as musician and Kacy Palmieri as associate producer.

About Endless Noise, Inc.

Originally established in Santa Monica in 1993, full-service music and sound design company Endless Noise was relaunched in 2001 to compose and produce innovative and cutting-edge music and sound designs for feature films, television programming and commercials. Building on its principal's award-winning



accomplishments and solid track-record working with leading entertainment companies and ad agencies, Endless Noise offers the proven ability to create the perfect music and sound design for the world's most ambitious projects. For more information, please call 310.581.4133 or visit [www.EndlessNoise.com](http://www.EndlessNoise.com).

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