



Not Worrying About a Thing with mBank

Description



Sometimes the best way to get your point across is through humour. In mBank's newest spot, part of a larger brand overhaul, named "Technology at your service," a woman tries and fails several times to put a watermelon through a self-service machine; a handy and highly relatable metaphor for new technology not living up to its initial promise. This is contrasted with the bank's own app, allowing you to easily control your personal finances in just a matter of clicks. **It shows how digitalisation, when done right, can be a great thing.**

mBank, founded in 1986, is the fourth-largest bank in Poland and offers retail, corporate and investment banking options. They have expanded across the CEE region as well, with retail operations in both Czechia and Slovakia. As part of their competitive offerings, they are looking to expand their digital options, making them easy to do business with.

In a short but sweet advert spot, part of mBank changing their brand positioning after ten years, **it is very important to get the message across quickly.** That's why, for a poppy, accessible feeling, we licensed the 2015 track "Don't Worry" by the Norwegian duo Madcon feat. Ray Dalton, which reached number four on the Norwegian singles chart and the top 10 in several more countries.

We certainly believe that the song's upbeat and fun message of staying positive and not worrying about a thing perfectly gets across the message of mBank as it looks to be the easiest-to-use bank across Poland and other countries across Central Europe. The advert plans to feature on television, the internet, video-on-demand platforms and even cinemas.

Please feel free to check out the 30-second spot below!

Brand: mBank | **Artist:** Madcon | **Agency:** Isobar Poland | **Production Company:** Flota Filmowa

Music Research and Licensing: Tracks and Fields

<https://vimeo.com/867204275/a4b407d6d3?share=copy>