



Ad Digger 26.1.15

Description



Our round-up of solid recent advertising sync is properly joyful this week – whatever these characters do, from finger-painting to fitness quests, they do with serious zest and top tunes.

Of course Super Bowl teaser season is in full swing too: Snickers's Brady Bunch parody looks to be [thoroughly enjoyable](#), while Newcastle Brown Ale have upped the ante on every front, this time plumping for [Aubrey Plaza](#)'s much-vaunted brand of caustic indifference to match their self-aware brand. [Skittles](#) also promise to skew as offbeat as ever. Budweiser are [dialing up the cute](#) after last year's puppy-driven hit, and BuzzFeed/Friskies continue a winning formula of seasoning their fluffiness with [feline haughtiness](#). Victoria's Secret, so far the top performer in views, has already released its full [Valentine's Day-themed spot](#), in which the Angels wear their best game faces and surprisingly substantial uniforms.

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### **Johnson's Baby's Baby's First**

Reminiscent of Lurpak's glorious, Cannes-crowned [ad](#) last spring (in fact you can catch director Vince Squibb's work for Cesar below), this uses Tchaikovsky at his most elegant to complement the gorgeously crisp food-and face-centric closeups and dynamic cuts, capturing a vivid sense of tactile wonder and discovery as the spot's tiny stars bash, splash and splatter their way through their brave new world.

*Song:* Valse in A (Swan Lake)

*Artist:* Tchaikovsky

*Agency:* Impact BBDO

*Director:* Dael Oates

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### **Ikea's The Joy of Storage**

Mother's latest is another enjoyable slice of sweeping and emotive battiness. A flock of simultaneously avian and anthropomorphized t-shirts (just look at them huddle!) battle their way across land and sea, searching for a home. Film trailer specialists Two Steps From Hell lend the spot a cinematic pathos and build.

*Song:* Strength of an Empire

*Artist:* Two Steps From Hell

*Agency:* Mother

*Production:* Blink

*Director:* Doug Wilson

*Post-Production:* MPC

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### **Cesar's Night Shift**

Cesar's quite lovely vignette of a night watchman and his dog makes the graveyard shift look like a ball. Satie's Je Te Vuex adds a carefree, swinging jauntiness to the pair's sweet mischief.

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*Song:* Je Te Veux  
*Artist:* Stephanie McCallum (Comp. Eric Satie)  
*Agency:* AMV BBDO London  
*Production:* Gorgeous  
*Director:* Vince Squibb

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## **Sport England â?? This Girl Can**

Sport England encourages woman of all ages and shapes to get moving for the sheer fun of it with a pounding, punching, popping spot. Not everyone has agreed on the copy, but thereâ??s no denying the adâ??s vigour and endorphin-pumping energy, powered by and perfectly cut to Missy Elliottâ??s bhangra-bumping â??Get Ur Freak Onâ??.

*Song:* Get Ur Freak On  
*Artist:* Missy Elliott  
*Agency:* FCB Inferno  
*Production:* Somesuch  
*Director:* Kim Gehrig