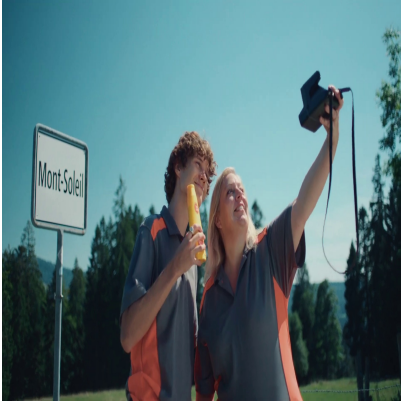




Fancy an egg in Egg ?

Description



Tracks & Fields is proud to share the story behind our latest music licensing project for Migros, Switzerland's beloved retail chain, an energetic campaign celebrating regional products with playful stops throughout the country.

Celebrating Swiss Regionality

Migros wanted to spotlight its local specialties in a campaign as vibrant and diverse as the products themselves. The creative spark: a road trip crisscrossing Switzerland, pairing regional treats with iconic

Swiss road signs to create playful, memorable moments at each stop. This idea, both simple and brilliant, instantly captured the spirit of Swiss discovery and pride.

The Soundtrack: "Low Rider" by WAR

Every great journey deserves a great soundtrack. To give this campaign its groove, Tracks & Fields handled clearance and licensing for "Low Rider" by WAR, a legendary track whose swagger adds effortless cool to each roadside celebration. The song's iconic beat mirrors the joy and spirit of travel, ensuring each regional stop feels unique yet connected in its upbeat energy.

Campaign Impact and Partnership

The fusion of regional products, local signage, and a timeless soundtrack turned each roadside stop into an unforgettable Migros moment. The campaign reaches beyond traditional marketing, speaking to the heart of Swiss diversity and creating instant brand memories throughout the journey.

Special thanks go to thnk Zürich, CZAR Film, Migros itself, and Erasmo Palomba for their trust and collaboration. Tracks & Fields is thrilled to have played a part in making this road trip campaign a reality and looks forward to more creative journeys in the future.

About Tracks & Fields

Tracks & Fields specializes in licensing iconic tracks for brand campaigns, matching story and sound to create emotional impact and lasting connections, as well as brand partnerships and music strategy. The Migros campaign proves that with a clever idea, the right partners, and a soundtrack that grooves, marketing magic happens, true to the spirit of Switzerland, and unforgettable for all who join the ride.

