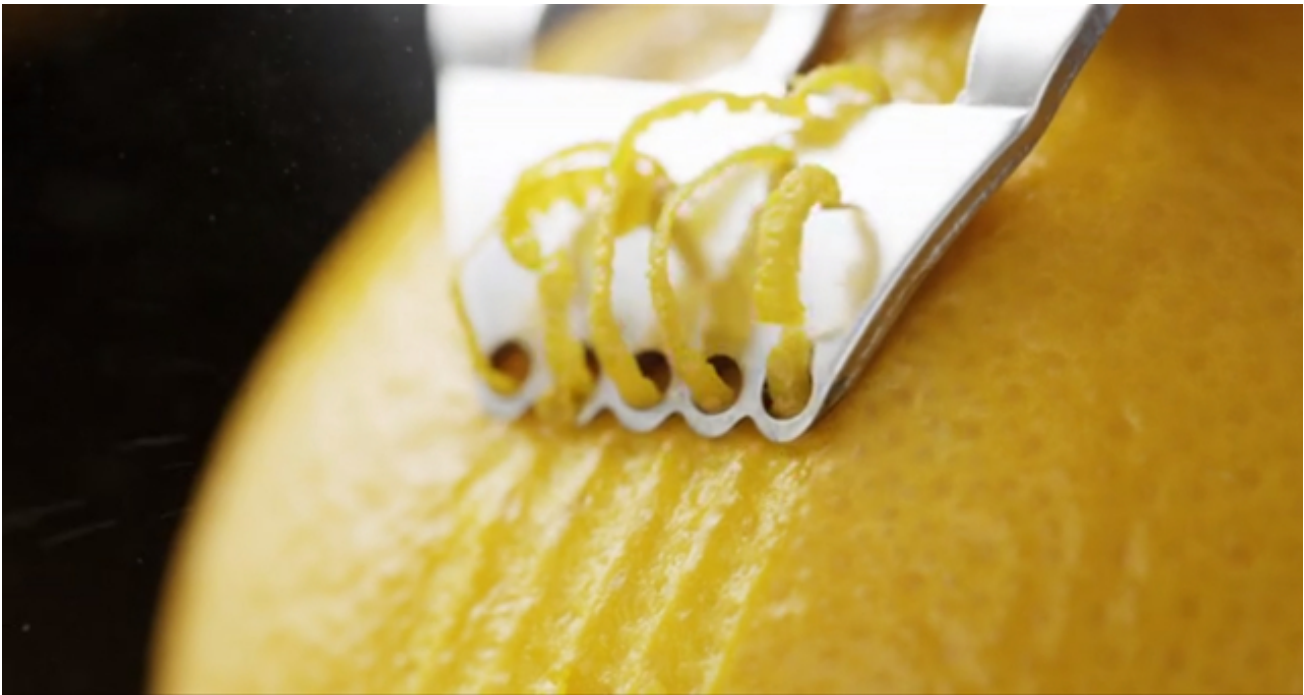




Ad Digger 5.9.2014

Description



It's been a particularly beautiful week for sight and sound, with solid synch choices bolstering eye candy aplenty. Here's a selection of our favourite starry-eyed, sumptuously filmed, silken-haired ads. It's also been a good week for giggles (and similarly bouffant manes) from both [the Hoff](#) and [the cutest mini horse](#) since [3's fleet-hoofed creation](#).

Land Rover USA 5 Galactic Discovery Competition

The bar's been set for space travel spots, and from a rather unexpected quarter. Apparatus lend an enigmatic, celestial drive to this wide-eyed and invigorating ensemble call to adventure with their

shimmering, unearthly instrumental.

Song: PV

Artist: Apparat

Agency: The Brooklyn Brothers

Marks and Spencer Food â?? Adventures in Imagination

Itâ??s food porn, but not as weâ??ve known it. Marks and Sparks keep all the visual sumptuousness theyâ??ve honed over a decade of voluptuous spots, but trade in the voiceover and [languorous pace](#) for a brighter beat and deliciously crisp editing. The quiet UK hit of the summer keeps things bubbling in a pared-down instrumental guise.

Song: Rather Be

Artist: Clean Bandit feat. Jess Glynne

Agency: Rainey Kelly Campbell Roalfe/Y&R

Direction: MichaÃ«l Roullet and Philippe Lhomme, Foodfilm

Temptations â?? Time to Play Ball

Music-minded cat fanciers have long awaited something that might rival the rippling canine glory of Vitalicâ??s Pleix-helmed [Poney Part 1](#) video (already beautifully referenced by [Pedigree](#)) and this certainly gives it a fair bash, with a good eye for the sometimes po-faced values of sportswear spots and a zest bestowed by Elliphantâ??s smouldering, slow-flex call to arms.

Song: Revolution

Artist: Elliphant

Agency: Adam & Eve/DDB

Volkswagen Australia

Though it might have some troubling things to say about hotness-as-social-ranking, this plucky spot at least says them amusingly, with the help of Nick Waterhouseâ??s strutting, soul-infused tune and devil-may-care lyrics.

Song: This Is A Game

Artist: Nick Waterhouse

Agency: DDB Sydney

Director: Tim Bullock

Victoria's Secret's Fearless

There's nothing to upset even the most male of gazes in the visuals, which comprise high-gloss standard-issue writhing, but they do embrace elegant shadow with the same aplomb as their far more refreshing accompaniment — Ben Khan's sensuous Princely beats almost cut through the saccharine satin, and at least add a smoky edge to proceedings. Might this herald even a hint of subversion in the brand's overall creative direction? It is to dream.

Song: Drive (Part 1)

Artist: Ben Khan