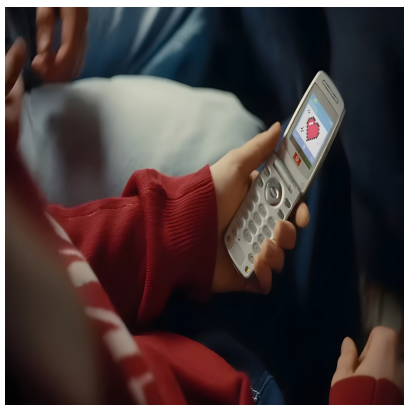




Celebrating 20 years of Connection, Together with Vodafone CZ

Description



There's a certain kind of story that only works when every element pulls in the same direction. Image, edit, pace and above all, music. For Vodafone Czech's 20-year anniversary campaign, the brief was simple in spirit but rich in meaning. Capture the moments that matter. The everyday, the milestones, the shared experiences where Vodafone has quietly been part of people's lives.

Tracks & Fields was proud to help shape that story through music.

A Timeline Told Through People

The film unfolds as a series of lived moments. Big life events sit alongside the small, familiar ones. First messages, everyday working, celebrations, reunions. It's a reminder that over two decades, a brand doesn't just build a network, it becomes part of the fabric of everyday life.

What makes the film resonate is its honesty. There's no overstatement. Just a sequence of recognisable human experiences, stitched together with a sense of continuity. The role of music here is not to lead, but to connect. To give these moments a shared emotional thread.

The Track That Carries It All

At the heart of the film is "Together" by David Guetta, Hypaton, and Bonnie Tyler. A contemporary track built around one of the most recognisable voices in music history.

Bonnie Tyler's original "Total Eclipse of the Heart" is iconic for a reason. It carries weight, drama and emotional clarity. By reworking those legendary vocals into a modern production, "Together" bridges generations in the same way the campaign does. It feels both nostalgic and current, familiar yet re-energised.

That duality is what makes it such a strong creative choice. The track doesn't simply sit under the film, it elevates it. The build, the release, the recognisable vocal moments all align with the narrative arc on screen. It allows viewers to feel the passage of time while staying anchored in something emotionally immediate.

It's a perfect example of how the right piece of music can hold multiple layers at once. Cultural memory, emotional impact and contemporary relevance.

Where Story and Sound Meet

What makes this campaign work is the balance. Nothing is overplayed. The visuals do their job. The music does its own. And somewhere in between, the audience finds their own memories reflected back at them.

That's always the goal. Not just to support a story, but to give it a dimension that stays with people after the film ends.

Because the strongest connections are the ones that feel shared. Together.

