



â??Of courseâ?? you can do it with Raiffeisen

Description



Raiffeisenbank launches their latest campaign, focusing on how a bank can make your life easier. â??Samožřejměâ?? (Czech for â??Of courseâ??) is their tagline, and the answer to any questions the protagonists might have. Their free bank account comes with a CZK 4,000 bonus â?? of course.

The brand is focusing on its clients, showing them in various situations, in which their free Raiffeisenbank account can help.

We needed to find a song that supports the personal and human mood and synchs with visuals of various kind. After a thorough creative process we have found a song that fits the bill â?? of course

ö???

• by Stuart Maxfield and Aaron Anderson combines a mesmerizing rhythm and retro sound to create a unique and energetic track. The song is inspiring and positive, but at the same time has a kind of swagger that is very much in line with Raiffeisenbank.

At the same time the title feels like a call to action, which perfectly synchs with the bank's message.

As a side note: in the films you can also hear the new soundlogo of the brand, also a project of ours.

Check the films here: