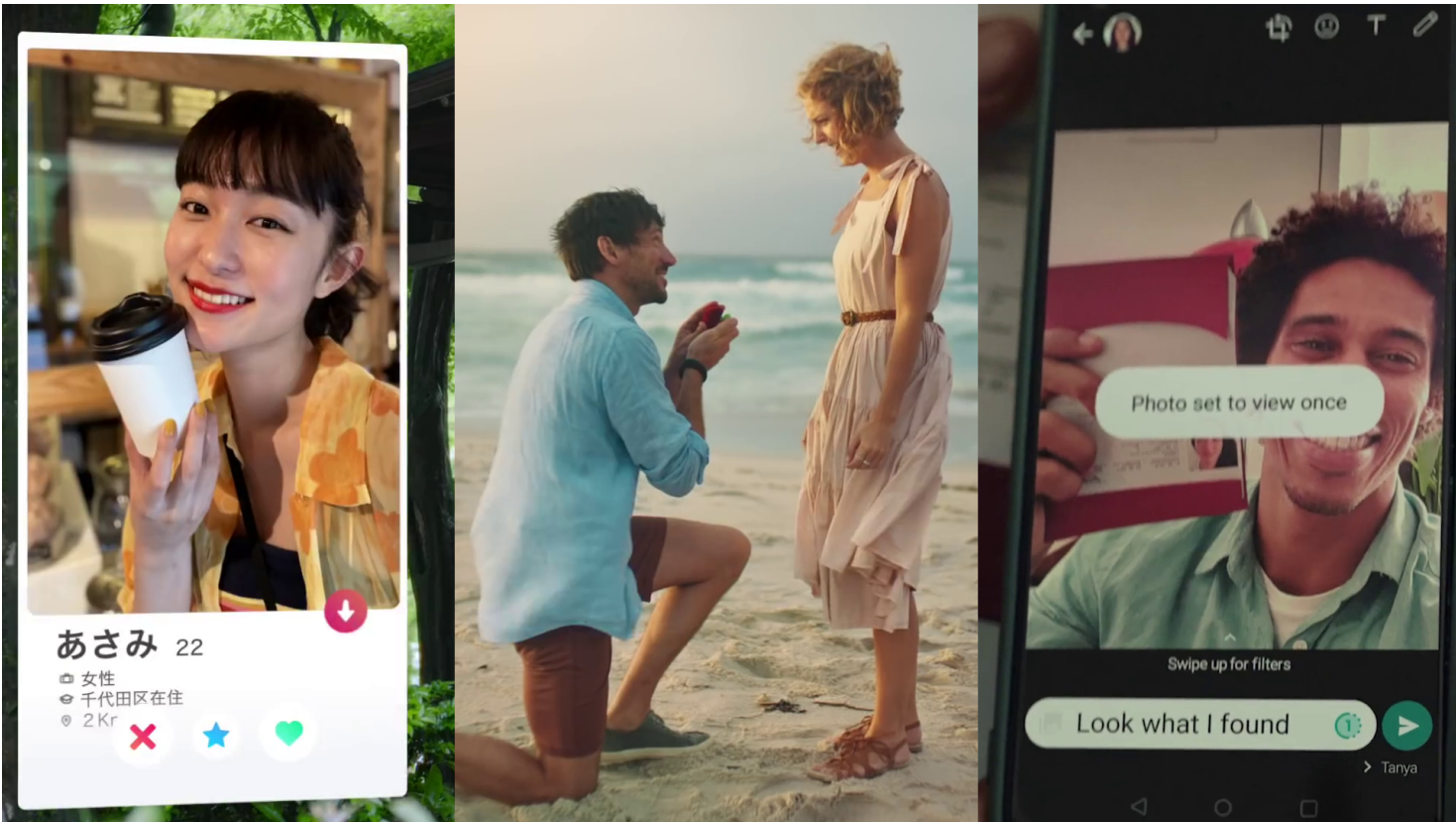




Tracks & Fields 2021 review ??? Episode 04: Letâ??s be together

Description



Episode 04 is all about togetherness.

Sometimes you only get to appreciate things once they are not there. Covid has greatly shown us, how being together with others is an essential part of our lives. Itâ??s no surprise that adverts celebrating togetherness have been springing up all over social media in response to the Covid pandemic. From major brands like Coca-Cola and Nike, to small businesses and local communities, everyone is sharing images and videos of people coming together in support of one another. The adverts are a poignant reminder of how important it is to value the people around you, no matter how often they are there.

Beverage brand Topjoy celebrates life and being together via small messages in their bottle lids. “We love to live in 2021” prominently uses “Ho Hey” by the Lumineers. What better way to celebrate togetherness than with the chorus line “I belong with you, you belong with me, you’re my sweetheart”?

People we share our time with and the ways we get to know new people are an ever evolving process. Social app Tinder celebrates togetherness in its modern form, facilitating the ways to find new friends that share the same interests and hobbies.

Not surprisingly, social apps and togetherness go hand in hand. In our last example Whatsapp, the world's most popular messenger with over 2 billion users, introduces the new 'view once' feature by telling an emotional story. It balances the lows of missing someone with the highs of being with friends and family. The soft voice of Romy Madley Croft in Jamie XX's 'Loud places' sets the right tone for this advert.

