

# Commercials in Tirol

The film land Tirol serves for numerous reasons as the ideal location for realizing commercial productions, photo shootings as well as music videos, especially because of the easy access to high alpine locations. Well-prepared mountain roads and pathways lead up as far as the glacier, and with cable cars you can even access the mountain peaks effortlessly.

Located in the Heart of the Alps, Tirol is very centrally located, which enables a fast and uncomplicated arrival in Tirol together with good access possibilities of production facilities in the film metropolises Munich and Vienna.

The outstanding hotels and restaurants nearby stunning locations, as well as the high standard of regional and local infrastructure provide best conditions for a professional and efficient shooting in Tirol.

Tirolean filmmakers are available to support the realization of commercials, photo shootings and music videos professionally due to their excellent knowledge of the alpine area and extensive experiences in national and international productions. Combined with sincere hospitality, a pleasant and relaxed work atmosphere for productions can be created.

The Cine Tirol Film Commission supports commercial productions and photo shootings with professionalism, flexibility and creativity offering the following services:

- **Location Archive** - more than 700 locations ranging from glacier regions, alpine landscapes, to alpine huts and mountain roads to historical and modern interiors
- **Location Service** – provide comprehensive location information, outreach to local tourist offices, municipalities, decision makers, and experienced locations scouts
- **Crew & Facilities Pool** – connecting creative, committed and qualified Tirolean companies and local crew

Since 1997, over 845 commercial productions and photo shootings and music videos have been realised in Tirol – this number confirms the competence of Tirol as an ideal shooting location for. Brands such as BMW, Porsche, Mercedes, Audi, Kia, Shell, Samsung, Coca Cola, Pepsi, Suchard, Odlo, adidas, Schöffel, Planet Sports and artists like Ed Sheeran (“Perfect”), Rammstein (“Ohne Dich”), Manu Delago “Parasol Peak” and many more were impressed by the advantages of the film land Tirol and presented their products in unique Tirolean locations.

In spring and especially in summer the Tirolean mountain roads attract filmmakers with their impressive serpentine and the breath-taking view over the stunning Tirolean mountains. Luxurious mountain chalets, old farms, historical buildings, but also the old towns with their small alleys are famous locations for commercials. The autumn, in particular because of its colourful alpine landscapes and the already wintery conditions on the five Tirolean glaciers invites productions with a special touch – and the winter in the mountains creates the perfect scenery for “Last Minute Christmas and Winter Shootings”.

**Commercials „shot on location Tirol“ (selection):**

- *Audi Quattro Challenge*
- *Samsung Sochi Note 3*
- *Buckle & Seam “Willow”*
- *Airwaves & Felix Neureuthers Highspeed Orchestra*
- *Pepsi Winter Moments*
- *Felix Neureuther: Nachhaltigkeit*
- *The new Porsche Taycan and Olympian Aksel Lund Svindal: Experts of Speed*
- *The Vito 4x4 | Master of all terrain*
- *Coors Light ad | Fresh Climb*
- *Cadbury Dairy Milk New TVC - Dil Jo Keh Raha Hai Suno*
- *OHRA Zorg Commercial 'NEK' door JOE PUBLIC TAKE-AWAY ADVERTISING*

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