

# Sonic Identity System Net-New Asset Form

Please fill out this form when a new unique Signature or Watermark Composition is created for a campaign and submit it via email to [brand@toyota.com](mailto:brand@toyota.com).

EMAIL

AGENCY NAME

PRODUCER NAME

PRODUCER EMAIL

Did you create a unique Signature or Watermark?

Signature

Watermark

# Signature

Is the Signature Instrumental, Vocal or both?

What is the core instrument used in the Signature? (ex.: guitar, piano, multiple, orchestra)

In what key is the Signature? (Please verify with composer.)

Are there any union musicians or singers on the Signature?

What is the final name of the Signature file?

Was it purchased work-for-hire?

# Signature (continued)

Name of Campaign (Please note MY and Vehicle.)

Title of Spot

Spot Lengths (Please list all lengths; aspect ratios are not necessary.)

Media Usage (All Media, Broadcast, Digital, etc.)

Term Length

Campaign Start Date

Please share any downloadable links (WeTransfer, Box, etc.)

# Watermark

What is the genre of the Watermarked track?

What is the BPM of the track? (Please verify with composer.)

What is the length of the track?

Was it purchased work-for-hire?

Are there any union musicians or singers on the Watermarked track?

Please share any downloadable links (WeTransfer, Box, etc.)