



Ad Digger 1.8.14

Description



After a brief summer break, we're back to dish up another serving of examples of great sync currently circulating on screens large, small and medium-sized. This week it's all about unexpected cover versions, stripped down or scaled up (way, way up) and a scope spanning the sublime and the ridiculous.

Nationwide People

Lush and intimate time-lapse vignettes of ordinary people bustling about their day couple beautifully with a warm, pared-down version of one of Kylie's most heartening hits. The underlying concept is

nothing new, but the execution is unexpectedly lovely.

Song: I Believe in You (Abbey Road sessions)

Artist: Kylie Minogue

Nissan â?? Endless Love

Nissan seem to be enjoying a gear shift from [bracing daftness](#) to all-out kookery with this slice of glam rock camp. Poison frontman Bret Michaels, never knowingly under-coiffed, heads a particularly all-out product demo montage (some of which may seem [familiar](#)) for the sturdy vehicles, decked out in a hair metal take on Lionel Richie and Diana Rossâ??s Endless Love. A little goes a long way, which at music video length is particularly noticeable, but the spot certainly doesnâ??t stint on loving tongue-in-cheek closeups. Or anything else, for that matter.

Song: Endless Love

Artist: Bret Michaels (original Lionel Richie)

Agency: TBWA/Chiat/Day

Cadbury â?? Freeze the Joy

While not quite attaining the heights of [some other spots](#) from their Free the Joy campaign, this summer morsel is nonetheless a pretty satisfying treat. Continuing the line of likeable British chaps unleashing their inner [dancing monarch](#), this ad introduces some new elements â?? the undecided British summer, more free-wheeling camera work, unbridled rockâ??nâ??roll in the rollicking form of Little Richard rather than preened 70s disco â?? but preserves the same sense of bounding, warmly silly good cheer.

Song: Slippinâ?? and Slidinâ??

Artist: Little Richard

Agency: Big Communications

Samsung â?? Every Day is Day One

This sweeping spot â?? which also illustrates how far Samsung has come in terms of low-key product placement â?? zeroes in on the brandâ??s partnership with the Association of Surfing Professionals.

The intense, beautifully-lensed visuals are carried on the back of Andrea McCluskeyâ??s high-cresting cover of David Bowieâ??s Absolute Beginners, which mirrors the build and release of a sought-after

wave. The stripped-down instrumentation bringing the song's bittersweetness to the fore, providing an eloquent explanation of the hard-mistress exhilaration that draws these surfers back to an often punishing sport.

Song: Absolute Beginners

Artist: Andrea McCluskey, Paul Cantelon

Agency: 72andsunny