



Fortuna Poland Celebrates Anytime You Want To Experience Something

Description



Passion for sports truly transcends boundaries, with sports fans wildly ranging in their passion and their pride. While some people might religiously watch their football team each and every week, other people might only tune into big events, such as the World Cup final, the Superbowl, the Academy Awards or even political elections.

And of course, if you have the disposable income and are not afraid to lose something, the experience of watching sports – no matter if its a one-off event or something you are regularly interested in – can be greatly enhanced by putting a bet on it. In Fortuna’s latest, lavish, one-minute spot for the Polish market, with an ambitious scope and execution, produced by Watchout, handled by Punchline and directed by seasoned director Kuba Michalczuk, the company pays tribute to all the different types of gamblers out there.

Fortuna is a Czech-based betting company that offers odds on a wide variety of sports, including football, tennis, baseball and more, rising from humble origins in the 1990s to be one of the leading bookmakers across Central and Eastern Europe. With such a competitive edge in the Polish betting market, **this allows them to push the boat out when it comes to their unique advertisement campaigns.**

To help create a sense of upbeat fun and urgency, as well as an epic feel, we were responsible for the supervision and licensing of the garage/tropical house track – On Fire – by British DJ JOYRYDE. With a high, pulsating tempo, as well as a high multi-layered production value, it truly speaks to the many different types of people who are interested in following and betting on sports. **Please feel free to check out the one-minute advert below.**

Production Company: [Watchout](#) | **Agency:** [Punchline](#) | **Director:** [Kuba Michalczuk](#) | **Music Licensing and Supervision:** Tracks & Fields

<https://vimeo.com/893786236/dda8fae608?share=copy>