



Finding the Secret of Christmas in Sound and Story

Description



When a brand story is built on emotion, the right music is not an accessory. It is the backbone. For Die Schweizerische Post campaign film “Post: My Post 24-Automat wird zum Adventskalender”, Tracks & Fields was entrusted with music supervision and licensing. The result is a film where image and sound move in step, and where a single song carries the heart of the story.

A Christmas story told in small moments

The film opens quietly. A young girl approaches a My Post 24 parcel locker. Behind the scenes, her grandfather is preparing small surprises, one by one. Each day a new door opens. Each day brings a gesture, a memory, a shared moment.

What unfolds is not about parcels alone. It is about anticipation. About care. About the invisible work that connects people. In the final scene, the girl discovers a handwritten note. She looks up. Across the street, her grandfather is waiting. No words are needed. The emotion lands naturally.

The film also carries a wider message. A thank you to the postal workers who deliver 22 million parcels during the Advent season. Reliably. Day after day. Delivering not just packages, but emotions.

Finding the right musical voice

From the first frames, it was clear that the music had to feel timeless. Warm. Human. It needed to support the story without overpowering it.

The choice fell on Ella Fitzgerald’s “The Secret of Christmas”. A song that carries both intimacy and grace. Fitzgerald’s voice is gentle but assured. It invites the listener in. It feels personal, almost conversational.

The track brings a sense of nostalgia that fits the intergenerational story on screen. It bridges the world of a child and her grandfather. It also anchors the film in a broader cultural memory of Christmas, without leaning on clichés.

When music does the quiet work

“The Secret of Christmas” does not announce itself. It supports. It breathes with the images. It allows pauses. It gives space to glances, hands, and small gestures. That restraint is what makes the film resonate. The music underlines the idea that the real secret of Christmas is not what is inside the parcel, but the thought behind it. The time taken. The love invested.

For Die Schweizerische Post, the film reinforces what the brand stands for. Reliability. Connection. Human closeness, even at scale.

The project is a good example of how thoughtful music research and licensing can elevate a story. When the right song meets the right narrative, the result feels effortless. And that is usually the sign that a great deal of care has gone into every decision.

[Get in touch](#) and let us help you with your next project's music and sound!

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