



Clearing the Music for Migrosâ?? Heartfelt Christmas Film

Description



When a story spans generations, the right piece of music doesn't just support the film but becomes its emotional backbone. For Migros's 2025 Christmas campaign film *Finn und sein Papa*, Tracks & Fields had the privilege of handling the full music clearance and licensing for a track that carries decades of meaning: *Father & Son* by Yusuf & Cat Stevens.

The result? A holiday spot that feels as timeless as the song itself.

Song That Holds a Lifetime

In the film, we follow beloved Finn through the beautiful, messy, ordinary phases of life. Curious child, rebellious teenager, young adult finding his footing, and finally, a father learning what truly matters.

Set against the gentle rise and fall of *Father & Son*, each chapter resonates a little deeper. The track's universal message, that love and understanding flow in both directions between generations, becomes the connective tissue of the entire narrative.

For a story built on legacy, emotion and memory, there could hardly be a more fitting soundtrack.

Campaign About What Really Lasts

Migros's Christmas message is simple, heartfelt, and beautifully human: *Christmas is what we pass on. Let's give each other moments that will remain in our memories.*

And the story proves it. Finn discovers that the best gifts aren't found under the tree, but in shared moments. and never forgotten. They're shared across ages, across experiences, across time.

T&F's role was to make sure the music could do what it needed to do: elevate, echo, and underscore these moments with honesty. With a song so deeply tied to themes of family and generational connection, securing the rights demanded care, precision and sensitivity. Everything we pride ourselves on bringing to our clients' stories.

Music That Unites Generations

Christmas campaigns often aim for warmth. This one delivers something more lasting: recognition, of childhood, of parenthood, of the quiet moments that shape us.

T&F is proud to have supported Migros and its creative partners by ensuring one of the most iconic father-and-child songs could shine in a film made to be felt, remembered and passed on.

Sometimes, a small gesture connects generations. Sometimes, the right song does too.

<https://vimeo.com/1137691535/0500a5370d?share=copy&fl=sv&fe=ci>