



T&F Ad Digger, 21.6.2014

Description



With the glut of World Cup spots already out and much of the advertising world (including us!) looking back over the year's fruits at Cannes, it was a laidback week for ads — here are two of our favorites. This edition is heavy on 70s-favoured styling and shameless drama.

Southern Comfort — Young Gun

Southern Comfort add a more vigorous flavour to their growing, Lion-winning stable of uncool cool â?? this time a self-possessed and swivel-hipped young bartender with his own distinct style of operation. The rich, 70s-steeped colour palette is familiar, but the song â?? a rather Kingly number from The Phantom â?? is both the earliest (1958) and most hard-driving song yet to feature in the series.

Song: Love Me

Artist: The Phantom

Agency: Wieden + Kennedy New York

Music Supervision: Good Ear

Durex â?? Donâ??t Fake It

A cheekier take on the beautiful game. Although it would have been infinitely more entertaining (albeit nigh-on impossible to actually make) with the participation of the actual drama kings hinted at here, â??Deh, vieni alla finestraâ??, taken from Don Giovanni, lends the slo-mo writhings most of their humour.

Song: Deh, vieni alla finestra (Don Giovanni)