

Castorama keep on trucking

Description

There are motorcades, and then there are motorcades. Castorama's version of monster trucks are clearly not to be trifled with, cutting a relentless swathe across the countryside, and with sun a-flaring and wind a-gusting the whole vehicle builds to a nicely tongue-in-cheek celebration of unstoppable value.

We knew that Danish composer Niels Bye Nielsen would be an excellent, all-out fit for the spot's amped-up sense of scale - his blend of orchestral and electronic elements, bold and climactic, provides the perfect complement to these unapologetic juggernauts.