



Get Fit in the New Year with Aldi Sports and Whitesnake

Description



A new year brings new resolutions: reading more, sleeping better, doing more exercise. And while many people feel positive about the year ahead as the clock counts down to zero on January 31st, committing to fresh routines — especially personal fitness — in the dreary months to follow can be a truly overwhelming task. **But perhaps all you need is a little push, courtesy of Aldi Sports.**

In a new and humorous advertising spot entitled, “Start the new year fit? Of course you can,” Aldi Sports — an offshoot of the retailer Aldi — shows a variety of lethargic people unable to make good on their commitments in the new year; lying on the couch, slumped over their laptop, ordering pizza instead of going out for food. But when they get a notification from the Aldi Sports app, they finally commit to engaging in home exercise, to inspirational results.

Teaming up with the popular McFit gym, Aldi Sports combines retail offerings such as sporting clothes, shoes and weights, energy bars and protein powders, with an all-new app, giving you everything you could possibly need in one place when it comes to engaging in physical exercise, boosting your mood and getting fitter. With a variety of membership packages, you will likely be able to find the right deal that matches your budget.

Evoking the aspirational 80s fitness aesthetic of grainy workout videos, headbands and colourful spandex outfits, Tracks & Fields was heavily involved with the research and licensing of the British rock band Whitesnake’s seminal 1982 power ballad, “Here I Go Again.” The band’s only No. 1 on the Billboard Hot 100, it’s a truly inspirational slice of hair metal that will surely get you back on that treadmill. Check out the full 45-second spot below.

Agency: Accenture Song | **Production Company:** Bonaparte | **Music Supervision and Licensing:** Tracks & Fields

<https://vimeo.com/902928480/8dad9d6539?share=copy>