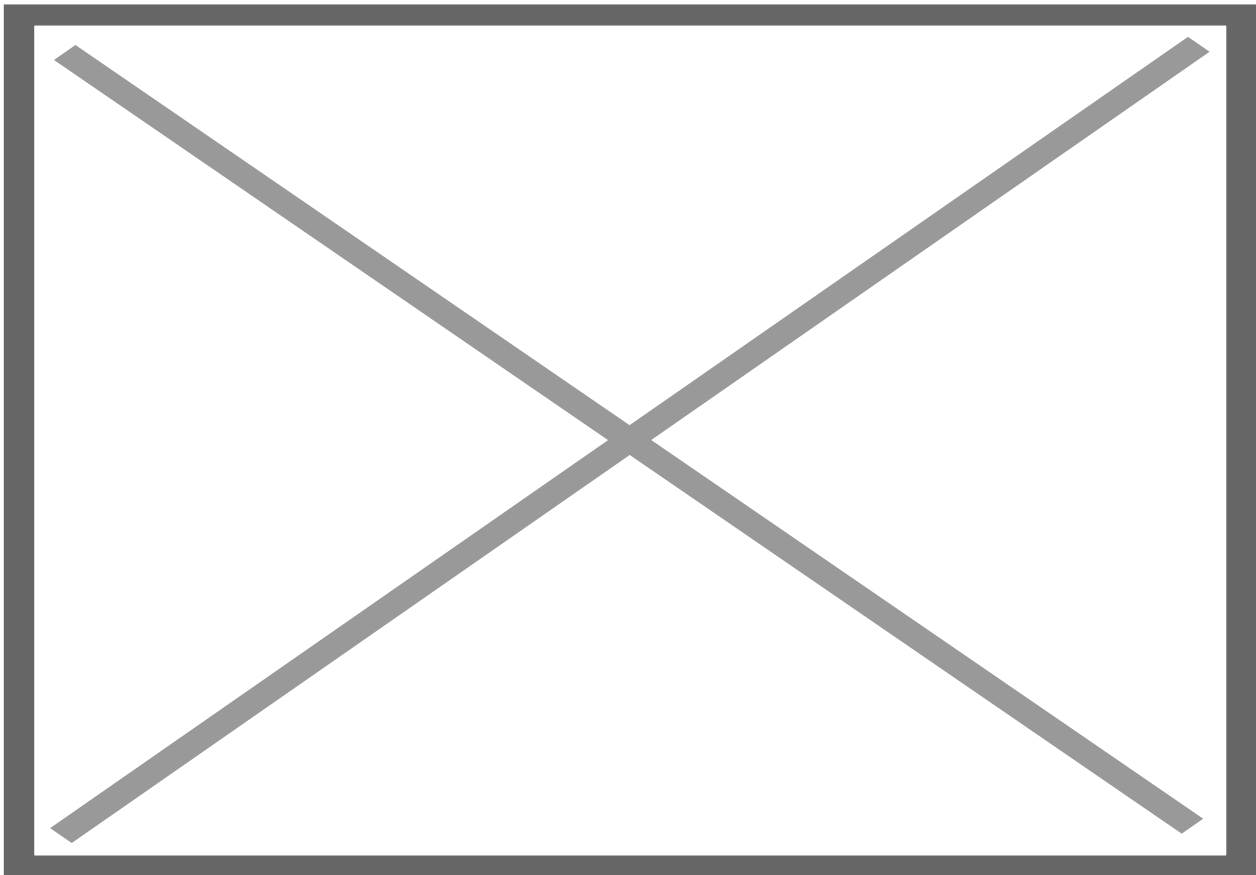




Sweet Dreams in New Plus Campaign

Description



Creative imagination runs wild in the Polish mobile phone network Plus's latest campaign, which features a soft sync license to encapsulate the feeling of dreaming.

Bursting with colour, sweets and desserts, the Plus advert follows the never-ending imagination of a woman who has a serious passion for pink. As she starts to draw her ideas on a notepad, they come to

life around her in the form of cupcake tattoos, colourful pastries, and animated jubilation banners while she practices yoga stretches. Like her insatiable dreams, the new Plus phone card is also never-ending, providing phone users with unlimited calls and text messages.

To conjure up the feeling of the sweetness in the advert, we sync licensed the track “There You Are” by Seattle-based artist, Esther Little. Providing the perfect blend of indie pop, the track gives the advert a soft melody and dreamy sensation.

Check out the advert below: