



Ad Digger 8.12.14

Description



The human face takes centre stage in this week’s best-synced ads, whether it’s dawning hope and inspiration coupled with a big Sixties chorus or face-pulling with a purpose set to stirring indie.

Significant spots happened at night this week: there was another, post-party installment of the New Zealand Transport Agency's Legends campaign, this time with [older and wiser protagonists](#). Jonathan Glazer continued his work for Canon with a peaceful, all but silent [urban wildlife piece](#), while two very different characters came to life at night in Chanel's [inexplicable Empress Sissi homage](#). In festive news, [Rewe got gross](#), Save the Children got [spoofy](#), Sainbury's [got on down](#) and Edeka got [rhythmic](#). Harvey Nicks clearly haven't been visited by any spirits [since last year](#), in stark contrast to [Expedia](#), while McVities [lost the yuletide plot entirely](#) (points for the narwhal).

Association Noëmi's The Eyes of A Child

This confrontational experiment makes an uncomfortable, revealing watch, and the uneasy loveliness of Lisa Hannigan's "Little Bird" makes a neat and emotive accompaniment.

Song: Little Bird

Artist: Lisa Hannigan

Agency: Leo Burnett France

Yellow Pages' To the Moon

Recently re-released in a more-music-less-narration cut, Yellow Pages' tale of a chap creating his own backyard NASA mission with the help of their app is rather cute. A careful cut of Eric Burdon and The Animals' "Sky Pilot", divested of its tough anti-war message but keeping plenty of warm Sixties grain, fits surprisingly well. Science and astronomy museums may quibble with the representation of their stance on helmet theft, mind.

Song: Sky Pilot

Artist: The Animals

Agency: The Rex Agency

Director: Mike Maguire

Weight Watchers' If You're Happy

Weight Watchers take things in a very new direction here. Colourful, brief foody vignettes combine with a brash, knowing new take on "If You're Happy And You Know It". The spot reveals its hand only gradually as it build to a sharply juxtaposed, wry yet understanding look at the eternal plague: comfort eating. To go by Youtube comments it hasn't been a hit with all of the company's existing customer base, but for us it's a treat.

Song: If Youâ??re Happy And You Know It

Artist: Tony Babino

Agency: Wieden + Kennedy

Director: Martin de Thurah