



LA's Half Moon Sons make banking feel breezey in our latest project with Bankinter

Description



Commonly we receive requests that require us to find music that is reassuring, fills the viewer with a sense of possibility, but must come across genuine and instill confidence. It's a challenge we love and was our exact objective in this latest spot for Spanish bank, *BankInter* Portuguese campaign.

Getting people inspired by mortgage transfers is not the easiest of tasks, but this latest campaign with our friends at BBDO Madrid manages to avoid the usual trappings and present the idea in a motivational manner. Using a lot of natural lighting and tasteful interior decoration, the spot of a young couple moving to a bright and spacious new apartment is inspiring to any customers in a similar position.

The synch comes from Los Angeles based outfit Half Moon Sons whose track “Summer Souls” adds the perfect buoyancy and breeziness to the spot. Matching effortlessly with the natural lighting employed throughout, it gives the viewer an impression of the ease and simplicity of mortgage transfers offered by BankInter.

Watch below: