

Saatchi & Saatchi develops interactive campaign for Belfius bank: make your own video with Lost Frequencies

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To promote the Belfius Direct Mobile app in a fun and playful way, Saatchi & Saatchi -a part of Publicis One in Belgium- and Belfius bank decided to offer their customers and non-customers a totally new interactive experience. For this, they teamed up with the Belgian DJ producer Lost Frequencies, who is high in the charts with his new track “Beautiful life”. In the accompanying video you see a man who travels back in time to relive a unique moment in his life. Via the mobile app you can now choose how the romance in the video continues. A unique momentum in Belgian music industry.

Adding interactivity to videos ensures that videos are watched longer and in a more focussed way, since the viewer can decide for himself what he wants to see. With this in mind, advertising agency Saatchi & Saatchi Belgium developed an interactive campaign for the Belgian banking and insurance group Belfius. They teamed up with the Belgian DJ producer Lost Frequencies (Felix De Laet), who became internationally famous in 2014 with his remix of “Are you with me”. His newest single “Beautiful Life” was released in June, and is topping the charts. The video shows a man who travels back in time to relive the moment he met his wife. Saatchi & Saatchi recorded different versions of the video with De Laet and a couple of actors. Via the Belfius app, the viewer can decide for himself how the love story continues.

The campaign focuses primarily on young people and establishes a link with the high ease of use of the Belfius app and the features that are related to travelling. Aim is to offer customers and non-customers a totally new interactive experience to maximally stress the human aspect and the ease of use.

Curious? Try it out yourself and make your own Lost Frequencies movie via this link: <http://www.belfius.be/myvideo>
(Best viewed in Google Chrome)

Beautiful Life Interactive movie

Brand : Belfius
Client : Mieke Debeerst, Caroline Lambert
Agency : Saatchi & Saatchi Belgium
Creative Director : Niels Schreyers



Creatives : Sebastiaan Dessaux & Yannick De Haes
Managing Director : Christina Lemahieu
Account Director : Valérie Vanheygen
Account Executive : Kim Devos
Digital Producer : Ismael Bellarbi, Bart Vermijlen
PR Director : Kathy Van Looy
Web Design, Graphics : This Page
Digital Production Co : This Page
Production Company TV : Soulvizion
Post-production : Soulvizion
Soundproduction : Soulvizion

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