



Ceska Sporitelna chooses “Ho Hey” by The Lumineers for their new campaign

Description



Czech bank Ceska Sporitelna has just released their latest advert that praises entrepreneurship, but also pays tribute to music. In the commercial, they’re using Lumineers famous tune “Ho Hey”, a song that became a top 10 hit and the breakthrough for the band. It has sold over 4 million copies in the US alone.

The song is catchy and joyful, but sends out a strong, important message. The cheering mood encourages people to work hard and believe in themselves, two traits that are essential for being an entrepreneur.

The ad itself is a short video featuring six entrepreneurs from all walks of life – from airplane manufacturer to baker and their drive and motivation for succeeding.

As the brand puts it: “We value those who have good ideas and a determination to implement them. Everyone who offers opportunities inspires others and keeps this country on their feet. You have our admiration and we are glad that we can take care of you.”•

Check out the ad here: