



AXA celebrate the power of childhood love in their spot featuring Vance Joy

Description



AXA's latest campaign tells the story of 2 young people whose young love transcends borders, With one living in France and one in Italy, they manage to rekindle their friendship many years after meeting as children. The heartwarming story is soundtracked by Vance Joy's "Mess Is Mine" and was licensed by Tracks & Fields.

Australian singer-songwriter Vance Joy is best known for his hit song "Riptide". He made his start on the Melbourne open mic circuit and decided to put his law degree on hold to pursue a career in music. The gamble paid off and he's since won awards and met critical and commercial acclaim for his particular brand of indie folk.

Watch AXA's film featuring Vance Joy here: