



SEAT find their groove with Billie Eilish's "bad guy"

Description



SEAT have found their rhythm in their latest campaign shot in **Berlin** this summer. We licensed **Billie Eilish**'s hit **"bad guy"** for the ad, which was filmed **socially distanced** around the streets of our beloved home city.

We first discovered Billie Eilish back in 2017 when she was only 15 and we've been following her rise ever since. When we attended **Universal**'s album listening session ahead of the release of **"when we all fall asleep where do we go"** in early 2019, it was clear that **"bad guy"** stood out as a special song on a very special record. We're delighted to have licensed it for SEAT.

The film follows someone driving around Berlin in the new **SEAT Leon e-HYBRID** playing â??bad guyâ?? on his stereo. Wherever he goes passersby canâ??t help but be caught up in the music. With their **hybrid** SEAT are applying the principle of **plug in and play** to driving, requiring the perfect track to **play loud** as an accompaniment.

Watch the SEAT film here:

<https://www.youtube.com/watch?v=SCZDXcpUenI>