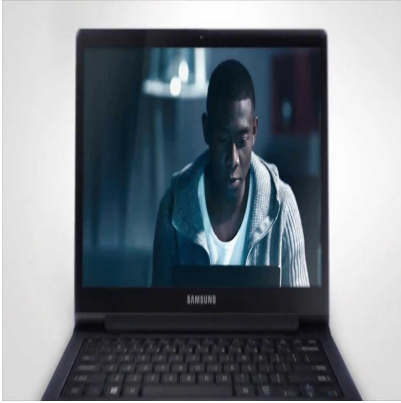




The new Bank Austria commercial with David Alaba

Description

No one likes having to stand in line at the bank, least of all Austrian football star David Alaba from Bayern Munich, the “sportsman of the year 2013”.

Fortunately for him, Bank Austria created Smart Banking, so now he can manage everything via his computer.

To show the world just how simple and easy the service is, we found a soothing piece of classical minimalism for the commercial in the shape of “Correspondance” by French-Canadian artist Une Toune par jour.