



Ad Digger 6.2.2015

Description



Stressed? Today's dose of dandy ad sync ought to put a smile on your chops, with dreamy power-pop car chases, glam rock geezers and hard-rocking breakaway brides.

The Super Bowl dust has fully cleared, and allowed inquiring minds to assess how ads affected brand image – turns out [Budweiser and Godaddy](#) have the most to thank their puppy and absence of puppy for, respectively. Meanwhile, the lovey dovey spots are starting to sneak in the door. Kingsday makes a fair go of making drones seem less sinister ([cute little R2D2 noises](#) were the answer, of course), whereas [Aquafresh](#) may take away your St. Valentine’s Day appetite altogether. There was high-drama ridiculousness from two masters: Canal Plus told the ill-fated [story of the unicorn](#), while [Midttrafik](#) sexed up the bus pass with gallons of high-gloss Nordic humour, also plentiful in [Aðalskoðun](#)’s spot. [Samsung](#) had fun with digital sleight of hand, while in the UK [The King’s Trust](#) broke hearts with equal deftness.

Honda Australia – The All-New Honda RV

Honda’s new spot is a surrealist treat: playing with dream tropes without feeling hackneyed, the surrealist narrative creates enough freshness and momentum that Eurythmics’ well-used – Sweet Dreams – feels new and mischievous. Bonus points for the John Hurt-sounding Shiba Inu.

Song: Sweet Dreams

Artist: Eurythmics

Agency: Leo Burnett Australia

Production: Good Oil Films

Director: Nathan Price

Prostate Cancer UK – Men United

This warming reminder of the power of friendship for support against prostate cancer forgoes scare tactics or gloom for a lovely evocation of the dynamic of long-term pals, enjoying the finer (and sometimes muddier) things in life together well into the silver-haired years. Hyde & Beast, a duo of drummers from Futureheads and Golden Virgins, add to the smiles with a very pleasant, Marc Boland-evoking buzz and bounce.

Song: Keep Moving

Artist: Hyde & Beast

Digital agency: Zone

Film Production: Partizan

Director: Tom Beard

Miss Dior – It’s Miss, Actually

Anton Corbijn directs Natalie Portman as a luxe bride with misgivings in a doubled-up spot for Miss Dior that’s refreshingly strong on story. Janis Joplin’s raw, soul-dripping vocals are a nice counterpoint to Portman’s initial tight-laced nervousness, and fun complement to the inevitable tether-breaking

finale.

Song: Another Piece of my Heart
Artist: Big Brother & The Holding Company
Director: Anton Corbijn

Levi's Commuter â?? Born To Ride

Levi's have re-released this nicely-shot 2012 spot for their cyclist-friendly line of light, weather-protecting clobber, which shows a trio of dapper fellows wending their two-wheeled way through various locales to the ethereal tune of Grimes's "Crystal Ball". Bicycle commuting never seemed so serene.

Song: Crystal Ball
Artist: Grimes
Agency: Imprint Projects
Production: Ways & Means
Directors: Andy Bruntel, Felipe Lima

Heineken â?? the match

Heineken's accompaniment to this UEFA spot, in which a typically handsome sea-captain must McGyver together a suitable match-viewing rig for his men, starts out a little bit Anton Karas but quickly reveals itself as a number belted out with typical gusto by Italian 1960s star Rita Pavone. Short, but amply sweet and spirited.

Song: Viva la Pappa con Pomodoro
Artist: Rita Pavone
Agency: G2 Worldwide