



Love Hurts with Aldi SÃ¼d

Description



As the last song on their most popular 1975 album *Hair of the Dog*, "Love Hurts" is the Scottish hard rock band Nazareth's biggest hit. But did you know that it's a cover of an Everly Brothers' tune, originally written by Felice and Boudleaux Bryant. The brothers had intended to release it as a single, but were prevented from doing so by a falling out with their manager.

It has also been covered by Roy Orbison in 1961, Jim Capaldi in 1975, Rod Stewart in 2006, Joan Jett in 1990 and Don McClean in 1981, proving the ballad's enduring legacy, as well as its malleability. Nonetheless, it's Nazareth's guitar-heavy version that has been the most popular, reaching number eight on the Billboard Hot 100. Most interestingly, the single was incredibly popular in Norway, staying on top of the chart's for 14 weeks, making it Norway's most popular ever single. **We recommend the slightly longer album version, featuring an extra guitar solo by Manny Charlton!**

The power chords in this version are expertly deployed in Aldi's latest spot, depicting the travails of parenthood and how love for one's kid goes through the stomach – with scenes ranging from comic and cute to often deeply unappetising. Released ahead of Father's Day and Mother's Day in Germany this week, **it represents the powerful bonds of family as well as its manifold stresses.** We licensed the iconic track for the spot. Following Aldi's hilarious spot about the [festival celebrated after Christmas](#) but before the new year, it shows that the German supermarket chain is not afraid to use comedy to highlight the uniqueness of their brand.

Please feel free to check out the humorous 60-second spot, handled by antoni, produced by Tempo Media, and directed by Alex Feil, below.

<https://vimeo.com/942940914/2e697908a1?share=copy>

Agency: antoni Berlin | **Production Company:** Tempo Media | **Director:** Alex Feil | **Music Licensing:** Tracks & Fields