



When Everyday Life Gets Messy, the Music Brings Clarity: Music Supervision for ERGO’s New Campaign

Description



Everyday life is rarely smooth. Things break, plans fall apart, and small disruptions have a way of escalating at exactly the wrong moment. That simple truth sits at the heart of ERGO's new campaign film, for which Tracks & Fields handled music supervision and licensing.

Titled "Alltag: nicht immer einfach. Versichern bei ERGO: einfach.", the film leans into recognizable, everyday situations. A copy machine that refuses to work when you need it most. A vase slipping, falling, and shattering. These are moments everyone has experienced, captured without exaggeration and with a strong sense of empathy. The film acknowledges that life can be messy, while quietly pointing to a solution that does not add to the complexity.

Everyday moments, honestly observed

The strength of the film lies in its restraint. Instead of dramatizing problems, it shows them as they are. Ordinary, slightly frustrating, and very real. This grounded approach reflects ERGO's positioning. While everyday life is not always easy, insurance can be. Through digital services, local points of contact, clear advice, streamlined processes and an app that enables online claims in just a few clicks, ERGO presents itself as a calm constant in an otherwise unpredictable routine.

A classic song with lasting clarity

Music plays a key role in shaping that message. "I Can See Clearly Now" by Johnny Nash brings warmth, optimism and emotional clarity to the film. The song's familiar melody and hopeful tone create contrast with the on-screen frustrations, reframing them without dismissing them. It is a track that carries cultural memory and emotional weight, making it feel instantly trustworthy and human. Used with intention, it reinforces the idea that clarity follows confusion and that reassurance is close at hand.

Music supervision with purpose

At T&F, music supervision is about more than finding a great song. It is about understanding the story, the brand and the emotional arc of the film, then licensing music that strengthens all three. For ERGO's campaign, the combination of relatable visuals and an iconic track creates a cohesive narrative that feels honest, accessible and confident.

When everyday life is not always simple, the right music can help bring everything into focus. [Contact us](#) and let us make choosing and using great music to your next campaign simple!

