



## Curious cuisine from La Vache qui rit



Fromageries Bel came to us with a spot concept showcasing a certain culinary magic driven by La Vache qui rit's handy new format. To match the versatility and ease of use they wished to convey, while maintaining a sense of uniqueness, we knew they needed an accompaniment with ample charm and just a little quirk.

Verdi's *La Traviata* came up trumps â?? â??Noi Siamo Zingarelleâ?? brought a light, mischievous grace to the spot and balanced nicely with deliciously crisp visuals. *Bon appetit!*

<https://www.tracksandfields.com/blog/wp-content/uploads/2014/08/VQRleBloc-Main-VF-newSign4.mp4>