



Conchita Wurst glows for Bank Austria

Description



After we brought contemplative piano to [their David Alaba spot](#) last March, Bank Austria returned to us with a very different star-driven spot.

There's a certain brand of elegance money can't buy, and Conchita Wurst has it in spades. The Eurovision champion used her easy poise and bags of classic, uncompromising style to illustrate the ease of Bank Austria's new cashback system. San Diego's The Soft Pack drove the spot forward with their own brand of easygoing indie elegance, their song "Bobby Brown" tempering the gleaming visuals with a more casual, laidback texture.

Watch the video on [youtube](#), or if you're craving more Conchita, check out the [accompanying interview](#).