

# Theme Song: Make Your Soundtrack Stand Out

Featuring the Theme Song  
*“What’s the World Come To”*

E P I S O D E S

Zak Belica

Audio Director

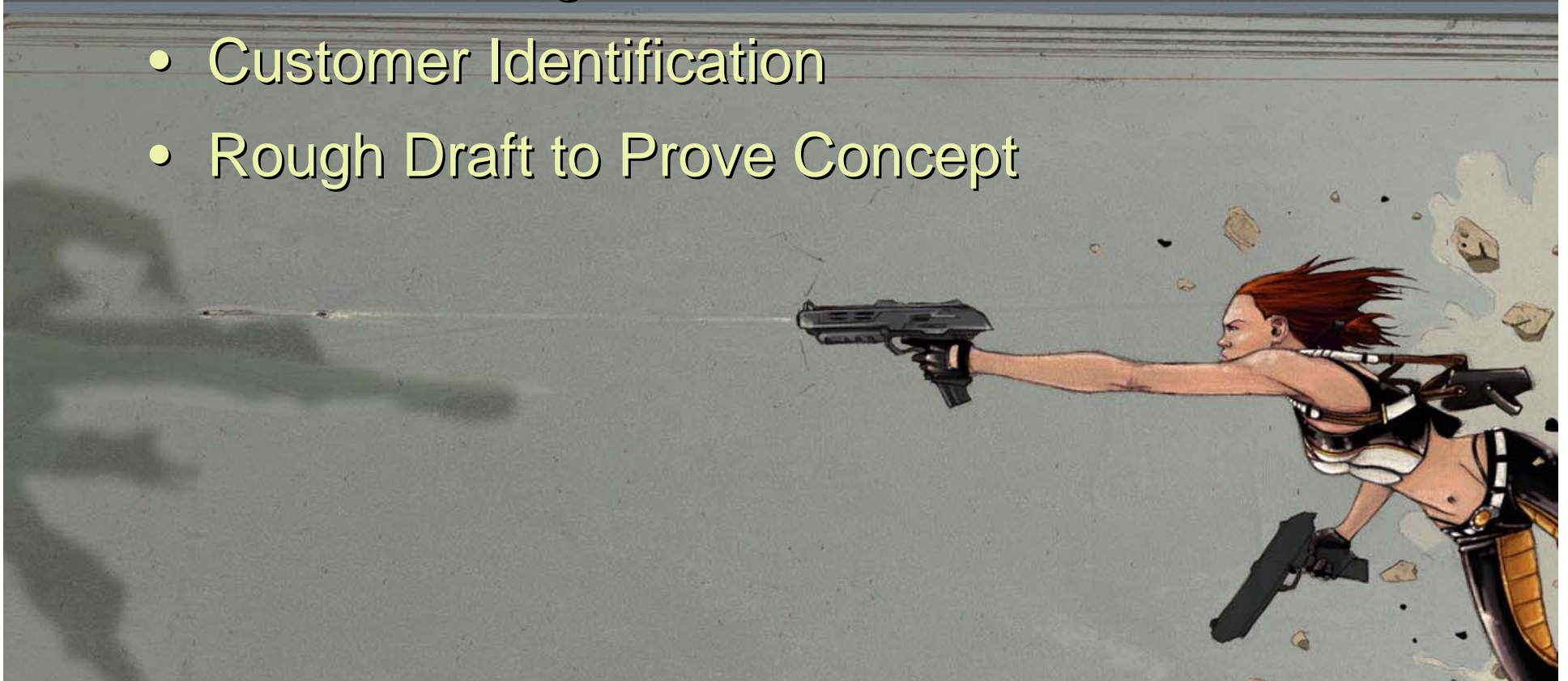
Electronic Arts Los Angeles

# Overview

- The Pitch
- The Rough Version
- Creating The Track
- In-Game Implementation
- Marketing Benefits
- Wrap-up

# The Pitch

- Theme Reinforces Title
- Proven Interest Generator
- Low Cost, High Benefit
- Customer Identification
- Rough Draft to Prove Concept

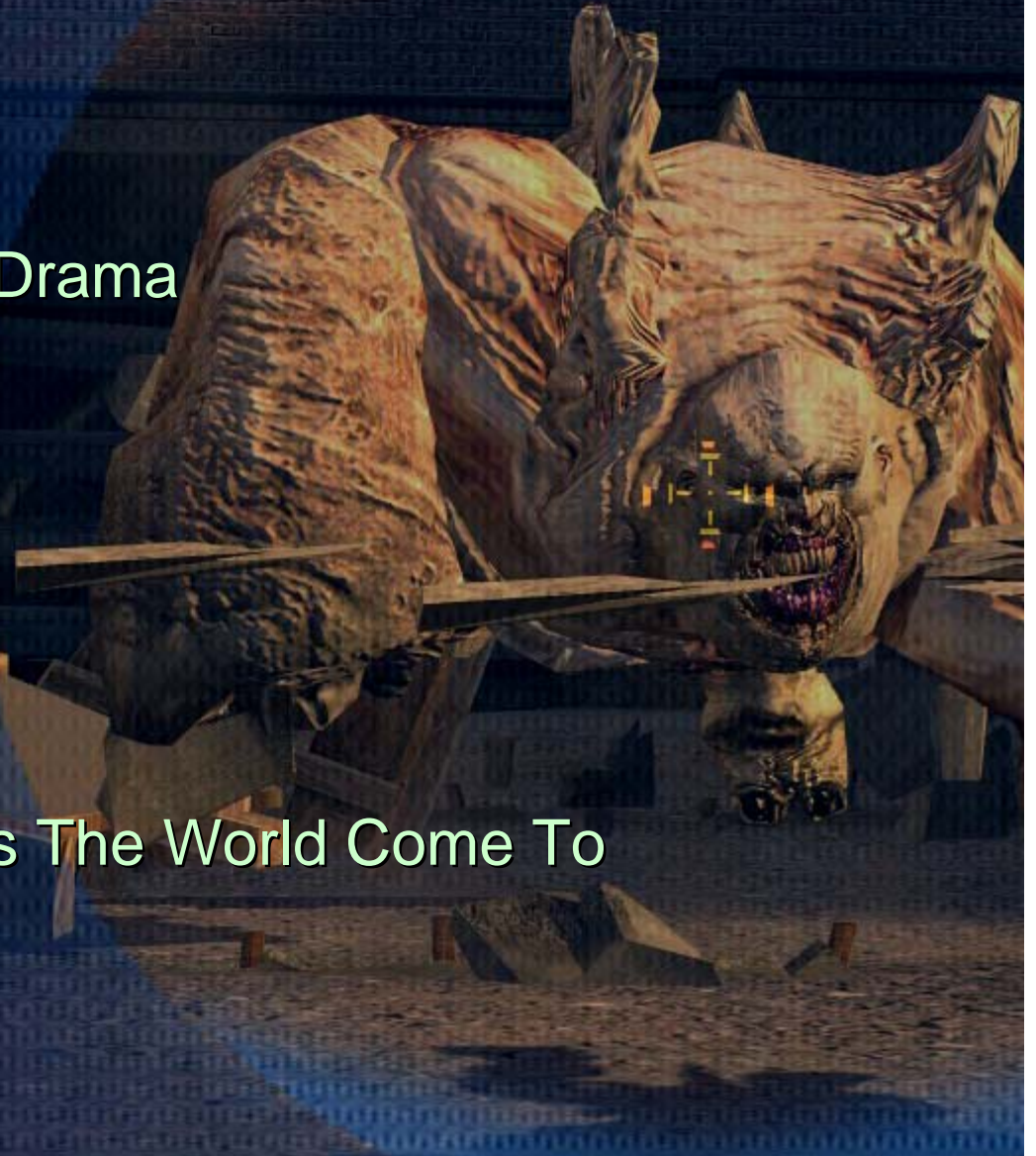




# The Rough Draft

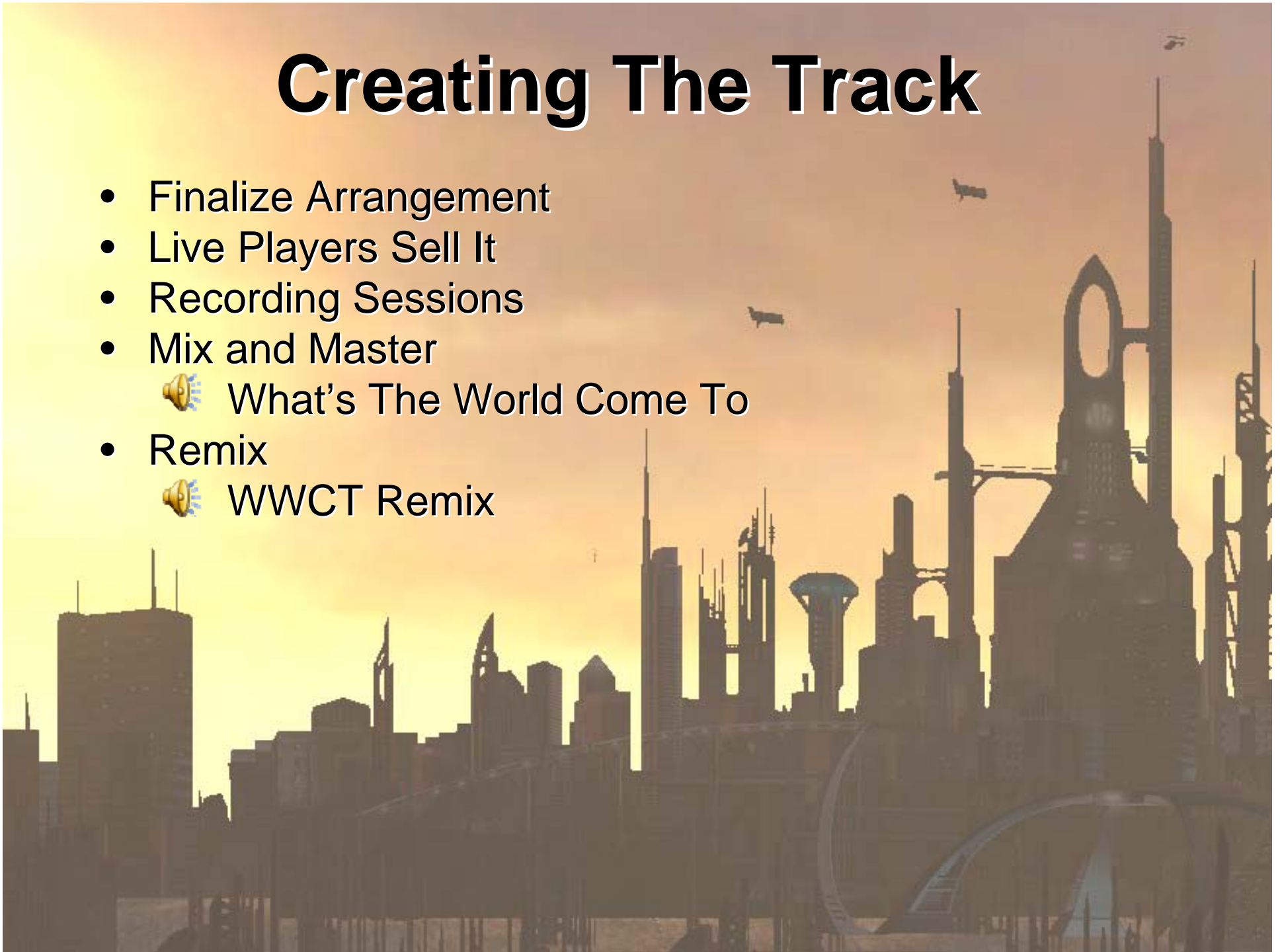
- Target Market
- Focus on Melody
- Vary Intensity to Create Drama
- Creation of Lyrics
- Sing It
- Constructive Criticism

💡 Rough Version of What's The World Come To



# Creating The Track

- Finalize Arrangement
- Live Players Sell It
- Recording Sessions
- Mix and Master
  - 🔊 What's The World Come To
- Remix
  - 🔊 WWCT Remix





# In-Game Implementation

- Vocal Version
- Character Identification
  - 🔊 Jessica's Theme
- Derivative Themes



# Marketing Benefits

- Promotions
- Videos
- Game Reviews
- Interviews
- Podcasts
- Strong Online Response



# Soundtrack Release

- Reviews provide buzz
- Good material for Podcasts and Interviews
- Bundle it to make a 'Gold' package
- Sell it on iTunes and CafePress





# Wrap-Up

- Go Out and Make One!
- Harness Your Creativity
- Helps the Industry

