



Zalando is Taking You Out for a Run

Description



Every runner knows the moment. Just before you head out the door, when almost anything else seems like a reasonable alternative. And then you go anyway. Somewhere around the first kilometre, you remember why you always do.

That moment is the foundation of Zalando's Choose Running campaign, where Tracks & Fields handled music clearance and licensing for "Take Me Out" by Franz Ferdinand.

Choose Running, No Matter What

The Choose Running concept doesn't try to romanticize running. It doesn't sell you on becoming someone you're not. It starts from honest psychology: the alternatives are always there, the reasons not to go are always plentiful, and yet running tends to win. That's the insight at the heart of the campaign.

For Zalando, a brand with a growing commitment to the running category, this framing is smart. It speaks directly to real runners rather than aspirational archetypes. The message is less about peak performance and more about the quiet satisfaction of the choice itself. That post-run feeling that is, as they put it, hard to beat.

Why "Take Me Out" Works

Franz Ferdinand's 2004 track has a restless, coiled energy. The guitar riff that opens it doesn't ease you in, it pulls you forward. That urgency, the sense that something is already in motion and you had better keep up, matches the internal logic of a run better than most tracks written with sport in mind.

Beyond the tempo, the song carries real cultural weight. It's been a fixture of indie playlists for over two decades, sitting comfortably across generations of listeners. Familiar without being tired. And there's something in the title that lands, too. The act of going out, choosing to move, stepping into the open. That's exactly what the campaign asks audiences to do.

When the Right Track Makes the Argument

The strongest music choices in advertising don't just support the message, they embody it. "Take Me Out" doesn't sit beneath this campaign. It argues for it. The energy of the track makes the case for choosing running in a way no voiceover or tagline could replicate on its own.

That's what music clearance and licensing work is really about. Not just securing rights, but making sure the track you fight for is one that genuinely belongs in the film. For T&F, this project is a good example of how the right song can carry a whole campaign's philosophy in three and a half minutes.

[Get in touch](#) and let us help you find the perfect track for your next project.

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