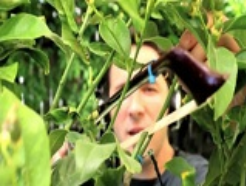


## BURT'S BEES PAYS TRIBUTE ON EARTH'S DAY – SINGS NATURE'S SYMPHONY



Burt's Bees is a company that manufactures natural environment-friendly products and as they claim "strive to make people's lives better, naturally." The company hired the services of Diego Stocca, to bring out a video to celebrate Earth Day, with a musical composition made out of ingredients that Burt's Bees uses in its products. According to Burt's Bees, the company "views Earth Day as its Hanukkah, Christmas, New Years Eve and Fourth of July." The ad was in keeping with the company's tradition of paying tribute to Mother Nature. The preceding two years the company had come up with creative, much applauded campaigns that greatly enhanced their reputation. The result is sheer genius. Stocca, the brain behind the musical compilation is renowned for his extraordinary ability to create mini-symphonies out of unmusical everyday objects. This composition shows him, in the Burt's Bees wild terrain as he coaxes music out of such mundane objects as orange peels, almonds and coconuts. Deigo informs that he performed the entire composition with natural elements and no synthesizers, samplers or additional sounds were used. The video, on close scrutiny, reveals, little gems of inspiration and ingenuity. A tiny microphone is attached to the bow of a tree to amplify the sound. A customized stethoscope allows tiny sounds to be magnified into larger ones. Two holes are drilled into a coconut for great percussive sounds. Every possible sound is captured in details through some ingenious methods, like placing a contact microphone on a slice of orange peel to create a deep bass drum sound. And finally a wind chime made from tins of Burt's Bee products, from which emanate a divine melody and last but not the least, bees, there buzzing creating a symphony that would have done Beethoven proud. Listening to the video, you are transported to a different world, far away from our busy, urbane lives. The evocative authentic nature sounds, the joyous buzzing of the bees, the ripple of the lemon tree, the chimes, all unique and delicate sounds of nature, ring in our ears for a long-long time - a winner all the way. The campaign was planned by Baldwin & in Raleigh N.C and executed with great efficiency by composer-musician Diego Stocco. The marketer says that its intent was to "sing the company anthem." The results are phenomenal.

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