



Tesco celebrates summer with fresh spin on a classic recipe and a timeless 60s hit song

Description



With this summer's heatwave still doling out high temperatures across Europe, **Tesco's** new ad spot features a refreshing family-friendly recipe, set to one of the **1960's** most uplifting hit songs despite the lyrics being all about heartbreak.

Highlighting **Tesco Poland's** fresh food range, the spot depicts a common summer family scene: children playing in a pool as their parents provide and prepare some tasty nourishment; the result is a 'watermelon pizza' which the family enjoys together in their garden.

These familial summer scenes deserved a sound of warm familiarity â?? which is where we came in. Our work with this project involved **clearing the publishing** for the **cover version** used in the song: an updated take on **The Foundations**â?? 1968 hit â??**Build Me Up Buttercup**.â?•

Although the original chart-topping hit by the soul band capitalised on the classic American Motown sound, The Foundations were from the **UK**, and they caught attention as for their multi-racial mix as they did for the size of the band â?? comprising of eight London-based musicians of white British, West Indian and Sri Lankan backgrounds. Lyrically, the song contrasts the bright and optimistic-sounding arrangement against the narratorâ??s woes of one-sided unrequited love â?? proving that uplifting songs donâ??t always have a happy origin.

Hear this cover version and watch Tesco Polskaâ??s new ad spot, below.