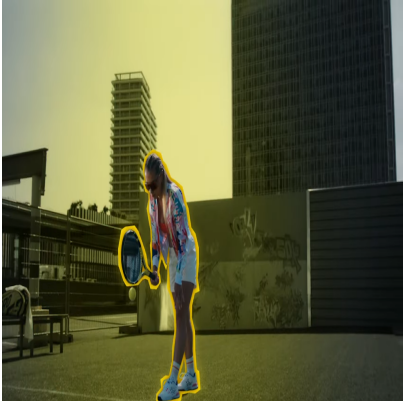




You Can't Stop the Rock with Fortuna

Description



Nothing gets the heart racing like watching live sports. Following your favourite football team or tennis player as they try to play their best is a heady cocktail of excitement and shredded nerves, ultimately culminating in bitter disappointment or sheer euphoria. And if you have the money to spare, it can be a lot of fun to place a bet on it as well.

To capture the fun of gamifying the process of watching sports, Fortuna has created a new and exciting 30-second spot that stresses the importance of creating your own luck in life. Utilising the black-and-yellow aesthetic of the original website and overlaying exciting graphics over people either playing or gambling on football and tennis, a sense of overwhelming enjoyment is created – further stressed by spinning camera movements, quick pans and subtle zooms. It’s part of a larger overhaul of the Fortuna brand as it looks towards the future.

For a big advertisement placement, it helps to have a big beat behind it. “Stop The Rock” was one of the 90s British electronic group Apollo 440’s biggest hits, and has become synonymous with football terraces since its feature on the FIFA 2000 playlist. With a rollicking Britpop-esque guitar riff lifted from Status Quo’s “Caroline,” a simple robotic chant and a massive drum beat, it was the group’s breakout single, also featuring in the Nicolas Cage-starring *Gone in 60 Seconds* and the trailer for the Lindsay Lohan-vehicle *Herbie: Fully Loaded*.

We helped to negotiate the licensing for this track to give the advert an ever-growing sense of forward momentum with a heavy dash of playfulness. Please feel free to check out the spot below!

Brand: Fortuna | **Artist:** Apollo440 | **Agency:** [Publicis Groupe/Leo Burnett](#) | **Creative Director:** Nikola Foktovski | **Production Company:** [Ad Kolektiv](#) | **Director:** [Petr Dvořák](#)

<https://vimeo.com/867146169/e886087c0b?share=copy>