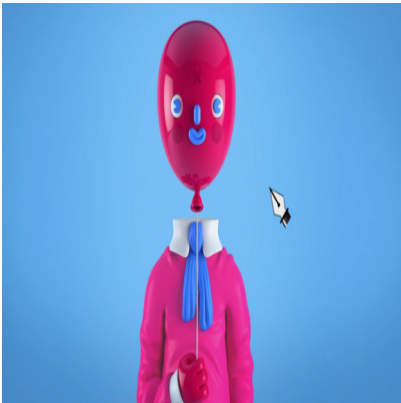




Ad Digger 20.2.2015

Description



This week’s colour-soaked selection of well-chosen ad music boasts a lineup of confident characters not afraid to go their own way, helped down the road by everything from sweet Italian-inflected pop to

swaggering indie anthems.

As film awards season reaches its glittery peak this weekend, the Academy dishes up its own series of [supercuts](#) â?? disbelief, statuette-cradling, multi-lingual thanks â?? to tempt viewers in to the all-night Oscar vortex. Comcast introduced its talking guide for the visually impaired with a beautiful spot to screen during ceremony ad breaks, featuring a blind girlâ??s interpretation of the Wizard of Oz [realised in glorious puppet form](#). Elsewhere and in a very different tone, Alan Cummings fronted a [cheeky protest](#) against the FDAâ??s blood donation regulations.

Family to Children â?? Roly Poly

Russian child support foundation Family to Children celebrates the importance of parental figures in this oblique and lovely film, also anchored by Fiona Appleâ??s serene cover of â??Across the Universeâ??.

<https://vimeo.com/119349691>

Song: Across the Universe

Artist: Fiona Apple

Agency: Streetart

Dr Pepper â?? Barbershop

Alt-J lends oodles of slick-strutting attitude to this tale of a man who dares to coiff on the wild side. Bonus points for really committing to a world of Lloyd Christmas hairdos.

<https://www.youtube.com/watch?v=L2caA7VS3Aw>

Song: Left Hand Free

Artist: Alt-J

Agency: Deutsch LA

Twinings â?? Drink It All In

Twinings construct a technicolor world entirely out of teabag packaging in this warm and slightly barmy spot. Sophia Lorenâ??s charmingly accented â??Bing Bang Bongâ?? adds a vintage cheer to balance the tweeness levels just so.

<https://www.youtube.com/watch?v=3yJRwH6MAv8>

Song: Bing Bang Bong

Artist: Sophia Loren

Agency: Abbott Mead Vickers BBDO

Photoshop â?? 25 Years: Dream On

Adobe Photoshop marks a quarter-centenary with a rainbow-hued catalogue of some properly astonishing graphic projects care of its seemingly boundless graphic manipulation software. The song

choice might initially seem a little glum lyrically, but sound and vision build to a bang-on crescendo with a bonus cameo from its flexi-jawed vocalist.

<https://www.youtube.com/watch?v=QmYc1MNJaQc>

Song: Dream On

Artist: Aerosmith

Agency: Goodby Silverstein & Partners

Directors: Brady Baltezore, Mike Landry