



Queen's "Don't Stop Me Now" conveys the magical effect of Jacobs Coffee in our latest Synch

Description



Recently we had the pleasure of working alongside Saatchi & Saatchi and German instant Coffee giants "Jacobs" on their Europe-wide "Eva" campaign. For this project we had the pleasure of synch-licensing the legendary Queen and their classic 1979 hit "Don't Stop Me Now".

We felt the sync established the positive emotions of self-improvement, empowerment and motivation that is touted by the ad. This is conveyed through the relentless, driving vigour of the rhythm section and the bouncing Piano chords , which assist in illustrating the emotional shift in the spot.

The protagonist breaks from her work on a menial factory line and takes a cup of Jacobs coffee. Becoming re-invigorated by its magic aroma, the mood shifts. â??Evaâ?? is motivated into action to leave her unfulfilling job behind and with â??eyes openâ?• follow her dream of opening a cafe.

Did you know? After extensive research and devising his own formula, Jacob Jolij, an experimental psychologist at the University of Groningen in The Netherlands hypothesised that â??Donâ??t Stop Me Nowâ?? was the happiest song ever released.