



Relax With a Loan From PKO Bank Polski

## Description



When operating a small, medium or large-sized business, getting easy access to credit is absolutely essential. This is especially true if you are just getting started. But for many people, getting a loan approved can be a rather stressful experience.

However, it doesn't necessarily have to be that way. As the latest spot from PKO Bank Polski shows it is replete with various totally relaxed customers enjoying swift approval **it can actually be a rather *chill and enjoyable* experience.**

PKO Bank Polski, headquartered in Warsaw, is the largest bank in both Poland and one of the largest across the whole of central Europe, with over 1000 branches both domestically and abroad. Known as a general savings bank, it provides a variety of different individual and business banking services, most notably retail banking. Formed in 1919 as a state institution, it has helped to boost the Polish economy significantly, from introducing the Zloty into circulation to its independence in 1987. They are also the key sponsors of the Ekstraklasa, the country's highest men's football league.

For their latest spot, produced by Houdini Film and handled by Agencja Warszawa, promoting loans big and small, Bank Polski needed a song to get across a relaxing yet uplifting vibe; **fitting for their new advertising slogan, "Calm and comfortable".**

Tracks & Fields have managed to successfully get across this tone by finding and licensing the chill electronic track "Flown" by French indie-electronic band Saavan, comprised of Lucas Mokrani and Claire Lengaigne. With a laid-back tone yet acres of deep feeling, it perfectly captures the emotions involved in having all your issues expertly handled by an experienced professional. Please feel free to check out the 30-second spot, released across the internet, radio and television until December 3rd, below.

**Brand:** [PKO Bank Polski](#) | **Creative Agency:** [Agencja Warszawa](#) | **Production Company:** [Houdini Film](#) | **Artist:** Savaan

<https://vimeo.com/877930155/e3deddc2b7?share=copy>