



Slovenska Sporitelna take you on an emotional ride

Description



Slovenska sporitelna, a leading Slovak banking group, has recently taken on an emotional commercial.

A combination of images and scenes in the short movie flow together into an emotional story that is carefully thought out and produced with love. The song “We are the champions” written by Freddie Mercury, which can be recognized by many people throughout the world has been used by the brand in a very thoughtful and emotional classical rendition.

The story, although told by an elderly main character, is a very positive and forward-looking narrative, looking with optimism towards how the young people will shape the future. “The future is yours”,

and we are very proud of our latest synch licensing music project.

Watch the ad here: