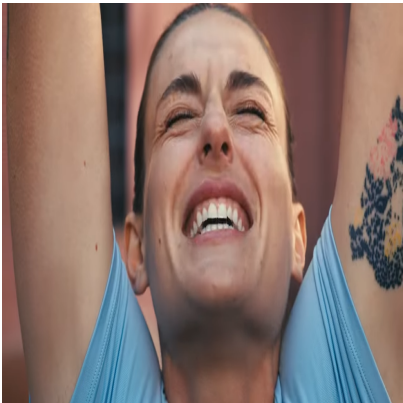
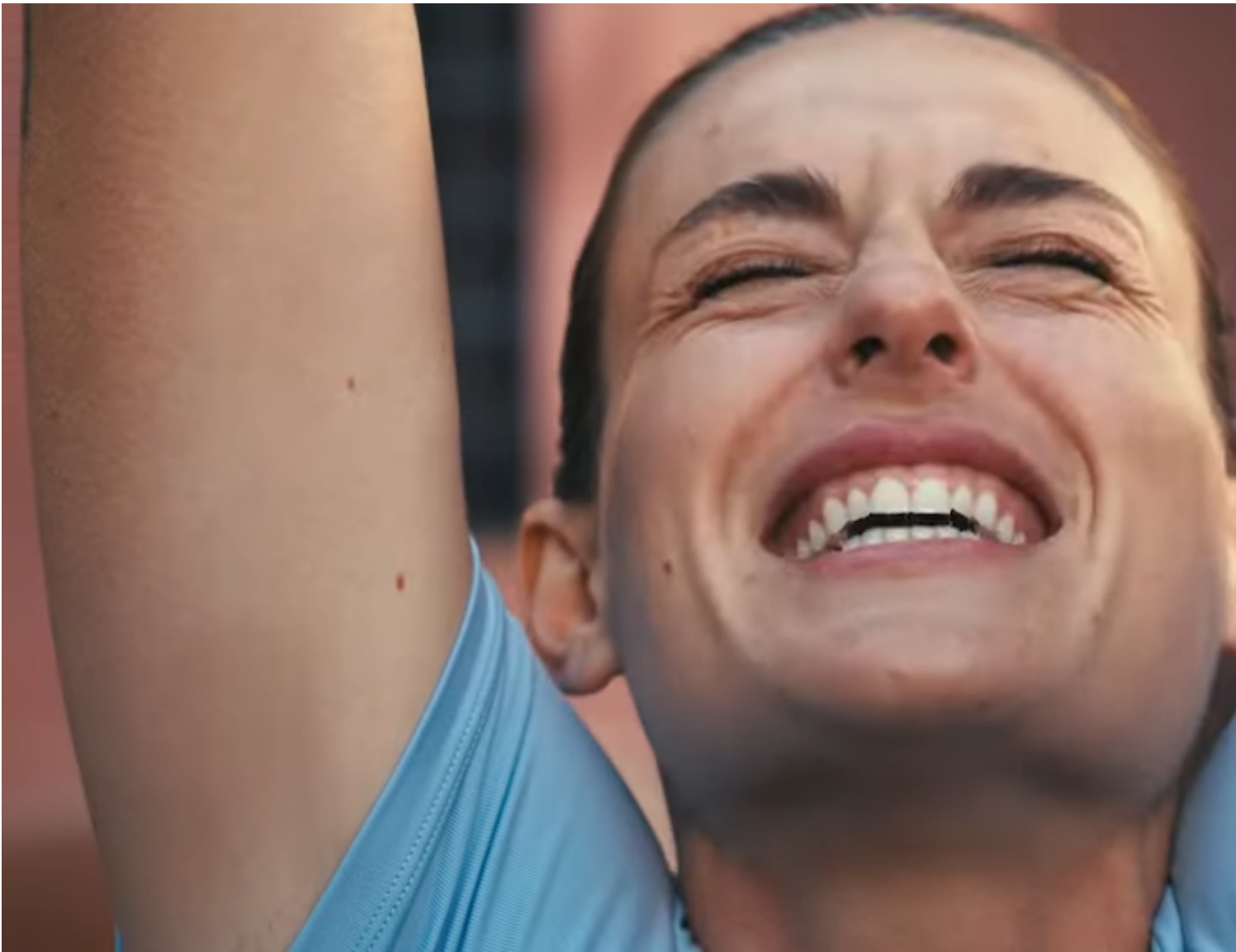




The Best is Yet to Come with Zalando

Description



The best sporting summers always end in an even number. And with so many events to choose from, the summer of 2024 promises to be an all-timer.

Not only do you have the classics, such as the French Open and Wimbledon, Le Mans, Tour De France, and the Golfing Open, but 2024 also promises the Euros around the corner – with my native England tipped to be the favourites – and the Paris Olympics over the horizon, easily the biggest sporting event on the planet.

To seize on this positive sentiment and the sporting bonanza to come, Zalando has launched their – Summer of Sports – under the tagline, – The best is yet to come, – creating a lively advert, handled by VaynarMedia and produced by Something, to focus on the many positive aspects of pushing through, even when you feel totally down and out, in pursuit of your ultimate goals.

Sporting legends and icons included in – The best is yet to come – advert include:

- Polish footballer Robert Lewandowski, considered one of the greatest strikers of all time, with over 600 career goals
- German fashion blogger and model Caro Daur, one of the most important influencers in Germany
- Critically acclaimed and five-time Grammy-nominated American Rapper Pusha-T
- eSports player and RB Leipzig content creator Ebru –nal
- Barcelona FC midfielder and striker, as well as their all-time top scorer, Alexia Putellas

It speaks to Zalando’s innovation in the advertising space and understanding of the movement of the seasons, following previous [winter](#) and [Christmas](#) spots.

We produced a lively and playful electronic fusion soundtrack to accompany their physical pursuits! Please feel free to check out the twenty-second spot below.

<https://player.vimeo.com/video/996111531?h=8db79b86dc>

Creative Agency: VaynerMedia | **Production Company:** Something – | **Director:** Silence Aitken-Till | **DOP:** Sam Meyer | **Music Production and Handling:** Tracks and Fields | **Exec Producers:** David Wieder | **Creatives:** Archie Challen, Tristan Alberts, Sylvia Chalkiti, Alexander Svensson, Hedvig Ahlberg, Tom Haswell | **Editor:** Pete Hills