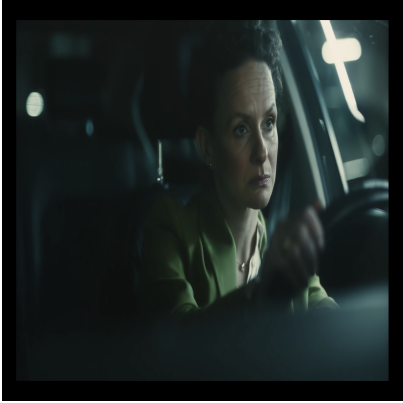
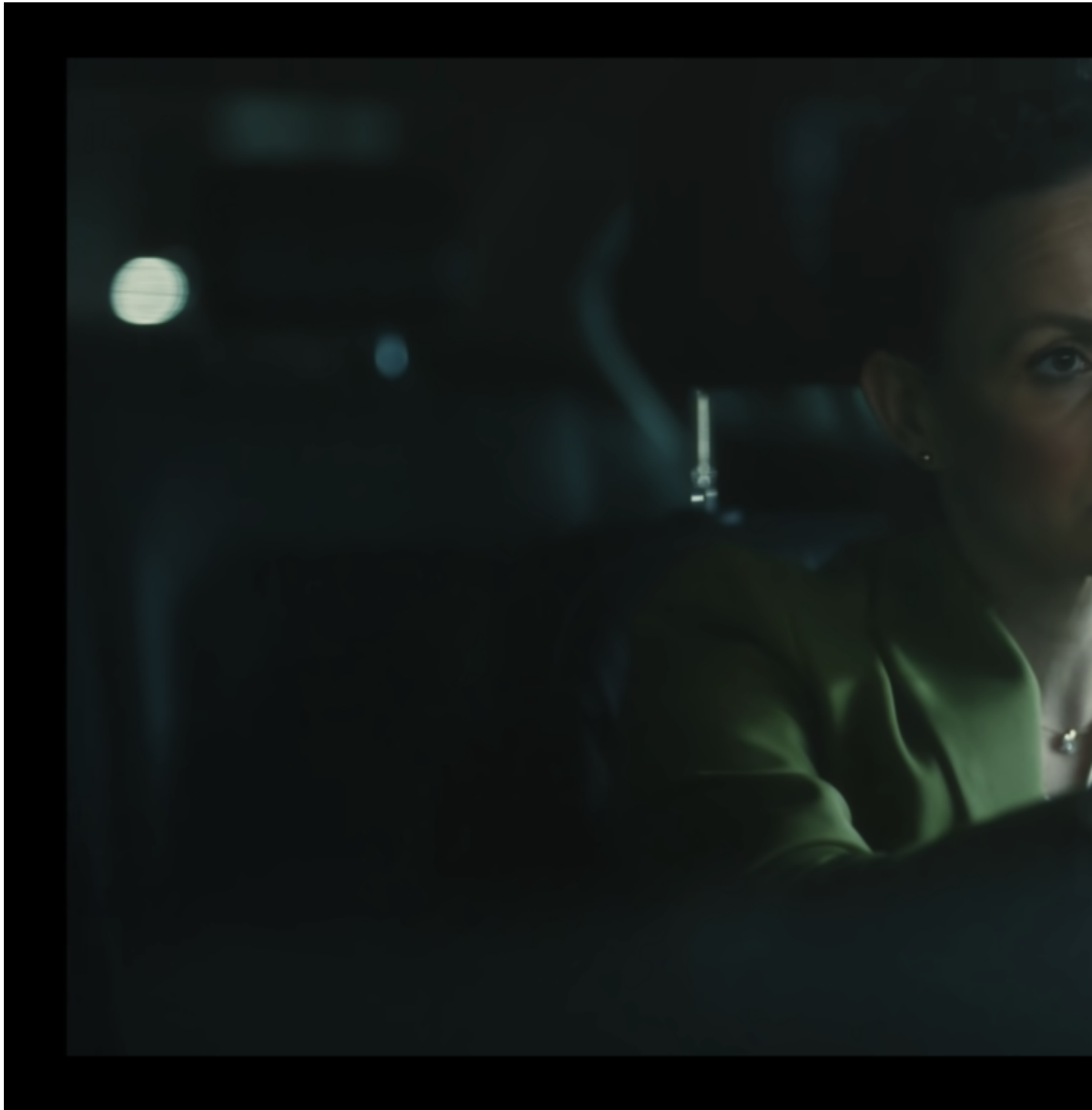




Ä?eskÃ¡ asociace pojiÄ¡Åoven Reminds Us Not To Rush Life In Their Latest Campaign

Description



The frantic pace of life forces us to always be in a hurry, and each lost minute counts. Constant time pressure makes people chase with themselves and forget how serious the consequences might be.

Czech insurance company, *Ä?eskÃ½ asociace pojiÅ¡tven*, urges us to not make up for the time lost by speeding while driving, as the results can be tragical. We licensed the classic *â??Thatâ??s Lifeâ??* by Starlite Singers, which adds a sharp note to the campaignâ??s message and storyline.

Watch the spot here:

