

The producers' wrap: Louis Enslin of Produce Sound

By Leigh Andrews

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Last week, SA was responsible for 42 wins at the One Show 2017: six bronze, one silver, and one gold pencil, as well as 10 merit awards, with 10th spot in the country rankings. I spoke to some of the people responsible for this winning work behind the scenes. First up is Louis Enslin of Produce Sound.

Pre- and post-production companies and the recording studios where the magic happens don't usually get to bask in the limelight of big award wins like the One Show, sometimes not even receiving recognition for the work they put into those campaigns the nation loves.



Louis Enslin, owner, composer and producer of Produce Sound.

Here, Louis Enslin, owner, composer and producer of Produce Sound, shares his input.

Example 2 Congratulations! Talk us through the way our creative industry collaborates and gets the job done.

It's a real honour to be part of projects like these that do well at award ceremonies. We try to get involved as early as possible during the creative process and often bounce a couple of treatment ideas of each other and try some different options, as there's always more than one way to "get the job done".

and completed scripts and cra	a couple. Working closely fted those:	with the creatives, v	we then chose the t	reatments that we fo	elt were best for the
	the music for <u>KFC's Shaki</u> he 'Film: innovation in film		uce Sound did all th	e final mix. The wor	k went on to claim a
	d this well. Share your o		=	_	ly as we ended up i
_	s down to the writing. With and Prix in the last three y				as had two Cannes
	roducing winning sound igh Andrews 12 Jan 2017	: SA's radio advert	ising success play	/s on	<

We'll keep our fingers crossed! What are you most looking forward to from the rest of the year's award circuit, with Cannes Lions around the corner and Loeries just a few months away?

We have been lucky to be part of some amazing work that I'm sure will continue to do well this year! Looking forward to Cannes the most.

As are we! Keep an eye on our <u>Cannes Lions</u> special section for the latest updates and revisit our <u>One Show</u> special section for key interviews, insights and accolades.

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