



Tracks & Fields 2021 review â?? Episode 08: The power of sports

Description



In episode 08 of our 2021 review we are highlighting sports-related projects.

Using sports as visual guideline seems obvious for sports brands. But any kind of brand can use sports-related visuals to create an emotional response and tap into that excitement. By using these visuals, also the values of sports like team spirit, fairness et cetera can become strongly attached to your brand and therefore been perceived as the brand values themselves.

Our first example is BunBun, an e-tailer for fishing accessories. While you may argue whether or whether fishing is a sport or not, we chose it as a direct use of sports visuals. The Galapagos movie

serves 2 purposes; firstly, showing the fishing accessories in action and secondly, convey the beauty and grandeur of being in nature (which is one of the main reasons why fishermen and women enjoy fishing). The film needed a song that celebrates that grandeur and we found it in a modern classical song “Perception”.

Our second selected project is an image film. Toshiba as the sponsor of the Japanese Rugby team, wanted to convey the power, endurance and team spirit of this kind of sports. The film’s primary focus is on branding, not showing any products. It’s a good example of attaching these values of power and endurance to the brand itself. “Conqueror” by WEARETHEGOOD feat. Wes Writer is a perfectly powerful match to the visuals.

Of course, sports imagery can also serve entertainment and fun purposes. T-Mobile's campaign "Summer of sports" involves the Olympic spirit with a wink, showing people exercising while following their daily work. We found a lighthearted, summery and fun song "summertime", which is an ideal match to the imagery.

