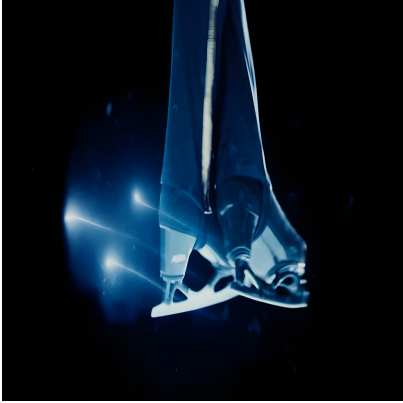




# When Sound Leaves a Mark: The Music Behind Ochsner Sport’s Winter Olympics campaign

## Description





For the Winter Olympics, Ochsner Sport launched a campaign that captures more than motion. *Leuchtstreifen* is about what remains. The marks carved into snow and ice. The discipline behind every turn. The quiet intensity before the start.

Behind the film's emotional pull sits a carefully secured soundtrack. Tracks & Fields led the music clearance, negotiation and licensing process, ensuring that the track at the heart of the campaign could be used with confidence across all required channels and territories. Because when a film is this precise in its storytelling, the music cannot be an afterthought.

### **A Campaign About Traces That Last**

*Leuchtstreifen* translates to luminous traces. It is a fitting metaphor for Olympic ambition. The film follows the idea that elite athletes leave more than temporary lines in the snow. They leave imprints of dedication, resilience and national pride.

Visually, the campaign is restrained and powerful. It avoids clichés and instead focuses on atmosphere and emotion. That creative choice raised the stakes for the soundtrack. The music had to carry weight. It had to hold space. It had to feel timeless without overpowering the imagery.

From a rights perspective, the brief required clarity across media usage, term, territory and format. Our role was to structure and negotiate a licensing framework that aligned with both the creative ambition and the campaign's distribution strategy. Every approval, every clause and every usage parameter had to be aligned before the first frame went live.

### **The Track: Iconic, Emotional, Unmistakable**

At the center of the film sits an Italian version of "Bang Bang", performed by Paolo Mengoli. The track brings a distinct emotional texture. It is recognizable, yet carries a certain nostalgia and drama that elevates the visuals rather than competing with them.

Originally written by Sonny Bono and made famous in the 1960s, the song has lived many lives across generations and genres. Mengoli's interpretation, released in 1969, carries the unmistakable drama of the era while adding a distinctly European sensibility.

With the Winter Olympics taking place in Italy, the track subtly anchors the campaign in its host country. It adds cultural context without becoming literal or overt. The language, the tone and the heritage of the recording create a connection that feels authentic rather than constructed.

<https://vimeo.com/1163976771/425b321bf3?share=copy&fl=sv&fe=ci>