



Ad Digger 28.11.14

Description



Greetings one and all 28.11.14 we hope you had a great week, however full or devoid of [gratitude](#) it may have been. This week's line-up of our favourite ad sync features crystalline electronica, lonely toys

and snowy rogues.

Mechanised miracles were in vogue this week as West Quay created a pretty delightful [clockwork consumer good edifice](#) and airbnb brought the model train to its furthest, [nigh-on magical](#) limits. H&M laid on the festive glitz with a [Lady Gaga/Tony Bennett collab](#) â?? which somehow doesnâ??t seem as unexpected as it should â?? complete with full Hollywood opulence, while Greene IPA [channeled some of the Whiplash hype](#) for their own ends. A poignant counterpoint to the weekâ??s tinselly trifles came in the form of the Silver Lineâ??s [gentle reminder](#) of elder loneliness this season.

Elsewhere there was energy aplenty with the Golden Pagesâ?? [rockstar plumber](#) and Toyota Japanâ??s [answer to Cog](#), while Durex became the latest to have fun with [doubled-up tech](#), taking advantage of attention-deficit browsing habits with its steamy two-screen spot.

Swarowski for Samsung â?? Changes

A woman-about-town sparkles through various glamorous, tightly-timetabled rendezvous, managing an improbable number of costume changes, (almost) never without her glittering smartphone. The script is perhaps a little suspect (just when *did* she misplace said phone?) but the soundtrack â?? also used in one of Sonosâ?? [interesting series](#) â?? is pitched just right: bright, serene and unique, melding nicely into the club scene and matching well with a protagonist whoâ??s rather comfortable as the chaotic centre of attention. The directors, also behind Sonyâ??s [Ice Bubbles](#) spot, clearly have a way with the crystalline.

Song: Hey Mami

Artist: Sylvan Esso

Agency: Leo Burnett

Production: Paydirt Pictures

Directors: Leila & Damien de Blinkk

Freeview â?? The Leftbehinds

If youâ??re going to head down a well-trodden sync path, do it with a proper spring in your step. The quality of production and sense of anthropomorphic pathos are so all-out here that Foreignerâ??s level of 80s drama works quite well.

Song: I Wanna Know What Love Is

Artist: Foreigner

Agency: Leo Burnett London

Production: Rogue

Director: Sam Brown

Post-Production: Electric Theatre Collective

Spark â?? The Boroughs

Along with the lush monochrome style, King Brittâ??s climactic, Sister Gertrude Morgan-sampling monster delivers big-entrance drama in spades â?? new basketball courts never seemed quite so earth-shattering.

Song: New World In My View

Artist: King Britt

Agency: DDB

Audi â?? Quattro Loves Snow

A pair of brothers in a Quattro help out more hapless drivers in the Swedish snow â?? though with rather less than altruistic motives. Though the songâ??s lyrics have more to do with urban nightmare than rural difficulties, the songâ??s refrain and bounce add plenty of charm to the enterprising pairâ??s escapades â?? might have been nice to see them use their gains to buy a hulking Christmas present for the dad who presumably sprang for the trusty vehicle, mind.

Song: Trouble Town

Artist: Jake Bugg

Agency: Ã keſtam Holst

Production: Bacon

Director: Martin Werner