



Mitsubishi unveils Eclipse Cross with sporty scenes and indie rockers Raglans

Description



The lexicon of **auto advertising** is perhaps the most sophisticated type of lifestyle messaging, and this recent spot â?? featuring our placement of Irish band **Raglans** â?? is a prime example of that.

Declaring with the strap line â??*So viel Sport muss sein*â?• (so much sport is necessary), **Mitsubishi** â??s new **Eclipse Cross** automobile speaks directly to the heart of the active adventurer. Intercut with black and white footage of work outs, water sports, mountain biking and road running, the Eclipse Cross speaks to independence, action, freedom and the great outdoors.

To enhance the high energy and high visual impact of the ad, we selected the stomping rhythmic anthem **“Digging Holes”** from Dublin three-piece Raglans to complete this campaign.

Watch *So viel Sport muss sein*, below!

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