

Focusrite Launches “Never Stop Creating” Campaign



Continuing with Focusrite’s celebration of 10-years of their iconic Scarlett range of interfaces in fall 2021, Focusrite has launched its “Never Stop Creating” campaign, which centers around the breadth of creators who use Scarlett to achieve their musical ambitions.

With “Never Stop Creating,” Focusrite are celebrating their users and sharing their stories with the wider community. Each week Focusrite will be spotlighting a different artist (Pocket Queen, Lauran Hibberd, The Snuts, and more) and sharing their stories, experiences and relevant music related tips.

“Never Stop Creating” addresses the questions “Who uses Scarlett, and what do they use it for?” The sheer diversity of both the practical uses of the Scarlett range and the people using Scarlett interfaces is incredible. Scarlett products, representing the best-selling USB audio interfaces worldwide, have found their way into millions of home and professional studios and have enabled musicians, songwriters, and producers to record, mix and play back audio anywhere. Scarlett is easy to use and is backed by Focusrite’s unparalleled customer experience and know-how. What really makes Scarlett a success, though, is the people that use it. Focusrite encourages musicians to never stop creating – and have seen their community continue to create world-class recordings, while never failing to surprise

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and delight with the quality and diversity of their music.

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