



Otto the skateboarding bulldog lights up the streets in our latest spot with TCS Switzerland

Description



On occasion here at Tracks & Fields we have the pleasure of supervising music for not only great ads, but also ads featuring some of the biggest celebrity endorsements. Celebrity endorsements donâ??t come much bigger than our latest project for Swiss road safety campaign â??Made Visibleâ??. which featured Otto the world famous, skateboarding dog.

The spot itself features Otto skating around town at night on his highly visible skateboard, decked out with neons. The Guinness record holding bulldog attracts attention from everyone he passes (and so he should, heâ??s a skateboarding dog) crashing a photo shoot, skating underneath a fountain and getting

glances from a female canine companion. The ad is widely entertaining, particularly for anyone who has not seen one of the many viral videos of Otto.

For the spot we chose the track "Let's Roll" by Austrian musician and one of the founders of Electro-swing Parovoz Stelar. The song itself is less electro swing and more of a straight electro track with a saturated, roomy drum sample and the odd flash of brass. The driving bass and drums control a steady momentum throughout the ad, while the smooth, deep, nonchalant vocal line adds a laid back feel to the spot. Most importantly "Let's Roll" uses these instrumental elements to perfectly match the mood of the visuals: playful, vibrant and relaxed.

Watch below: