



The Punky Spirit of Volkswagen is Unlocked with The Raincoats

Description



Unlocking the creativity of your children can easily be one of the most rewarding feelings in the world, even if they tend to be a little noisy. In their latest advert, promoting their new T-Cross model, Volkswagen shows how the new compact SUV, designed for creative spirits, can be the perfect tool for promoting and facilitating your kid's dreams.

As the German manufacturer's latest advert shows, it even has space for a drum kit! In an upbeat and fun 40-second spot, a free-spirited young girl with an obsession with tapping on things is given a drum kit by her encouraging parents: neatly fitting into the back of the new car. With a feel-good feel and a tongue-in-cheek approach, the advert encapsulates the possibilities of youth found with a supportive family and the right kind of vehicle.

Such a fun and spirited advert needs the right music in order to get the point across in a short amount of time. Therefore, to get a carefree and punky feel across for the Dutch-speaking Belgian release, we licensed the British cult band The Raincoats' iconic 1979 cover of The Kinks' "Lola" **the first time this particular song has ever been used for a sync!**

It marks a resurgence in the post-punk band's music used in films and television, including the use of "Fairytale in the Supermarket" in recent films such as *Armageddon Time*, *The Hunt* and *20th Century Women*. It's likely that as more people discover The Raincoats' famously known as one of Kurt Cobain's favourite bands their music will be more widely used across a variety of media. You can see the electric potential of their music (and its clattering drum beat) throughout the 40-second advert below!

Agency: DDB Germany/Voltage + Adam&Eve DDB London | **Production Company:** Czar Berlin | **Music Supervision and Licensing:** Tracks & Fields

<https://vimeo.com/901928950/f1fe09e534?share=copy>