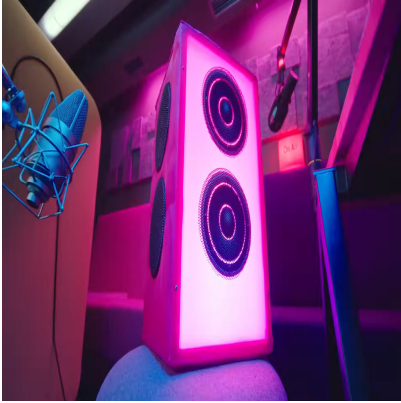




Call It Love with Fun Raï•dio

Description



Great radio stations always have the perfect songs for the mood youâ??re in, no matter whether youâ??re at home, in the gym or on the open road. The best ones act as speedy all-service entertainment systems, with quick connection between you and good times. The Slovakian station Fun RÃ¡dio is certainly no exception.

Fun RÃ¡dio is the third-biggest radio station in Slovakia, streaming 24 hours a day across the country to millions of listeners. It is also available to listen to over FM airwaves in 17 different locations. Itâ??s also available online, via podcasts and produces original videos. Formed in June 1990, it originally broadcast for just four hours a day, taking the rest of its content from Fun Radio, but it now offers completely original Slovak, with its offerings split between 80s and 90s hits, Slovak and Czech music and dance music.

To help promote their channel and solidify their brand presence across the region, they have commissioned a new advert showing all the fun that can be unleashed when turning on Fun RÃ¡dio. Featuring a bright colour palette, it depicts a woman in an office putting on the radio channel, only for a BMX cyclist, wearing a Daft Punk-esque visor, to instantly fill the scene with a sense of spontaneity and pure and unadulterated joy.

In order to compliment this excellent advert, we helped to commission the song â??Call It Loveâ?• by Felix Jaehn, featuring Ray Dalton. This catchy deep house number captures the allure and appeal of listening to popular radio. We think that it is a particularly smart choice as a tune such as â??Call it Loveâ?• perfectly compliments the type of music you could expect while listening to Fun RÃ¡dio. Please feel free to check out the full 30-second spot below.

Brand: [Fun RÃ¡dio](#) | **Artist:** Felix Jaehn