



Czech Savings Bank Beautifully Depicts Perseverance Against the Second Self

Description



Success in life often has one crucial obstacle: yourself. In order to achieve what you want, it's so crucial in order to defeat the demons of self-doubt. In a powerful new advertisement spot, Czech Savings Bank (Česká spořitelna) follows one girl's journey to persevere, despite being constantly flanked by her self-doubting second self.

Czech Savings Bank is the biggest bank in Czechia, with over 4.7 million clients. They employ over 11,000 people across the central European country and are involved with a variety of philanthropic and charitable projects. **This is why their messages in advertisements often focus on empowering their customers through the adoption of smart banking strategies.**

Preceded by the powerful epitaph from Roman statesman and politician Marcus Tullius Cicero that, "Man has no greater enemy than himself," their latest powerful advertisement takes our protagonist through a variety of conflicting scenarios: looking in the mirror, being attracted to someone else, playing sports, and finally, talking in front of public.

The trick to syncing this video is finding a track that can perfectly match the ups and downs of personal successes. That's why, in order to take the viewer on a journey and to create an uplifting feeling of female empowerment, we licensed Alessia Cara's Billboard Top 10 hit "Scars To Your Beautiful". Released in 2015, its message of self-reliance, soundtracked by a thunderous drum beat and powerful vocals, still resonates to this day.

We believe that it perfectly complements Czech Savings Bank's message of embracing your true self, especially as the chorus comes in at our hero's moment of ultimate triumph. **It's our wish that this video inspires you to banish your second self and embrace your inner power.**

Please feel free to check out the spot below.

Brand: [Czech Savings Bank](#) | **Artist:** [Alessia Cara](#) | **Director:** [Jan Å vejkar](#) | **Agency:** [VMLY&R](#) | **Production Company:** [Creative Embassy](#)

Music Supervision: Tracks & Fields