



Ad Digger 7.3.15

Description



There's a lingering cinematic spice in our favourite examples of advertising sync this week, and plenty of contrast with the right music, ramshackle DIY ethos and indie montage can sit very snugly

alongside slick and chic.

Jeff Goldblum continues what may become a full eccentric advertising sweep with a glossy (and batty) [new character](#), while Mentos Italy kept up a similar if more wacky [sense of derangement](#). Skoda UK [got clever](#) and GEICO [cleverer still](#), while the American Ad Council [got emotive](#) with a touching and steadily popular viral.

Samsung Galaxy Family â?? Movie Magic

Samsungâ??s highly enjoyable tale of a ramshackle and very independent film production gets its wings from the King: Elvis Presleyâ??s â??Follow That Dreamâ?? provides both the message and the bouncy mood, complementing the indie humour and neatly cementing the narrative.

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

Song: Follow That Dream

Artist: Elvis Presley

Agency: 72andsunny

Tinder Plus â?? Vacation

A young office worker reminisces about her European getaway and whirlwind romance, the latter facilitated by a certain well-known hookup app. What could very easily have teetered on the edge of beautiful-people, selfie-riddled insufferability is actually executed with style and sweetness â?? a lot of that style comes care of Oklahoma trio Broncho and their kinetic brightness.

Song: Class Historian

Artist: Broncho

Production: MagnaCarta.tv

Director: Matthew K. Firpo

Converse All Star â?? Made By You

Converse have deftly stepped up their game with this colourful barrage of visuals that, though plenty youth culture-friendly, go well beyond all adolescent clich  s thanks to a vivid sense of life and experience conjured by the spotâ??s offbeat scripting: a motley crew of artists, poets, fashion folk and musicians reveal themselves only in disjointed snatches of voiceover, miles from stereotypical on-brand boasting but revealing nonetheless a hard-won and disarming sense of self. The stop-start use of Sebasti  nâ??s already choppy â??Ross Ross Rossâ?? keeps things strutting, though very much to its own beat.

<https://www.youtube.com/watch?v=Wq-3eXzTCMY>

Song: Ross Ross Ross

Artist: Sebasti  n

European Tour â?? Drama On the World Stage

The concept (slo-mo onlooker shock and absent-minded disaster, gilded with simultaneous grandeur and daftness by a sweeping classical accompaniment) isnâ??t groundbreaking, but itâ??s a pleasure to see it done with such aplomb. Golf champ Martin Kaymer provides the shock, Mozartâ??s towering â??Lacrimosaâ?? the awe.

Song: Lacrimosa

Artist: Mozart

Agency: Saatchi & Saatchi

Herm s â?? La Fl nerie

Herm s turn out a slight but sweet spring/summer showcase, pairing some iconic pieces with light-hearted and lightly-handled CG magic. A helping of Franck Barcelliniâ??s charming score for Jacques Tatiâ??s similarly charming *Mon Oncle*, dresses the whole souffl  to best advantage.

<https://www.youtube.com/watch?v=B2M-brOw2oI>

Song: Theme from *Mon Oncle*

Artist: Franck Barcellini

Agency: Lost Boys Paris

Director: Patrick Jean