



Frisco â?? ready for a workout with the Friscoach ?

Description



Tracks & Fields is proud to announce its latest licensing project: the custom-made track â??Stereostarâ?•, composed for Frisco, the supermarket brand known for great value and savings. The track powers Friscoâ??s newest campaign, introducing the Friscoachâ??a witty wordplay combining Frisco and coachâ??who guides shoppers toward the best discounts. The spot is designed as a tongue-in-cheek homage to 80s and 90s aerobics and fitness culture, complete with neon fashion, energetic routines, and retro video aesthetics. By blending humor and nostalgia, the Friscoach embodies Friscoâ??s promise of smart shopping wrapped in fun, approachable

storytelling.

Capturing the sound of retro energy

To match the vibrant visuals, Tracks & Fields was tasked with securing the right music—and delivered with “Stereostar”, a custom synth-pop track crafted exclusively for this campaign. With driving beats, glittering synth layers, and an unmistakable retro feel, the piece recalls the motivational anthems of vintage aerobics classes while staying fresh and modern for today’s listeners. “Stereostar” amplifies the spirit of the Friscoach, adding the perfect sonic punch to underscore Frisco’s brand message: shopping well can feel as good as a great workout.

Tracks & Fields’s contribution

Tracks & Fields specializes in finding or creating music that elevates advertising and makes campaigns memorable. By licensing “Stereostar” for Frisco, Tracks & Fields helped ensure that the fun doesn’t just stay on-screen—it resonates in sound, making the campaign impossible to forget.

