



# Song Brief – Nancy Drew Codes & Clues



## Assignment Overview

Her Interactive is launching an all new Nancy Drew mobile game in the spring of 2016 for a younger demographic (girls 5-12). We are looking for you to create a song to be part of this interactive clue gathering experience that celebrates technology, music and games. The song will be judged by a team of music industry experts (producers, composers, executive management). Judging criteria will include melody (20%), composition (20%), originality (20%), lyrics (20%) and relevance to the Nancy Drew brand (20%). \*Innovative use of technology encouraged but not required.

## Deliverables

2:00 – 3:00 minute song (MP3 file): simple instrumentation with lyrics (Note the song will need to stand alone on the instrumentation for cut-up tracks that would be edited for use within the game.) Please note: There is a size limit of 7.2mb for a three (3) minute 320kb MP3.

## Target Audience

Girls 5 – 12

## Song Genre & Tonality

The song genre is open to the composer's imagination yet still encompassing the Nancy Drew brand. The tonality should be something that has an upbeat rhythm/pop music techy feel that sticks in your mind.

## Instrumentation

Complicated arrangements are more difficult to judge, therefore, for the purposes of evaluating the songs, the submissions should be simple in orchestration. The instruments to best represent the song are at the discretion of the songwriter.

## Song Lyric & Emotion Considerations

Mystery, suspense, curiosity, girl power, equality, uplifting, empowering, kind, adventurous, smart, brave, caring, resourceful, tech-savvy, friendship, fun, courage, clarity, creativity, supporting each other, stand together, persevering over the obstacles, learning.

## Other Considerations

This song will be played at the opening/beginning of the mobile game by the player (optional) and during scenes that take place in the music room.

## Deliverable Date

Any song entries should be submitted by 11:59pm PT, on December 11, 2015 [www.herinteractive.com/berklee](http://www.herinteractive.com/berklee). Further instructions, official rules and information can be found at [www.herinteractive.com/berklee](http://www.herinteractive.com/berklee). Winner will be officially announced on December 28, 2015.