



Can't take your eyes off each other? Don't have to with Postbank's lovesick TV spot

Description



The giddiness of love at first sight is captured in a new ingenious spot for **Postbank**, as envisioned by leading commercial director **Bart Timmer**.

The eyes of the ad's lovesick protagonists meet in a grocery store, and the courtship which ensues — through ice cream in the park, a bike ride, a romantic dinner — happens without the pair ever breaking direct eye contact.

The humour and romance of the film drives home the message that life with a **Postbank Girokonto** checking account is simple, whether shopping at the supermarket, paying for dinner in a restaurant, or withdrawing cash from an ATM. As the German tagline of the campaign states, it is **„Always in view“**.

The campaign by **BBDO Düsseldorf** is produced by **Czar Film** features the song **„Darlin“** by the appropriately-named mysterious musical act **Alias**. Our work on this campaign placed this song in particular, as its wholesome doo-wop style, retro instrumentation, and sweet lyrics amplified the loved-up mood.

Watch the film ***Postbank Girokonto „Immer in Blick“*** below: