Magic Moments for Plusâ?? Christmas campaign

Description

Thereâ??s something timeless about classic holiday music; the way it instantly transports us into the warmth and nostalgia of family gatherings. For this yearâ??s Plus Christmas campaign, Tracks & Fields was thrilled to contribute to that very feeling by researching and licensing the perfect song: Perry Comoâ??s â??Magic Moments.â?•

The campaign film follows a family as they prepare their home for Christmas, where not everything goes quite according to plan. Between tangled lights, last-minute decorations, and a kitchen full of commotion, the story gently reminds us that the true joy of the holidays lies not in perfection, but in

being together. Tied together with the message â??The magic of Christmas travels through Plus fiber optics,â?• the campaign celebrates the connections that truly matter, both digital and emotional.

Choosing â??Magic Momentsâ?• was no coincidence. Written by Burt Bacharach and Hal David, the song was one of the duoâ??s first major hits and quickly became a chart-topping classic. In the UK, it reached Number 1, uniquely following another Bacharach/David composition, â??The Story of My Life.â?• Both songs, as it happens, feature cheerful whistling, a detail that adds to their lighthearted charm.

When Perry Como recorded â??Magic Momentsâ?• in the late 1950s, he was among the most popular entertainers of his era, hosting one of the most successful television shows in both the UK and the US. Decades later, the song remains one of Britainâ??s most played tracks in public spaces, reaffirming its lasting place in the collective memory of generations.

By blending this enduring musical piece with Plusâ?? heartfelt story, Tracks & Fieldsâ?? team helped create a campaign that resonates emotionally while anchoring the brand in a sense of timeless quality. Our experts handled every stage of the process, from identifying the right track and negotiating the rights to securing the master and publishing clearances, ensuring that the music perfectly underscored the filmâ??s emotional message.

At Tracks & Fields, we believe the right song can define the soul of a campaign. With â??Magic Moments,â?• Plusâ?? Christmas story found its perfect harmony, a melody that connects past and present, just as Plusâ?? fiber optics connect families this holiday season.