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Description



Today's dose of top recent synch is also low on CG, high on visual impact. From subaqua shimmying to flying fridges, seeing is believing with these elegant spots.

Indeed it's been a good month for dance and physicality in general – try on H&M and Alexander Wang's Goldeneye-flavoured, Diplo-soundtracked [parkour romp](#), or (if that's too pedestrian) FKA twigs' abundantly bizarre [Google Glass collaboration](#).

Beats 2 LeBron James

LeBron James makes a rather pointed return to home turf for Beats, and the drama of Irish golden boy

Hozier's "Take Me to Church" guides him through intense back-home and work-out montages alike. Careful reediting gives the lyrics a perhaps controversially gospel-tinged recontextualised cast, but the sweep and sense of individualism remain. Director Nabil also [returns](#), but sadly there are no [mini-LeBrons](#) in sight.

Song: Take Me To Church

Artist: Hozier

Agency: R/GA

Creative Directors: William Esparza, Zach Hilder

Production: Sword Fight

Director: Nabil Elderkin

Vodafone Germany's "Was Wärdst Du Tun, Wenn Du Alles Kannst?"

Vodafone's quite touching campaign gives new meaning to "living vicariously", and is sweet enough to weather many musical directions, but the driving yet gentle indie pop of Berlin duo Jonah adds a starry-eyed youthfulness to proceedings.

Song: All We Are

Artist: Jonah

Agency: Jung von Matt/Alster

Nike Women/Nowness and Pedro Laurenço

Honey-voiced Canadian Jessy Lanza's electronica adds a mix of breathy sensuality and drive to French dancer Hajima Fahmy's commanding moves the superb Moroccan scenery to create an arresting, slightly eerie whole.

Song: As If

Artist: Jessy Lanza

Production: Somesuch

Director: Abteen Bagheri

Curry PC World's "We Start With You"

The partially-merged retail juggernauts whittle down their range to the perfect purchase (spoiler alert: it ain't a kettle) in an elegantly choreographed, painstakingly co-ordinated whirl of consumer goods. The whole balletic display is gifted a sense of carefree ease by an orchestral version of one of Ludovic Bource's pieces for 2011's *The Artist*, a jaunty, lighthearted number belying the goliath

mechanics behind the scenes (check out the [making of](#) for some rather satisfying footage of washing machines hurtling about with disconcerting velocity).

Song: George Valentin
Artist: Ludovic Bource (orchestral re-record)
Agency: AMV BBDO
Production: Partizan
Director: Chris Cairns

Sony 4K TV â?? Ice Bubbles

Sony continues its traditional of melding the emotive with the striking, this time partnering Aussie singer-songwriter Josef Salvatâ??s crystalline cover of Rhiannaâ??s slow-burn belter Diamonds with outrageously high-definition footage of kids blowing bubbles in the cold. The titular resulting (CGI-free) ice bubbles are breathtaking and the accompaniment is as though tailor-made (maybe to a fault), but the whole is a little lower on impact than expected â?? perhaps the Bravia campaigns simply left us with too strong a taste for [impossible feats of colour](#) and lyrical obliqueness.

Song: Diamonds
Artist: Josef Salvat
Agency: Adam&EveDDB
Directors: Leila and Damien de Blinkk

Skol Beats â?? Senses

A high-concept spot with a jaw-dropping result â?? Brazilâ??s Skol Beats (also behind that quite stylish [vampire spot](#) earlier this year) continue to live up to their name with a pounding vision of what a properly cool underwater party might look like, actually filmed in a tank at seemingly no small effort. Local heroes Tropkillaz provide the centre-stage banger and scintillating sample work.

Song: Baby Baby
Artist: Tropkillaz
Agency: F/Nazca Saatchi & Saatchi

Dior Homme Genesis â?? The art of fragrance creation

Dior boldly go somewhere weird with their perfumeâ??s-eye-view trip down the rabbit hole. The ethereal, floating stop-start of Son Luxâ??s haunting â??Flickersâ?? is the perfect complement to the monochrome lunar visuals, combining all the right notes to create something lusciously strange and

singular.

Song: Flickers

Artist: Son Lux

Direction: Megaforce

Production: Iconoclast

Music Supervision: Creaminal