



Merry Christmas Everyone with Plus

Description



Sometimes the best Christmas present you can give anyone is limitless television options â?? as long as you can all agree on what to watch!

For their latest seasonal spot, Plus and Polsat Box are offering the option of Disney+ with two months of free HBO for Polish users at the low and reasonable price of 19 PLN a month. To promote their latest deal, they teamed up with the Zauberberg agency and production company T-F-P for a humorous family-focused advert â?? depicting a husband/father looking for the best possible present for his family.

Plus is the brand name for Polandâ??s mobile phone network Polkomtel Sp. z o.o. They offer mobile coverage to 99% of Polandâ??s citizens across 98% of the country. With their Polsat Box deal, users can have Disney+ for up to one year, two months free HBO and HBO Max, with original Polish programming, and access to 55 TV channels, alongside fibre optic internet. For the low price of 19 PLN a month (roughly four and a half euros), users can easily access all of this content and more, making for a perfect Christmas deal â?? **excellently communicated in their latest 30-second spot.**

To create a sense of nostalgia and Christmas cheer, the song choice was obvious: Shakinâ?? Stevenâ??s unmistakable Christmas classic â??Merry Christmas Everyone.â?• Released on the 25th of November 1985, it was the UKâ??s Christmas number one for that year â?? a highly coveted spot for any artist â?? and has enjoyed multiple repeat successes in the digital download and streaming era, reaching number nine in December 2018 and number 6 in December 2019 and 2020. **Tracks and Fields was heavily involved in the licensing process for this instantly warm and enjoyable song.** Check out the advert below.

Brand: Plus | **Agency:** Zauberberg | **Production Company:** T-F-P