



If You're Happy And You Know It?

Description



Some things in life will always lift your mood. For us, it's securing the perfect piece of music for our clients. Even if that happens to be one of the biggest hits of 2013?

When Poland's [Idea Bank](#) told us they'd had a brainwave for their latest TV and internet campaign, we were intrigued.

“We want to use Pharrell’s ‘Happy’ to show people just how satisfied our customers are with our way of doing business,” they said.

“Leave it to us,” we replied, and started work straightaway to make that happen.

Fast-forward a few weeks, and that dream is a reality. In fact, Idea Bank’s customers were so pleased with the company’s service that they volunteered to star in the video themselves.

The campaign is only visible to Polish audiences, but we hope the screenshots give an idea of how well the music and visuals work together.

After all, anyone who’s heard ‘Happy’ once surely can’t forget that tune!



