



Don't You Want Me? My Post 24 helps

Description



For the latest campaign promoting My Post 24, Swiss Post tells a slightly unusual story about online shopping, expectations and returns. Tracks & Fields supported the project with music research, clearance and licensing, helping place a track that gives the film its distinctive tone.

Modern delivery story with a twist

At the centre of the spot is a familiar scenario. A young woman orders a robot vacuum online. When it arrives, it turns out to be far more independent than expected. The situation escalates in humorous ways, until the story lands on a simple solution: returning parcels easily at any time using a My Post 24 machine.

The film plays with the everyday reality of e-commerce while highlighting the convenience of the service. Music plays a key role in shaping the narrative and giving the film its personality.

A Classic Track With Character

The campaign is driven by Don't You Want Me by The Human League, one of the defining pop tracks of the early 1980s. Released in 1981, the song became a global hit and remains instantly recognisable thanks to its distinctive synth line and dramatic call-and-response structure.

Part of what makes the track so effective in the film is its built-in sense of dialogue and tension. The song's playful push and pull mirrors the relationship between the protagonist and her increasingly opinionated robot vacuum. What starts as excitement about a new purchase quickly turns into a moment of second thoughts.

The Human League helped define the sound of British synth-pop, and Don't You Want Me has endured for decades because of its strong narrative character. In the context of the Swiss Post film, the track adds a layer of humour and familiarity while keeping the pacing sharp and engaging.

Supporting the Story Through Music

From a music perspective, the aim was simple: find a track that could carry the story while giving the film a memorable identity. Don't You Want Me brings both. Its energy and recognisable hook create an immediate connection, while its lyrical dynamic subtly echoes the situation unfolding on screen.

Working alongside the creative team, T&F handled the music research, clearance and licensing for the campaign, ensuring the track could be seamlessly integrated into the final film.

In a campaign built around everyday convenience, the music provides the emotional spark. A familiar classic placed in the right context can instantly elevate a story, and in this case it helps turn a simple return into an entertaining moment.

[Get in touch](#) and let us help you to land the perfect track to your next project!

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