



Ad Digger 23.9.14

Description



We hope you had a [glorious weekend](#) 23.9.14 this time we’re bringing you a selection of excellent synch to ease you into midweek instead of round off your Friday. On the platter today: a heart-breaking rewind, long-suffering love, New Orleans Bounce and the cream of the crooners.

Vorwerk 23.9.14 Love Sucks

23.9.14 Animate falls for inanimate• hardly [blazes a new narrative trail](#), but cute done well is always a

treat. This wordless spot lets Herb Alpert, Burt Bacharach and their langorous trumpets do all the talking â?? the potential for schmaltz is leavened by that absolutely earnest lovelorn face, and the entertainingly brutal blankness of the star product. Carpets look pretty spotless, too.

Song: This Guyâ??s in Love with You
Artist: Herb Alpert (comp. Burt Bacharach, Hal David)
Agency: Saatchi & Saatchi DÃ¼sseldorf
Production: Smuggler London
Director: Jamie Rafn

With Syria â?? In Reverse

From the same director as Marchâ??s harrowing [second a day video](#) comes a more conventionally composed but no less brutal spot. Daughterâ??s poignant â??Youthâ?? both provides an emotional entryway into the horror and points some savage lyrical fingers.

Song: Artist
Artist: Daughter
Production: Unit 9 Films
Director: Martin Stirling

Zumba Fitness â?? Let It Move You

Daft and incongruous uncontrollable dancing is another staple, but given that this product *consists* of daft dancing, the level of gusto here is both fitting and quite enjoyable â?? and itâ??s probably just as well to note the likely real-life result of spontaneously breaking it down on a rickety lunchtime table. Diplo and the late, great bounce merchant Nicky da B provide both beats and sentiment.

Song: Express Yourself
Artist: Diplo feat. Nicky da B
Agency: 180LA
Directors: Jonathan and Josh Baker

Volkswagen â?? Priorities

Another put-upon dad [puts up with his lot](#). This one still charms by virtue of its protagonistâ??s stoic but eloquent face, and by the sweetness of Mike Prestonâ??s take on this jaunty ditty of devotion, originally penned for musical *Oliver!*.

Song: Iâ??d Do Anything

Artist: Mike Preston, comp. Lionel Bart

Agency: Adam & Eve/DDB

Production: Outsider

Director: James Rouse