

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

BRUSSELS, 16/08/16

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

-----END-----

**Contact : Kathy Van Looy | M: +32 (0) 479 98 98 77 | E: [kathy.vanlooy@saatchi.be](mailto:kathy.vanlooy@saatchi.be)  
: Karen Lim | M: +65 92722 359 | E: [karen.lim@publicisone.com](mailto:karen.lim@publicisone.com)**

#### **About Publicis One**

Publicis One is a global communications enterprise that brings together Publicis Groupe's agency capabilities and expertise under one roof. Built with clients' interest at the center, Publicis One recognizes the simultaneous need for specialization and integration in marketing today. Led by Jarek Ziebinski, Global CEO, Publicis One operates across Publicis Groupe's four Solutions: Publicis Communications (Publicis Worldwide with MSLGROUP, Leo Burnett, Saatchi & Saatchi and BBH), Publicis Media (Starcom, Zenith, Mediavest | Spark, Optimedia | Blue 449), Publicis.Sapient (SapientNitro, DigitasLBI, Razorfish, Sapient Consulting) and Publicis Health (Digitas Health, Publicis LifeBrands, Saatchi & Saatchi Wellness). The Publicis One operation, with more than 8,000 employees in 50 countries, is spread across Latin America, Europe, Middle East, Africa and Asia. We are united behind Publicis Groupe's ambition to deliver on the value of "The Power of One" to clients. For more news on Publicis One, please follow us on [Facebook](#) | [Twitter](#) | [LinkedIn](#) .