



The perfect soundtrack for Rossmann’s heartfelt campaign

Description



For its latest brand film, drugstore chain Rossmann invites viewers into a tender story of motherhood, a series of beautifully shot scenes capturing a mother's quiet acts of care as her daughter grows up. Set to Holley Maher's moving track "Hiding Place," the campaign embraces the message: "Life is more beautiful when we take care of ourselves with love."

Tracks & Fields led the music research and licensing for the film, seeking a piece that could translate the campaign's emotional arc into sound. The team discovered "Hiding Place" an intimate, warm track whose melody feels like an embrace. Its graceful phrasing and soft harmonies perfectly mirror the spirit of care and connection at the heart of the Rossmann brand.

Music Research and Licensing by Tracks & Fields

Our team's process began with in-depth music exploration across independent song catalogs focused on authenticity and emotional storytelling. "Hiding Place" by Holley Maher stood out early for its sincerity and cinematic tone. Once selected, T&F handled the full licensing process, ensuring a seamless fit for Rossmann's film and long-term campaign use.

About Holley Maher

Holley Maher is a Nashville-based artist whose creativity extends far beyond songwriting. Her home studio overflows with sketchbooks, paintbrushes, instruments, and story ideas, all feeding into her imaginative sound. Maher's music blends textured vocal harmonies with sweeping melodies and a signature touch of whimsy that draws listeners in. Her third EP, "Euphorics," co-produced with Nashville's Chris Grainger and electro-pop artist Kyle Andrews, captures that evolution. The project ranges from shimmering pop moments to heartfelt ballads, including "Hiding Place," the sweet, endearing tune that found its way into Rossmann's story.

In addition to her musical career, Maher runs a design studio, H. Maher Creative, balancing visual art, songwriting, and dance as outlets that constantly inspire one another. Her work carries a consistent theme: care, creativity, and the celebration of simple beauty in everyday life, making her the ideal artist behind Rossmann's latest message of loving self-care.

Harmony Between Music and Message

The use of "Hiding Place" transforms Rossmann's film into more than a visual story; it becomes a sensory experience of love, memory, and gentleness. Tracks & Fields' collaboration with Rossmann and Holley Maher underscores how the right piece of music can elevate a brand narrative with emotional truth.

Bring the Right Music to Your Story

Tracks & Fields helps brands, agencies, and filmmakers uncover music that makes stories resonate. Whether you're producing an international campaign or an intimate brand film, our team connects your creative vision with the perfect soundtrack.

[Get in touch](#) to explore how we can help bring emotion and authenticity to your next project.

