



Football fever is rising for Poland’s World Cup players and fans in new spot for LOTOS

Description



With the **2018 FIFA World Cup** already dominating screens worldwide, **Polish oil corporation LOTOS** is doing their bit for their side, with a new split-screen campaign featuring their national team.

As the primary sponsor of Poland’s World Cup hopefuls, LOTOS’s stakes are already high. This new campaign however focuses on the link between the team and their passionate supporters – both in the stands and at home – being a vital ingredient for the thrill and spectacle of a match.

Our music supervision work for this campaign matches the high-tech edge of the film's mirror image effect with a cool electronic synth track reminiscent of UK act Goldfrapp. The song is **"Paint The Sky In Gold"**, by the duo **Go Margot**, and you can hear and see the full campaign ad below.