



Winning isnâ??t everything, but First Place is unbeatable with smart Cars and a Grammy Award recipient

Description

A person wearing a red coat and a yellow skirt is falling through a red rope barrier. The scene is set on a snowy, icy surface. The text "First gets goose bum" is overlaid in large white letters.

First gets goose bum

Thereâ??s working hard, and then thereâ??s working *smart*. Thatâ??s the famous adage used by electric auto manufacturer **smart** for a new tongue-in-cheek campaign film.

By championing the cause of intelligent electro mobility, smart has become known for its range of small, nimble and environmentally-friendly cars. Yet as this spot details, there is much more that goes into to being smart, such as a fast charging system, apps for temperature controls and car-sharing, innovative

driving technology and city street compatibility. All the while demonstrating that playing smart and not hard will get you where you need to be!

It's a compelling case for being in first place, driven by fun visuals and an upbeat, retro-sounding soundtrack. Our work on this campaign placed the song "Feel It Still" by Alaskan band **Portugal. The Man**. The six-piece outfit is now based in Portland, and "Feel It Still" has become their biggest hit to date, even winning in the "Best Pop Duo/Group Performance" category at the **60th Annual Grammy Awards** earlier this year. Other songs performed by the band have also been featured on popular TV shows such as *The Walking Dead*, *Shameless* and *American Crime*.

Watch smart's *EQ fortwo & forfour* campaign, below!

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