



Ad Digger â?? 13.10.2014

Description



Weâ??re starting off your week with a warm hug today, with a combination of feeling the love and looking cool (sometimes simultaneously) from our favourite recent ad sync. Whether itâ??s for family, Italian delicacies or supercars, the stars this week have distinctly soft hearts (but cool shades.)

So far October has been a fruitful month for music-based ads in general, from the Beebâ??s [glossy effort](#) to Ballantineâ??s [a cappella masterclass](#). If youâ??re fighting the afternoon slump, try some [Lego-based invigoration](#) or a little [molten terror](#) with Danny MacAskill â?? after that you can probably forgo the coffee. And if your Monday just isnâ??t weird enough so far, try on [Tomcatâ??s grisly theatre](#) for (probably uncomfortable) size.

Spotify's 'I'm a Drifter Again'

The most satisfying in Spotify's 'That Song When' campaign highlighting the importance of music at pivotal (or [less pivotal than hoped](#)) moments in people's lives, this spot looks at turning a moment of luckless defeat into perverse personal glory with the right soundtrack. Combining confessional interview style narration with a short and sweet flashback, the spot builds to a climax we (like Jason) can sort of see coming, but which is elevated from everyday awkwardness to a contrary walk of take-your-job-and-shove-it pride in a blaze of unapologetic hard rock. Simple, believable, likeable.

Song: Here I Go Again

Artist: Whitesnake

Agency: Ogilvy & Mather, David

Johnnie Walker's Driving Masterclass

Cool/uncool disparity always makes for fertile comic ground - put both in a sports car and reap the fruits. In this three-way collaboration between Johnnie Walker, McLaren and Tesco, slightly unsettling high-def slow motion of extremely concerned passenger faces makes an entertaining contrast with the reveal shot of Jenson Button's ice-cool unconcern. It's a rather smoother ride than other recent [high-profile driver ads](#) - the gleaming supercar visuals fit beautifully with the stylish languor of Etta James, and the lyrics are of course enjoyably bang-on.

Song: Trust in Me

Artist: Etta James

Agency: iris Singapore

Production: Firecracker Films

Director: Nigel Simpkins

Whirlpool's Every Day, Care

Whirlpool's nicely observed montage of parental and familial gestures of love notes the sunny and the not so sunny with equal warmth, quietly putting their products at the centre of the family without overstatement. All-American family values might be at the campaign's core, but it all rings warm and true, and Johnny Cash's simple, moving version of 'You Are My Sunshine' is a perfectly judged accompaniment.

Song: You Are My Sunshine

Artist: Johnny Cash

Agency: DigitasLBi

Production: Epoch Media Group

Director: Martin de Thurah

Melbourne Salami Festa â?? Remo

Airbagâ??s stylishly daft spot promoting Melbourneâ??s upcoming salami-making festival is a winning combination of straightforward and kooky â?? it forgoes all salacious metaphors and stars the actual winner from last year, but nonetheless boasts a distinct Aussie twinkle in the eye, partially due to the magnificently mustachioed Remoâ??s own hilarious character (that oil painting really does hang on his wall). The tender crooning of Teddy Reno lends the spot both its wonky romance and its Italian cred.

Song: Trieste Mia

Artist: Teddy Reno

Creative Director: Carlo Mazarella

Production: Airbag Productions

Director: Adrian Bosich