



Ad Digger â?? 14.12.14

Description



Our latest ad music roundup makes enjoyable use of eighties classics and soulful cover versions to highlight very different tones â?? knowing and coy in some, painfully frank in others.

Elsewhere in the ad world itâ??s been [Skittle men](#) (the logical if slightly less upsetting conclusion of a [previous concept](#)) and [pitch-perfect](#) sports spot sendups. The Christmas roundup brought sharp sound edits from [Pocky](#) and [Film4](#), enjoyably [shambolic caroling](#) from the Big Issue, while Oral-B, of all brands, revealed [an unexpectedly dirty mouth](#).

Downy â?? Rip Your Clothes On

Downy (Lenor to U.K types) conjures a particularly cozy, winter-appropriate flavour of intimacy with their topsy-turvy concept (though the spot, as well as its raunchier previous cut set to HAIMâ??s â??My Song 5â??, did a blink-and-youâ??ll-miss-it internet round in the summer). The ad soundtrack is a snug fit: a tender, rather torchy take on the 80s classic â??We Donâ??t Have to Take Our Clothes Offâ??. In fact itâ??s worth comparing the two edits to see the [profound difference](#) that soundtrack and cuts can make to a spotâ??s tone.

Song: We Donâ??t have to take our clothes off

Artist: Elle Eyre

Agency: Grey New York

Production: Supply&Demand

Director: Margo Weathers

Nissan â?? Migration

It might have birdwatchers all of a flutter over its shaky bird-repatriation advice, but thereâ??s a healthy sense of momentum and fun to this road trip, however misguided. A lot of that is thanks to Jake Buggâ??s ad soundtrack â?? heâ??s quickly proving himself a playful [automotive favourite](#).

Song: Taste It

Artist: Jake Bugg

Agency: TBWA/Chiat/Day

Production: Arts&Sciences

Director: Sean Meehan

Apple iPad â?? Change

After a break from the formula, Apple keep it colourful, bouncy and energetic with quick-flitting cuts and the help of Illinois band The Orwells, plus a fun if slightly too self-aware visual trick.

Song: Who needs you
Artist: The Orwells
Agency: In-house

Thinkbox â?? Harvey & Harmony

The latest and possibly final installment in the saga of Harvey, [the telly ad-endorsing dog](#) (whoâ??s never lacked for a sharp ad soundtrack) finds him getting lucky with an elegant lady poodle. The spot crams in every possible dog-related comedy trope, plus a few surprises â?? that cheeky Titanic nod, for one. The distinctly British twinkle in the eye is perfectly matched with the 80s earnestness of Glenn Medeiros.

Song: Nothingâ??s Gonna Change My Love For You
Artist: Glenn Medeiros
Agency: The Red Brick Road
Production: Academy Films
Director: Dominic Thomas

adot.com â?? Lights

Rather enigmatic entity adot.comâ??s beautifully shot spot on homelessness, dressed with the Scala Choirâ??s numbed take on Radioheadâ??s â??Creepâ??, fairly hammers the point home, but itâ??s a point that just might be worth hammering. The coverâ??s lyrics are almost painfully on-the-nose â?? props for harnessing that discomfort to arresting effect.

Song: Creep
Artist: Scala Choir
Agency: Ogilvy & Mather Japan
Director: Dan Nathan