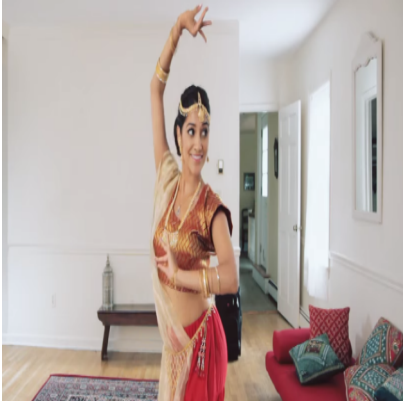




Ad Digger 17.10.14

Description



This week’s collection of fun ad synch is full of zest of all kinds, from Gisele Bündchen’s wave-catching elan to Android’s assorted high-connectivity hijinks to Natwest’s barely contained glee in

making some overdue goodbyes, aided by pared-down covers of musical numbers, original, slightly off-kilter musical numbers, distinctly wholesome love songs and surprisingly wholesome party songs.

Chanel No. 5 – The One That I Want

Baz Luhrman follows up his never knowingly understated [2004 Chanel confection](#). Here too there are hi-def tears and sweeping drama aplenty as an extremely bronzed Gisele Bündchen first hangs (perfect) ten on the cerulean waves and then gleams and glitters her way through a swooningly-lit city tableau. The whole handsome thing hangs more-or-less together on singer-songwriter Lo-Fang's breathy cover of Grease's catchiest number, and confirms Bündchen's place as [an advertising force to be reckoned with](#).

Song: You're the One that I Want

Artist: Lo-Fang

Production: Revolver, Bazmark

Director: Baz Luhrmann

Post Production: The Mill

Natwest – Goodbye, hello

Nicely barbed Britishness and the most wholesome of Rodgers and Hammerstein ditties fuel Natwest's celebration of welcome farewells. The slightly loopy instrumental trills complement the strained smiles here neatly.

Song: So Long, Farewell

Artist: Rodgers and Hammerstein

Agency: M&C Saatchi

Production: Smuggler

Director: Neil Harris

Argos – Get set go Argos

Bath-based indie rockers The Heavy don't lack for synch showing – jangly, nose-thumbing neo soul anthem How You Like Me Now has cropped up all over, from Horrible Bosses to Borderlands 2, but it's interesting to find it soundtracking this unexpected rebrand. The catalogue retail maven's aim for defiant hipness here with a colourful, elaborately wired product catwalk – the Furby ear-dance is a particular highlight, and guaranteed to be a first even for this star synch track.

Song: How You Like Me Now

Artist: The Heavy

Agency: CHI & Partners London

Production: Caviar Content

Director: Fleur and Manu

Vodafone Ireland â?? Office Romance

Squeaky clean teen heart-throb Frankie Avalon provides the chirpy 1950s crooning on this sweet tale of a smartphone-boosted budding romance, whisking our lightly kooky pair of young lovebirds-to-be through the getting-to-know-you stage with aplomb.

Song: Just Ask Your Heart

Artist: Frankie Avalon

Agency: Grey London

Production: The Mill

Director: Kevin Thomas

Android 5.0 Lollipop OS â?? And You

Androidâ??s recent push into advertising in earnest shares some similarities with Appleâ??s recent charm offensive, but where the iPhone brought you sensible exercise tips or a sense of restful security with its [quirky workout anthem](#) and [sweet indie ditty](#), this frantic spot does the aural equivalent of showing up with a keg and 50-odd rambunctious guests. That said, in context with the effervescent visuals and message of cheerful non-homogeneity, Andrew W.K. has never sounded so wholesome. If ads must do viral video culture thereâ??s no better brand for it, and it seems the secret might just be to go all-out and open-hearted.

Song: Party Hard

Artist: Andrew W.K.

Agency: Google Creative Lab