



Ad Digger 26.9.14

Description



This week's selection of fine synch is all dressed up. From billowing fabric trails to gleaming chrome to ill-advised shirts, these spots star characters who are decked out and unafraid to strut their stuff. The spirit of inventive fun is pretty infectious in another department too — [Oreos](#) produce the latest installment in a spate of interest around getting creative with sound (for reference: COS's kooky pair of [foley artists](#), our own [collaboration](#) with Lufthansa and Kolle Rebbe, and Nestle's [festive take](#) last Christmas.)

Lycra Moves You

Lycra's colourful spot is a beautiful combination of the novel and the known. Happily clothed people

dancing through their day is a familiar base, lifted to near-magical new heights by beautifully lit sets and bewitching visual effects. It's kept airborne by the blithe and swooning strains (and slightly tweaked lyrics) of Nouvelle Vague's "Dance With Me", a cover which, at least in the advertising landscape, has long eclipsed the fame of the original by gothy new wavers The Lords of the New Church.

Song: Dance with me

Artist: Nouvelle Vague

Agency: Sapient Nitro

Production: Independent Films

Post Production: Glassworks

Nike Korea "Fun Wins"

Nike encourages South Korean kids to break out of the results-obsessed strictures of the school system and embrace daft fun for fun's sake through sports and general high-octane, low-pressure tomfoolery. They're helped along by the chaotic, kinetic drive of Black John Lewis and the Honeybears' "Boogie", which has enough energy to tie every vignette together and a touch of gamey-eyed wonkiness to match the spot's message (though that said, those dance routines still look suspiciously perfect.)

Song: Boogie

Artist: Black Joe Lewis & the Honeybears

Agency: Wieden+Kennedy Tokyo

Director: Ralf Schmerberg

Production: Radical Media

Forza Horizon 2 "Leave Your Limits"

More breaking-free here, as Forza Horizon 2 busts out of the track and into the Italian countryside (another Uncanny Valley live action experience reflecting the promise of a massive open world platform " [some cheeky backlash](#) to live action trailers is also out this week.) Accompanying stomach-turning speed on vertigo-inducing roads is the impossible catchiness of unpronounceable 1973 stomper Prisencolinensinainciusol, composed by Italian (of course) renaissance man Adriano Celentano and using nonsense words to reflect American English's impression on a foreign ear. The shoulder-jerking beat, jazzily self-assured trumpets and rather sneering delivery match the unapologetically foolhardy stuntwork rather well.

Song: Prisencolinensinainciusol

Artist: Adriano Celentano

Agency: twofifteenmccann
Director: Adam Berg

Cadillac â?? Irresistible

Stephen Merchantâ??s quintessentially British physicality is at centre stage here, as his apparently head-turning style rapidly goes to his head. Between this and his [roundly disdainful Newcastle series](#), could Merchant be carving out something of a niche for himself as American advertisingâ??s go-to smug Brit? The bluesy flair of G Love and Special Sauce tops up his charm and puts the comical spring in his step.

Song: Come Up Man
Artist: G Love and Special Sauce
Agency: Rogue

Citroen â?? Dog stretch

A patient dog unkinks his road-weary limbs in the rare middle-of-nowhere pitstop that his ownerâ??s fuel efficiency necessitates. Blue collar ballad Sixteen Tons (popularised by Tennessee Ernie Ford, and also seen this year in a vastly different context â?? and language â?? in Heinekenâ??s [Odyssey spot](#)) provides something of both Southern swagger and resigned world-weariness, tempered by the wry, jaunty beat.

Song: 16 Tons
Artist: The Platters (comp. Merle Travis)
Agency: Les Galois
Director: Joachim Back
Production: Control Films