



The Sound of a Nation Gearing Up for the World Cup with Zalando and DFB

Description



There is a specific kind of electricity that only exists in the days before a major tournament. It is not the match itself, not yet. It is the weight of anticipation. The routines players run through in the dressing room. The fans who check the squad list one more time. The feeling, shared across the country, that something is about to happen and everyone is part of it.

For Zalando's "Sowas von Ready" campaign, made in celebration of their official partnership with the DFB, that feeling was the whole brief. Tracks & Fields delivered the music through licensing and publishing clearance, securing a campaign-produced version of "Because the Night."

Ready for the World Stage

The campaign puts you inside the preparation. Locker rooms, streets, the tunnel before kick-off. It follows the rituals that connect every level of the game, from the intensity of the squad to the energy of supporters watching from living rooms and public squares. Zalando's partnership with the DFB gave them access to that inner circle, and the film uses it well.

What makes "Sowas von Ready" work as a campaign is that it does not lean on spectacle. There are no sweeping stadium shots or slow-motion goals. The focus stays on the people, the rituals, the small acts of preparation that add up to something much larger. That is a harder thing to pull off than it sounds, and the campaign earns it by staying close to the human side of tournament football.

The Track That Carries the Tension

"Because the Night" has a particular kind of energy. Written by Bruce Springsteen and Patti Smith, whose recording also made it iconic, in 1978, the song has never really aged. It is built on urgency. On something that cannot be held back much longer. That tension, that feeling of being on the edge of something, is exactly what a World Cup campaign needs.

The campaign-produced version keeps that core but shapes it for the film. It is not a straightforward cover. It is a reinterpretation built around the emotional logic of the campaign. The pulse of the original is still there, but it serves a new purpose: the collective readiness of a nation, the moment just before everything breaks open.

That is what good music supervision looks for. Not just a song that fits the mood, but one that adds a layer the visuals alone cannot carry. "Because the Night" does that here. It gives the campaign its urgency and its weight.

When the Music and the Moment Match

The best campaign music does not announce itself. It just makes everything feel more true. In "Sowas von Ready," the track holds the whole thing together without ever pulling focus from the story on screen. The rituals, the faces, the anticipation all land harder because of what is playing underneath them.

For T&F, this is the work. Finding the right piece of music, clearing it properly, and making sure it serves the film the way it should.

Germany is ready. The music says so too.

[Get in touch](#) and let us find the right sound for your next campaign.

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