



We Belong Together with Billa Premium

Description



Prosciutto from Parma. Old Jersey Gouda. Macaroons with almond meringue. This is just a small selection of the type of products you can expect from Billa Premium, the high-end range from the popular supermarket chain. For their latest advertisement, released for the Czech market, this sumptuous collection – including meat and seafood, sausages and delicacies, and durable products – is displayed with loving care, clearly outlining the benefits of using their products, either as a treat or for a special occasion.

Billa is an Austrian supermarket chain that operates across various locations in Central, Eastern and Southeastern Europe, including Austria (1,102 stores, making them the second most-popular store in the country after Spar), Czech Republic (236 stores), Bulgaria (149 stores), Bulgaria (149 stores) and Slovakia (145 stores). Formed in 1953 by Karl Wlaschek, its a portmanteau of the phrase *Billiger Laden*, meaning – cheaper shop – in German. They were acquired by the REWE group in 1996. But, as this advert shows, they don't just offer discounted goods, with a high-range selection for more discerning customers.

In this latest spot, produced by the Prague-based film company Boogie Films, they needed the right music to get the point across in a short matter of time. Thankfully, Tracks & Fields was heavily involved with the music supervision and licensing for this project, **picking Richie Valens's popular track "We Belong Together."**

Originally recorded in 1958 by Robert & Johnny, Ritchie Valens's 1959 cover is one of the most popular, featuring in the 1987 film about his life, *La Bamba*. The song has also been featured in the 1983 John Carpenter *Christine*, the 1997 film *Selena* and this year's series finale of *Riverdale*. With its classic slow-dance feel, falsetto vocals and feel-good chord progression, **it felt like the natural pick for Billa's new Czech Republic campaign.**

Please feel free to check out the 20-second spot below.

<https://vimeo.com/888426082/8dc2c2900a?share=copy>

Production Company: [Boogie Films](#) | **Music Supervision and Licensing:** Tracks & Fields